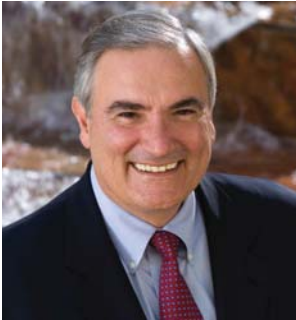


# Dean's Quarterly

The latest news and views from The Paul Merage School of Business



Dean Andy Policano

## In Perspective

### **US News Ranks UC Irvine's Paul Merage School of Business 1st in Placement of Full-Time MBAs**

As the 2009-2010 academic year comes to a close, we can look back upon it with the knowledge that the Merage School flourished in one of the most challenging economies in history; one that has truly tested the capabilities of our students, faculty and staff. We have emerged with renewed respect for our institution and confidence in our future. As we prepare for 2010-2011, we do so with an outstanding group of quality students; a success rate in placing students in exciting new careers that has put us at #1 in the rankings for

employment of MBA graduates three months after graduation; and a Full-Time MBA program that recently moved up an impressive 15 spots to 36th on *U.S. News and World Report's* annual ranking of America's Best Graduate Schools.

And there's more. *U.S. News* also ranked our Executive MBA and Fully-Employed MBA programs in the top 25 nationally among part-time business school programs. Overall the Merage School ranked 16th among public university business schools, 19th in the nation for GPA, 23rd for acceptance rate, 29th for employment at graduation, and 33rd for GMAT entrance scores.

Kudos go to our faculty, staff, alumni and friends, and especially to our incredible students on this exciting news. It is further affirmation of the success of the initiatives we have set into place to enhance our program to better meet the demands and expectations of our business community. Our vision to be recognized among the top public university research-based business schools in the country has clearly become a reality. Even in the face of a very difficult economy, we have attracted talented, experienced, and tenacious students who proved they could succeed.

As a leading business school, we expect to remain among the Top 50 schools as we continue to define our vision and differentiate our programs, and graduate business leaders with the exceptional ability to help grow their organizations through strategic innovation. By utilizing input from our alumni and corporate partners, we are continually focused on the caliber of students we are bringing into the program and we have enhanced our curriculum with a keen eye toward the strategic innovation and global competitiveness, which have helped to set our graduates apart in the job market.

A handwritten signature in blue ink that reads "Andy".

### **About the Methodology**

Each year, *U.S. News and World Report* ranks professional-school programs in business, education, engineering, law, and medicine. These rankings are based on two types of data: expert opinions about program quality and statistical indicators that measure the quality of a school's faculty, research, and students. These data come from surveys conducted in fall 2009 of more than 1,200 programs as well as 12,400 academics and professionals. The part-time MBA ranking was based on surveys of more than 300 business schools conducted in fall 2009. More detail on the report and methodology can be found at [usnews.com](http://usnews.com).



## What Does Success Look Like?

Picture an executive who is founder, principal and CEO of his own company; a Visionary member of the Merage School's Dean's Leadership Circle; a top alumni recruiter for the Merage School; coach for the MBA Management Practicum; member of the Don Beall Center for Innovation and Entrepreneurship; and newly appointed member of the Merage School's Dean's Advisory Board for 2010. We'd like you to meet Alumnus Thomas Antunez, FEMBA '05.

Recently Antunez shared his success with The Paul Merage School of Business in the form of a \$150,000 gift toward the Merage School Building Campaign.

*Continued on page 6*

## Mark Your Calendar

Visit [merage.uci.edu](http://merage.uci.edu)  
for all calendar events.

### ONGOING

**MBA Program Information Sessions** invite prospective students for full-time, fully employed and executive MBA programs starting in both fall of 2010 and spring 2011.

