

SPRING 2013

The CSULB Bouton Creek Bike Path Project - Sustainability and the Business Organization - Saturday MBA Team

A group of MBA students from the Saturday MBA (SMBA) Program in partnership with the College of Business Administration and the Sustainable Transportation Program has developed the plan for a bike path linking CSULB and the city of Long Beach. With the guidance of Elissa Thomas (Sustainable Transportation Program Coordinator), the team submitted a proposal entitled "*The Bouton Creek Bike Path Project*". The team was selected to present their sustainability project at this year's California Higher Education Sustainability Conference (CHESC).

Bouton Creek is part of the Los Angeles County Flood Channel that runs diagonally through the City of Long Beach and CSULB. The bike path project proposes to transform a barren service road into a safe, open, landscaped, and well-lit bike path that would provide a direct link from the City's planned bike path on Bellflower Blvd. to the local YMCA and a public park, and then to the center of the CSULB campus.

The SMBA team includes Ishwar Bharbhari, Christopher Brunson, Briant Carcamo, Lucy Le and Tyson Siekiera. The team has been working on this project for the last year as part of the Sustainability and the Business Organization courses (GBA 600-601). The work was done as a pro bono donation to the university through Lucy Le and her work at **gkkworks** Architectural Firm.

The team came in 2nd place among 18 applicants from other California schools including UC Berkeley, Stanford, UCI, UCSB, UCLA, and San Francisco State.

The conference will be held at UCSB this year from June 23-27. The MBA program and the College of Business is very proud of our students and we wish our team good luck and congratulate them on a job well done.

For more information regarding the conference, please visit [CA Higher Ed Sustainability](#).

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College of Business Administration teams win at the International Collegiate Business Strategy Competition

In the spring of 2013 California State University Long Beach, College of Business Administration, hosted the 49th International Collegiate Business Strategy Competition (ICBSC). The College of Business Administration entered both undergraduate and MBA teams in the competition. The undergraduate team "Beach Scents" won a 1st place Best Documents trophy; the MBA team "JOKAR" won both a 1st place Best Documents trophy and a 2nd Runner-up Overall Performance trophy.

The ICBSC is the world's longest running, most comprehensive business competition. Student teams, in simulated real-world competition, take over the management of a simulated or virtual company and compete for best performance. This year twenty-nine teams representing twenty-three universities from the United States, China, England, and Canada competed.

Through making quarterly decisions in marketing, finance and operations, the students run their companies for five years. During the remote phase of the competition which began in early February, student managers made three years of decisions and wrote a strategic business plan and an annual report. During the on-site phase which took place from April 18-20, the teams traveled to the DoubleTree Suites Hotel in Anaheim where they completed the remainder of their decisions and made an oral presentation to judges. The simulated environment incorporated the economies of two countries, and required consideration of global and domestic strategy.

The annual competition provides many benefits to participants. Teams have the experience of running their own company. They also have the opportunity to network with fellow students from all over the world and business executives who volunteer as judges. Universities benefit by participating in a program that encourages student engagement, builds school pride, and provides their best students with an experience that can jump-start their careers with a resume-building activity.

Please address any questions to Annette Lohman, annette.lohman@csulb.edu.

2013 International Collegiate Business Strategy Competition participants include:

Undergraduate Worlds

World 1

- Company 1 – Prarie View A&M (Texas)
- Company 2 – California State University, Long Beach
- Company 3 – Shantou University (China)
- Company 4 – California State University, San Bernardino
- Company 5 – Willamette University (Salem, Oregon)
- *Company 6 – Missouri Western University

World 2

- *Company 1 – University of Wisconsin, Eau Claire
- Company 2 – Loyola Marymount University (Los Angeles, California)
- Company 3 – University of Northern Colorado (Greeley)

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Company 4 – HEC Montreal (Quebec, Canada)

Company 5 – Ithaca College (New York)

World 3

Company 1 – Missouri Western University

Company 2 – Pacific Lutheran University (Tacoma, Washington)

Company 3 – San Diego State University (California)

Company 4 – McMaster University (Ontario Canada)

*Company 5 – California State University, Sacramento

Graduate Worlds

World 4

*Company 1 – San Jose State University (California)

Company 2 – Worcester Polytechnic Institute (Massachusetts)

Company 3 – California State University, Long Beach

Company 4 – University of Memphis (Tennessee)

Company 5 – California State University, East Bay

World 5

Company 1 – California State University, San Bernardino

*Company 2 – San Jose State University (California)

Company 3 – California State University, Sacramento

Company 4 – University of California, Riverside

World 6

*Company 1 – University of California, Riverside

Company 2 – Regent's College (London, UK)

Company 3 – California State University, San Bernardino

Company 4 – University of Illinois (Champaign)

* indicates team awarded 1st Place for Best Performance in their world.

