Dear UCR Business Alumni:

I invite you to come home to your alma mater on March 3, 2012, from 1-3 p.m., to take part in a “Blues and Brews” Homecoming Celebration at the UCR School of Business Administration (SoBA). This free event is open to all UCR business alumni, and will feature great music, food, and libations courtesy of Inland Empire Brewing Company.

You are forever part of a distinct alumni network 14,000 strong—and growing. Each year, we equip students with the exceptional skills they need to succeed and lead in the business world. And each year, SoBA continues on its path to excellence. In the past year the UCR business school was ranked among the nation’s Best College Business Programs by U.S. News & World Report, the Best Business Schools by the Princeton Review, and the Best Undergraduate Business Schools by Business Week. You have much to be proud of, and I look forward to telling you more.

So come home, reunite with fellow alumni and reconnect with your UCR business school. I look forward to seeing you there.

For more information or to RSVP, please visit http://sobaalumni.ucr.edu. You can also view the entire UCR Homecoming schedule at http://sobaalumni.ucr.edu/pdf/2012_homecoming.pdf.

Yunzeng Wang
Interim Dean, SoBA
SoBA in the News (continued)

Donna Hoffman on Facebook Privacy (Los Angeles Times)
Albert O. Steffey Professor of Marketing & Co-Director of the UCR Sloan Center for Internet Retailing Donna Hoffman offered her thoughts on Facebook privacy in the Los Angeles Times article, “Facebook Shows How Privacy is Passé.” Read more...

Research by Ted Mock Shows Auditor Report Flaws (Accounting Today)
Recent research by Distinguished Professor of Auditing & Assurance Ted Mock shows that auditor reports are often subject to misinterpretation, misreadings or are not read at all. Read more...

SoBA Launches Residency Program in India (The Press-Enterprise)
Headed by lecturer of management Sean Jasso, the UCR business school launched a global residency program in India with a one-week trip to Mumbai open to students and alumni. Read more...

Inland Empire CPAs Honor Michael Moore (InlandSoCal.com)
The Inland Empire chapter of the California Society of Certified Public Accountants honored SoBA accounting professor Michael Moore with a distinguished service award. Read more...

Rami Zwick on 2011 Holiday Shopping Spree (Inland News Today)
SoBA marketing professor Rami Zwick weighed in on the increase in shopping sales during the 2011 holiday season. Read more...

David Stewart on Corona’s New “Rockin’” Motto (The Press-Enterprise)
SoBA marketing professor David W. Stewart commented on the city of Corona’s unique marketing strategy involving a catchy motto: “Corona Rocks.” Read more...

Hoffman and Novak Nominated for “Marketing Hall of Fame”
SoBA marketing professors Donna Hoffman and Tom Novak were nominated for the Paul D. Converse Award, which acknowledges enduring contributions to the field of marketing by individual scholars. Five award winners will be recognized at the 18th annual Paul D. Converse Marketing Symposium in April 2012. Read more...

SoBA Hosts 2011 Economic Forecast Conference (Contra Costa Times)
The 2011 Economic Forecast Conference, held on November 3, 2011 at the Riverside Convention Center and hosted by the UCR School of Business Administration and Beacon Economics, drew over 400 attendees. The forecast paints an optimistic outlook for the Inland Southern California region. Read more...

Andrea Godfrey’s Research Offers Hope for Survival of USPS (The SB County Sun)
The San Bernardino County Sun published an opinion piece by SoBA marketing professor Andrea Godfrey. Drawing on her own co-authored research that showed mail (as opposed to email or telephone) as the best way to maximize repeat customer spending, she offers hope for the survival of the U.S. Postal Service. Read more...

ATTENTION EMPLOYERS!
Tap into a talented pool of tomorrow’s business leaders by posting job/internship opportunities for UCR School of Business Administration students.
To post employment/internship opportunities, contact the UCR Career Center.
soba.ucr.edu
Meet JEFFRY KAATZ
SoBA’s New DIRECTOR OF DEVELOPMENT

The UCR School of Business Administration is pleased to introduce to our alumni Jeffry Kaatz, Ph.D. as the school’s new director of development, a position he assumed on December 1, 2011. Prior to joining the advancement team at UCR, Kaatz served at nearby La Sierra University in a number of roles, including professor of music, department chair for music and vice president for university advancement, during which time his team was awarded the Counsel for the Advancement and Support of Education (CASE) 2008 WealthEngine Award for Educational Fundraising. In addition, Kaatz has taught cello and chamber music at UCLA and University of Redlands.

