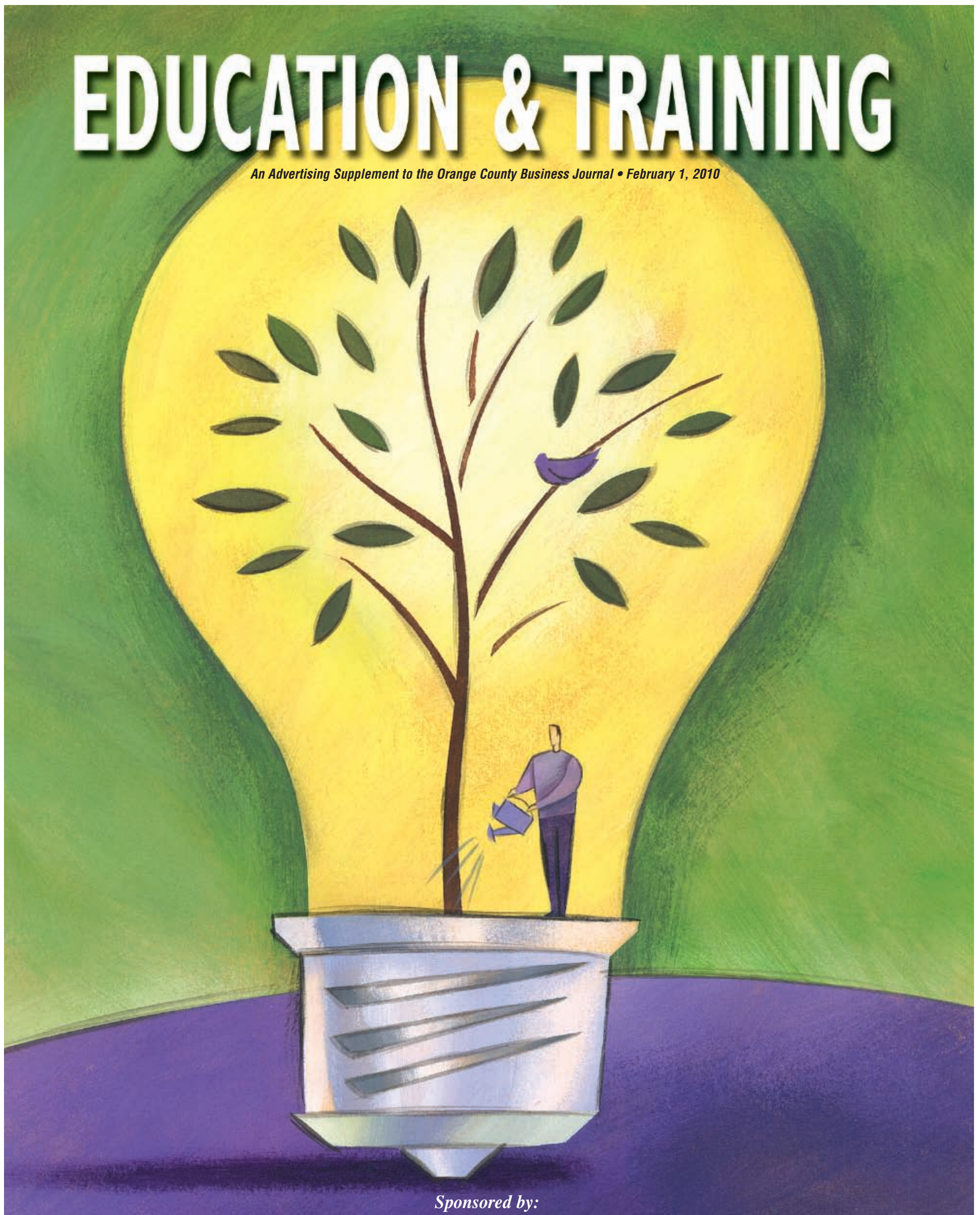


EDUCATION & TRAINING

An Advertising Supplement to the Orange County Business Journal • February 1, 2010



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Our new state-of-the-art home, Mihaylo Hall, opened in 2008.



MBA students enjoy the many amenities of Mihaylo Hall.

