

Dean's Quarterly

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

In Perspective

As we enter Fall 2011, we can be proud of our progress and optimistic about our future. While we are surrounded by economic challenges and an ever-changing political environment, real progress is being made – and on multiple levels.

Last year, we initiated a strategy to bolster our enrollment by implementing new recruitment initiatives and targeted marketing. Our efforts have resulted in higher student yield across all of our MBA programs in spite of a decline in MBA enrollment throughout the US. We can attribute much of this growth to our aggressive strategy and the combination of a world-class faculty and a dedicated staff who provide a challenging, yet highly personalized learning environment. It's gratifying to present such serious competition to the other top business schools across the country.

To accommodate our growth, we are looking forward to the final design/build phase of the new Merage School building. This campus addition will enhance our School's reputation as the focal point for the Orange County business community. The building will feature a unique *Gallery of Innovation* that brings to life the past, present and future of the OC business growth. While there is still much to do, plans point to a groundbreaking during Fall 2012, with a projected ribbon-cutting in Spring 2014.

Each fall brings a renewed spirit of excitement, and I look forward to sharing more with you, our Merage School Family, at our many events and opportunities during the coming months.



Dean Andy Policano

2011-2012 Distinguished Speaker Series Taps in to Global Leadership Talent



Bill Halford



Jim McCluney



Robert E. Grant



Todd J. Teske

The Paul Merage School of Business sixth annual Distinguished Speaker Series (DSS) is underway with four dynamic business leaders on the docket. This year's schedule includes:

- **November 3** Bill Halford, President & CEO, Bixby Land Company
- **February 9** Jim McCluney, CEO, Emulex Corporation
- **April 12** Robert E. Grant, President & CEO, Bausch + Lomb Surgical
- **May 17** Todd J. Teske, Chairman, President & CEO, Briggs & Stratton Corporation

The Distinguished Speaker Series brings together prominent business executives with MBA students and community leaders to address current business issues, leadership, ethics, and other relevant topics. The series is organized by the Merage School's Center for Global Leadership and supported by corporate sponsors including The Allergan Foundation and Capital Group Companies. To register, visit merage.uci.edu/go/dss.

HCEMBA Student Receives \$75,000 Innovation Grant

Michael I. Miyamoto, MD, FACC, a current Healthcare Executive MBA (HCEMBA) student at the Merage School was among five teams of scientists awarded up to \$100,000 each to commercialize their ideas for new, lower cost health care technologies. The new innovations will address a long-standing need for more affordable and efficient chronic disease management and preventive health care, particularly in underserved communities. Miyamoto was awarded \$75,000 for a system he created related to heart failure monitoring and disease management.



Michael Miyamoto

The commercialization grant program is led by the von Liebig Entrepreneurism Center at UC San Diego Jacobs School of Engineering.

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Mark Your Calendar

Visit merage.uci.edu
for all calendar events.

ONGOING

MBA Program Information Sessions invite prospective students for Full-Time, Fully Employed, Executive and Health Care Executive MBA programs starting in spring and fall 2012.

Distinguished Speaker Series

NOVEMBER 3, 2011

Bill Halford, President & Chief Executive Officer, Bixby Land Company

FEBRUARY 9, 2012

Jim McCluney, Chief Executive Officer, Emulex Corporation

APRIL 12, 2012

Robert E. Grant, President & Chief Executive Officer, Bausch + Lomb Surgical

MAY 17, 2012

Todd J. Teske, Chairman, President & Chief Executive Officer, Briggs & Stratton Corporation

Strategic Issues in Management Series from Executive Education

NOVEMBER 9, 2011

Outlook from the Top: The Uncertain State of the Macro-Economy and Prospects for Recovery with Professor Kerry Vandell

JANUARY 25, 2012

Using Feedback as an Effective Developmental Tool for You and Your Team with Professor Lisa Barron

NOVEMBER 30, 2011

Are We Too Busy Communicating to Connect? MIT Professor Sherry Turkle Explores the Impact of Technology on Communications

JANUARY 19, 2012

Business Outlook with Dean Andy Policano and Former Governor of Michigan Jennifer M. Granholm

FEBRUARY 24-25, 2012

2011 Health Care Forecast Conference "Health Politics of Health Care Reform Under a New Congress"

Are We Too Busy Communicating to Connect?

