

Dean's Quarterly

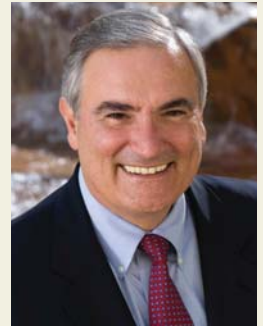
The latest news and views from The Paul Merage School of Business

In Perspective

Even though 2013 has just begun, we have already generated a lot of excitement at the Merage School. On January 9th, we broke ground on our new *Building for the Future*, and I can't tell you how thrilling it was to see so many supporters join us for that monumental event. Our new building will help us to add even more value to the campus, our program offerings, recruiting efforts, and everyone in the business community. The groundbreaking was a culmination of seven years of planning, and we look forward to seeing our dream turn into a reality over the next two years. Thank you to all who attended and have supported this effort in so many ways over the past several years.

This year, I am also excited to return to teaching. We will introduce a new Executive MBA elective course next quarter entitled, *Sustaining Growth in a Global Enterprise*. Ed Fuller, president of Laguna Strategic Advisors and former president and managing director of Marriott International, will co-teach this new course with me. The course will provide students with an executive-level perspective on the innumerable challenges faced by companies operating on a global scale and the most effective management strategies to solve many of those challenges.

In addition, the School is currently developing a new website dedicated to all of the Merage School's global business offerings. The website will serve as a resource to highlight faculty research, student experiences and involvement opportunities for the business community.



Dean Andy Policano

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Assembly Member Don Wagner presents Chancellor Michael Drake and Dean Andy Policano with a certificate of recognition.

New School Building Becomes a Reality

The official groundbreaking event, held on January 9, 2013 for the new *Building for the Future* at the Merage School, was an overwhelming success. Guests spilled out from the tented area near the current building and filled the surrounding walkways as they celebrated the realization of a dream and more than seven years of hard work.

With drinks in hand, more than 500 guests participated in a groundbreaking toast led by Merage School Dean Andy Policano. "It has been seven years in the planning and hoping and crossing our fingers, but we're finally here," commented Policano. "And it is all because of many of the people here today that this building is finally becoming a reality."

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DSS Audience All Ears During Disney Presentation

Opening with a Broadway-worthy stage show by the News Boys from Disney California Adventure, George Kalogridis, president of the Disneyland Resort, gave a Distinguished Speaker Series presentation only Disney could do. And the audience was all ears, literally.

With nearly 600 guests in attendance, Kalogridis shared five lessons his organization seeks to engender into each and every "cast member"



Disneyland Resort President George Kalogridis

that belongs to the Disney family. The lessons were organized into 'chapters,' which exemplifies the strong

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Mark Your Calendar

For all upcoming events visit:
merage.uci.edu/go/calendar

ONGOING

MBA Program Admissions Events and Information Sessions

Invite prospective students for Full-Time, Fully Employed, Executive and Health Care Executive MBA programs starting in spring and fall 2013.

JANUARY 30, 2013

Distinguished Speaker Series – Alan Pellegrini, President & CEO, Thales USA

FEBRUARY 21-22, 2013

Health Care Forecast Conference – Registration Open – Conference to cover *Health Politics and Policies in President Obama's Second Term*.

MARCH 13, 2013

Strategic Issues in Management Series (SIMS) – *Building Your Brand* with Professor Mary Gilly

MARCH 14, 2013

Certificate in Management for Technical Professionals (CMTPT) – Broaden business skills and perspectives to complement a technical background and enhance the ability to operate cross-functionally.

MARCH 28, 2013

Idea Exchange in Big Data & Analytics – Event sponsored by the Center for Digital Transformation and will feature George Mathew, President & COO of Alteryx Inc.

Financial Times Ranks UC Irvine's Paul Merage School of Business 26th in the U.S.

In the 2013 *Financial Times* Global MBA rankings report released January 28, 2013, UC Irvine's Paul Merage School of Business was ranked 26th in the U.S. and 9th among public universities in the U.S. In addition, the Merage School ranks 5th in the U.S. for students employed within 90 days of graduation (at 94 percent) and is the #1 school in the U.S. for percentage of women faculty and percentage of women students. The ranking places the Merage School among the top 5 percent of accredited programs and can be attributed to significant increases in the School's faculty research, an increase in weighted salary, and major strides in employment success and percentage of women students.

