

# Dividends

COLLEGE OF BUSINESS, SAN JOSE STATE UNIVERSITY

**HP Grant Will Stretch  
Mobile Computing Boundaries**

**Spartan Legend Jeff Garcia  
Stays Close to "Home"**

**College of Business to Lead  
Northern California SBDC**

**Professor Jack Holland:  
Still Connected and  
Respected After 55 Years**



**FALL 2003**



# Dividends

COLLEGE OF BUSINESS, SAN JOSE STATE UNIVERSITY

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Dean: David Conrath

CoB Development Officer:  
Elizabeth Harvey

Alumni Association Executive Director:  
Cherie Ravel

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## Alumni Association: Progress and Potential



As we begin another academic year I'd like to update you on the directions the College of Business Alumni Association is taking and also reflect on our accomplishments over the past twelve months. I see our role as *helping to make a world of possibilities real—for our College, our*

*students, our community and the world.* I am convinced that as an organization of individuals scattered throughout Silicon Valley and the world, San José State graduates continue to make unique and tangible differences. The thread that connects us all is the education and experience we gained at the CoB within a dynamic economic and cultural climate.

All who have come through the College's doors recognize the tremendous value in the College's affordable, high-quality education and degree programs. And through our alumni network we have developed a community that stays connected and makes a difference to the College that played such a pivotal role in our lives.

During the past year, we continued to be active across the campus:

- Club visitations to build awareness of the Alumni Association and its many networking and community programs;
- Campus grant programs to promote leadership among student clubs and organizations;
- Participation in curriculum development task forces to guide the College's focus on providing the best business education for the leaders of tomorrow.

Further, the COB Alumni Association was able to expand its influence and value by building ties to the broader University Alumni Association to leverage our message and good work. We also sponsored and coordinated the College's Fall graduation ceremony, launched an annual alumni golf tournament to promote an active alumni network of friends and supporters, and updated the look, feel and content of the CoB web page. We sponsored speaker events at the Silicon Valley Capital Club, participated in the

Dean's CoB International Advisory Committee and Advisory Committee of the College's Silicon Valley Center for Entrepreneurship, and sponsored yet another successful College of Business Awards Ceremony in the Spring.

We will continue to expand our good work in the coming year. One key effort I will be announcing will be a special CoBAA "President's Initiative" to raise funds to help sponsor applied research grants in the College's Silicon Valley Center for Entrepreneurship. These grants will spur the creation of new business ideas and innovations aimed at addressing community needs that if left unmet, threaten to lead to (or have led to) a situation of increasing social exclusion across the community. These needs are typically driven by an inability to access our community's educational resources, health care infrastructure or common public and private resources.

The potential for this activity was demonstrated in a pilot program funded by a \$20,000 Hewlett-Packard grant to the Colleges of Design, Engineering and Business. Out of this program came a number of exciting and innovative ideas to address the issues surrounding the "digital divide" (a social phenomenon where those with access to and knowledge of how to use computer technologies and the internet are creating a situation where a portion of our community is falling behind the majority). A few of the innovative ideas included systems and solutions to help low-skilled home health care providers and family members serve homeless parents in the education and care of their children, bring the benefits of technology and the internet to older, more mature members of immigrant families. This program also added momentum to the interdisciplinary structure of the College's Silicon Valley Center for Entrepreneurship.

I'll be sharing more of these thoughts with you in the months to come via our web site and in personal correspondence. Until then, remember that as a unique body of resources and talent we truly can *help to make a world of possibilities real—for our College, our students, our community, and the world.*

### Brad Maihack

President, Alumni Association  
College of Business  
San José State University

## Alumni Exchange

### John C. Burns, BA Advertising Business '54

John has retired from the Santa Clara County Housing Authority. He was the first person hired by the Authority in 1968; when he retired in 2001 the organization had 250 employees and over 2000 low income families in residence.

### Hal Fink, MS '64

Hal, founding president and CEO of Borel Private Bank and Trust Co. in Hillsborough, Calif., retired in 1999 and currently holds the position of vice chairman.

### Cheryl Harden, '87

Business entrepreneur and owner of Shampoochez, Cheryl Harden received the "Best of Campbell" recognition in the April 2003 issue of the Campbell Reporter for her pet grooming business.

### Melanie Prole, MBA Marketing '80

Melanie, with 18 years of experience with Bank of America, is currently looking for a new position in commercial banking.

## Alumni Exchange (continued)

### Barbora Sieber, AB International Business '99

Barbora is currently attending San Francisco State, where she will receive a Masters Degree in nursing and will be focusing on maternity care.

### Earl Williams, AB Business/Psychology '51

Earl is selling real estate in Saratoga, Calif., with Alain Pinel Realtors.

### Stewart Wobber, BS '48

Stewart retired from 35 years in the printing industry in the Bay Area in 1990, giving him an opportunity to do other things. He served as president of San Jose Jazz Society for 10 years and currently serves as president emeritus for San Jose Jazz Festival. He is currently President of Interfaith Network for Community Help (INCH) in Los Altos.

### Kumiko Ogawa Yamazaki, BS International Business '94

Kumiko is working in the marketing department with NEC Corp. at their headquarters in Tokyo, Japan. She is promoting educational software in the U.S. and European markets.

## Alumni Name New Board Directors

The Directors of the COB Alumni Association extend a welcome to the most recent additions to the Board: Anne Zorbach, Robin Maniglia, Sonia Maiello, Paul Bagan, Rijwana Quazi and Uzair Sattar.

**Anne Zorbach, '02**, holds a bachelor's degree in Business Administration, with concentrations in Accounting and Information Systems. Anne is an assurance associate at PricewaterhouseCoopers. While attending SJSU, Anne was the recipient of the Beta Alpha Psi Scholarship Award for 2001 and 2002, the 2002 CalCPA Society's Outstanding Senior Award, the 2002 Diridon Family Leadership Scholarship Award, and the 2002 CoB Outstanding Accounting Student Award. She is a lifetime member of Beta Alpha Psi Fraternity and Beta Gamma Sigma Honor Society.



**Robin Maniglia, '01**, holds a bachelor's degree in Business Administration, with a concentration in Accounting. For Grant Thornton Accountants, Robin works as a Senior Associate in the Assurance practice in San Jose, serving both private and public middle-market companies. While attending SJSU, Robin was the recipient of the Beta Alpha Psi Scholarship Award for 2000 and 2001, the 2000 Financial Executives International Scholarship Award, the 2001 Diridon Family Leadership Scholarship Award, and the 2001 Associated Students Award. As an active member of the community, Robin previously served on the COBAA executive board as Vice President of Development and is currently serving as President Elect for the 2003-2004 year.



