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IT'S BEEN A GREAT YEAR FOR THE SCHOOL OF BUSINESS!

2009 proved to be a great year for USD's School of Business Administration for many reasons. Here is a list of ten of our notable accomplishments:

Part-time MBA program was ranked #26 by BusinessWeek

Undergraduate Business program was ranked #29 by BusinessWeek

Full-time MBA program was ranked #21 by the Aspen Institute for Top 100 socially-responsible MBA programs in the world

USD was ranked #2 by The Princeton Review for the Best Campus Environment

USD School of Business LinkedIn group exceeds 3,000 members

New faculty appointments, including Tom Copeland. Prior to joining USD, Tom Copeland taught at MIT and was a tenured professor of finance at UCLA. He also has an extensive industry background, and founded McKinsey's corporate finance practice.

Alumni Lifelong Learning program - Offers high-quality business learning opportunities to alumni using the experiences, research and expertise of USD business faculty. The program is designed to provide networking opportunities to alumni and reengage them with the school.

Responsible Enterprise Initiative (REI) - A collaborative effort between the SBA and the Joan B. Kroc School of Peace Studies to promote a generation of leaders who develop and exercise innovative approaches for achieving the "triple bottom line" – people, profit and planet.

Employer in the Foyer - Similar to a one-company career fair, this allows employers the opportunity to get the word out about their company, as well as any jobs or internships they have available, to undergraduate and graduate business students.

Industry Experts Panel - A panel of executives with a focus in one of the six main business areas: Marketing, Finance, Corporate Social Responsibility, Management Consulting, Supply Chain, International Business and Entrepreneurship, share their experiences and professional advice with business students.

The efforts of our faculty, staff, alumni and students will continue to improve the reputation of the business school and enhance the value of YOUR degree. We value the support of our loyal alumni and look forward to keeping you engaged with the school, for years to come.

SBA AlumNews is a quarterly newsletter created by the School of Business Marketing & Alumni staff.

If you have any content suggestions, please contact:

Alyssa May
Associate Director
Marketing & Alumni Relations



RANKED #26
Best Part-Time
MBA Programs



RANKED #21
Best MBA Programs for
Social Responsibility



RANKED #29
Best Undergraduate
Business Programs



RANKED #2
Best Campus
Environment



Sam Zell
Chairman
Equity Group Investments, LLC

REAL ESTATE ALUMNI EVENTS (Open to ALL Alumni)

14th Annual Real Estate Conference featuring Sam Zell, Chairman of Equity Group Investments, LLC

January 29, 2010

7:30 a.m. - 12:00 p.m.

Hilton San Diego Bayfront, One Park Blvd., San Diego, California 92101

Cost: \$125 per person or \$1,000 for a table of 10, includes registration and breakfast
To register for this event, go to: www.sandiego.edu/bmcevent.

Building Greener Communities in the San Diego Region

February 9, 2010

7:30 - 10:00 a.m.

Joan B. Kroc Institute for Peace & Justice, University of San Diego campus

Breakfast at the BMC featuring Janet Yellen, President of the Federal Reserve Bank of San Francisco

February 22, 2010

7:30 - 9:00 a.m.

Joan B. Kroc Institute for Peace & Justice, University of San Diego campus

For questions about any of these events or sponsorship opportunities, contact Diane Gustafson at (619) 260-2379 or dgustafson@sandiego.edu.

SUPPLY CHAIN MANAGEMENT INSTITUTE NETWORKING EVENT

The Supply Chain Management Institute (SCMI) will host a networking event, in conjunction with the kick-off event for Cohort 17 of the Master of Science in Supply Chain Management (MS-SCM) program.

Stay connected to SCMI while enjoying an evening of networking with old friends and colleagues, fellow alumni, advisory board members and faculty. We encourage attendees to bring a prospective student for the MS-SCM program.

This event will be held on **Friday, March 12, 2010** in USD's School of Leadership & Education Sciences (SOLES) West Plaza from 5:00 - 7:00 p.m.

Please RSVP to Annie Grand at anniegrand@sandiego.edu by March 1, 2010.

HIRE A TORERO!

There are many different ways that you can help a USD business student gain real-world business experience, through a full-time position, internship or short-term project.