MIT Professor Sherry Turkle Explores the Impact of Technology on Communication

On Wednesday, November 30, 2011, Sherry Turkle, Abby Rockefeller Mauzé Professor at MIT, will present "Technology as the Architect of our Intimacies," a talk that examines the changes occurring in human relationships as a result of technology and social networking. The presentation will take place from 4:00 to 5:30 p.m. in the Calit2 Auditorium at UC Irvine.

Turkle will discuss how technology offers us substitutes for direct face-to-face connection with people. She will explore how technology – as we instant message, e-mail, text, and Twitter – redraws the boundaries between intimacy and solitude, and how as technology ramps up, our emotional lives ramp down. She examines why we are too busy communicating to think, too busy communicating to create, and paradoxically, too busy communicating to connect with the people who matter.

Turkle's presentation is part of UC Irvine's Center for Research on Information Technology and Organizations (CRITO) Distinguished Speaker Series. Learn more and register at crito.uci.edu/speakerseries.asp. There is no charge for this event, but registration is required and space is limited.



Sherry Turkle

McKenzie's New Book Tackles Economic Consequences of Obesity

America's emerging "fat war" threatens to pit a shrinking population of trim Americans against an expanding population of heavy Americans in raging policy debates over "fat taxes" and "fat bans." These "fat policies" would be designed to constrain what people eat and drink – and theoretically crimp the growth in Americans' waistlines and in the country's healthcare costs.

Richard McKenzie's *HEAVY! The Surprising Reasons America Is the Land of the Free – And The Home of the Fat* offers new insight into the economic causes and consequences of America's dramatic weight gain over the past half century. It also uncovers the follies of seeking to remedy the country's weight problems with government intrusions into people's excess eating, arguing that

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Merage School Sees Enrollment Rise Across MBA Programs Despite Trends Elsewhere

The Fall 2011 quarter is well underway, and while other MBA programs are reporting declining enrollments, the Merage School is experiencing increases across the board for our FEMBA, EMBA, Health Care, and Full-Time programs.

"While the number of applications received across the board were relatively stable when compared with last year, enrollment numbers are up slightly," said Alladi Venkatesh, professor and associate dean of Masters Programs. "We can attribute this result to our aggressive yield strategy, which appears to be paying dividends. Over the past year, we increased our focus on personalization, our participation in recruitment events, our student outreach, and the involvement of our faculty, current students and alumni in recruitment efforts. All of these tactics combined resulted in a better qualified target audience, fewer declines, and ultimately, a higher yield with regard to enrollment."



Alladi Venkatesh

Professor Gilly Receives Prestigious Multicultural Mentoring Award



Professor Mary Gilly

Mary C. Gilly, professor of Marketing at UC Irvine's Paul Merage School of Business, has received the coveted 2011 Williams-Qualls-Spratlen

Multicultural Mentoring Award of Excellence (WQS) from the American Marketing Association Foundation.

The WQS Award was created to encourage and reward outstanding mentors of people of color in the academic marketing community. Individuals nominated have demonstrated exceptional ability in guid-

ing the academic and professional growth of their students and junior colleagues in marketing. They also must demonstrate a sustained career commitment to mentoring and advancing research and education on issues where racial, ethnic, and cultural diversity intersect with the discipline

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“Deficits, Debt and Health Care: What Budgetary Pressures Could Mean for Provider Payments” is Featured Topic November 4

James C. Capretta, fellow, Ethics and Public Policy Center and former associate director, White House Office of Management and Budget, will address the turbulent budgetary environment and its effect on healthcare during a presentation Friday, November 4 from 8:00 a.m. to 10:45 a.m. in the University Club at UC Irvine.

Capretta's talk will address the temporary budgetary truce the President and Congress came to in August, and how a new “super committee” in Congress must find an additional \$1.2 trillion in deficit reduction by November 2011. If the committee fails, automatic cuts will occur in what Medicare pays for services over the coming decade, which would come on top

of the reductions already scheduled in the Affordable Care Act.

Capretta's presentation is part of the Merage School's Center for Health Care Management and Policy programming. The cost for the event is \$45 per person, \$35 for UC Faculty and Alumni. To register, go to merage.uci.edu/go/hcspeakers.