**Sonia Maiello BS '00, MBA '02**, was born and raised in Chihuahua, Mexico and moved to San Jose, Calif., in 1974. She began a NASA career at Ames Research Center in 1990 as a budget analyst. In 2001, she was selected for the NASA Ames Full Time Graduate Studies

program. Sonia completed her MBA in August 2002 from San José State University's MBA One program. Since October 2002, she has been a deputy project manager with the Space Transportation Projects Office. As an active member of the community, Sonia mentors young Hispanic women at Evergreen Valley College, and has recently become the Vice President of the Events Committee for the CoBAA

**Paul Bagan, '82**, is a franchise owner of Dale Carnegie Training in San Jose. He graduated with a BA in Communication Studies in 1982. Paul is a past board member for Junior Achievement, an advisor to Leadership Sunnyvale, a past member of Campbell Kiwanis, and a contributor to West Valley College's Puente Program. He is a charter member of Success Builders International and the Greater San Jose Hispanic Chamber of Commerce. He is a facilitator, business coach and trainer to many of the valley's top companies and professional organizations.

**Rijwana Quazi, MBA '03**, is human resources professional at Cisco Systems, Inc. She holds a bachelor's degree in Marketing from Mississippi State University and completed her MBA at SJSU. During her undergraduate years, she worked for the Mississippi State Alumni Association, helping raise funds for the expansion of the campus library. Rijwana is fluent in Bengali and Malay and enjoys classic movies and working with people, a key requirement for success in her profession.

**Uzair Sattar, '95**, is president and CEO of Protelligent Inc., and has over 10 years of experience in management and marketing in the information technology industry. Previously, he was principal of ICE Consulting. In addition to his BS degree in finance from SJSU College of Business, he has a BS degree in commerce from University of Karachi in Pakistan.

## Award Banquet Showcases Student, Faculty Performance

The 2003 SJSU College of Business Annual Award Banquet, held in March at the Fairmont Hotel in San Jose, drew 430 guests, including 105 students. The annual banquet raises a significant amount of funds for the CoB Alumni Association and ultimately the College of Business.

The event promotes recruiting connections between corporations and students who attend. In the last 46 years the Alumni Association and the awards banquet have enhanced the reputation of the College of Business in Silicon Valley.

Showcasing the best and brightest students and faculty, the award presentation has grown from a dozen student awards to 34 student, faculty and alumni presentations this last year.

The dinner committee was chaired by John W. Baird, principal partner, Executive Edge of Silicon Valley. Masters of Ceremony were John McLeod, vice president, programming, Empire Broadcasting Corp., and Richard Conniff, president and COO, Heritage Commerce Corp.

### Awards Banquet Recipients and Presenters



**Outstanding Graduates Instructor:** *Accounting and Finance Professor Howard Turetsky, presented by Robin Hendrickson, Manpower Inc.*



**Outstanding Applied Research Award:** *Associate Professor of Finance Robert Dubil, presented by Associate Dean Lee Jerrell.*



**Outstanding Business Graduate Student Award:** *Nirajita Guha and Saikat Mitra, presented by Dennis Brach and Brad Baron*



**Outstanding Academic Research Award:** *Accounting Professor C. Janie Chang, presented by Associate Dean Lee Jerrell.*



**Outstanding Undergraduate Instructor:** *Accounting and Finance Lecturer Thomas Moschetti, presented by Associate Dean Dr. Nancie Fimbel.*

### Banquet Sponsors

#### Platinum Sponsor

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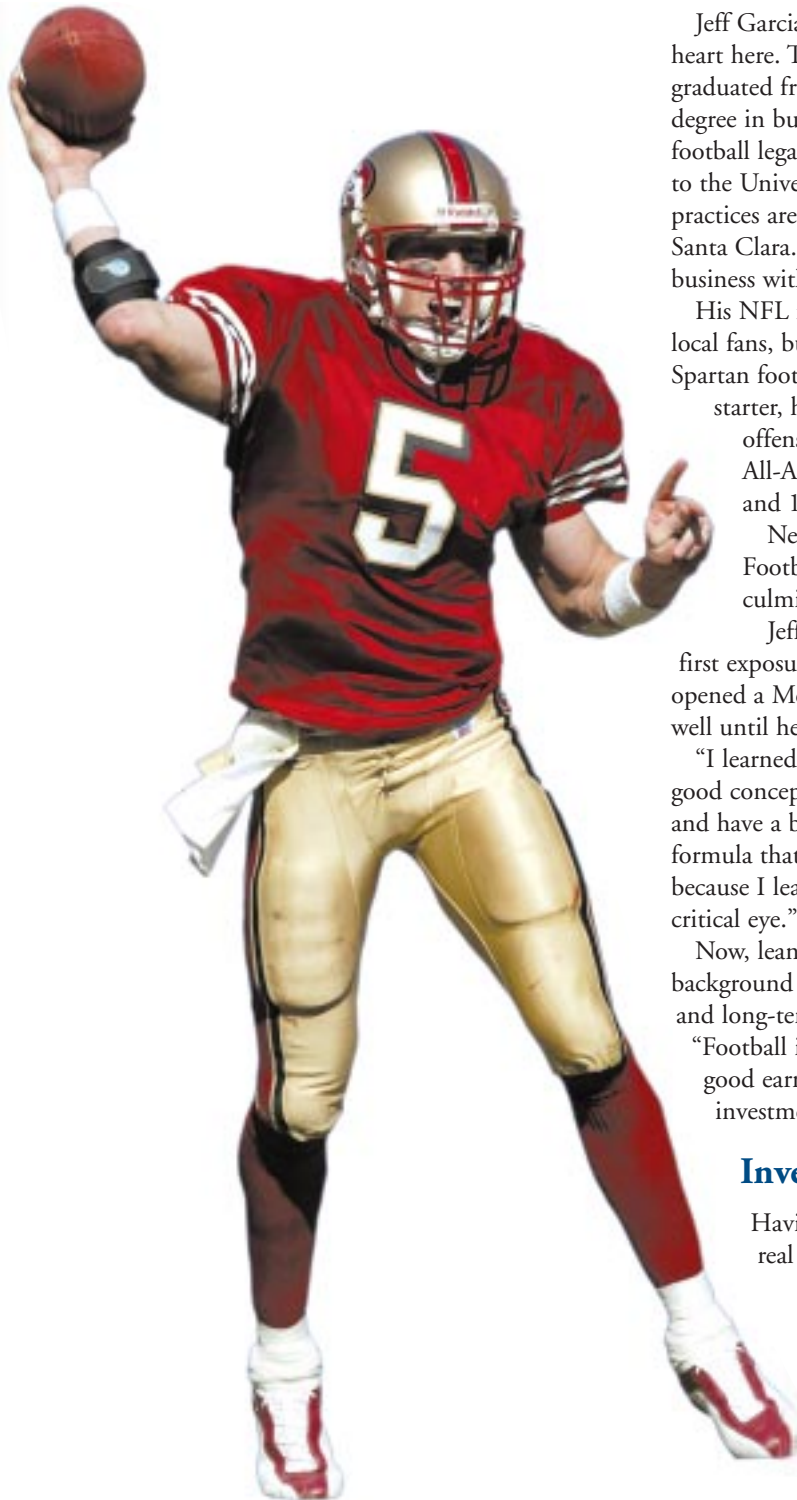
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## Spartan Legend Jeff Garcia Stays Close to “Home”



Jeff Garcia knows the way to San Jose and also left his heart here. The stellar San Francisco 49er quarterback who graduated from San José State University in 1993 with a degree in business/marketing and an illustrious Spartan football legacy still lives in San Jose and maintains close ties to the University and the athletic program. His 49er practices are “just up the road” at team headquarters in Santa Clara. He is also an investor and spokesperson for a business with a Bay Area connection.