### JUNE 30, 2010 – ALUMNI

Professional Dress Seminar for Women – Presented by Nordstrom

### JULY 1, 2010 - ALUMNI

Professional Dress Seminar for Men – Presented by Nordstrom

### Strategic Issues in Management Series

#### AUGUST 5, 2010

BLUE OCEAN STRATEGY with Dr. Zunaira Munir

#### AUGUST 19, 2010

SOCIAL MEDIA SURVIVAL SKILLS with Scott Fox

#### SEPTEMBER 30, 2010

INTERNATIONAL NEGOTIATIONS with Professor John Graham

#### OCTOBER 14, 2010

IMPROVING OPERATIONS with Professor Tathagata Dasgupta

#### OCTOBER 28, 2010

BEING PRESIDENTIAL with Cherie Kerr

### Advanced Program In Human Resources & Business Leadership

#### AUGUST 25-26, 2010

Session 1 of 4

#### SEPTEMBER 22-23, 2010

Session 2 of 4

#### SEPTEMBER 11, 2010

Multi-Class Alumni Reunion 2010

## Boeing's Jim Albaugh Named Commencement Speaker for the Merage School Class of 2010

Jim Albaugh, executive vice president of The Boeing Company and president and CEO of Boeing Commercial Airplanes, gave an inspiring commencement speech during The Paul Merage School of Business class of 2010 ceremony on June 13 at the Bren Events Center on the UC Irvine campus. Albaugh presented to a graduating class of approximately 350 MBA students.

"Jim Albaugh was very impressive. His comments on leadership were both insightful and meaningful to our graduates," said Andy Policano, dean of The Paul Merage School of Business. "He was also very humble, giving much praise to Don Beall, his mentor and our benefactor for the Beall Center, who was also in attendance." (A copy of Albaugh's speech is available at [merage.uci.edu](http://merage.uci.edu).)

The Boeing Company currently employs more than 150 Merage School graduates.

"The Paul Merage School of Business has a well-earned reputation for graduating top professionals," commented Albaugh during his speech. "It's a privilege to be a part of their commencement exercises."

In his current position, Albaugh is responsible for all of Boeing's commercial airplane programs and related services. Named to this position effective September 1, 2009, Albaugh is a member of the Boeing Executive Council and serves as Boeing's senior executive in the Pacific Northwest.

Previously, Albaugh was president and chief executive officer of Boeing Integrated Defense Systems, a business unit providing integrated solutions to meet the needs of defense, space and intelligence customers in the United States and around the world.

He also previously served as president and CEO of Boeing Space and Communications (S&C), for four years. This unit merged in July 2002 with the company's Military Aircraft and Missiles Systems unit to create Integrated Defense Systems.

Before leading Space and Communications, Albaugh was president of Boeing Space Transportation, a predecessor unit that was folded into S&C. He assumed that position after serving as president of Rocketdyne Propulsion & Power, part of the Rockwell aerospace and defense businesses acquired by Boeing in 1996.

A Washington state native, Albaugh joined Boeing in 1975 as a project engineer at its Hanford, Washington operations. He holds bachelor's degrees in mathematics and physics from Willamette University and a master's degree in civil engineering from Columbia University.



Jim Albaugh

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## Helios Optics Solutions Takes First Prize in 2010 Business Plan Competition

Competing against fifteen semi-finalists in the 2010 Business Plan Competition, Helios Optics Solutions took home first prize and \$15,000 following the Final Presentations and Awards Ceremony held May 21. Coached by Goran Matijasevic, Director of Research Development at UC Irvine's Henry Samueli School of Engineering, the Helios team included Marshel Sheperd, Peter Li, Kaveh Azartash and Ryan Setzer.

"The plan the Helios team presented was tremendously well thought out," said Charles Baecker, director of the Don Beall Center for Innovation and Entrepreneurship at the Merage School. "This group is well on its way to creating a viable business that could have a great impact on ophthalmological care worldwide."

*Continued on page 8*

# Charter Class Alumnus and Former Goodwill Industries CEO George Kessinger Honored at 40th Annual Lauds & Laurels Event

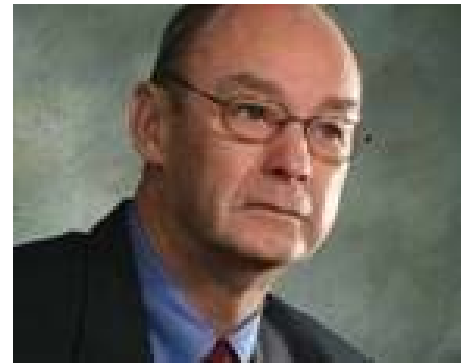
Former president and CEO of Goodwill Industries International, George Kessinger, was honored as a Distinguished Alumnus of The Paul Merage School of Business during the UC Irvine Alumni Association's 40th Annual Lauds & Laurels ceremony, held May 13th at the Fairmont Newport Beach Hotel.