Corporate Partners Celebrate 30th Anniversary

Through their exceptional generosity, our Partners are continuing to make a profound and lasting impact on the future of the Merage School as one of the top ranking business schools in the world. Dean Policano's vision is clear: “We encourage partnerships with the most innovative corporations in the world. This win-win collaboration gives Corporate Partners direct access to our top research and MBA talent, and we gain access to exceptional input that helps drive our School's future.”

Corporate Partners is a diverse group of regional and global companies whose representatives have discovered unique and gratifying ways in which to become part of the fabric of the School. They do so by hosting events at their companies, becoming an Executive Mentor, lecturing in classrooms, and sponsoring MBA teams through the MBA Consulting Program. Our Partners also serve as Coaches and Judges for the annual Merage School Business Plan Competition.

Our Partners' involvement links the Merage School to the business community and, in return, it provides our Partners the opportunity to network with fellow business executives and also provides exceptional visibility to their respective companies.

We thank our Partners for 30 years of loyalty, generosity, and commitment to the success of our School.

We want to thank our Executive Steering Committee for the leadership they continue to provide and express our sincere gratitude to:

Lester Savit, Partner, Jones Day – Chair, Executive Steering Committee

Drew Aron, Senior Consultant, Point B

Christopher Coulter, MD, Chief Medical Officer, PRECEPT

Steve Dosier

Tom Wagner, Vice President, Taco Bell Corporation



SAVE THE DATE – April 24, 2012

We are currently planning our 30th Anniversary Celebration to be held April 24, 2012. This event will be a celebration of the great success both the Merage School and the Corporate Partners have enjoyed through our strategic alignment over three decades.

For more information about Corporate Partners, visit merage.uci.edu/go/corporatepartners.



Merage School Student Awarded Competitive Education Pioneers Fellowship

David Huizinga MBA '12 has been selected to receive an Education Pioneers Graduate School Fellowship, honoring him with an opportunity to bring professional talents to public education reform. Huizinga was selected from over 2,000 applicants and is one of approximately 330 Fellows placed throughout the nation.



David Huizinga

Education Pioneers, a national non-profit, is a network of leaders and entrepreneurs committed to transforming our educational system so that all students receive a quality education. Distinct from other education reform organizations, Education Pioneers places talented leaders outside of the classroom, partnering with more than 130 key organizations across the country. Partner organizations include school districts, government agencies, charter schools, and other leading education organizations in seven metropolitan areas (Washington, D.C., New York City, Boston, Chicago, Houston, the San Francisco Bay Area, and Los Angeles).

“Being an Education Pioneers Fellow affords me the opportunity to get involved in shaping how we educate younger generations,” said Huizinga. “I hope this fellowship will increase my understanding of the numerous complex challenges facing educators today so I can be an effective leader and driver of education policy in the future.”

More information about Education Pioneers can be found at educationpioneers.org.

\$15,000 in Research Grants Awarded by the Beall Center

Two \$7,500 innovation research grants have been awarded by the Don Beall Center for Innovation and Entrepreneurship at the Merage School. The first was awarded to Professors Yu Zhang and Yan Gong for their research titled, “Capital Market Pressure, Firm Innovation, and Performance.” The second grant was awarded to Professor Christine Beckman for her research titled, “Innovation & ‘Interaction Layering’ using Mobile Communication Technology.” For more information about these projects and the innovation research grants visit the research page of the Don Beall Center for Innovation and Entrepreneurship at merage.uci.edu/go/Beall.

PhD Candidate Earns Newkirk Center Fellowship Award

Congratulations to James Leonhardt, PhD student at the Merage School who was awarded the Newkirk Center Fellowship for his work, “Icons and Health: Using Graphical Risk Representations to Increase Child Vaccination Rates.”



James Leonhardt

The Newkirk Fellowship promotes appropriate and effective uses of research in the natural and social sciences to enhance the quality of human life. For more information on the Newkirk Center for Science and Society, please visit newkirk-center.uci.edu.

Nan Stothard Honored with Innovation Award from Int’l MBA Career Services Council



Nan Stothard

The MBA Career Services Council has recognized Nan Stothard, senior associate director of the Merage School’s MBA Career Center, as an innovator among her peers of MBA career professionals and has been selected to receive the MBA Career Services Council’s coveted Innovation Award for 2011. This is a tremendous honor recognizing Stothard for the exemplary work she did in developing and implementing the MBA Career Power program at UC Irvine.