Kaatz earned the Doctor of Musical Arts degree from the University of Southern California in 1988 as a student of the renowned pedagogue Eleonore Schoenfeld. There he was recognized as “Outstanding Chamber Music Performer” and “Outstanding Graduate Student in the Department of Strings.” Kaatz volunteers for a number of community non-profit boards, including service as president of the board of directors for the Riverside Philharmonic Orchestra and as a director on the Mission Inn Foundation. In his leisure time Kaatz enjoys golfing, jogging, mountain climbing and watching basketball. You may email him at jeff.kaatz@ucr.edu.

What are your plans for SoBA as its new director of development?

I was thrilled to be invited to serve as director of development for UCR’s School of Business Administration. Before coming on board I was already aware of the positive reputation of this fine university. However, in just two months I have been overwhelmed to learn of the many professional accomplishments of SoBA alumni, the research productivity of SoBA’s committed faculty, and how vitally important this school is to the economic success of our region. It is easy to understand now why SoBA and the A. Gary Anderson Graduate School of Management is the leading business school in the region.

My plans as director of development will be to continue positioning SoBA in a way that will inspire alumni and friends to give back to this incredible institution. Paying it forward, if you will, by increasing alumni participation in 1) giving to the annual fund, 2) homecoming events, 3) mentoring future alumni, and 4) service to advisory boards and committees.

What can alumni expect from SoBA alumni relations in the coming year?

In general, I see my first year as an opportunity to meet as many of SoBA’s alumni as possible. A good first opportunity will be at homecoming, March 2 and 3. I might suggest joining the group that hikes to the “C” at 9 a.m. on March 3, followed by SoBA’s “Blues and Brews” reception from 1-3 p.m. in Anderson Hall.

In addition, SoBA alumni who would like to host a gathering in their home or community, I would be pleased to work with the UCR Alumni Association to plan a special event in your area.

Why is alumni involvement an integral part of the continuing development of a school like SoBA?

In short, you really never know how important your interaction with a future alumnus might be. Whether a simple gesture of encouragement, volunteering as a mentor, or starting your own scholarship fund, alumni can provide transformational experiences that make all the difference in someone’s life. Maybe you’ve already experienced the joy of providing this type of experience for a university student. I was the recipient of this type of gesture some years ago. I am convinced that this single experience opened doors that I never would have imagined and is why I am committed to serving in this capacity in higher education today. Here’s my story:

The summer before entering college I worked every day in a factory sawing aluminum to make door and window frames. It was hard work and somewhat dangerous because of the heavy equipment. The end of my first year of college majoring in music I was planning to go back to the same factory job, a job I needed in order to afford my second year. However, a professor who recognized I had some musical talent told me that I really should spend my summer practicing six to eight hours. I told her I’d love to do that, but had no other alternative to pay for tuition the following year. Later that week the professor approached me again, this time to let me know that she had spoken with an alumnus who wanted to make a difference for a worthy student. After hearing of my situation, the alum offered to provide a scholarship equal to what I would have made working that summer. The only requirement from me was that I had to sign a pledge to practice six to eight hours a day. That summer I spent a great deal of time practicing. The following year I was able to enter and win a competition which later helped me get into an excellent graduate school.

So, you really never know how your interaction with a young person will change the direction of her or his life. SoBA has some extraordinarily bright and talented students, some of whom need mentoring, some of whom need financial assistance, and others who periodically need a word of encouragement from someone who has gone before them. My passion is facilitating these connections between alumni and students.
“Global Enterprise Management: Organizations, Environments & Political Economy”

An exclusive course offered to qualified UCR upper-division undergraduate and graduate students and alumni.