His NFL football feats are common knowledge among local fans, but let’s not overlook his accomplishments on the Spartan football squad in the early 1990s. As a three-year starter, he became, and remains, the leader in total offense, with 7,274 yards. As a junior he earned UPI All-American honors after throwing for 2,418 yards and 15 touchdowns.

Next stop was Calgary Stampeders of the Canadian Football League, where his five-year career culminated in a Grey Cup championship.

Jeff’s five-year stint in Calgary also gave him his first exposure to the non-football business world. He opened a Mexican restaurant called “Garcia’s,” which did well until he left the area to become a 49er.

“I learned a valuable lesson from that,” he said. “It was a good concept, a good product and I was able to stay close and have a bit of a hands-on connection.” When he left, the formula that had worked initially, faltered. “But that’s okay, because I learned to look at non-football ventures with a critical eye.”

Now, leaning heavily on his SJSU business school background and the Calgary experience, caution, research and long-term projections govern his financial planning. “Football is great, but your playing time, which equals good earning time, is limited. Smart, long-term investment decisions are a priority.”

### Investment Strategy

Having invested in several properties, Jeff believes real estate is one of those smart investments.

Another is a commitment he made this year, investing funds and his name in Innovative Fitness, an eight-year-old personal training company billed as “the largest in North America.”

“I know the founder, a former teammate in Calgary, and I have watched Innovative’s performance and growth since its launch” he said. “I’ve done my homework and this investment looks sound.”

For now he has an endorser/spokesperson role with the firm, but anticipates more direct involvement post-football career. Jeff’s investment timing coincided with Innovative Fitness’s opening its first California studio. The San Rafael location may soon be followed by another facility on the Peninsula.

Life after football, at least in a playing role, will likely involve an ongoing connection with the game if Jeff’s plans work out. The connection would not be as a coach on a

professional or college level. “No, I’m aware of the time and energy requirements of these jobs. Not only have I seen coaches I’ve played for work 18-hour days, seven-day schedules, but my father coached football at Gavilan College, and I saw first-hand in my one year there as well as at home, what the pressures are. He loved it and did a wonderful job, but I want a less demanding life when my playing days are over.”

That could lead to a broadcasting spot and/or a management position with a professional football organization. “And down the road I

might look at an opportunity to coach at the high school level. The opportunity to work with young men at that formative stage of their lives is an appealing prospect. We’ll see.”

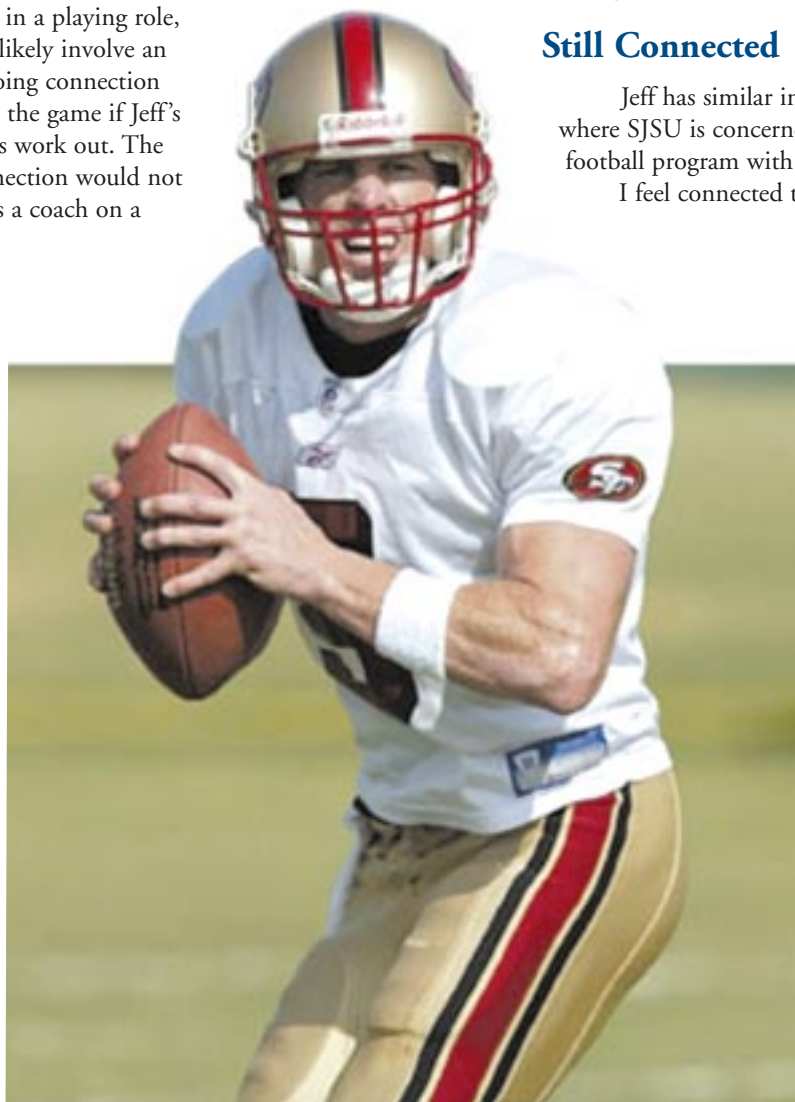
### Still Connected

Jeff has similar impulses to “give back” where SJSU is concerned. He supports the football program with contributions “because I feel connected to it. It benefited me in

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*“Football is great, but your playing time, which equals good earning time, is limited. Smart, long-term investment decisions are a priority.”*

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### The Hispanic Scholarship Fund

*Jeff Garcia has been a significant supporter and spokesman for the Hispanic Scholarship Fund (HSF) and its mission to double the rate of Hispanics earning their college degree. Last June, Jeff spoke to 150 people attending the 2nd Annual HSF/Jeff Garcia Celebration of Achievement Banquet at the Santa Clara Marriott. In May, he was elected to the board of directors of the organization.*

*To date, Jeff has helped raise \$250,000 towards scholarships for Bay Area Hispanic college students. HSF’s vision is to strengthen the country by advancing college education among Hispanic Americans, the fastest-growing segment of the U.S. population.*

*The Hispanic Scholarship Fund was founded in 1975 to help Hispanic-American college students complete their education. The scholarships are available on a competitive basis for community college, four-year college, and graduate students of Hispanic heritage. Awards generally range from \$1,000 to \$3,000.*



**Lest We Forget:  
Garcia's Spartan Legacy**

*Football fans know Jeff Garcia's reputation as one of the most exciting quarterbacks in the NFL. He was elected to the Pro Bowl team in his first two years. Garcia became the first quarterback in 49er history to throw 30-or-more touchdowns in consecutive seasons.*

*But let's refresh our memories about Jeff as a Spartan. A three-year starter at SJSU, he ranks first in school history with 7,274 yards of total offense; third in passing yards (6,545), passing completions (504) and passer rating (129.4); and he completed 504 of 887 passes for 6,545 yards and 48 touchdowns in his career.*

*In his senior year, he completed 196 of 356 passes for 2,608 yards and 21 touchdowns; he rushed for 559 yards and three touchdowns on 119 carries. As a junior he earned UPI All-America honors after throwing for 2,418 yards and 15 touchdowns, and rushed 94 times for 223 yards and seven touchdowns. As a sophomore, Jeff finished third in the country in passing efficiency, completing 61.9 percent of passes for 1,519 yards and 12 touchdowns.*

*Then, as a pro, he really took off.*



**Jeff Garcia (center) receives GOLD Award plaque from COB Dean David W. Conrath (right) and John Ralston, Garcia's coach during Jeff's San José State football career.**

many ways, and seems like the most logical way I can show my appreciation."