The Mihaylo MBA: A World-Class Business Education

There are many reasons that Mihaylo College of Business and Economics at Cal State Fullerton is the fourth-largest B-school in the nation. The combination of a world-class education from faculty with Ph.D.s from some of the top schools in the country, and the College's position as a well-connected and vital influence on the business community in Southern California are just two of them. Added to that, the overall affordability of the MBA program in relation to Southern California institutions, both public and private, and an unmatched alumni base in Southern California makes Mihaylo an unbeatable choice.

"Earning my MBA from Mihaylo gave me the opportunity for success in my career; it was the best investment of my life," says Greg Waller, '78 MBA. Waller is the chief financial officer of Universal Building Products, Inc., and sits on the boards of four companies with annual revenues up to \$100 million.

Mihaylo College features nationally recognized faculty, award-winning students, forward-looking curriculum and flexible programs which attract talented and diverse students from around the globe. Mihaylo is one of three schools in Southern California and one of only 171 schools worldwide holding the prestigious dual accreditation in business administration and accounting from AACSB, the international accrediting body for business schools. In addition, Mihaylo College is recognized annually by Princeton Review as one of the "Best Business Schools."

Mihaylo and Orange County: an economic marriage and powerhouse combination

Mihaylo fuels the economic and corporate success of Orange County and Southern California. Through its educational programs, the College instills in its vast corps of graduates strong core business knowledge, critical thinking skills and motivation, thereby putting them in position to contribute to the success of area businesses. The College's impact is far-reaching because it serves as a thought leader contributing to the economic progress of Southern California. Even with the focus clearly on Southern California, the reach and impact is felt worldwide. Mihaylo graduates work across the country and internationally, and with over 40,000 grads living in Southern California, this advantage really does make Mihaylo College of Business and Economics the dominant driving force of business in our region.

Southern California: the region of the world

In business, place matters, especially when you are talking about impact and position. Being a force in Southern California is markedly different than owning the Texas panhandle or Great Lakes region. Southern California is the most population-dense and second largest region in the country with a wide diversity in industries. It's also one of the most vibrant business communities in the United States. It is a gateway to the Pacific Rim and

a global nexus for business. Being a major force in this region coupled with the largest alumni base of any Southern California B-school is an advantage few can match.

The MBA and other graduate curriculum at Mihaylo

The part-time MBA program is our largest and most dynamic program; however, some students elect to accelerate their studies into full-time status. Those students with significant professional experience gravitate to the Fully-Employed MBA (FEMBA) program offered at the CSUF Irvine campus. This accelerated, cohort-based program creates an immediate professional network and all courses are scheduled to accommodate working professionals.

Rochelle Reiter, '00 MBA, Partner and Vice President of Business Development for Orange Label Art + Advertising, agrees. "The CSUF Irvine campus MBA program fit my schedule and provided one-on-one interaction with industry-savvy professors," she said. Other Master's options include the Master's in Accountancy, Master's in Taxation, Master's in Information Sciences, Master's in Information Technology (online) and Master's in Economics.

The 33-45 unit curriculum challenges and develops students through case method, team building, integrated curriculum and working with area businesses. It gives a broad, strategic managerial perspective, balancing theory with practical application, and strengthens leadership skills. The program gives students a comprehensive, world-class education which students tailor specifically to their professional goals with 10 foundational/interdisciplinary courses and a four course concentration. The 12 MBA concentration options are: accounting, business intelligence, economics, entrepreneurship, finance, general, information systems, international business, management, management science, marketing, and risk management and insurance. The program culminates with the Business Strategy Capstone where students consult for area businesses. Mihaylo students have placed in the top ten for the last 18 years in the Small Business Institute national competition. Mihaylo students also finished third in our region for the ACG MBA Cup competition, ahead of many nationally ranked institutions.

Mihaylo Hall and the world-class resources at CSUF

Mihaylo Hall opened August 2008 with state-of-the-art classrooms, technology, computer labs, study areas and meeting rooms. The 195,000-square-foot building is home to all faculty, students and 15 Centers of Excellence. These Centers are faculty-led and engage in advanced research, consulting with area businesses and business development activities. The dynamic learning environment utilizes specifically designed classrooms to develop the leadership, teamwork, and technological competence the business community demands. Students have numerous study rooms for team projects and pre-

continued on page B-31



GIVE YOURSELF A RAISE.