"This *Financial Times* report confirms the progress toward our primary initiative: creating one of the world's top public university research-based business schools," said Andrew J. Policano, dean of The Paul Merage School of Business. "We have made a commitment to our students to provide the highest quality MBA education possible. Our faculty, students, staff and the business community have provided us with invaluable feedback on how we can continue to improve our curriculum and resources to better meet the demands of our students and the employers that hire them. We listened closely and we implemented many suggestions. This ranking clearly illustrates the value of this open dialog and sets the stage for future successes at the School."

"It's rewarding to see our work recognized through these results," said Tom Kozicki, executive director of MBA Career Services. "Several years ago we made a conscious strategic decision to provide our students with additional resources to help them successfully manage the interview process, secure strong post-MBA positions and career management guidance and training. The *Financial Times* ranking this year indicates that these efforts, and the hard work of our students, have made a difference."

The Merage School's Full-Time MBA program ranked 33rd in the world for faculty research and 26th in the U.S. In addition, the Merage School's placement success score jumped 32 spots to 51st globally according to the new *Financial Times* report. The Merage School's overall global ranking is 54th in the report.

About the Methodology

The *Financial Times* Global MBA rankings report methodology consists of three factors: an alumni survey (59 percent of ranking) that includes a survey of the current alumni class and alumni surveys of two previous graduating classes; a school survey (31% of ranking) that includes placement, international orientation, gender diversity, doctoral rank, and faculty with doctorates; and a faculty research rank score (10% of ranking) that is calculated according to the number of faculty publications in 45 international and academic practitioner journals, in approximately the previous 3.5 years. The faculty research rank score is weighted based on the full-time faculty size.

Professor Turner Awarded 2012 Yahoo! Faculty Research Grant



John Turner

John Turner, assistant professor of Operations and Decision Technologies at The Paul Merage School of Business, has been awarded a 2012 Yahoo! Faculty Research Grant for studying computational issues that arise in advertising planning problems. Turner was among 26 recipients selected this year from 21 universities.

The grant is part of Yahoo!'s Faculty and Research and Engagement Program (FREP) which is designed to produce the highest quality scientific collaborations and outcomes by engaging with faculty and students conducting research in areas of mutual interest. The FREP funds help academics across the globe collaborate with Yahoo! research scientists on new, exciting internet research studies and experiments.

In addition to the research gift, each recipient has the opportunity to collaborate directly with distinguished Yahoo! scientists and visit Yahoo! labs.

About Yahoo!

Yahoo! is focused on making the world's daily habits more inspiring and entertaining. By creating highly personalized experiences for our users, we keep people connected to what matters most to them, across devices and around the world. In turn, we create value for advertisers by connecting them with the audiences that build their businesses. Yahoo! is headquartered in Sunnyvale, California and has offices located throughout the Americas, Asia Pacific and the Europe, Middle East and Africa regions. For more information, visit the pressroom (pressroom.yahoo.net) or the company's blog (yodel.yahoo.com).

Executive Mentoring Program Celebrates 15th Year & Honors Dedicated Member

The year 2012 marked the 15th anniversary of the Executive Mentoring Program, one of the most popular programs on campus, and one that boasts some of the most dedicated individuals as well. Among them is Andy Mindlin, president of REALWORLD Marketing, Inc. Mindlin has been a member of the Executive Mentoring Program since its inception. Recently he was selected as the 2012 Mentor of the Year for his commitment, dedication and invaluable contributions to the program.

Mindlin grew up in Kansas, making his way through wheat fields to get to school. By the time he was finishing college, he found himself in need of some direction and sought out career advice. It was then that a friend of his put him in touch with

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DSS Audience All Ears

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emphasis that Disney places on story-telling in every aspect of its business.

Lesson 1 – Listen Intently

Kalogridis illustrated the first lesson in Chapter 1 of his presentation by telling the story of how Disney California Adventure was renovated. He explained how the newest park had originally "missed the mark," according to the feedback they had received from visitors. He pointed out how his team sought to create a destination that would draw you in and make you part of the action.