Kessinger, a member of the Merage School's Executive MBA charter class of 1987, was nominated for the prestigious award by Professor Newt Margulies, dean of the graduate school in that year, and the Merage School's current dean, Andy Policano. Kessinger

gave more than 30 years of service to Goodwill Industries, most recently as the organization's national leader, headquartered in Washington, D.C., from 2001 until 2008.

"We are indeed proud of George's lifetime of accomplishments and leadership," said Dean Policano. "George's career in the non-profit world is a credit to his passion and commitment, and we congratulate him for this well-deserved award."

"It is just a joy to me that Dr. Margulies would think of me and of my career and that Dean Policano would nominate me for Lauds & Laurels,"



George Kessinger

said Kessinger. "Newt was a champion for the MBA program and for me. With his support I was able to be enrolled and with the knowledge gained from the program I was able to move much further in my career. I am deeply in debt to the Merage School, UC Irvine and to Newt."

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# Hyundai Motor America CEO John Krafcik Speaks on Innovation

## *Participants Get a Glimpse of Hyundai's New Luxury Car Equus*

John Krafcik, president and chief executive officer of Hyundai Motor America, shared his insight on innovation and leadership during the Distinguished Speaker Series held May 6. The event was hosted by the Center for Leadership and Team Development at The Paul Merage School of Business and presented by Bank of America. A crowd of more than 500 guests was among the first to get a glimpse of some of the new Hyundai models on display.

"I'm pleased to have the opportunity to share Hyundai's vision of innovation and leadership with the Merage School and the MBA students," said Krafcik. "This is an exciting

time for Hyundai as we strive to strengthen our position in the U.S. and capture new market segments with innovative new products."

As a demonstration of Hyundai's market strategy, Krafcik brought with him three new Hyundai models including the upcoming flagship Equus sedan, which will launch in late 2010 and demonstrates the company's approach to the luxury vehicle market. Event participants had free access to view the vehicles, many of which were making their first west coast debut.

"We are honored that John Krafcik would share his leadership insights and perspectives as he leads Hyundai through innovation and transformation," said Anna Liza Garcia, associate director of the Center for Leadership and Team Development. "John and Hyundai's involvement with the Distinguished Speaker Series is another example of the caliber and quality of relationships the Merage School has."

As president and CEO of Hyundai Motor America, Krafcik is responsible for implementation of strategic direction and management of the company's operations. Krafcik joined Hyundai in April of 2004 as vice president of Product Development and Strategic Planning.

*Continued on page 7*



Guests gather to get a look at Hyundai's new luxury car Equus.

# Merage on the Move



Merage School Relay for Life Team Members (from left): Adam Whitescarver, Perry Leventhal, Raymond Wan, Margo McEntee, Stephanie Blakeslee, George Goodman, and Jin Puertollano.

## **Merage School Team Takes First Place in American Cancer Society's Relay For Life**

Congratulations to undergraduate Merage School Business Administration majors who participated in the American Cancer Society's Relay for Life. Out of the 69 UC Irvine teams that competed, Team Merage was awarded first place in fundraising. In addition, freshman Stephanie Blakeslee took first place in individual fundraising over more than 1,700 participants. Among those on the winning team were:

Jin Puertollano (Captain)  
Maria Aintablian  
Sara Bangloria  
Stephanie Blakeslee  
Catherine Gliniak  
George Goodman  
Breneé Hall  
Jeff Kimura  
Perry Leventhal  
Aaron Levin  
Rebecca Levy  
Margo McEntee  
Jeet Nagda  
Julie Onitsuka  
Emily Rong  
Linda Tan  
Martin Vu  
Raymond Wan  
Adam Whitescarver

"What an exceptional group of students we have," said Denise Patrick, director of Undergraduate Programs for

The Paul Merage School of Business. "We are proud to have them represent the Merage School community."

## **Three Members of the FTMBA Class of 2011 Win Michael Johnson School Spirit Award**

Congratulations to John Converse, Collin Paul, and Grant Seaton on winning the Michael Johnson School Spirit Award in recognition of their leadership, service, and academic excellence. Each of these students was honored May 14 during the awards dinner for this year's graduating class.