The most effective and easiest way to get the word out about your open positions or projects is to post them on USD's job and internship website, **ToreroLink**. This service is FREE to employers if they are posting for USD students. Here are the 4 EASY steps:

1. Visit USD's Career Services website at <http://www.sandiego.edu/careers>
2. Select the blue "Employer LOGIN" button in the "ToreroLink" box
3. On the right-hand side, find the green-lettered instructions "New Employers Register Here"
4. Select the box labeled "Register and Post Local Job," if you are posting for USD students only

If you have any questions, please contact Connie Wilson, Recruiter Relations, at 619-260-4654.



FEATURED ALUMNI: "GIVING BACK WITH TIME, TALENT AND TREASURE" Carlos Persichetti MBA '96 and Kevin Noonan MBA '01

FAMILY

CARLOS: Carlos and his wife, Judi, have been married 23 years and have two children: Cara, a senior at Creighton University, and Bryce, a senior at St. Augustine High School.

KEVIN: Kevin and his wife, Heather, have two children: Kate (3) and James (1).

EDUCATION

CARLOS: Carlos has a BS in Electronics Engineering from DeVry University and an MBA from the University of San Diego.

KEVIN: Kevin has a BA from Georgetown, an MBA from the University of San Diego and is an ASQ Certified Six Sigma Black Belt.

CAREER

CARLOS: Began his career as an engineer for the U.S. Navy and continued to work for the government for twelve years, building command and control software systems. With the help of USD's Professor Dan Rivetti, he performed a management buyout (MBO) of DTAI, renamed it Polexis, and served as President. After Polexis, Carlos cofounded Forward Slope, where he currently serves as President.

KEVIN: Started his career as a Marine Corps Field Artillery Officer and then worked for Deutsche Bank in Corporate Finance. Kevin now serves as the Executive Vice President of Forward Slope, Inc.

MEMORABLE USD EXPERIENCE

CARLOS: "I was first introduced to Kevin by Dr. Rivetti, when he was interested in doing an internship at Polexis. Since then, Kevin and I have done great work together, including starting Forward Slope."

KEVIN: "Dr. Rivetti definitely had a huge influence over me when I was at USD, and still does to this day. Professors Soma and Deshpande also impacted me as well, which shows how important faculty-student relationships are at USD."

FOND REFLECTION

CARLOS: "My positive experience at USD is why I am still so involved with the school and encouraging internship projects and faculty business engagements. I want to make USD a premier school."

KEVIN: "USD was without question the right choice for me. A private Catholic school that provided personalized service and small class size was just what I was looking for."

IMPORTANCE OF GIVING BACK TO USD

CARLOS: Serves on the School of Business Alumni Council, is a President Club donor, hires USD students and alumni and speaks to business students about Entrepreneurship. "By giving back to USD, we're also getting access to great students, employees and clients."

KEVIN: President Club donor and enjoys hiring USD students and alumni. "I enjoy giving back to an institution that gave so much to me."

HIRING OF USD STUDENTS AND ALUMNI

CARLOS AND KEVIN: Forward Slope has hired ten USD students and alumni for full-time positions and internships in the seven years they have been in business. "We hire USD people because they have **good values, a solid foundation and understand business.**"

HOBBIES AND INTERESTS

CARLOS: Has participated in seven marathons, loves to travel, enjoys motorcycle off-roading and spending time with his family.

KEVIN: Has participated in six marathons, loves tennis and is looking forward to the day when USD has a men's and women's lacrosse team.

(from left to right)
Kevin Noonan MBA '01 and
Carlos Persichetti MBA '96



(In photo from left to right)
Kenneth Koo '83, Nami
Kozu-Satow '84, Suely Mori '86
and Mary Lyons, President of USD

USD ASIA PACIFIC ALUMNI REUNION

To celebrate the 60th Anniversary of the founding of USD, a two day reunion was held in Tokyo on November 6 and 7 for alumni who reside in the Asia Pacific region.

President Mary Lyons, Vice President Tim O'Malley, Ahlers Center Director Denise Dimon and School of Business Administration Professor Ellen Cook were there to greet the twenty or so alumni. There was a banquet held at the International House of Japan, attended by alumni from Singapore, Beijing, Hong Kong, Japan and the U.S.

The Asia Pacific Alumni Board presented President Lyons with an engraved silver platter, celebrating the occasion (see photo). The following day, a group of alumni toured the Meiji Shrine, where they were able to see three wedding parties dressed in traditional garb and young children in kimono's. Lunch was held at a Kaitenzushi (sushi served on a conveyer belt), followed by a tour of downtown Tokyo. The event closed with a Mexican dinner at El Torito.

Kenneth Koo '83, Chair of the Asia Pacific Alumni Board, plans to hold the 2010 Reunion in Hong Kong. More details to come soon...