ADVANCE YOUR CAREER WITH A CHAPMAN MBA

A Top Ranked MBA Program In The Heart Of Orange County. Chapman University's Argyros School of Business & Economics MBA programs give you VIP access to corporate leaders and to our close-knit community of students, alumni and world-class faculty, including a Nobel Prize winner. Start advancing your career today.

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Originally established to serve Los Angeles and Orange counties, California State University, Long Beach is now the state's second largest university.



The Walter Pyramid, CSULB's athletics events center, dominates the local Long Beach landscape.

California State University, Long Beach — Serving Orange County for 60 Years

Celebrating its 60th anniversary this year, California State University, Long Beach (CSULB) has long been a destination for Orange County's best and brightest high school and community college graduates.

The close proximity to the line separating two of the state's largest counties not only set the stage for serving students from both counties, but it actually had a hand in determining the campus' original name when it was established in 1949 — Los Angeles-Orange County State College. The campus has come a long way since it opened that September in a converted apartment building on the east side of Long Beach.

Originally, there were 13 faculty members serving 169 students that first semester, and the schedule of classes included 25 courses in support of five baccalaureate degrees. Today, Cal State Long Beach serves more than 35,000 students, making it the largest campus among the CSU system's 23 universities and the second largest four-year institution in the state of California.

"It is just amazing to me how far Cal State Long Beach has come over the last 60 years," said CSULB President F. King Alexander. "The success of this university through the years is the result of a dedicated campus community—faculty, staff and administrators who have committed themselves to making Long Beach the university of choice for students throughout the state."

CSULB and Orange County

More than 25 percent of the CSULB student body resides in Orange County, including more than 9,000 of the university's 29,227 undergraduate students. Additionally, nearly 25 percent of CSULB 250,000 alumni have made their primary residence in the OC. That's more than 62,000 graduates of the university living and working in the county.

"Cal State Long Beach graduates live all over the world, but about 25 percent of them choose to live and work in Orange County," Alexander pointed out. "When you add up all of our alumni, current students, faculty and staff, you are talking about a significant number that has a great deal of impact on the quality of life and economics in Orange County."

Still, there is more to CSULB's popularity among Orange County students than just proximity. The reputation of the university is recognized both regionally and nationally, not only for its academic quality but for its affordability as well.

Accolades

This year CSULB was again ranked the fourth best university among all public masters' universities in the western United States by U.S. News & World Report in its 2010 edition of America's Best Colleges Guide. Then, less than a month ago, CSULB was again listed among the nation's 50 "Best Value" public colleges by The Princeton Review, which teamed up with USA Today to present its list of the 100 "Best Value Colleges for 2010." Cal State Long Beach was the only California State University (CSU) campus to have earned this distinction.

"While it is particularly difficult for large public universities to rank well under the U.S. News & World Report methodology, we are extremely pleased to see Cal State Long Beach continue to do well among this publication's rankings,"

Alexander explained. "The Princeton Review recognition is also a significant one for our campus. The ranking indicates to taxpayers, consumers, students and parents that the high price tag associated with many colleges and universities nationwide has nothing to do with the quality of the education experience being offered."

Physically, CSULB has come a long way since that 1949 converted apartment building. Today, the entire campus encompasses more than 320 acres and is especially recognized for its garden-like atmosphere and international collection of environmental sculpture.

The university is in the process of building one of the largest science buildings in the CSU system. Slated to open in 2011, the 160,000-square-foot Hall of Science will house the departments of Geological Sciences, Physics and Astronomy, Science Education and the remaining portions of Biological Sciences and Chemistry and Biochemistry not housed in the Molecular and Life Sciences Center next door. Valued at more than \$100 million, the project is under the direction of Hunt Construction, which has its west division branch office in Irvine, and is providing more than 300 construction-related jobs.

At the same time, the campus is nearing completion of construction of its \$61 million Student Recreation and Wellness Center, set to open in fall 2010. The 126,000-square-foot facility will feature: weight and fitness machines; a wellness center; rock-climbing wall; indoor running track; basketball, volleyball, badminton, racquetball and multi-activity courts; outside recreation pool and spa; sand volleyball; health food shop; personal trainers; and group fitness classes.