The award's namesake, Michael Johnson, was one of the most charismatic and talented students of the Merage School's Full-Time MBA class of 2006. Prior to attending business school, Michael had a career in the motor sport industry that included the management and expansion of the Lime Rock Raceway in Connecticut. During his first-year in the MBA Program, Johnson quickly made friends and immediately established himself as a leader on campus. Whether as co-president of the Marketing Association or simply as a friend to whom others could turn for advice, Johnson was always genuinely interested in helping others. Additionally, Johnson was an outstanding student and was one of the first students to secure a summer internship.

Tragically, Johnson passed away

after an accident. His passing had a profound effect on the entire school and on everyone whose life he touched. The previously named "School Spirit Award" was renamed in his honor as the "Michael Johnson School Spirit Award" as one of the ways The Paul Merage School of Business honors Johnson's legacy.

## **Employment Update**

### **Top Employers Welcome Merage School Undergrad Students with Open Arms**

Regents' Scholar Adam Whitescarver received an offer from Grant Thornton within two hours of the interview concluding and Emily Rong was selected for KPMG's prestigious leadership institute this summer!

"These are amazing stories, especially since both of these students are only in year two of their programs," said Denise Patrick, director of Undergraduate Programs at the Merage School.

### **Doctoral Student Kenji Klein Nominated for Western Academy of Management Award**



Congratulations to doctoral student **Kenji Klein** who was selected as a finalist for the Western Academy of Management's

Best Doctoral Student Paper Award for his work titled, "*Organizational Community Interaction and Novel Form Generation*." The announcement was made during the Western Academy of Management's annual meeting held this past March in Hawaii.

## **Program News**



**Professor Grace McLaughlin** was recently nominated by her students and inducted as an honorary member of the International Golden Key Honour Society in recognition of her commitment to higher education and the tremendous

job she has done in her capacity as a professor.

Honorary membership in the International Golden Key Honour Society is granted in recognition of superior scholarship in all undergraduate and graduate fields of study. Membership to Golden Key is gained by invitation only and is extended to the top 15 percent of sophomores, juniors, seniors and graduate students.



**Barbra Marangell**, FEMBA '08, has been appointed director of Alumni Relations. Marangell brings to the Merage School

more than 15 years of professional experience in marketing, communications and media management with a background in diverse industries and international corporations – from start-ups to Fortune 100 companies – all of which will contribute to her understanding and serving our diverse alumni population.

### New Research, Books & Ideas



**Professor Susan Haynie's** paper, "New Data Draw a Clearer Picture: New Analyses of Chinese Census Data Give Businesses

More Information When Choosing Locations for Their China Operations," was published in the March-April 2010 issue of *chinabusinessreview.com*.



"Optimal Product Pricing and Component Production Quantities for an Assembly System Under Supply Uncertainty," written by

**Professor Rick So** and PhD student Wenting Pan, was accepted by *Operations Research*.



The Academy of Management Journal has accepted **Professor Yu Zhang** and co-author Javier Gimeno's paper titled, "Earnings Pressure and Competitive Behavior: Evidence from the U.S. Electricity Industry."

## Merage School's Center for Real Estate Breaks Ground on Urban Design Competition

Joining nearly 100 top universities from around the country, The Center for Real Estate (CRE), for the first time sponsored a team to compete in the prestigious Urban Land Institute (ULI)/Gerald D. Hines Student Urban Design Competition.

Now in its eighth year, the ULI Competition offers graduate-level students attending school in the United States and Canada the opportunity to form multidisciplinary teams and engage in a challenging exercise in responsible land use.

The Urban Design Competition is part of ULI's ongoing effort to raise interest among young people in creating better communities, improving development patterns, and increasing awareness of the need for multidisciplinary solutions to development and design challenges.

"It was an honor to represent the Merage School and be among the first to participate in this competition with other top schools from around the country," commented Merage School MBA student team member Jason Ireland. "I found it to be a fascinating project that really helped me, and all the team members, build skills and learn to work with other disciplines – more than just personalities. The experience made all of us more aware of how to approach a large-scale project, not only from a finance perspective, but from a development and planning perspective as well."