On a broad scale, Jeff would like to see more alumni provide financial support to the University. "Over the years, San José State has grown into a major institution providing talent to Silicon Valley and other areas. With greater alumni support, the University can continue

to grow and attract deserving students and quality faculty."

With the new season underway, Jeff's attention is once again riveted on winning 49er football games—with an eye always on the prize—a Super Bowl ring.

**Going Gold**

Adding to his many accomplishments and awards on the football field at college and professional levels, Jeff Garcia recently added one from the academic community. Jeff was named the second recipient of the 2003 GOLD (Graduate of the Last Decade) Award.

Each college chooses a distinguished recent graduate to receive the award. The award itself is a specially commissioned medallion finely cast in brushed bronze. It bears the San José State University Tower Seal in deep inset. The case is engraved with the recipient's name and year of presentation. The medallion is suspended from a silk neck ribbon and presented in a velvet-lined, hand-rubbed wood case.

Theresa Townsley, class of '97, won the first College of Business Gold Award in 2002.



## HP Grant Will Stretch Mobile Computing Boundaries

A grant from Hewlett-Packard Company to the SJSU Colleges of Business and Engineering supports technology research on mobile computing use by interdisciplinary classroom workgroups, developing real-world mobile technology applications for business and non-profit organizations.

The project represents a continuation of a productive two-decade relationship SJSU has had with Hewlett-Packard, distinguishing HP as one of SJSU's most significant and dependable partners, with grants now totaling close to \$2 million in HP funds to the school.

Adding to the uniqueness of this Applied Mobile Technology Solutions in Learning Environments project is its cross-disciplinary nature. For the first time, CoB will have the College of Engineering as an active partner in the effort. Three disciplines – Management Information Systems, Finance, and Computer Engineering -- will pool resources in a collegial relationship to apply the required expertise to the project. By breaking down these territorial barriers, the best talent from each discipline can be applied to achieve the best outcomes.

Additionally, HP awarded the CoB's MIS department with a \$110,000 Itanium 2 grant of three two-way IA 64 servers. The Applied Mobile Technology Solutions team (better known as the Mobility Team) will be collaborating with the Itanium 2 team to explore ways in which these leading edge 64-bit servers can be used to support the knowledge management processes essential to effectively targeting messages sent to mobile computing devices.



The HP Mobility Team includes (standing l to r) Professors Weider Yu, Tim Hill, Michael Solt, Pat Backer (seated l to r) Student Assistant Joseph Tighe, Professors Xiao Su, and Malu Roldan

## Managing the Mobility Project

Seven faculty members, representing four different departments at SJSU, are involved in overseeing and managing the mobile computing project:

- *Principal Investigator of the HP-funded mobile technology project is Patricia Backer, Chair, Department of Aviation and Technology.*
- *Mary Jo Gorney Moreno, Associate Vice President for Academic Technology provides technical supervision and integration services into the University's technology strategy and initiatives.*
- *Five faculty members are developing course materials, and are establishing and managing community/industry partnerships and project assessment: Business Professors Malu Roldan, Tim Hill, and Michael Solt, and Computer Engineering Professors Xiao Su and Weider D. Yu.*

## New Class, New Hardware

Starting in the fall of 2003, the Applied Mobile Technology Solutions grant, valued at \$230,000, will provide the computing equipment and technical support for three new courses, Business 118, Special Topics, Mobile Computing Strategy, Business 179, Entrepreneurial Finance and Cross-Disciplinary Teams, and CmpE 189, Mobile Software Design and Implementation. Sixty students will participate, 20 each from CoB Finance, CoB MIS, and the College of Engineering's Computer Engineering Department. Each student will be provided a TabletPC or PDA to support their school work and mobile application development.

With the help of a matching grant from the Provost's office, a new laboratory has been set up in the Business Tower to support the class and serve as a center for the demonstration and use of a range of mobile collaboration tools. This lab and a total of five classrooms located in the Boccardo Classroom and Engineering Buildings have been outfitted with wireless access points as part of the campus Wireless Laptop Project. HP hardware used by the class under the grant includes 48 Compaq TC1000 Tablet PCs, 42 Ipaq 5450 Pocket PCs and 23 HP laptops, plus printers and other peripherals.

First priority of the program is the exploration and development of innovative applications of mobile technologies in the classroom to facilitate team learning. HP believes that mobile computing will become the new paradigm in education and business, and that university environments represent some of the richest opportunities for their development and use.

Mobile computing devices used in wireless classrooms enable on-the-fly re-configuration of classroom environments to support various teaching techniques – including team based collaboration, lectures and breakout groups. Inking, handwriting recognition and wireless connectivity capabilities of TabletPCs and PDAs afford new, paperless modes of capturing and projecting team discussions, documents, and other classroom materials. The portability of the devices enable anytime/anywhere communications among team members, faculty and partners,

particularly with the growing network of easily accessible wireless hotspots.

Brad Maihack, '78, president of the CoB Alumni Association, and controller of the HP OpenView Division, is a key link between the company and his alma mater. "SJSU continues to be an amazingly rich source of talent to HP and the entire Bay Area technology community," he said. "Of particular interest to HP is SJSU's work on interdisciplinary curriculum development and use of technologies."

## Business and Non-Profit Applications

The second priority of the project is to develop and test concepts for applying collaborative mobile computing in organizational situations. The Mobility Team is developing projects for a wide range of partners including retailers (Camera Theatres), university departments (University Police Department), and educational services (TechCentric Adaptive Book Technologies).

A typical retail application would result in systems which allow shoppers to access store inventories and obtain assistance with the selection and purchase process. In the social service setting, the mobile computing infrastructure could assist in digital data collection and analysis of client information, replacing laborious hand entry and manual summaries.

Maihack sums up the value of the program to SJSU and HP: "The mobility grant is based on HP's belief that technology in the hands of talented and diverse communities of individuals is a critical element in the innovation process. It is also a recognition of the University's status as one of the true innovators in education for our community."



i n v e n t

# Dean's Annual Report: 2002-2003



**David W. Conrath**  
Dean

## Students and Faculty

Let's start with some statistics. Over 1600 students received either Bachelor's or Master's degrees from the College of Business during academic year 2002-2003. While this was slightly below the number of the preceding year, it was still more than double the number of graduates from any other college on campus. This past year we taught 3,337 full-time equivalent students (one who takes 10 courses over the year) in our state supported programs. This five

percent increase over 2001-2002 was achieved with fewer resources than we had last year. Given prospective budget cuts, we'll have to perform another miracle or, more likely, turn students away from our courses in the upcoming year.