In November, CSULB broke ground on a \$4.3 million, 10,500-square-foot addition to its School of Nursing Building. The single-story addition, which will be completed and ready for occupancy in time for the fall 2010 semester, will house teaching and computer labs as well as administrative and department offices. Under the direction of the Cypress-based Taisei Construction Corp., the add-on is the university's first addition to its nursing facilities since 1975.

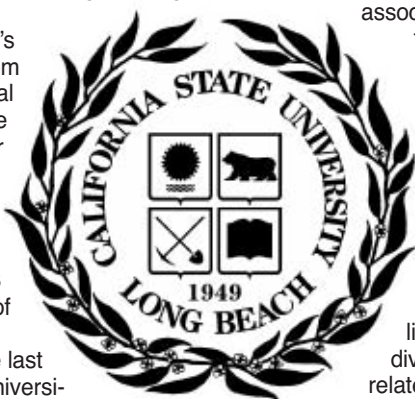
Economic Impact

"A report released by the university's Office of Economic Research noted that Cal State Long Beach generates an annual economic impact of more than \$1 billion in the Southern California region," Alexander noted. "The economists who prepared that report have indicated that because 25 to 30 percent of the university's students, faculty and staff live in the Orange County area, about 25 to 30 percent of that \$1 billion benefits Orange County."

Prepared by CSULB Professors Lisa Grobar and Joe Magaddino, the report explains that the university's direct impacts are measured by its expenditures on goods, services, salaries and benefits. The presence of the university also leads to indirect expenditures in the region, as suppliers to the campus spend on payroll and materials, and employees and pensioners spend their incomes in the local economy. Furthermore, the economic impact of student expenditures and the subsequent "multiplier" effects of all these factors are considerable.

"Put in other terms, Cal State Long Beach's

continued on page B-34



The new 126,000 square foot Student Recreation and Wellness Center will open next fall.



CSULB's Hall of Science, when completed next year, will be one of the largest science facilities in the California State University system.

Make the RIGHT Executive Decision. *They did.*



GlaxoSmithKline Representatives (L-R) **Tony Martin** HCEMBA Class of 2008, Director, Field Sales Effectiveness – West Sector; **Gina Perrone** HCEMBA Class of 2009, Senior Pharmaceutical Sales Representative; **Erik Oller** HCEMBA Class of 2008, Executive Therapeutic Specialist; **Jenna Ramesh** HCEMBA Class of 2008, Executive Therapeutic Specialist; **Stephanie Klein** EMBA Class of 2008, Executive Therapeutic Specialist

The Merage Executive MBA offers two highly innovative programs — the **Executive MBA Program (EMBA)** and the specialized **Health Care Executive MBA Program (HCEMBA)**.

These part-time MBA programs are designed to balance a comprehensive business education with demanding job responsibilities and meaningful personal obligations.

Learn from world-class faculty in a personalized environment at southern California's #1 ranked Executive MBA program. (*Financial Times* 2006 & 2007)

Two Programs. Unlimited Possibilities.

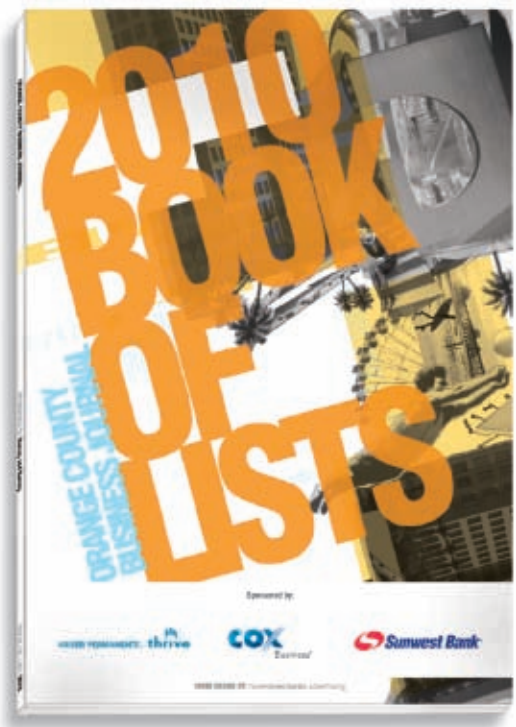
Call us today at **949.824.0561**.