Eligibility for the competition required a multidisciplinary team of students. The Center for Real Estate partnered with UC Irvine's Department of Planning, Policy and Design at the School of Ecology and the Southern California Institute of Architecture to compose its team. Members included:

The Paul Merage School of Business

- Jason Ireland, FTMBA
- Sean Rawson, EMBA

UC Irvine, Department of Planning, Policy, and Design at the School of Ecology

- Yu Xie – Masters in Urban and Regional Planning, Department of Planning, Policy and Design

Southern California Institute of Architecture

- Karen Filippe – Masters of Urban Design and Policy
- Robert Lisaukas, Masters of Urban Design and Policy

Deans Professor of Finance Kerry Vandell and Adjunct Professor Kevin McKenzie provided guidance and helped students prepare for the competition.

"This activity represents just one of the Center's initiatives to provide young leaders with extraordinary learning and training opportunities to prepare them for careers in the industry," said Sharon Nakamura-Brown, associate director of the Center for Real Estate, who assembled the team members and managed the process.



Sean Rawson and Jason Ireland

The Merage School team's proposal involved planning for a 72-acre site in downtown San Diego called "Grown in East Village." The centerpiece of the design included a Farmer's Market and shopping mall similar to The Lab in Costa Mesa. The plan also involved progressive ideas like vertical farming, urban farming and a pedestrian walkway that extended through the middle of the entire project.

"Our young team put together an inspiring proposal and the experience of competing was priceless. Next year we'll be even stronger having a year's experience under our belt," said Ireland. "We'll take what we learned this year and apply it. I really believe the Merage School can become a strong force in this competition."

# Recession is Ending Says Chief Investment Strategist for Charles Schwab & Company

Liz Ann Sonders, chief investment strategist for Charles Schwab & Co., Inc. spoke to a sold out crowd of nearly 350 on May 12, with a theme of *Investment Strategies for Turbulent Times*. Sonders opened the event, sponsored by the Center for Investment and Wealth Management at UC Irvine's Paul Merage School of Business, by stating, "I think the recession is ending." She followed her statement with the comment, "Being a contrarian, I am very comfortable in my view if

very few people share it."

Sonders supported her view on the current state of the global economy with an extensive and detailed discussion that included "The Bear Case and The Bull Case," along with a comprehensive set of charts and information. Sonders, a frequent guest on nationally-popular broadcasts such as CNBC, CNN, Fox Business News and others, presented a thorough review of recent market trends and contrasted them both with historic data and up-to-date

indicators of economic recovery.

According to Sonders' data, the recession ended in June 2009, following the bottom of the stock market, which occurred in March 2009. She noted, "The greatest weakness in the recession occurred during the first quarter of 2009, while the single best quarter so far was Q4 of 2009.

"There are several indicators that we are in a recovery mode," said Sonders. "Inventories are building again and consumer spending is on the rise. Consumer spending pops before jobs and feeds into recovery, not the other way around as many people believe." She added, "Corporate profits are outstanding. We are seeing a profitability boom."

Addressing the nationwide real estate market, Sonders cautioned, "Interest rates are not the only factor in regaining traction in the real estate market. It's more important to fix asset demand." On the bright side, Sonders indicated, "Commercial real estate might not be the next shoe to drop."

*Continued on page 8*



Sonders presents *Investment Strategies for Turbulent Times* to a sold out crowd.

## Success – Thomas Antunez

*Continued from page 1*

"As an entrepreneur, I realize creating a product, service, or institution requires investments of time, capital, and energy. Our mission at the Merage School is no different," said Antunez. "The Merage School is striving to create an institution that personifies the social and business impact that a Merage MBA can make locally and globally. Our recent ascent in the business school rankings is a lagging indicator of the successful path we are executing. I will continue to support my alma mater with all of my abilities, and in the process hope to inspire my fellow alumni to contribute as well."

Antunez – a FEMBA '05 – is the first of the Merage School's alumni to make a Building Campaign contribution, and he is leading the charge to recruit others to join him. In recognition of his extraordinary generosity, the suite of offices occupied by the Fully-Employed MBA program in the Merage School will be named in his honor.

"Thomas exemplifies the exceptional business leaders

we are training and developing at the Merage School. He is a brilliant financial expert with exceptional drive, motivation and generosity," said Merage School Dean Andy Policano. "We are so proud of his achievements and his commitment to our success."

Antunez's company, Percentix, is a management and technology consulting firm specializing in the diagnosis, design, delivery and deployment of Enterprise Performance Management (EPM) solutions. Percentix was recently acquired by Prithvi Information Solutions, Inc., a large IT services company, for which Antunez now serves as senior vice president. He also serves as an advisory board member for Outcome Logic, a small software startup that provides security solutions for the public, private and consumer sectors.