Lesson 2 – Respond Boldly

In Chapter 2 of his presentation, *Understanding the Magic*, Kalogridis stressed the importance of getting the park back to where it started by rethinking, reinventing, and re-energizing the entire property. They explored many avenues, but settled on Walt's own personal story as a base.

"The team was told to 'Think Big,' which is something you never want to say to an 'Imagineer,'" commented Kalogridis. But that's exactly what they did and to great success. The entire park has experienced a massive makeover that has increased



attendance and expanded the amount of time guests spend at the attractions.

Lesson 3 – Engage Completely

Success did not come over night. The renovation of Disney California Adventure took time to implement. During construction, cast members were challenged to keep guests happy with their experience and to keep them entertained. In Chapter 3 titled, *Teaching a Cast of Thousands*, Kalogridis explained how his team generated buy-in and support by training and allowing cast members to test new features and amenities. During the training process, Disney immersed the entire cast in all of the new stories that carried the themes throughout the park.

A key element of Disney California Adventure's renovation was the develop-

ment of Cars Land, a themed area of the park based on Pixar's film, *Cars 2*. The attraction reflects the film down to the last detail, which is a hallmark Disney business strategy, in addition to immersive story-telling. Disney has experienced tremendous success using this approach at its marquee park, Disneyland, and Kalogridis was certain this same philosophy would improve the guest experience at Disney California Adventure.

Lesson 4 – Challenge Constantly

Chapter 4, *Continuing to Improve*, was all about how the cast worked to develop new and exciting activities to keep the guest visits fresh and enticing, and helped drive Disney California Adventure to become a full-day experience rather than a short visit.

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Merage School Team Takes First Place in 2012 CFA Society Competition



Members of the 2012 Merage School SMIF Team: (front l-r) Jay Tsui, David Martinez, Armin Toor, Karen Feng, Zhen Liu, Professor Todd Richey, Nicholas Loo, Jian Gao, Damian Espinoza, Ziqiang Li, Eric Liang (back l-r) Nassif Hossain, Shane Whippo, Daniel Nguyen, Sam Vong, Kegan Hagerott, Kenneth Yao, Andrew Heine, David Estey-Ang, Michael Razzano, Andrew Kuo, Watcharapon Chiamsatchamongkhol, Connor Nguyen

The Merage School Student Managed Investment Fund (SMIF) team, made up primarily of undergraduate seniors from the Merage School's first graduating class, took first place in the 2012 Chartered Financial Analyst Society of Orange County's (CFAOC) annual Portfolio Management Competition.

Typically dominated by students from CSU Long Beach, CSU

Fullerton and Chapman University, this was the first year that a UC Irvine team won the competition.

"Winning this competition with seniors from our first team of business undergraduates sends a powerful message to the finance community," said Denise Patrick, assistant dean of Undergraduate

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Alumna Offers Insight on Success

Follow your passion and don't be afraid to take risks.

That statement is one of the most important tips Jean Batman MBA '85, had to offer new MBA students searching for their calling. Batman is co-founder of Legal Venture Counsel, Inc., where she serves as an attorney.

"From a very young age, I wanted to be a lawyer, but was drawn to business and entrepreneurship as well. I was fortunate to have discovered the 3-2 Program at UC Irvine that allowed me to jointly pursue my BA and MBA, and gain valuable experience in the securities industry, before finishing law school. After law school, it took me a few years as a litigator to realize my calling as a transactional lawyer," she said.

Pursue education.

Batman credits the education she received at the Merage School (then the Graduate School of Management) for helping her become the business-oriented lawyer she is today. "The School provided me with the tools to become a successful entrepreneur in the legal industry," said Batman. "As an MBA, I am mindful of the importance of both practicing my profession and running it as a business. I think more lawyers should get a business school education, or at least be schooled in business."

Batman provides outside general counsel services to investors, entrepreneurs and small businesses in a broad range of industries including high tech, biotech, retail, game development and publication, real estate development, financial and professional services, and manufacturing.