Learn more at merage.uci.edu/go/EMBA

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ORANGE COUNTY BUSINESS JOURNAL
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CSULB CCPE: Extending the University's Reach

By unanimous vote, California State University, Long Beach's Academic Senate approved a name change for University College and Extension Services on May 14, 2009. The college's new name, College of Continuing and Professional Education (CCPE), reflects a nation-wide trend in continuing higher education's evolving role in professional development and education.

CCPE Dean, Jeet Joshee, believes that this new name will help students and external partners better understand what the college has to offer and how it can help them with the vast educational resources of CSULB. "Our new name truly reflects who we are and what we do – continuing higher education, serving professionals, educators, and the workforce at a higher level. Our new name is truly driven by our new mission and vision," says Dean Joshee.

For more than 37 years, CSULB has relied on this important academic unit to provide additional access to the university and its excellent educational resources. The CCPE continues to live up to its mission of helping individuals and organizations reach their highest potential by offering excellent educational programs. In partnership with CSULB's other Colleges and academic departments, CCPE currently offers 12 Masters Degrees and 2 undergraduate degrees.



California State University, Long Beach
College of Continuing and Professional Education

The college also offers university credit courses to a large number of students through its Winter Session, May Intercession, Open University program, as well as non-credit professional certificate programs. As a major outreach arm of CSULB, CCPE also works with the public sector, non-profit organizations, industries, and corporate clients.

Each year, CCPE's American Language Institute brings hundreds of international students from around the world to CSULB for English language instruction, undergraduate and graduate degrees. Through its Center for International Trade and Transportation (CITT), the college works with the ports of Long Beach and Los Angeles as well as many goods movement industries to provide education, research, and outreach. CITT's Master of Arts in Global Logistics and the Global Logistics Specialists programs are known nationally and internationally.

Established in 1971, CCPE has continued to ask "How can we further extend the university's reach?" Dedicated to identifying and addressing the educational and professional needs most relevant to both local and global communities, CCPE continues to answer that question with innovative solutions.

For information regarding the programs and services offered through CCPE, visit our web site at www.ccpe.csulb.edu, email info@ccpe.csulb.edu, or call the CCPE Customer Service Center (800) 963-2250.



What kind of investment are you making in your child?

Can you measure the return?

ORANGE COUNTY PUBLIC SCHOOLS

- \$250m budget cut for 2009-2010 school year
- \$280m or more expected to be cut in 2010-2011

"Already, schools have laid off dozens of teachers, trimmed afterschool programs, boosted class size and reduced bus service"

- OC Register
January 23rd, 2010

YOUR DEDICATION AS A PARENT

Like most parents, if your school isn't providing the following, you may be paying elsewhere for:

- Competitive sports
- Music lessons
- Tutoring
- Language lessons
- Art lessons
- Nutritious lunches
- Summer activities
- After school care

Fairmont provides all of these things, and a private school education, in one convenient location.

FAIRMONT PRIVATE SCHOOLS (PK-12TH GRADE)

- **Resources that provide individual attention and instruction for each child**
- Passionate, qualified teachers who are unrestrained by unions
- **Curriculum that is 1 year ahead of state standards**
- Student assessment and database processes that drive continuous improvement in instruction, curriculum and outcomes
- **Outstanding educational outcomes including 100% of graduates attending college and 66% choosing to attend top 100 colleges**

Explore more about the ROI of a Fairmont Private School education at: ExploreFairmont.com

Founded in 1953, Fairmont Private Schools has five campus locations and is the oldest and largest nonsectarian private school in Orange County. Attend our upcoming Spring Open Houses: (714) 765-6300.

FAIRMONT
PRIVATE SCHOOLS

Inspiring minds. Empowering dreams.™

Mihaylo College of Business and Economics MBA Program

“The CSUF Irvine campus MBA program fit my schedule and provided one-on-one interaction with industry-savvy professors.”

— Rochelle Reiter '95, '00
Partner / VP Business Development
Orange Label Art + Advertising

Mihaylo College MBA graduates are skilled professionals with the resources and tenacity required to become leaders. Shortly after earning her MBA, Rochelle Reiter shot through the ranks at Orange Label Art + Advertising and is now Partner and VP of Business Development at the firm.