A graduate of the University of California, Riverside, Antunez holds a BA degree in both Economics and Mathematics. Antunez is certified in Hyperion Planning and Hyperion Essbase, and is also a Six Sigma Certified Professional. In 2008, he was named one of Orange County's "Top 40 Business Leaders Under 40" by OC Metro magazine.

## ALUMNI PROFILE: An Explosive Career

The Merage School is dedicated to the principle that every graduate from our program has the potential to make a significant contribution both to their profession and to society. Chris McBee, EMBA '04, is one of those people.

A veteran in the security industry with over 20 years of experience in technical sales, marketing, and business development, McBee is poised to help usher in a new era in aviation security. As the director of Sales and Marketing for Syagen Technology, Inc., McBee is in the midst of launching an exciting new product called the Guardian® Explosive Trace Portal, a new security checkpoint technology to screen for hidden explosives.

"The satisfying part about working for Syagen, and about this new product in particular, is the fact that I have a role in contributing to something that may ultimately save lives and improve the safety of commercial airline travel," said McBee. "It's a good feeling to be

a part of something which can help people while getting a chance to fulfill my career goals. It's also satisfying to be able to apply my scientific background and the business skills I acquired as an EMBA student to building our company, while addressing a pressing societal issue, such as terrorism."

McBee has leveraged his EMBA experience to better understand financial analysis and business strategy. A significant benefit has been the confidence he gained in his ability to operate effectively in new areas of business development, such as strategic planning and mergers and acquisitions.

"I feel I gained a much broader understanding of the business world at the Merage School, which has helped get me into the rhythm of business at its most professional levels. I now feel more a part of the professional business community," said McBee.

Syagen Technology, Inc. is an entre-



Chris McBee, EMBA '04

preneurial technology company that applies its proprietary trace detection technology to the identification of explosives, narcotics and other chemical threats. The company's new Guardian® Explosive Trace Portal is receiving rave reviews. This past March, judges at The Security Network's 7th Annual Security Summit awarded Syagen "Most Innovative Security Product" because of the broad potential application of its mass spectrometry detection technology to homeland security requirements.

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## Lauds & Laurels

*Continued from page 3*

Kessinger was appointed CEO of Goodwill Industries International in 2001. During his tenure he initiated an organization-wide strategic planning process, solidified the Goodwill Industries brand, and moved the organization onto a web-based communications platform. As president and CEO of Goodwill Industries of Orange County, he oversaw the 1999 launch of shopgoodwill.com, Goodwill's online auction site. He also led Orange County Goodwill to establish the first Goodwill Assistive Technology Exchange Center, create KruzIn Internet Services, implement a \$1 million Welfare-to-Work grant, and open new specialty Goodwill stores.

"The confidence in the use of technology, the economics of the global marketplace, an appreciation for a strong financial position and a strategic approach to my work was gained from my MBA experience and really came through for me," commented Kessinger. "I am fortunate to have gained the knowledge and to have had the opportunity to apply it, to the benefit of many, through Goodwill."

Since 1971, UCIAA and its Board of Directors have bestowed the association's highest honor, Lauds & Laurels, to more than 600 individuals who have demonstrated heartfelt dedication and commitment to the university.

A selection committee, composed of association volunteers and members of the university community, determines the honorees from a pool of nominations received from the campus and community. The UCI Alumni Association presents the Lauds and Laurels Awards at formal ceremonies each spring.

The generous participation of alumni and friends in the Lauds & Laurels program allows UCIAA to award more than \$80,000 annually in scholarships to meritorious undergraduate and graduate students so they may pursue their educational goals at UC Irvine.

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## Distinguished Speaker Series

*Continued from page 3*

Krafcik holds a Bachelor of Science degree in Mechanical Engineering from Stanford University and a Master of Science degree in Management from the MIT Sloan School of Management. Krafcik began his career in the auto industry at the GM/Toyota joint-venture NUMMI, and worked at Ford Motor Company prior to joining Hyundai.

The Distinguished Speaker Series highlights the innovation processes, leadership perspectives, ethical frameworks, decision-making practices and insights of top business leaders. Each of the four annual presentations attracts as many as 500 corporate professionals, community leaders, MBA students, faculty members and campus staff. The presenting sponsor for the 2009-10 Series was Bank of America. Other sponsors included Bingham McCutchen LLP, Capital Group Companies, PricewaterhouseCoopers and Wells Fargo.