"Succeeding in the business world requires many different skills and effective team building can be paramount," she added. "However, the more hats you wear in business, the more important it is to have some competency in a variety of critical skills, like the ability to produce a quality product or service, understand the market and the competition, communicate effectively, and read and understand financial statements, just to name a few."

Champion what you believe in.

Besides working full-time, and being married with three kids, Batman finds time to champion the causes she believes in and make a difference in people's lives. One of the organizations she supports is Lazarex Cancer Foundation, which she finds both empowering and gratifying.

Batman stated, "Philanthropy is a mechanism for everything from protecting human rights and providing basic human necessities, to the existence and accessibility of the opera and ballet. Without it, many injustices would continue unabated, including, increasingly, the lack of adequate funding for public schools."

Stay Involved.

Batman's firm has been involved in supporting the Merage School's Business Plan Competition, most recently offering \$5,000 worth of legal services as a one of the prizes.

Spawnd, LLC, a 2012 Business Plan Competition winner, was the recipient of the Legal Venture Counsel Award. For 2013, Legal Venture Counsel will again sponsor the award.

In her spare time, Batman authored a couple of books published through the American Bar Association including, *Advising the Small Business: Forms and Advice for the Legal Practitioner*, and *Letters for Small Business Lawyers*. She is working on a third book due out later this year.

On January 28, Batman and Legal Venture Counsel hosted an alumni luncheon at their San Francisco office.



Jean Batman MBA '85



Wealth Management Journal Launched

The Center for Investment and Wealth Management (CIWM) has launched the first edition of its new online journal titled, *Wealth Management Frontier*. The new publication is aimed at removing the barriers between academia and the business community and leveraging the thought leadership in both worlds to benefit students, business leaders and faculty researchers. Over the past few years, CIWM has explored many facets of how the financial crisis and shifting policy environment is reshaping the banking and investment world. The Center focuses on how investment and wealth managers can best serve their clients and help them continue to flourish in the new financial landscape. For more information, visit merage.uci.edu/go/CIWM.

In Perspective

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I am also pleased to report that our three new master programs (Master of Professional Accountancy, Master of Science in Biotechnology Management and the Master of Science in Engineering Management) have generated strong interest from both prospective students and the southern California business community.

The Merage School calendar is also full of events this quarter including many speaker series engagements, the annual Center for Health Care Forecast Conference and the Center for Digital Transformation's innovative new Idea Exchanges, to name a few. I hope you can visit us soon at an upcoming event and participate in all of the new developments taking place at the Merage School. We look forward to engaging with you in the months ahead.

Wishing you a great start to the new year,

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

Recruiting Underway for New Master of Professional Accountancy Program

Applications are being accepted for the new Master of Professional Accountancy (MPAc) program commencing in Fall of 2013. MPAC is a new full-time, rigorous, one-year program that provides an intensive, focused level of training, preparing students for an advanced career in accounting. The Merage School MPAC fulfills new 2014 California state requirements for the coveted Certified Public Accountant (CPA) exam.

MPAc offers two distinctive features: a Proseminar workshop, which is a unique program designed to hone career building skills including soft-skill creation, career choice counseling and networking skills, and a winter-quarter internship. The opportunity for an internship is offered as an elective in the curriculum, ideally timed around the accounting industry's busy season. The internship is a valuable facet of the MPAC program enabling students to gain experience, offset the cost of tuition and earn credit toward their MPAC degree.

As of January 1, 2014, California Education Requirements for CPA Licensure have changed. The new requirements include a minimum of 150 semester units, which the Merage School MPAC program meets. In addition, according to the American Institute of CPAs, evidence suggests that promotions to manager and partner, and to corporate managerial positions are increasingly going to individuals with master's degrees.

"I strongly support the establishment of the MPAC program at the Merage School," said John A. Belli, Orange County Office managing partner for Ernst & Young LLP. "Ernst & Young will require, by January 2014, if not sooner, students meet the California Education Requirements to be eligible for hire in our audit practice. A similar requirement will be established by other accounting firms."

Students completing the Merage School MPAC program will meet all requirements for CPA licensure and possess the necessary knowledge to solve fundamental and strategic issues in accounting. They will learn to apply both critical thinking and established accounting processes to issues crucial to the audit and accountability of an organization.