NEED HELP EXPANDING INTO INTERNATIONAL MARKETS?

Does your company, or the company you work for, want to expand or increase competitiveness abroad? Are you looking for someone "on-the-ground" to spend time in another country building your network, talking with clients, researching opportunities? USD can help you!

The Ahlers Center for International Business at the School of Business has received a grant from the U.S. Department of Education to provide international experiences to our undergrad and graduate students in Asia or Latin America, while at the same time, improving the competitiveness of U.S. companies. Working with the World Trade Center San Diego (WTCDS) and their network of WTCs abroad, we will provide training for the student interns on relevant market research skills and cross-cultural communications, and also provide local market support when they are abroad.

This is a great opportunity for your company to take advantage of the international expertise, WTCSD network and knowledge and skills of top USD business students, an internationally-ranked business school. Increase your international competitiveness by leveraging these two organizations to identify, train and monitor an international project for you this summer.

If you have a project in mind or international research you would like to have conducted, please contact Tara Jankowski at tjankowski@sandiego.edu or 619-260-6809, by January 20, 2010.

These internships are likely to take place in the summer, but there is some flexibility per the needs of your company.

STAY CONNECTED TO THE SCHOOL OF BUSINESS!

- Send your updated contact information to sba-alumni@sandiego.edu to remain informed about what is happening with the business school and USD.
- Frequently visit www.sandiego.edu/business/alumni for a current list of upcoming School of Business and USD alumni events.
- Join the [USD School of Business LinkedIn](#) group to increase your personal and professional networks by connecting with over 3,000 business alumni, students and faculty.
- Attend SBA alumni events to connect and network with new and old contacts.
- Invest in the school by financially contributing to student scholarships, faculty support and career services. To make an online gift, click [HERE](#) or contact Liz Mueller, Director of Development, at 619-260-5941 or lizmueller@sandiego.edu.



EMPLOYER IN THE FOYER

The School of Business career services office has launched a new program called “**Employer in the Foyer**”, where an organization is invited to set up a table in the Olin Hall foyer during two of the busiest hours of the day (11am-1pm). The experience is akin to a one-company career fair and allows employers the opportunity to get the word out about their company and any job or internship opportunities available. Both undergraduate business students as well as MBA students are encouraged to drop by and ask questions. There is no charge for this program.

If “Employer in the Foyer” is of interest to you, please feel free to email Christy Bergheim at Christy@sandiego.edu for scheduling and additional information.

If you have any questions about posting a position or recruiting a student, please contact:

Christy Bergheim, SBA Undergraduate Career Services Manager, 619-260-4186
Terra Saltzman-Baker, MBA Corporate Relations Manager, 619-260-4210

In these tough economic times, we appreciate your consideration in hiring a Torero when an opportunity arises!

NEW PHILANTHROPIC FUNDS FOR YEAR-END GIVING OPPORTUNITIES

It is hard to believe that the 2009 calendar year is about to come to a close. Over the past twelve months, we have responded to your requests to improve the alumni experience within the USD community by adding a variety of events, which have been a great success thus far.

Your SBA rankings have continued to improve as well:

- * **Part-time MBA Program is ranked #26 by BusinessWeek**
- * **Undergraduate Program is ranked #29 by BusinessWeek**
- * **Full-time MBA Program is ranked #21 by the Aspen Institute for top 100 socially-responsible MBA programs in the world.**

As we wrap up the final few weeks of a banner year here at the School of Business Administration, we would like to ask you for your continued support. We recognize that many of you are considering your year-end philanthropic commitments and we are excited to announce two new giving opportunities for you:

School of Business Administration Annual Fund

This fund supports student and alumni programs, career services, faculty development, and facility improvements that benefit the School of Business Administration.

SBA Student Scholarship Fund

This fund provides need based scholarships to both undergraduate and graduate students within the School of Business Administration.

To make a gift or receive more information about giving opportunities, please visit the SBA giving website at www.sandiego.edu/business/giving or contact Liz Mueller at lizmueller@sandiego.edu or (619) 260-5941.

ALUMNI BENEFITS

As members of the USD family, all business alumni are eligible for a variety of valuable benefits:

- **The University Club Atop Symphony Towers** membership discount
- **The San Diego Daily Transcript** discount. Visit www.sddt.com/trial. Enter promo code: **USDALU09O** for online subscription, or **USDALU09P** for print and online.
- Click [HERE](#) to see other ways you can save money, just by being a Torero!