Fortunately, our fee-based programs continue to do well. The MBA-One program was sufficiently popular that, for the first time, we initiated two cohort groups. The enrollment in the accelerated part-time program has remained essentially constant, which is good considering the Silicon Valley economy. The consequence is that we had sufficient net revenue to reduce the impact of the State of California's budget cuts and had resources we could use to hire new faculty.

Speaking of new faculty, the College of Business had a bumper year. We hired 18 tenured and tenure-track faculty. This number of new hires is the highest in anyone's memory, and the quality of the people is exceptional. These new faculty will provide a very strong foundation for the College of Business for many years to come and will help us improve our image both locally and nationally. We consider ourselves especially fortunate to have hired so many faculty before the budget crisis; we are likely to hire few additional faculty until the economy improves.

## The College of Business Alumni Association Annual Awards Banquet.

This past March the CoBAA hosted another outstanding awards banquet. Approximately 475 people attended, and 34 students, five faculty and two staff were recognized for outstanding performance. Four of the students should be mentioned here. Kimberly Cianci and Ben Towne received the Alpha Al Sirat

Award as the top graduating seniors for academic and leadership achievements. Nirajita Guha and Saikat Mitra were honored with the Outstanding Business Graduate Student Award.

The Dean's Service Award went to Jacqueline Elardo and Sylvia Peaker, retiring administrative assistants from the departments of Marketing and Organization & Management respectively. These two women have probably had as much to do with the success of the College of Business over the past 25 years as any two people on campus. My congratulatory remarks to them were echoed by both faculty and staff, "Your spirit of cooperation, helpfulness, and friendliness combined with a true knack for efficiently getting the job done well are contributions that will endure and that we will cherish for many years to come."

## Grants and Contracts

We have received two sizeable grants, mostly in equipment, from Hewlett-Packard. The prime mover was Malu Roldan, a faculty member in the Department of Management Information Systems. The first award of close to \$200,000 was an "Applied Mobile Technology Solutions Grant," which was shared with the College of Engineering. The second, which followed on the heels of the first, was an "Itanium 2 Academic Grant Initiative," valued at just under \$120,000.

The U.S. Small Business Administration (SBA) notified the College of Business of its selection as the lead center for the Northern California Small Business Development Center (SBDC) Program on June 25th. SBDCs offer a wide range of counseling, training and technical assistance to new, emerging and existing small businesses. The contract as lead center started July 1, and tasks the College of Business with coordinating activities at nine local centers in communities west of Sacramento and within an area covering Monterey County to the south and the Oregon border to the north. The total annual budget exceeds \$4 million. "In replying to the request for proposals, the San José State College of Business displayed the best sense of how to tailor the program's resources to the needs of individual communities within the region. The college has the depth of experience necessary for an effective lead agency, and we look forward to working with its faculty," said Mark Quinn, director of the SBA's San Francisco district.

## Image and Public Relations

The College of Business selected Runyon, Saltzman and Einhorn to manage our brochures, advertising and public relations activities. Aside from its creativity and broad spectrum of services, another aspect that attracted us to this Sacramento-based firm was its experience and success in working with post-secondary educational institutions. The firm has already created an image to help brand the College of Business, prepared press releases to publicize our award of the SBDC contract, and prepared brochures for our fee-based programs. You can see our logo in this issue of Dividends.

The University recently gave us formal recognition of the Silicon Valley Center for Entrepreneurship. This Center, located within the College of Business, will undertake research on entrepreneurship; provide input to the College on courses and programs on entrepreneurship and intrapreneurship; and provide an additional source of expertise for potential entrepreneurs, especially students and faculty at San José State. As a

consequence, we are working closely with the Colleges of Engineering and Science, and are open to anyone on campus who might be considering commercializing a product or service. Eventually, we intend to make our research and services available to the entire Valley.

Finally, I would like to acknowledge the commitment and generosity of the donors to the College of Business in the July 2002-June 2003 fiscal year. Their names can be found on the following pages.



David W. Conrath  
Dean, College of Business  
San José State University



**DEAN'S COUNCIL****Summa Cum Laude  
(\$10,000+)**

Henry J. Down  
Alan & Lori Kessler  
Gary J. Sbona

**Magna Cum Laude  
(\$2,500+)**

Phillip & Susan Boyce  
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## Professor Jack Holland: Still Connected and Respected After 55 Years

When Jack Holland began teaching in the business department at SJS College, Grey Line was running spring “Blossom Time” tours in what is now Silicon Valley. The obvious attraction was the annual bloom of fruit trees in orchards that spread across the valley. That was 1948. Over 38,000 people were employed in local canneries.

Thirty-one years later, Professor Holland taught his last class in the SJSU School of Business. And 24 years after that, Jack continues his close connections with former students, faculty and staff—connections so close that they led to the establishment of the Jack Holland Scholarship Fund last fall. Interest from the endowment will fund an annual scholarship to a full-time junior or senior student business major who is also active in extra-curricular activities.

### Staying Connected

In view of Jack’s commitment to undergraduate education in public universities, the scholarship fund could not be more appropriate. Today he continues a phone and mail connection with about 100 former students (letters written on an IBM Selectric, thank you). Until slowed by a medical problem a few years ago, he continued to travel widely, lecture and stay in touch with professional and academic contacts globally.

A key vocation during his long and distinguished teaching career was the ministry. Until a few years ago, Jack was an active, ordained minister in the United Church of Religious Science. In addition to preaching, he helped run a school for new ministers in the denomination. “My church service added a dimension to my life that complemented and enhanced my business school teaching,” he said.

At home in his San Jose residence of some 50 years, Jack’s rich and productive career is reflected in a wall of awards, honors, plaques and pictures. Some of those confirm his broader teaching



legacy, which includes lecture engagements at Stanford; Oxford; Witswatersrand University, South Africa; and several other South African universities.

These formal symbols of accomplishments, however, are not what Jack values most about his years of teaching: “The most gratifying aspect of my career was the inspiration I received back from the students. There is no question that I got back ten times what I put in.”

One former student would argue with Jack on that point, citing the benefits of learning and growing under Jack Holland. Edward Pohle, now retired from a successful career in financial services with several leading firms, calls Jack “legendary,” and a professor who was “always there for you.” This was particularly true in the case of returning WWII veterans, a group that included Pohle, who were often in need of guidance and assistance as they found their way back into academia. “I could always count on Professor Holland to lend a hand with procedural issues and advice as I needed it.”

Jack’s relationship with Pohle is typical of the bond he has with former students, which is based on friendship and counsel as much as it is on business matters.

### Focus on Motivation

In his classes, Jack focused on basic tools and techniques of management, but also gave great emphasis to intangibles. “Motivation and personal responsibility were my passions,” he said, “I taught that work had more dimensions than a job description, that you are not owed anything just because you have a degree, and that you will be rewarded for what you do and contribute, not for who you are.”

Jack sums it up with one of his favorite phrases: “To define is to limit.” In modern vernacular, that might translate as “think outside of the box,” but Professor Jack Holland was way ahead of the game. Other former students remember him for

that type of inspiration. Among them are baseball executive and Olympic organizer Peter Ueberroth and Robert Foy, chairman of California Water Company.