The Merage School's MPAC coursework will include nine required courses and two electives for a total of 44 units. Classes are offered during the day, late afternoon and evening. Saturday classes are available as well as a distance learning component. To learn more and to apply, visit merage.uci.edu/go/MPAC.



Health Care Center Explores Life After the Election

What did Congress do to avoid the fiscal cliff? What health care issue will Congress attempt to address? Will Congress tackle corporate tax reform?

These big questions and more were the focus of a breakfast event, held in November 2012, titled, *The 2012 Elections: What They Mean and Where We Are Going*, sponsored by the Center for Health Care Management and Policy.

According to a presentation given by Dean Rosen, partner at Mehlman Vogel Castagnetti Inc., the Romney campaign was out-fundraised, out-advertised, out-organized, out-mobilized, and out-strategized by the Obama campaign. Now that the election is over, health care stakeholders are primarily interested in the impact of the results on Medicare and Medicaid, the tax code and the future of the President's Affordable Care Act.

More will be revealed during the 2013 Health Care Forecast Conference titled, *Health Politics and Policies in President Obama's Second Term*, scheduled for February 21-22 at the Beckman Center in Irvine. For conference details and registration information, visit merage.uci.edu/go/HCC.



The Evolving Housing Market and Trends

Real estate is a bellwether for the economy in many areas of the country, and Orange County is no exception. Weighing in on the state of the industry and what's in store for tomorrow were five real estate industry gurus including: William R. Halford, president & chief executive officer for Bixby Land Company; David S. Kim, co-founder and managing director for The Bascom Group; Michael K. Hayde, chief executive officer for Western National Group; Peter O. Shea, Jr., president and chief executive officer of J.F. Shea Co., Inc.; Larry Webb, partner and chief executive officer of The New Home Company, and Colin Wiel, managing director of Waypoint Real Estate Group.

Halford opened the conference commenting that "affordability is at its highest, but qualifying for loans is difficult." He added that this sends mixed messages to consumers.

Webb stated, "Homebuilding is a good industry. It's good for raising a family" indicating that families seek to rent or purchase homes as their families grow.

Wiel's business is banking on that fact and investing in single family home rental properties. He shared that "Seventy percent of people who lost their home to foreclosure sought to rent a single family home."

"People eventually desire low-density housing," commented Kim, strengthening the idea that families prefer single family homes to apartment-type living.

Hayde expanded on the conversation adding, "As jobs turn around, people tend to move from apartments to homes." Hopefully this is a glimpse of what may be in store for the industry as the economy picks up.

Shea tempered that thought with a comment about the current real estate environment. "We are still in a massive 'hangover' from prior years...we have a long way to go to get back to normal."

Webb pointed to jobs as a challenge to growth in real estate. "Slow job growth has the biggest effect on slow home sales," he said.

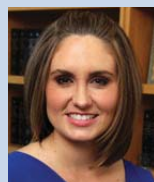
The event took place on September 25, 2012 at The Pacific Club in Newport Beach. It was part of the 2012-13 breakfast series sponsored by Haskell & White and the Irvine Company. The series is presented by the Merage School's Center for Real Estate. For more information visit merage.uci.edu/go/CRE.

Merage on the Move



Michael Aghajanian MBA '88, a Dean's Advisory Board member, retired CEO of PRTM Management Consultants, and temporary lead for the Office of

Executive Education, will be transitioning into corporate outreach and sales support for the Merage School. During his time with the Office of Executive Education, Aghajanian and his team refined the Open Enrollment Programs such as the Strategic Issues in Management Series (SIMS), the Custom Programs offered to our corporate clients, and the International offerings. He was also instrumental in introducing the Certificate in Management for Technical Professionals.



Melissa Beck EMBA '12, associate director of the Center for Investment and Wealth Management, has accepted a new position as chief operating officer

of Big Brothers Big Sisters of Orange County. As a result, she left the Merage School on November 30, 2012.



Lee Anne Maki was promoted to Director of the Center for Investment and Wealth Management (CIWM). Maki has over ten years of direct reporting to

C-level or higher serving as a liaison to a variety of constituencies, all with unique perspectives and challenges. Her experience in seeking solutions and bringing cooperation amongst parties applies directly to her service-oriented approach with donors and partners of the CIWM.