The Paul Merage School of Business is participating in the Yellow Ribbon GI Education Enhancement Program for 2010-2011 and will be providing financial assistance to as many as 14 eligible U.S. military veterans who are accepted into one of the Merage School's four MBA programs. Contact Mary Morris, [mkmorris@uci.edu](mailto:mkmorris@uci.edu) or 949.824.5728, for more details.

## Business Plan Competition

Continued from page 2

The Helios Optics Solutions team's presentation outlined plans to revolutionize the way optometrists operate and diagnose common eye problems with a new device called SunCrown. Using proprietary, patent-pending technology, SunCrown clearly outperforms other methods in the diagnosis of dry eye syndrome, a problem affecting nearly 40 million people in the U.S. and as many as 100 million people worldwide. The new product has successfully met animal and initial human testing milestones, and is expected to reach prototyping development soon.

Other teams winning business plan competition awards included:

**SkyeRite** – 2nd Place, Overall Competition, \$7,500

**AlcoGum** – 3rd Place, Overall Competition, \$2,500

**nSTEM** – Best Concept Paper, Overall Competition and Wild Card, Tech Coast Angels Seed Financing Invitational

**B&F Diagnostics** – Wild Card, Tech Coast Angels Seed Financing Invitational

**Panacea Wellness Solutions** – Vator.tv People's Choice Award, \$1,500

**Powerscape** – 1st Place, Undergraduate Division, \$3,000 and Wild Card, Tech Coast Angels Seed Financing Invitational

**Jio Health** – 2nd Place, Undergraduate Division, \$2,000 and Best Concept Paper, Undergraduate Division

The 2010 Business Plan Competition Final Presentations and Award Ceremony was sponsored by Stradling Yocca Carlson & Rauth.

## Schwab Strategist

Continued from page 6

Sonders' presentation also included a forecast on what investors and consumers can expect. "We can certainly expect tax increases, but we also have to expect true spending cuts if the conditions are to be established for the economy to grow," she noted, adding, "Inflation is not a disaster waiting to happen." Sonders did identify a stand-off between the supply and demand sides of the equation with borrowers unwilling to borrow and banks less willing to lend.

Returning to her original point, Sonders predicted a "V-shaped recovery" and stated she believes the economy is on the upswing. "A double dip recession, or 'W-shaped recovery' would only occur if we have a major policy mistake, like if the Fed raises rates too soon or too late," she said. Sonders believes the economy will move from recovery into expansion, which

would obviously be good news for investors.

Sonders, chief investment strategist for Schwab, has a range of investment strategy responsibilities reaching from market and economic analysis to investor education, all focused on the individual investor. She chairs Schwab's Investment Strategy Council, which provides strategic asset allocation guidance and tactical sector recommendations for the firm's investor base. The output of Sonders' work is via written reports, audio and video recordings, conference calls, and webcasts. She is a regular contributor to all of Schwab's client newsletters and the keynote speaker at many of the company's corporate and client events in the United States and overseas. She is also a keynote speaker at many outside conferences, including for NYSSA, CFA Institutes and IMCA.

Sonders is a regular guest on many CNBC programs, as well as on ABC's *Good Morning America* and *World News Tonight*, CBS's *The Evening*

*News* and *The Early Show*, PBS's *Lehrer News Hour* and *Nightly Business Report*, Fox Business News, CNN, and Bloomberg TV & Radio. She was a regular panelist and guest host on PBS's *Wall Street Week with Louis Rukeyser*. Sonders is regularly quoted in *The Wall Street Journal*, *Barron's*, *New York Times*, *USA Today*, *Financial Times*, *SmartMoney*, *Business Week*, and *Associated Press* articles. In 2006, she was named one of *SmartMoney's* "Power 30," their list of the most influential people on Wall Street. In 2009, she was selected by *American Banker* as one of the year's "25 Most Powerful Nonbank Women in Finance." Sonders was also named best strategist of 2009 by *Kiplinger's*.

The Center for Investment and Wealth Management and The Paul Merage School of Business give special thanks to Charles Schwab Advisor Services and to the Merage School's education partner, WISE (Women Investing in Security and Education), for their support of the event.

