Merage School Alumni in the Spotlight

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.

Name: Craig Shugert, EMBA ’93

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<thead>
<tr>
<th>Biographical Information</th>
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<tbody>
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<td>President &amp; CEO, Good Source Solutions</td>
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<td>Undergrad: BS, Engineering, University of Southern California</td>
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<td>Married: to the lovely Laura, who is CEO over the Shugert household</td>
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<td>Kids: Chad (18), Natalie (10) and Luke (8)</td>
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1. What are some of your fondest memories as an EMBA student?
   the negotiations and signing of the Maastricht treaty. It has survived almost 20 years and is still a current topic of conversation during our current global economic crisis. The funniest part of the residential was stumbling back to the dorms (from a pub, through crashing waves), with my study group friends. My latest great memory was talking to Peter Navarro regarding his book "Well Timed Strategy", when I had just exited a building products company, at the peak of the building cycle, after growing it close to three times. In hindsight, it was truly a well timed strategy! I have been blessed!

2. How did you choose your career path?
   Through my mentor’s guidance, my MEA and luck! I was encouraged to balance my engineering undergraduate degree with some graduate school business curriculum. The Paul Merage School of Business was the perfect choice for one planning on staying in Southern California.

3. How has earning your MBA at the Merage School helped you in your business?
   Besides the practical business curriculum, the program has broad acceptance and brand recognition in Southern California. I have been in countless business settings in Orange County where conversation has led to the subject of the school, program and professors. Networking opportunities through the Dean’s Leadership Circle have continued to help me in my business and career.

4. Can you describe your company Good Source Solutions, and your role as President & CEO?
   Good Source is a privately held, private equity backed, $110M marketing and distribution company for closeout food. We partner with food manufacturers to bring great food values to budget constrained institutions and now consumers. My role has been to lead this company into new markets in an effort to grow the company at a much faster rate than other food companies. As a shareholder it has been fun to serve the community while growing the enterprise value through improving the infrastructure and EBITDA.

5. What particular skills do you think are critical for succeeding in the business world?
   People management, process driven problem solving skills, cash flow management and instilling a culture of change. Change is the law of life, and those who look at the past, or present, are certain to miss the future.

6. What are some of your hobbies and extracurricular activities that you enjoy?
   Chasing after kids to keep me in shape and also enjoying wine. Being a native of Southern California I am active in most outdoor sports and am a car fanatic, like most guys. My new year’s resolution was to play more tennis, golf and do more mountain biking.
7. Is philanthropy important to you? If so, why?
   Our Lord has placed us in this world for such a short period, I feel it is important for each of us to open our hearts and touch as many lives as we can, leaving a lasting impression. I do this through my schools, church, Olive Crest, South County Outreach, San Diego Food Bank, American Cancer Society and other organizations, including the one I founded called the Treasure Box. The Treasure Box is a food outreach program where one can feed a family of four for up to a week, for just $30. To learn more go to www.thetreasurebox.org

8. How do you stay involved with the Merage School and your local community?
   The DLC, social events at UCI and the philanthropic organizations I am involved with.

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