Valerie Nellen, PhD, has joined the Merage School as executive director of Executive Education, effective November 26, 2012. Nellen received her

BA in Psychology from Harvard College

and a PhD from Virginia Commonwealth University with a specialization in Organizational Development. She has held Operations and Consulting positions at Conexant and PRTM, and was a vice president of Human Resources and a Project Executive at HireRight Inc. Valerie currently teaches in the Certificate in Management for Technical Professionals program and has co-taught with Lisa Barron and Ed Fuller on leadership and management.

Alda Ruggiero has been promoted to director of Financial Aid for The Paul Merage School of Business. Ruggiero began her career at UC Irvine with the campus Financial Aid Office in 1986. In 2003, she transferred to the school serving as the Financial Aid Counselor for our MBA programs. Today, she is widely known as the "go to" expert of the many financial aid policies and regulations which govern the financial aid processes we utilize.

New School Building

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Policano welcomed several VIP guests including the Merage School namesake, Paul Merage, and Chancellor of the UC Irvine campus, Dr. Michael Drake.

Drake commented, "We are at a wonderful moment in the history of the University. In 1964, we broke ground on the University of California at Irvine, and in just two short years from now – when this new building will be completed – we'll celebrate the 50th Anniversary of UC Irvine. What better way to do that than with the grand opening of this magnificent new addition to the Merage School campus."

Paul Merage then offered his congratulatory remarks adding, "The new Merage School building has been a part of our vision for several years. I am honored to be a part of this historic occasion and to have had the opportunity to see the School and the surrounding business community grow and succeed. This new building will enable new ways for our businesses and students to interact and it will have a positive impact on the local, regional and even global communities."

Policano thanked several of the Merage School's most generous donors including: Bernie Clark, executive vice president of Advisor Services for Charles Schwab and Co., Inc.®; Ranney Draper, developer; John Evans, senior vice president for Wells Fargo; Ed Fuller, retired president for Marriott International Lodging; Don Beall, retired CEO for Rockwell; Jane Buchan, CEO of Pacific Alternative Asset Management Company (PAAMCO); and, Chris Callero, president and COO of Experian.

Among some of the other guests recognized were Irvine Mayor Steven Choi, Councilmember Beth Krom, Talia Hart from the Irvine Chamber, Lucy Dunn from the Orange County Business Council, and Jim Adams who was representing the Building



(l-r) Don Beall, Dean Andy Policano, Paul Merage, and Ed Fuller all believe in the importance of the new building and show their support at the Groundbreaking event.

and Construction Trades. State Senator Roderick Wright, Senator Carol Liu, and Senator Mimi Walters, all of whom were instrumental in the realization of this new project, were recognized during the celebration, along with California State Assembly Member Don Wagner who participated in the ceremony by presenting a Certificate of Recognition to the Merage School in honor of the groundbreaking.

Additionally, Policano thanked guests who gave either "time or treasure" toward the new building, including members of the Dean's Leadership Circle (DLC) through their auditorium seat campaign, the Alumni and Friends of Former Dean Lyman Porter, Corporate Partner members and Alumni honoring Judy Rosener. Policano gave a special thanks to Deborah and Jeffrey Margolis, Sanjiv and Paroo Choksi, Thomas Antunez, Chuck and Twyla Martin, Don and Sue Natenstedt, and Nam and Sung Shin Woo for their generous support.

Guests then participated in a symbolic "tree planting" ceremony. "The tree signifies the continued growth of our School and the vibrant business community that is Orange County, and our global footprint beyond," said Policano.

All guests were given the opportunity to participate in the planting ceremony through memory gifts they received which included a small sample of soil to be added to the planter.

GENEROUS BENEFACTORS

The Beall Family Foundation
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Sanjiv Choksey and Paroo Choksi
Charles and Twyla Martin
Deborah H. and Jeffrey H. Margolis,
Margolis Family Foundation
Don and Ui Soon (Sue) Natenstedt
Nam and Sung Shin Woo

A full list of donors and donor opportunities still available for the *Building for the Future* campaign can be found at merage.uci.edu/go/groundbreaking. To view photos of the event, visit our Scrapbook page at merage.uci.edu/go/gb Scrapbook.