The course will explore strategic issues that multinational firms and managers encounter in a global market place.

It is the perfect opportunity to couple your studies at UCR with real-life international exposure.

Selected seminar topics include Britain within Europe, Ethics in Global Business, Organizational Change, Global Strategy, Business in Asia, India and Russia.

Course includes a visit to Blenheim Palace (birth home of Winston Churchill), as well as the Bank of England in London.
Alumni Spotlight: Tom Innocenti
Executive MBA 2011

Alumnus Tom Innocenti (MBA 2011) calls the UCR Executive MBA Program experience a “journey.” From the “academic boot camp” that kick started the 18-month program, to the midpoint international trip to Shanghai, to the capstone residential held in the UCLA Lake Arrowhead Conference Center, he not only developed fond memories of the experience, but also more importantly honed his managerial skills.

“The overall process provided us tools to communicate in a more efficient and effective manner,” Innocenti said. “It provided a toolset to effectively and efficiently evaluate projects, both personal and professional, and then either reject or accept, or ask for more detailed analysis.”

Innocenti said he is most grateful for the opportunities presented by the EMBA program to apply and put into practice the knowledge he has acquired, as opposed to learning concepts only in the abstract.

As part of the experience, Innocenti had to intern with a local business for his Management Field Study course. His sponsor, Alfred Ricci of small self-help firm HansKing.com, was interested in learning best practices for his industry. For twenty years, the firm had been keeping in contact via mail, which proved too labor-intensive and costly. It was time for a change.

Innocenti stepped in to provide Internet marketing best practices for contacting current and potential clients.

As a result, Ricci’s firm, with no change in the amount of emails sent, saw a 50% increase in viewers to the firm’s Web radio cast, and a 100% increase in click-throughs for emails.

“We were able to have a significant increase in ability to cultivate existing clients and marketing to new clients,” Ricci said. “And that’s huge to a small company.”

Having himself had experience as a consultant to banks, Ricci understood the value of market research and best practices, and he was grateful to Innocenti for his contribution to the firm’s newfound success.

“Innocenti was phenomenal, a trooper,” Ricci said. “In the face of adversity, he just came through shining. Never gave up, was persistent. Truly gave a new meaning to ‘independent study’."

Overall, Innocenti is grateful for his EMBA experience. “The UCR EMBA program included instruction in personal coaching, which has enabled me to embark on a detailed journey of personal discovery and growth,” he said. “I believe the information and material presented to UCR EMBA students leverages off the individual cohort members’ mature experiences in practical business settings, and perhaps even more important is the experience of sharing these ‘real world’ business adventures with my fellow classmates.”

Tom Innocenti (top right, with internship sponsor Alfred Ricci) is currently a project manager for SimAuthor, Inc., Services and Solutions Group, responsible for advanced processes and methods of collecting, archiving and utilizing analysis of digital, video and audio data from aircraft and simulators and the design and development of various translation methods for the tactical and operational data into focused instructional debriefs. Additionally, he works on the translation of data into trending and reporting information for commanders at all levels. His current customers are the USMC, USN, and USAF. He retired from the Marine Corps in 2005, after serving 24 years as an F-4 RIO and F/A 18 pilot who planned and executed combat missions during Operation Southern Watch and Iraqi Freedom. He received honors as the top standardization and instrument instructor in the 3rd Marine Air Wing. He also served as the strategic planner and force deployment officer for the movement of over 7000 personnel and 140 aircraft from worldwide locations to the Iraqi theater of operations. While stationed at Marine Corps Air Station Miramar, Innocenti managed the US Navy’s Military Flight Operations Quality Assurance (MFOQA) Demonstration Program, successfully implementing fleet requirements and extending the program to provide support to a deployed combat unit. He was also the principal planner for four exercises involving over 15,000 US military personnel, over 20 naval vessels, and nearly 70 US aircraft in three foreign countries, including participation of foreign military personnel. He holds an M.A. in management and an MBA from UCR, as a member of the first EMBA Cohort.

We’d Love to Hear From You!
Is there something you’d like to share with your fellow alumni? Let us know for inclusion in our next newsletter!