Following Navy service in WWII aboard a destroyer submarine escort, Jack finished undergraduate work at Harvard, followed by an MBA degree from Stanford in the late 1940s. Several classmates there urged him to “cash in” on his impressive education by going out and “conquering the world and making big bucks.” But having had a taste of teaching while giving a guest lecture, Jack Holland chose the academic life at what was then a small, relatively unknown university called San Jose State. “I think my starting salary was something in the neighborhood of \$300 a month,” he recalls, “but my career has paid off handsomely in many more respects than money.”

The Jack Holland Scholarship Fund is just one more validation of that exceptional career.



## SJSU College of Business Selected to Lead Northern California SBDC

By Blake Escudier, Director

San José State College of Business has been selected by the U.S. Small Business Administration to act as the Lead Center to help manage the SBA's consulting and training. The Northern California Small Business Development Centers are an integrated network of nine Service Centers located within a 14 county region of Northern California. The NorCal SBDC covers the geographic region from Northern Monterey County to the Oregon border including all Bay Area counties. This network of knowledge assets and training facilities provides resources for individuals with existing businesses and those considering starting a business.

SBDC assistance is tailored to the local community and the needs of individual clients. Each center develops services in cooperation with local SBA district offices to ensure statewide coordination with other available resources.

By taking a micro economic view of each geographic territory within the NorCal SBDC, San José State will help manage the knowledge assets available throughout the entire region. In addition new initiatives will be integrated within the network to provide specialty consulting services. Presently the NorCal SBDC has a Technology Assistance Program to help companies evaluate their use of technology in their operations. New programs will cover functional business areas that require specialist consultants that small to medium size business could not afford on the open market. Proposed new programs include: Market Communications; Energy & Environmental Management; International Trade; and Health, Safety and Business Regulations.

To support these programs, the San José State Lead Center will solicit additional sponsorships allowing for budget growth. This increase in budget allows for the hiring of specialist consultant firms and individuals who will provide their services on a reduced or donated basis. These new knowledge assets will be made available to the entire network through distance consulting/training so that all businesses within

the NorCal SBDC region may benefit.

Training is a key component of business development. The NorCal SBDC provides workshops and seminars on many business functions and runs business plan development training on a continuous basis. With access to San José State University and other education institutions throughout the region, NorCal businesses and individuals will have increased opportunities for access to knowledge and resources.

New partnerships have already begun to take shape, such as the opportunity for NorCal SBDC Clients to participate in SJSU's Silicon Valley Center for Entrepreneurship Business Plan Competitions.

Since 1990 the California State SBDC was contracted through the California Department of Technology, Trade and Commerce. Due to recent concerns over state budgets the program has been terminated and the SBA was required to request proposals to manage the program. California, being the largest SBDC program in the United States, was divided into six regions allowing for greater management impact. The other regions are Sacramento, Inland Valley, Los Angeles (2), and San Diego. In each region a college will serve as the Lead Center.

In the United States there are 63 Lead Centers, one in every state (Texas has four, California has six), the District of Columbia, Guam, Puerto Rico, Samoa and the U.S. Virgin Islands— with a network of more than 1100 service locations. In each state there is a lead organization which sponsors the SBDC and manages the program. The lead organization coordinates program services offered to small businesses through a network of subcenters and satellite locations in each state. Subcenters are located at colleges, universities, community colleges, vocational schools, chambers of commerce and economic development corporations.

San José State Lead Center for the NorCal SBDC is located in the San José Entrepreneur Center at 84 West Santa Clara Street in downtown San José. For more information contact the Silicon Valley SBDC at 408-494-0240.

*SBA funds are matched by each Service Center host institution, giving the SBDC at SJSU more than \$4.5 million to manage.*

*Over the years the return on the work of the SBA has been tremendous. In 2002 alone the Northern California SBDC district accounted for the following:*

*New Jobs created: 964  
Jobs Retained: 2856  
Increased Sales: \$25.2 million  
Equity Investment: \$27.4 million*

*The SBDC Program is designed to deliver up-to-date counseling, training and technical assistance in all aspects of small business management. SBDC services include, but are not limited to, assisting small businesses with financial, marketing, production, organization, engineering and technical problems and feasibility studies. Special SBDC programs and economic development activities include international trade assistance, technical assistance, procurement assistance, venture capital formation and rural development. The SBDCs also make special efforts to reach minority members of socially and economically disadvantaged groups, veterans, women and the disabled. They also provide assistance to small businesses applying for Small Business Innovation and Research (SBIR) grants from federal agencies.*

## First Annual Alumni Golf Tournament

The First Annual College of Business Alumni Golf Tournament in mid-August saw 14 foursomes tee off at Los Lagos Golf Course in San José. Camera Cinemas CEO Jim Zuur '72, sponsored closest-to-the-pin prizes which were claimed by Janice LaVergne, Luciana Rubinsky, John Whelton and Joe Adamson. Grant Thornton sponsored prizes for the longest drive won by Chris Adkin.

Congratulations to the top five teams: 1st place--Victor Arranaga, Leon Beachman, John Hellesoe and Al Venegas; 2nd place--Marshall Goodman, Bill Nance, Mike Ego and Phil Trounstein; 3rd place--Janice LaVergne, Monte Reed, Gerald Sota and Joe Adamson; 4th place--Kevin Smith, Josh Francois, Bill Penrod and John Glass; 5th place--John Pfahnl Jr., Mike Yearly, Charles Sabes and Joséph Pfahnl.

CoB Alumni President Bard Maihack and tournament organizer Robin Maniglia were on hand as well as Alumni Directors David Huerta, Michael Matteucci, Dan Moors, Uzair Satter, and Anne Zorbach.



Tee sponsors included: **Becker Conviser CPA Review; Berger and Lewis Accountancy Corp.; Coakley Heagerty; Dale Carnegie Training of San José; UBS Financial Services; Grant Thornton LLP; The Mineta Transportation Institute; KPMG; Pfahnl and Hunt; John C. Pfahnl, Jr., class of '77; and SJSU Office of the Provost.**



# Runyon Saltzman & Einhorn, Inc. to Handle CoB Communications Nationwide

By Raksha Varma

The College of Business at San José State University has retained the Sacramento-based communications firm of Runyon Saltzman & Einhorn, Inc. (RS&E) for public relations and promotional services that will raise the college's profile regionally and nationally. "The firm has extensive experience in advertising and media relations efforts for public post-secondary institutions, and this was a deciding factor in their selection," Dean David Conrath said.

Starting work in April, the contract between the College of Business and RS&E covers media relations, advertising and public awareness activities. The overall goals are to promote the College of Business' image, increase the enrollment in fee-based programs, enhance fundraising and strengthen publicity.

The program's most crucial component will be the impact on potential students. Through publicity campaigns, marketing efforts, brand development and media consultation, RS&E will deliver a strong communications program reflecting San José State University's commitment to providing a high quality professional education for students of all ages and backgrounds.