Mihaylo College puts the needs of business directly into the curriculum and contributes more ideas and future leaders to Southern California than any other B-school. Include yourself among Southern California's leaders with an MBA from Mihaylo College of Business and Economics.

Information sessions held weekly;
details at mba.fullerton.edu.



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Ready to work. Ready to lead.

Learn more at mba.fullerton.edu



Merage MBA graduates build valuable business contacts among themselves as well as many of the world's business leaders who partner with the school.



The Merage School combines the best traditions of the University of California with the entrepreneurial spirit of Southern California's Tech Coast.

The Paul Merage School of Business at UC Irvine: A Regional Business Partner with Global Reach

Although it is among the youngest accredited MBA schools in the world, The Paul Merage School of Business at UC Irvine has carved a unique and successful niche in Southern California's business community with its four MBA programs, offering customized curricula and very competitive tuition rates.

Recruiting globally, the Merage MBA programs include a traditional Full-time MBA (FTMBA), and three outstanding part-time programs: the Fully Employed MBA (FEMBA), Executive MBA (EMBA) and Health Care Executive MBA (HCEMBA). As a whole, the school ranks among the top 10% of all AACSB-accredited programs, and in 2008 was placed #44 in the U.S. by *US News & World Report*, and #38 nationally, and #68 internationally by the *Financial Times*. *BusinessWeek* placed the School within its Top 50 national listing and specifically ranks faculty research and publications at #20.

In particular, the caliber of EMBA and HCEMBA students and the companies they represent have boosted the already significant prestige of the school in many ways. Primary among them is the fact that so many members of the business community are part of Merage—not only as students, but as participants, and contributors at academic and supporting levels—rendering the classroom walls transparent. The flow of information and energy have created a uniquely collaborative learning environment that defines the Merage experience: personal achievement and growth; acquisition of new skills; the ability to grow the business and remain competitive.

"I was fortunate to be part of a small team, and we stayed together through the whole program," said EMBA '07 graduate Ken Neeld, president and CEO of Delphi Display Systems. "We had diverse backgrounds—in sales, marketing, finance, and other areas—and it was complementary to everyone's skill set. I think the small group is a really beneficial part of the program. I still contact those people all the time."

Companies based or with a presence in Orange County are immediate beneficiaries of the timeliness of the Merage theme and philosophy of sustained growth through strategic innovation. They have returned to their positions enriched, their abilities enhanced, and ready to grow their businesses. And, as the economy begins to get back on its feet, the next graduates will be especially well-positioned to help their companies attain sustainability.

"Much of city government's success is tied to the prosperity of local business," said Pamela Arends-King, an EMBA '09 graduate and finance director for the City of Tustin. "Being in the public sector but having a deeper understanding of the business world is a distinct advantage, and my Merage School Executive MBA has helped me navigate wisely in today's difficult economy."

Reinforcing the immediacy of the curriculum and learning style of the programs are class schedules: 21-months for EMBA candidates and 24-months for HCEMBA candidates. Classes meet for long weekends semi-monthly and monthly, respectively, and allow students to continue their careers, returning to the office to apply what they learned just days before. Both programs include three intensive five-day courses known as "residential," one of which is international for EMBA students and, one that, for HCEMBA students, centers on healthcare policy.

"The healthcare policy residential could not have been more timely," said Rick Castro, a current HCEMBA '10 student, and President and CEO of Catholic Healthcare West. "In this time of significant political change, it is imperative to know how the legislative and regulatory systems work and how to anticipate the outcomes. Spending five days in Washington D.C. opened many windows on how our industry sits in the political landscape."

Designed for the working professional, the classes follow the same high standards as the full-time MBA program, but are respectful of the high level of experience and knowledge that more senior participants bring to the classroom. And those rooms are welcoming, comfortable and technologically up to date, outfitted with wi-fi and hard-wired computer connections, exceptional audio-visual equipment, and complimented by adjacent to an executive commons, where luncheons and dinners are served, gratis.

"Merage's relevance in this economy and the business community of the region are unmatched," said Debbie Moysychyn, Director, Admissions for the EMBA and HCEMBA

programs, and an EMBA '06 alumna. "This is where the business saviors will be found. These students are already prominent in their fields. What they gain here in practical and theoretical knowledge will be applied just outside our doors to enrich and realign the backbone of our economy for the next decade.