CSULB's American Marketing Association Honors

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CSULB's chapter of American Marketing Association (AMA) took 18 students to the AMA International Collegiate Conference in New Orleans March 21-23, 2013. The students returned with almost as many conference honors as Long Beach attendees.

Our chapter earned *thirteen* awards including being named among the Top 25 Chapters and Best Overall Chapter Exhibit. Their exhibit addressed the conference theme, "Live the Marketing Life" with a miniature model of Long Beach including popular local restaurants and retail stores—creatively executed in a 10 x 10 space. This particular category win was a first-ever for Long Beach. With 150+ college chapters at the conference and only 40 of them permitted to participate in the exhibit competition, CSULB's AMA was a stand out.

During this academic year, CSULB AMA also participated in the international "AMA Saves Lives" program. This effort works through social media to promote awareness of, and to educate the community on, the need for organ donation. CSULB AMA produced two videos. The fall 2012 video received an award for Best Video Nominee and second place for total video views. The spring 2013 video won 4th place for total video views.

There are 327 AMA Collegiate Chapters in U.S. and Puerto Rico, and over 9,300 student members.

Ukleja Center Presents Nell and John Wooden Ethics in Leadership Award to Former Governor George Deukmejian at the Leading the Ethical Organization Seminar

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Greg Wooden, George Deukmejian, Louise Ukleja, and Michael Solt at Nell and John Wooden Ethics in Leadership Award presentation

The Ukleja Center for Ethical Leadership presented its 2013 Nell and John Wooden Ethics in Leadership Award to George Deukmejian, 35th Governor of California, on February 28.

The award presentation took place at the Hyatt Regency Long Beach during “Leading the Ethical Organization,” a business ethics seminar offered by the Ukleja Center and Long Beach Area Chamber of Commerce. More than 500 people attended the seminar, featuring Deukmejian as the keynote speaker with Los Angeles County Supervisor Don Knabe as the moderator.

Accompanied by a \$10,000 check (funded through the generosity of School’s First Credit Union), the award was presented to Deukmejian by Louise Ukleja, chair of the Ukleja Center’s advisory board, and Greg Wooden, grandson of Nell and John Wooden.

“George Deukmejian epitomizes the spirit of the Nell and John Wooden Ethics in Leadership Award,” said Ukleja. “Like the Woodens, the Governor has chosen to lead a purposeful life guided by the principles of integrity, respect and trust.”

Deukmejian served as California’s governor from 1983 to 1991, having previously served as attorney general, senator, and in the State Assembly for the State of California. His tenure as governor was highlighted by policies that established a positive business climate in the state. As a result, California led the nation in major new business expansions, growth in small businesses, and creation of nearly three million new jobs, making California one of the 10 largest economies in the world.

A native of New York, Deukmejian earned his B.A. degree from Siena College and J.D. degree from St. John’s University Law School. He is the recipient of 10 honorary degrees and was a visiting fellow at the Institute of Politics of the John F. Kennedy School of Government at Harvard University.

“With dignity and sincerity as his guiding lights – in his role as governor, as well as throughout his life – George Deukmejian has become a positive role model for public servants, attorneys and business leaders across the country,” said Michael Solt, director of the Ukleja Center for Ethical Leadership and

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dean of CSULB's College of Business Administration. "We are honored to have had an opportunity to recognize his exponential leadership influence with this award."

John Wooden, who passed away at the age of 99 in 2010, received the Ukleja Center's inaugural Ethics in Leadership Award in 2009. Coach Wooden is best known for his ability to instill confidence and transmit the values of his "Pyramid of Success" to the on-court behavior of his players.

The award is named for Nell and John Wooden to promote their practice of ethical leadership and to celebrate leaders who embody the Ukleja Center's core values of integrity, excellence, empowerment and servant leadership. It is designed to honor a person or organization whose contribution is built on ethical behavior and visionary leadership.

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