Founded in 1960 by Jean Runyon, RS&E is a full-fledged communications firm composed of more than 40 employees specializing in advertising, public relations, social marketing and brand development. The agency bills approximately \$37 million a year and is the largest advertising and public relations agency in the Sacramento area. Other clients include the University of California, Davis; Krispy Kreme Doughnuts (Northern California), the Tacoma Rainiers and the California Student Aid Commission.

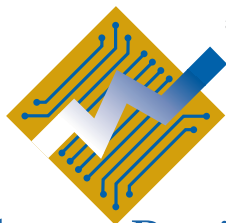
Initially, RS&E will launch a full-fledged publicity campaign for the College of Business. Corporate partnerships, on-site marketing and collateral material distribution will be utilized to generate exposure. In order to produce more regional publicity, RS&E will expand the profiles of vital administrators, including Dean Conrath.

RS&E created a logo consistent with the university's standards that will build brand equity and circulate a well-defined image. As the College of Business forms an identity, RS&E will be able to brand messages, products and promotional items for the community that build on that identity. RS&E's media partnerships will generate local, regional and national access for the College of Business. The firm plans to accompany this strategy by working with several organizations, including large corporations and small community-based organizations.

RS&E plans to target specific audiences in order to streamline the campaign. For example, to direct publicity to potential program candidates, RS&E will communicate the

College of Business' accessibility, affordability and dedication to diversity. By targeting San José State University alumni, RS&E will accentuate the success of graduates.

"The College of Business is among the leading institutions of its kind in Northern California and the country. Its proximity and historical connections to Silicon Valley give College of Business graduates a tremendous advantage. We see our job as communicating this advantage to California and the nation," said Senior Vice President Jane Einhorn of RS&E.



College of Business  
San José State University

## Business Plan Competition Announced by SVCE for 2003-04

The Silicon Valley Center for Entrepreneurship (SVCE) and its Entrepreneurial Teams (E-Teams) committee recently announced the latest "Business Plan Competition," timed for the 2003-04 school year. E-Teams are interdisciplinary teams of students from business and technical fields, such as industrial design or engineering. The students work collaboratively first to develop the basic concept and marketing analysis and ultimately the business plan for a new venture.

Participating in the competition planning are Burton Dean, director of the SVCE; CoB faculty members Joseph Giglierano and Michael Solt; Industrial Design Professor Tomasz Migurski; CoB instructor Chuck Fishel; and entrepreneurs Hector Franco and Bill Paseman. The focus is to encourage entrepreneurship at SJSU and weave a connective fabric that joins SJSU with the broader Silicon Valley community.

The 2002-03 winners were Ilya Ronnin and Mohamed Aslam Ali, both recent SJSU MBA graduates. Ilya and his partners at Quadix ([www.quadix.com](http://www.quadix.com)) developed a \$30,000 software-driven add-on for machine tool lathes to do the work of computerized machine tools that cost \$1 million or more. United Airlines has purchased one of their tools.

Mohamed Aslam also holds a Ph.D. (1992) from Oregon State University. He is originally from Bangalore, India, and came to the U.S. in 1986 to study. Mohamed is scheduled to represent the western eight-state region of the Department of Commerce in the national competition to be held in Washington, D.C. in late September. He is currently working with Angel Capital Investors to secure additional funding to finance his business plan. He has obtained a formal commitment for five out of the six million dollars he needs for the project. His business plan is focused on converting used automobile tires to activated carbon to be used in water filters.

The Entrepreneurial Society (E-Society) student club will organize the 2004-05 Business Plan

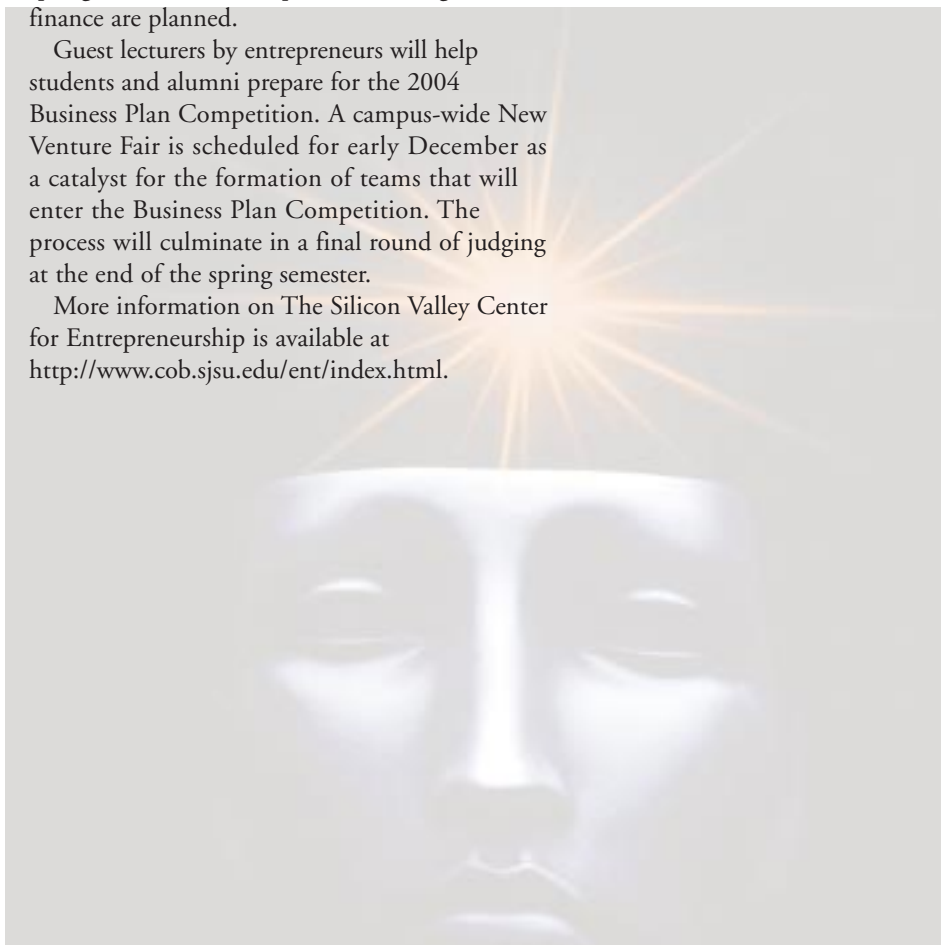
Competition to bridge entrepreneurship education and entrepreneurship in action, with the goal of creating new ventures.

Given the importance of real world assessment, all the judges in the E-Society's 2002-03 business plan competition were active in entrepreneurship practice. They were as follows: Ziya Boyacigiller, Formative Ventures; Rick Ellinger, Osprey Ventures; John Hall, Horizon Ventures; Eric Hardgrave, Acuity Ventures; Harold Nissley, International Angel Investors; Bill Paseman, Calico; and Jim Robbins, Environmental Business Cluster.

Dennis Mangalindan and Kris Rushing, founders of the E-Society and recent SJSU graduates, have been pivotal to the effort. The E-Society (<http://www.e-society.org/>) has hosted nine events relating to entrepreneurship. A sequence of events spanning the 2003-2004 academic year is being planned, kicking off with a scheduled talk in mid-September by Jonathan Abrams, founder of Friendster.com. Fall and spring semester workshops on marketing and finance are planned.

