

## AMD Endowments



*AMD chairman-elect, president and CEO Hector Ruiz; SJSU dean of Business David Conrath; SJSU president Joseph Crowley; AMD senior vice president and chief administrative officer Tom McCoy*



*Veronika Morley, 2004 recipient of the AMD Winick scholarship*

### \$100K Scholarship to Honor Stan Winick

On February 25, 2004, AMD awarded the San José State University College of Business with a \$100,000 endowment to honor the memory of Stan Winick, an SJSU graduate who went on to create a legacy in the human resources community as senior vice president of human resources at AMD. To celebrate the award, SJSU CoB received AMD executives at an afternoon tea at the University House.

The endowment will permanently fund an annual Stan Winick-AMD Memorial Scholarship for Excellence and Achievement in Human Resources Management. It is the department's first permanently funded scholarship.

Winick earned two degrees from SJSU—a B.S. in industrial management and an M.S. in business administration. He went on to serve in human resources positions at IBM and then Syntex for 13 years before beginning a 23-year career at AMD. At the time of his death on October 1, 2003, he was responsible for all domestic and international human resources operations for the Sunnyvale-based company.

"People revere him as a champion of education and a symbol of excellence in the human resources field," said George Whaley, professor of human resources at the Department of Organization and Management. "This endowment is a major commitment by AMD and is an outstanding way to honor everything that Stan represents."

His influence at AMD extended far beyond human resources. He also created and served on committees that guided corporate contributions and technical education, which established AMD as an active member of the Silicon Valley community.

"Stan's dedication made community involvement and good corporate citizenship a lasting value at AMD and helped raise the bar for corporate social responsibility in Silicon Valley," said Tom McCoy, AMD senior vice president and chief administrative officer.

The annual scholarship provides \$4,000-\$5,000 to cover tuition, books and fees. Students will be selected based on exceptional academic performance and examples of demonstrated leadership. On March 24, Veronika Morley was named as this year's AMD Winick scholarship recipient.

"One of Stan's greatest strengths was identifying and nurturing young leaders," McCoy said. "He



**Stan Winick**

possessed an exceptional ability to guide people to their full potential, and that's our goal with the Stan Winick-AMD Memorial Scholarship for Excellence and Achievement in Human Resources Management. I believe Stan would be honored and proud to know that his support of emerging leaders continues on."

### \$125K Annual Chair of Multicultural Integration

An organizational anthropologist, Mary Yoko Brannen focuses her research on international business. As professor of International Business in the Organizational and Management Department of the San José State University College of Business, Brannen has funded her international work, in part, by independently coaching corporations



**Professor Mary Yoko Brannen**

in cross-cultural management.

In July 2003, AMD and Fujitsu formed a joint venture—FASL LLC—to focus on flash memory technology. Because Brannen had taught an SJSU CoB graduate class at AMD

on managing across cultures, AMD was familiar with her expertise. The new venture hired Brannen on a consultancy basis as executive coach to help top management with cross-cultural issues and provide targeted workshops.

According to Brannen, "While working with them, I saw the possibility of a win-win opportunity to support the university on an on-going basis rather than to accept this on a personal consultant basis. I suggested that AMD endow a chair."

AMD endowed a \$125 thousand one-year renewable chair in Brannen's name, the first chair at the CoB. Funds go to the university, to the CoB, and to Brannen's department. Brannen's executive coaching is included in the responsibilities associated with the Chair.

"I believe that colleges should work hand-in-hand with businesses," Brannen stated. "This new relationship allows me to integrate my role at the

university with my business consulting. And it provides funding directly to the university." The Chair allows Brannen to concentrate more on her research expertise and to help business with multi-cultural integration. At the same time, it increases the visibility of the CoB in Silicon Valley and demonstrates the value of SJSU's business school.

According to Michael D. Hill, director of Learning and Organizational Development, FASL LLC, "Dr. Brannen brings a wealth of knowledge and expertise that we have found especially useful in forming and integrating our new joint venture."

Brannen sees the chair as a model for other professors. "The College of Business has phenomenal faculty producing cutting-edge research," said Brannen. "Other such chairs would bring additional prestige and funding to the university to support their work."

### Seeking to Establish an Institute for Bi-Culturalism

Looking toward the future, Brannen seeks to establish a SJSU institute for the study of

bi-culturalism to explore aspects of bi-culturalism in business. She envisions a multi-disciplinary institute which, for example, would include a clinical function to inform therapists who help bi-cultural people adjust to new cultural norms.

### Global Meeting Ground

Professor Mary Yoko Brannen is currently completing a book about negotiating efficient cultures. *Global Meeting Ground*, to be published by Oxford University Press, explores Brannen's thinking on merging cultures and international joint ventures.

Brannen earned a B.A. in comparative literature from the University of California, Berkeley, and an MBA and Ph.D. in organizational studies with a minor in anthropology from the University of Massachusetts, Amherst.

## HP Grant for Mobile Computing

### One Year Later

In March 2003, HP awarded the San José State University Colleges of Business and Engineering a grant of \$225,000 to understand and explore how mobile computing can be used to transform the classroom experience. As part of the grant, HP Tablet PCs and Ipaq PDAs are available for semester-long loans to students. A major objective was to give students the opportunity to work on cross-functional teams and interface with community organizations so they could learn the technology, gain cross-functional team experience and put project-management skills into practice.

Over the past year, cross-functional teams led by Malu Roldan, assistant professor of MIS, in collaboration with faculty from Finance and Computer Engineering, have taken on proof-of-concept mobile application projects for local organizations. Clients include Camera Cinemas, Text Centric, Community Technology Alliance, InnVision and Hotel Valencia. MIS students are assuming project management roles in the cross-functional teams and writing business plans for the prototypes their teams are building.

"We're doing some exciting work in the community," said Roldan. For Hotel Valencia, for example, we've built a mobile application for use by the housekeeping staff—providing real-time information on room status and repair requests. We've also started working with non-profits in the area. This semester, in collaboration with InnVision and Community Technology Alliance, a team is testing whether Tablet PCs are an appropriate computing platform for supporting caseworker/client interactions at a homeless shelter."

Each team includes four to six individuals—students from MIS and computer engineering. Teams have the option of seeking consulting help from finance students in professor Michael Solt's New Venture Finance course. In this way, the teams bridge the business and technology gap and learn from each other. Professors act as sponsors to guide students in this process. Team members are learning invaluable lessons by applying their business and technology knowledge in challenging, real-world situations.



### Fall Convocation Honors 2003 Graduates

*On Thursday, December 18, 2003, the College of Business Alumni Association hosted Fall convocation at the San Jose Civic Auditorium to honor December Fall 2003 graduates. Robin Maniglia, vice president of development for the CoBAA, welcomed students and their families. Dean David Conrath congratulated graduates for their considerable achievements, noting that—because the CoB faculties have real-world experience—students have learned concepts and theories they can turn to meaningful practice. The recently honored 2004 Distinguished Alumni, Gary J. Sbona, B.S., '66, shared with graduates his pride at being an SJSU CoB alumnus. The College of Business graduated some 700 students in Fall 2003.*



**Gary J. Sbona, '66,**  
recipient of 2004  
Distinguished  
Alumni Award