ABOUT THE NEW BUILDING: The new five-story Merage School building will be home to a beautiful high-tech 300-seat auditorium, several of the Merage School's Centers of Excellence, the Charles Schwab & Co., Inc.® Trading and Technology Lab, and the 70-seat Lyman Porter Colloquia Room with a breathtaking outdoor terrace for pre- and post-function events. Other features include 70-seat and 90-seat case-study classrooms, a multi-purpose classroom and 20 small group study rooms. A 4,000 square foot "grand terrace" overlooking a new courtyard will be part of this project, as well as an abundance of indoor/outdoor dining space including two new restaurants, and ample space for academic and administrative offices.

Executive Mentoring Program

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Stan Hamilton, who just happened to be president of the International Division of Hallmark Cards (a \$1B company headquartered in Kansas City). Hamilton took Mindlin under his wing and provided advice that would lead Mindlin to a career as a brand manager for Procter & Gamble and later on to become president of his own company, REALWORLD Marketing.

Clearly Mindlin's career has led him to considerable success. He focuses on helping entrepreneurial companies accelerate revenue growth, and is known for his track-record of delivering measurable results. Yet, he hasn't forgotten his roots. Mindlin credits Hamilton with changing his life and that event motivated Mindlin to return the favor. One of the ways he does that is by participating in the Executive Mentoring Program offered through the Merage School's Center for Global Leadership.

We asked Mindlin about what drives him to help others. Here's what he had to say...

Why do I mentor?

I mentor because someone did it for me. When I was about to graduate from college, I didn't know what career path to take. So, I asked a grown-up where I could

get some advice, and he recommended a friend of his. The friend's name was Stan Hamilton, who was president of the International Division of Hallmark Cards. He invited me to his house after work one day. When I went to see him, I took a piece of paper with the answers to three questions about myself.

- What do you LIKE to do?
- What are you GOOD at?
- What DON'T you like to do?

I listed my perceptions of myself under each heading, and told him that I had validated these with people who knew me well. (And I encourage all mentors to prompt their protégés to bring them a similar piece of paper).

Based on talking with me, and those inputs, he said I sounded like a "brand manager" and suggested I look at a career along those lines. At the time, I didn't know what "brand management" was; I had to



Andy Mindlin, president of REALWORLD Marketing and 2011-2012 Mentor of the Year

research it. But that prompt led me to a career as a brand manager at Procter & Gamble. I learned how to run a business at Procter & Gamble. And that put me on a path which led me to be able to do what I enjoy, with people I like, for the rest of my life.

That mentor changed my life. That's why I mentor students - because someone did it for me. And I tell students at UC Irvine, "if someone made a difference in your life, then do it for someone else."

The 2012-2013 Executive Mentoring Program is now underway. More than 100 pairings of executives and students will be participating this year at the Merage School.

The Executive Mentoring Program is a cornerstone of the Center for Global Leadership's goal of developing leaders. The program began in 1998. Since then, more than 1,348 students have been matched with executive mentors representing nearly all industries and functions of the business world.

For more information about the Center for Global Leadership and its programs visit merage.uci.edu/go/CGL.



(l-r) Chris Callero, John Evans, Ed Fuller, Chancellor Michael Drake, Don Beall, Dean Andy Policano, Lilly & Paul Merage, Jane Buchan, Ranney Draper, and Bernie Clark ceremoniously turn the dirt on the grounds of the new building.

Long Institute Launches New Lecture Series

Benjamin van Rooij, professor of Chinese Law and Regulation at the University of Amsterdam's Faculty of Law, kicked off the first John S. and Marilyn Long U.S. – China Institute for Business and Law event with a presentation titled, "Can Law Save China's Environment?"

Van Rooij covered China's rapid growth and how it has created severe industrial pollution, causing major economic, health, and ecological damages. He discussed how, in an effort to mitigate pollution, China has developed an increasingly comprehensive set of environmental laws and standards, albeit with disappointing results.