MBA Career Services Council (MBA CSC), founded in 1994, is a volunteer organization and the premier provider of education information and expertise for the support and development of individuals in the MBA career management and employment professions. The MBA CSC greatly depends on volunteers to be leaders in the international organization as well as within their field of work, and relies on members like Stothard to maintain its high standards.

McKenzie’s New Book

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controlling people’s eating habits is fundamentally different from controlling people’s smoking habits.

McKenzie advocates a strong free-market solution to how America’s weight problems should and should not be solved. For Americans to retain their cherished economic freedoms of choice, heavy people must be held fully responsible for their weight-related costs and not be allowed to shift blame for their weight to their genes or environment. Allowing heavy Americans to shift responsibility for their weight gain can only exacerbate the country’s weight problems.

Richard McKenzie is Professor Emeritus at UC Irvine’s Paul Merage School of Business.

Merage on the Move

New Faculty



Chris Bauman has joined the Merage School as assistant professor in Organization Management. Bauman has a BS in Psychology from the University of Wisconsin-Madison, and an MA and a PhD in Social Psychology from the University of Illinois at Chicago. He was a post-doctoral fellow and a visiting assistant professor at Kellogg School of Management, and has been an assistant professor at the University of Washington at Seattle since 2008. He works in the area of behavioral ethics, and his research focuses on examining how factors such as morality, justice, and hierarchy affect decision-making.



Yang Zhang has joined the Merage School as an assistant professor of Economics. Zhang received her PhD from the Kellogg School of Management at Northwestern University and has focused her research on public intervention, competition and organizational structure in health care markets.

Program News



Czarín Chan-Lin has accepted the Corporate Relations manager position, where she will expand her executive administrative responsibilities in support of the Merage School's corporate relations and business development functions. Chan-Lin began her career at UC Irvine in University Advancement. She transitioned to the Merage School in 2007 where she joined the Corporate Relations unit. Prior to joining UC Irvine, she worked at Novom Marketing Inc., and earlier at Porter Novelli International PR Agency.



Vanessa Colburn has joined the Full-Time MBA team as associate director of Recruitment and Admissions. Colburn is a 2011 graduate of the Full-Time MBA program here at The Paul Merage School of Business where she

specialized in Human Resources and Organizational Behavior. Previously Colburn served as an account executive for social mobilization and marketing agency Different Drummer, where she developed publicity campaigns for a variety of documentary films. She also worked as a press assistant for Congressman Jerry Lewis, and as an assistant communications director for the Senate Energy Committee.



Jennie Craig has joined the FEMBA program office as program manager for the Student Affairs team. A native of Irvine, Craig attended UC Irvine for her undergraduate education, earning a degree in Studio Art. She is currently enrolled in the Masters in Education, Postsecondary Administration and Student Affairs program at the University of Southern California and is expecting to earn her degree in May of 2012. Before coming back to Irvine, Craig spent two years at the University of Southern California as the manager of the Office of Recruiting & Admissions in the Rossier School of Education. Earlier Craig worked in the Associate Students Department at UC Irvine.



Sarah Khan has been promoted to program advisor for the Full-Time MBA program services office where she will be responsible for coordinating student programs, managing course enrollment, and providing academic advice to our MBA students. Khan joined the Merage School in September of 2010 as the Admissions & Program coordinator for the Fully Employed MBA office. She contributed heavily to the recruitment efforts for the recent Spring and incoming Fall FEMBA classes.

Mary Morris has joined the EMBA and HCEMBA programs office staff as Programs Admissions advisor. Morris has extensive experience in higher education with over 10 years working at the Merage School in support of our programs. In her most recent role in the Merage

School Financial Aid office, Morris was part of the team that provided year-round comprehensive support to newly admitted and continuing FEMBA, EMBA and HCEMBA students.



Kristin Roteliuk has joined the Merage School's Financial Aid office as a Financial Aid counselor. In her new role, Roteliuk will assist all of our MBA students on the various nuances and processes of student financial aid. The Financial Aid office awards over 12 million dollars in financial aid each year with a case load of around 600 students.



Mae Jennifer Shores has joined the Merage School FEMBA program as director of Recruitment and Admissions. Previously Shores worked for the Anderson School at UCLA where she served as assistant dean and director of MBA Admissions & Financial Aid for the Full-Time MBA program. Prior to UCLA, she was the senior associate director of MBA Admissions and Financial Aid at the Wharton School of the University of Pennsylvania. Shores has taught Organizational Behavior and Negotiations at the International University of Moscow for the Civic Education Project (CEP) and also worked as an economic and policy analyst for think tanks in Arizona and New York.