Guest lecturers by entrepreneurs will help students and alumni prepare for the 2004 Business Plan Competition. A campus-wide New Venture Fair is scheduled for early December as a catalyst for the formation of teams that will enter the Business Plan Competition. The process will culminate in a final round of judging at the end of the spring semester.

More information on The Silicon Valley Center for Entrepreneurship is available at <http://www.cob.sjsu.edu/ent/index.html>.



# Help Share the Wisdom of SJSU CoB Alumni

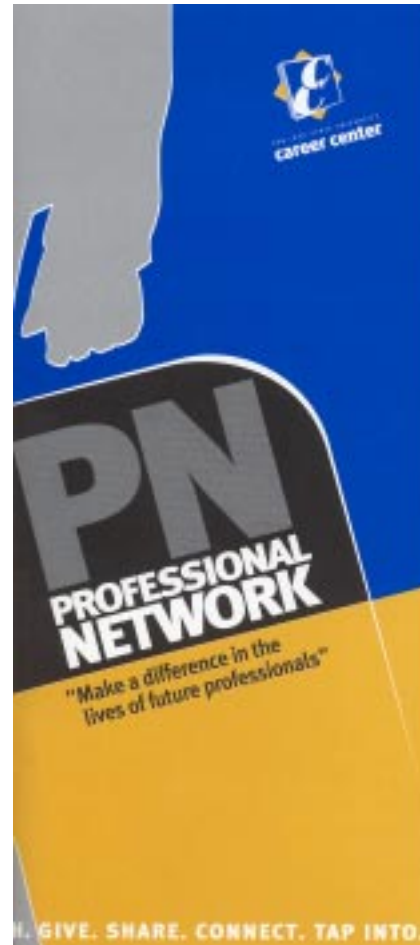
The College of Business Alumni Association and the SJSU Career Center are pleased to announce the expansion of the on-line version of the Professional Network (PN)—an on-line database of alumni and other professionals from the community who volunteer their time to grant informational interviews regarding their career experiences to SJSU students engaged in career planning and research.

The best advice often comes from those who are willing to share their experiences and wisdom. If you are willing to offer realistic and relevant information about your profession, we urge you to become a member of SJSU's Career Center Professional Network and make a difference in the life of future professionals.

## To become an SJSU PN volunteer, follow these simple steps:

1. Log onto the Career Center PN Database at [www2.monstertrak.com/students/unreg/contact.html](http://www2.monstertrak.com/students/unreg/contact.html)
2. Click on Register
3. Select San José State University from the list of schools
4. Type AlumniNetwork in the password field (it is case sensitive, and type as one word)
5. Enter your member profile information in the spaces requested. (We recommend you use a work email and phone number for your contact information). To view sample profiles go to <http://www.careercenter.sjsu.edu/alumni/professionalnetwork/sampleprofiles.html>

For more information, or if you encounter any problems, please contact Adriana Ramirez at 408-924-6031 or [adriana.ramirez@sjsu.edu](mailto:adriana.ramirez@sjsu.edu)



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## CoB Faculty: A Closer Look



We brag about our faculty but don't say much about what they are doing outside of teaching, particularly things that might be of interest to our alumni. In this issue we take a closer look at four of our faculty: Dr. Herman Boschken, a tenured full professor who has been with us for over 20 years; Dr. Gerry Cory, a part-time faculty member who has taught for us for five years; Dr. Robert Dubil, a recent addition to our faculty who had both extensive industry and academic experience before he arrived; and Dr. Joyce Osland, another new faculty member with an extensive academic and work background.

### Herman Boschken

Dr. Herman "Buzz" Boschken has been teaching at the SJSU's College of Business since 1980. Last year his most recent book, *Social Class, Politics, and Urban Markets: The Makings of Bias in Policy Outcomes*, was named the Academy of Management's "Best Book" in the Public and Non-profit division. His work shows how public agencies in large US cities make policies. Dr. Boschken argues that globalization and specific local factors—from the geography of the city to its ratio of wealth to poverty—influence the decisions of policy makers. He uses the extended example of urban mass transit to flesh out his theory. If you are curious about what influences local governmental policies, Dr. Boschken's book is a worthwhile read.

### Gerald Cory

Dr. Gerald A. Cory, Jr. formerly president of Tandem Computers, Japan and Lt. Colonel (ret.) in the US Air Force, has taught at CoB part time since 1998. The president of the Across-Species Comparisons and Psychopathology (ASCAP) Society, Dr. Cory's book, *The Consilient Brain: The Bioneurological Basis of Economics, Society, and Politics* has just been published by Kluwer Academic Publishers. This work was hailed as "path-breaking and immensely important," by Kurt Steiner of Stanford University. His theory of economic behavior is based on state-of-the-art knowledge of brain structure and it questions the basic economic premise that human beings always seek their own advantage in exchanges. Leading scholars in both social science and brain science predict that Dr. Cory's work will provide a

foundation for new directions in socio-economics. Anyone interested in the interplay between self interest and "altruism" should find his work of value.

### Robert Dubil

Hired in 2002 following a career as a senior manager of derivatives trading, risk analytics, and quantitative research at leading Wall Street institutions, Dr. Robert Dubil gained a reputation for risk arbitrage and financial modeling in the frontiers of modern finance theory and practice. He continues to investigate regulation of the financial industry, in particular the rules for establishing capital reserves for market risks—interest rates, currency rates, stock market prices—and credit risk—loans to foreign countries, loans to U.S. and OECD corporations, and holdings of corporate bonds. Dr. Dubil's current focus extends to liquidity risks faced by venture capital firms and, now, after the recent changes in corporate governance and regulation of analyst/investment banking firms, to mutual funds, their performance and fee disclosure. If you are interested in these topics, let Dean David Conrath know and we'll see that you get copies of his recent output.

### Joyce Osland

Academics are Dr. Joyce Osland's second career; the first was international development work, beginning with a stint in the Peace Corps in Colombia. When her husband, Asbjorn, (also a CoB international business professor) became a field director for Plan International, they lived in five different countries as he established or turned around development agencies serving the disadvantaged. After obtaining her Ph.D. and teaching at the Central American Institute of Business Administration Dr. Osland and her family moved back to the United States in 1992, and joined us at the College of Business in the fall of 2002. In addition to writing two organizational behavior textbooks and a book on expatriates, she was a major contributor to the Blackwell Handbook on Global Management. Dr. Osland is past president of the Western Academy of Management and was awarded their President's Award for service and leadership in 2002.

## “Joint Venture” Library Debuts

The Dr. Martin Luther King Jr. Library, a joint venture of the City of San Jose and San José State University, opened on campus last month. The eight-story, \$177.5 million library is the first in the country to combine the collections of a city library and a major university. Business students

and faculty have access to the combined business resources both onsite and remotely in the case of electronic materials. Remote access will enable research without limitations of time and geographic location.



**SJSU Homecoming  
Alumni Tailgate and Game**

**Saturday, October 11, 2003**

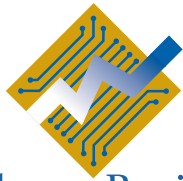
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**At**

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