Benjamin van Rooij

The lecture, using empirical data from a series of studies conducted over the last decade, further discussed how environmental law functions in everyday practice and addressed structural problems and recent innovations in administrative environmental enforcement. His lecture also analyzed the impact of recent developments, including the introduction of specialized environmental courts, the rise of green civic organizations, the increased collective action by pollution victims, as well as the recent cases of environmental public interest litigation.

For more information visit UCILongInstitute.org.

DSS Audience All Ears

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Lesson 5 – Evolve Relentlessly

Relentless evolution is something Disney has mastered throughout generations and Disney California Adventure is no exception. Kalogridis' Chapter 5, *Make the Most of Every Guest Experience*, is truly the code the cast lives by, and it shows. In 2012, new attendance records were set at Disney California Adventure, and that's good news for everyone.

"We also created 25% more jobs, bringing our total to more than 25,000 Cast Members at the Disneyland Resort- making us the largest employer in Orange County," Kalogridis commented. According to Kalogridis, the Disneyland Resort generates approximately \$4.7 billion dollars to the southern California economy, every year.

Before wrapping up, Kalogridis told the crowd that beneath their seats was a gift, a very special pair of Mickey Mouse ears. True to Lesson 3, Kalogridis sought to engage the audience completely. He asked that each person in the audience put their ears on. Mind you, these were not your average Mickey Mouse ears, these were indeed special. On cue, the ears lit up in varying colors of red, blue, yellow and green, spectacularly timed to go along with the closing presentation. It was a superbly choreographed audience participation light show, one that gave new meaning to the phrase, "all ears!"

Kalogridis was recently named president of the Walt Disney World Resort. Michael Colglazier will take over Kalogridis' role as president of the Disneyland Resort. Both Kalogridis and Colglazier's roles are effective February 1, 2013.

The Distinguished Speaker Series

Hosted by the Merage School's Center for Global Leadership, the annual Distinguished Speaker Series (DSS) highlights topics such as leadership perspectives, ethical frameworks, decision-making practices, and innovation processes of top business leaders. Bank of America is the Presenting Sponsor of the 2012-2013 series, with McGladrey as a Platinum Sponsor, and Capital Group Companies and The Allergan Foundation as Gold Sponsors. DSS events typically attract more than 300 corporate professionals, community leaders, MBA students, faculty members and campus staff.

The 2012-2013 Distinguished Speaker Series continues on January 30 with a presentation from Alan Pellegrini, president and CEO, Thales USA, and concludes on May 1st with Myron Gray, president, U.S. Operations, for UPS.

For more information or to register, visit merage.uci.edu/go/DSS.

2012 CFA Society Competition

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Programs at UC Irvine's Paul Merage School of Business. "This, coupled with two recent placements at PIMCO and one at PAAMCO, really underscores the tremendous momentum we have experienced in terms of Finance interest at the undergraduate level."

Todd Richey, an advisor for the team and a full-time lecturer in Finance at the Merage School, stated, "We received some very encouraging feedback on our team's performance. 'Excellent presentation skills and a clearly written RFP,' were some of the comments by the judges that placed our SMIF team ahead of Cal State Fullerton and Long Beach State."

As the official winner of the 2012 CFAOC Investment Management Competition, the Merage School SMIF team will manage the Foundation's \$100,000 portfolio for one year.

"This success is attributed to both the hard work of our student members, and also the support of school administrators. We look forward to continued collaboration that will help to produce future winning teams and further expand the finance community here at UC Irvine," commented Andrew Heine and Daniel Nguyen, chief investment officer and chief executive officer, respectively, of UC Irvine's SMIF team.

The Merage School's Center for Investment and Wealth Management is a strong supporter of the CFAOC competition and continues to support students interested in careers in Finance via educational and mentoring opportunities.

Founded in 1983 as a local not-for-profit organization, the CFAOC serves over 400 members and provides a valuable link between members, charter holders and investment professionals in 58 different countries and 137 connected local societies around the world.

The Society's mission is to provide a forum for investment professionals to build strong and valuable networks, expand industry knowledge, and promote the highest standards of ethical and professional conduct.

The annual Portfolio Management Competition is one of many programs offered by CFAOC. For more information, visit CFAOC.org.