After spending the last year working with Stanley, Black and Decker, **Coni Zingarelli** has re-joined the Merage School as director of Admissions & Recruiting for the EMBA and HCEMBA programs where she will serve as the leader of the admissions team responsible for driving year-round recruiting and admissions. Zingarelli has over 10 years of experience in corporate sales, marketing and operations management in the hospitality industry. She earned her MBA from the Merage School in 2008 and her BA from Penn State University.

Professor Gilly Receives Award

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and practice of marketing. Gilly was nominated by three of her former doctoral students: Samantha Cross, Stephanie Dellande and Merlyn Griffiths.

“As three women of color, who have been mentored and guided by Dr. Gilly, we know firsthand the depths to which she has contributed to the growth of multicultural research and the success of minority students,” said Cross.

“To classify Mary as a ‘mentor’ is far too simplistic,” added Griffiths. “She is more of a ‘Guru’ as she far exceeds what is expected from a leader, guide, and counselor.”

The nominators commented, “Without doubt, Mary is most deserving of the WQS Multicultural Mentoring Award of Excellence. Even though Mary is not a member of an underrepresented group today, she definitely was, based on gender, when she started her career. Thus, she understands the challenges of being in a minority position in a field that was not always welcoming to women as it could have been.”

With over three decades in the field of marketing, Gilly has served as both formal and informal advisor, dissertation chair and committee member for numerous students of color, and continues to be consistently hard working and committed to guiding her students and junior colleagues in their professional pursuits.

“Mary leads by example, is humble in her efforts, and never asks for anything in return. Mary is a beautiful mentor, has created a very rich and admirable legacy, and is truly deserving of the WQS Multicultural Mentoring Award of Excellence,” concluded Dellande.

Professor Gilly received her PhD from the University of Houston. Her MBA was completed at the Southern Methodist University and she received her Bachelor’s degree from Trinity University. Gilly, who was recently appointed Chair-elect of the Irvine Division of the Academic Senate, is an expert in marketing, with an emphasis on customer service, internal marketing, consumers and technology, and brand management.

Buchanan Street Partners CEO Helps Develop Next Generation of Leaders

Buchanan Street Partners, a national real estate investment management firm, recently announced the involvement of its CEO and Chairman, Robert Brunswick, as an adjunct professor at the Merage School teaching Introduction to Commercial Real Estate Processes.

“I firmly believe that investing in human capital is one of the most important initiatives for the success of a company and for the industry as a whole,” said Robert Brunswick, chief executive officer and chairman at Buchanan Street Partners. “My goal at UC Irvine is to bring academia and the real estate investment world together for the students in an engaging, thought-provoking class that gives them a strong understanding of commercial real estate and how it practically applies in today’s world.”

Brunswick’s course provides students with a thorough overview and history of the commercial real estate industry and its impact on the economy as well as a strong analytical framework for making real estate investments. Brunswick’s approach aims to integrate strategic decision making with the marketing and finance of commercial real estate to provide a hands-on, practical education through lectures, guest speakers, site tours, case studies and group projects.



HCEMBA Student Receives \$75,000 Grant

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Miyamoto originally conceived his idea during a discussion in Professor Imran Currim’s entrepreneurship discussion group during spring quarter. Serendipitously, the Don Beall Center for Innovation and Entrepreneurship received the announcement of the von Liebig Center’s challenge grant the same week and forwarded the notice to all Merage School HCEMBA’s. Seeing the announcement, Miyamoto converted his idea to action and submitted an application.

Professor Kaye Schoonhoven served as the UC Irvine faculty sponsor and the Beall Center is facilitating administration of the grant as Financial Administrator.

The awards are part of the von Liebig Center’s Southern California Healthcare Technology Acceleration Program, which nurtures and accelerates the commercialization of novel healthcare inventions developed within research institutes and universities in southern California.

The program is sponsored by the California HealthCare Foundation, Booz Allen Hamilton, and the Pioneer Portfolio of the Robert Wood Johnson Foundation. A project’s success will be determined by the ability to secure follow-on funding for further development after the initial grant period. For more information, visit the website at healthcaretechnologyacceleration.com.