"The benefits and longterm advantages of a Merage MBA are concrete and quantifiable," she said.

Executive decisions

Which MBA is right? How do motivated executives or any of their staff begin? What if the company is a start-up or in the midst of restructuring; how can B-school be affordable?

Of the four programs, the Full-Time MBA (FTMBA) is the most time-consuming and students must attend, well, full-time, every day like regular college. The Fully Employed MBA (FEMBA) is for younger graduate students in their early career stages. The Executive MBA is for more seasoned individuals with at least eight years of working and management experience under



"The expertise I acquired through the Merage Executive MBA enabled me to expand the global reach of my Southern California-based company, even in the current economic climate. We continue to be agile enough to meet our customers' requirements, while successfully addressing the technological advances needed for IT to best serve tomorrow's real estate and finance ecosystems."

Guillermo Leveson-Gower, AMP, EMBA '09
Chief Executive Officer, NASOFT USA



"To thrive in today's demanding healthcare industry you need more than what you learn in med school. The answer was a Health Care Executive MBA from Merage. Using the skills I acquired, I was able to create, strategize and develop a marketing and business plan for a new physician clinic. The Merage HCEMBA prepared me for a leadership position."

Romilla Batra, MD, HCEMBA '09
Associate Program Director, Internal Residency Program
Medical Director, Internal Medicine Practice
Associate Professor of Medicine, University of California, Irvine

their belt, and the Health Care Executive MBA candidate should have a minimum of five years of health care experience.

Start your path to an Executive MBA by asking how this longterm investment fits into your life. Take a serious look at what your goals (personal, professional and those of your company) and how you feel about pursuing them. Then come to the Executive MBA Program Office on the UC Irvine campus for a personal consultation.

Financing is available and most Merage students are eligible for low-cost government-subsidized loans, and the current administration has also offered additional opportunities for educational funding. Qualifying for assistance is based on a number of factors. To learn about the options, contact the Merage Financial Aid office by calling 949.824.5728.

Connections for life

Alumni networking is the natural extension of the intense course of study shared by Merage MBAs. Graduates automatically receive an array of lifetime benefits and services starting with invitations to exclusive local and regional corporate/networking events. Ongoing ways to stay involved include a monthly Orange County networking luncheon, the privilege of auditing Merage classes, a monthly e-newsletter, access to the alumni database, and volunteer opportunities.

It's not all about classroom education

In addition to your MBA classroom curriculum are complimentary initiatives for all graduate students. Executive MBA programs offer co-curriculum at an executive level, including a luncheon speaker series; interactive workshops and online resources, professional

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Achieve Your Goals Without Interrupting Your Life at National University

If you are one of the many Orange County residents interested in advancing your education, but are worried you don't have the time to balance work, family, and school, then National University was designed for you.

A unique, intensive one-course-per-month format, flexible scheduling, and year-round registration, enables working adults to achieve their goals in an accelerated time frame while maintaining family and work responsibilities.

Since 1971, National University has been providing diverse student populations with innovative educational programs that are relevant to their lives, careers, and the marketplace. Quality, access, relevance, accelerated pace, affordability, and community are the core values that have shaped the National University mission and its commitment to its students, staff and community. Now proudly boasting an alumni network of more than 119,000 alumni, National University is the second-largest private, nonprofit institution of higher learning in California.

National consists of five schools and one college, including the Schools of Business and Management, Education, Engineering and Technology, Health and Human Services, and Media and Communications; and the College of Letters and Sciences. All told, National University offers more than 100 undergraduate and graduate degree programs, more than 50 of which are available online, and numerous credential and certificate programs.

Twenty-eight campuses across California and Nevada add to the accessibility and convenience of attending National University.

The instruction at National University strikes a balance between the practical realities of day-to-day responsibilities with the necessary theories that become the foundation of a career. The curriculum, faculty selection, methods of instruction, and research provide a real-world atmosphere that augments the the-

oretical basis of the courses.

Relevant degree programs are one of the biggest reasons students say the course content at National University is extremely valuable to their careers. Students know they are learning only the most current, applicable material related to their field.

With one of the largest e-libraries in the country, National University's library features more than 322,000 volumes, 124 electronic databases and more than 24,000 full-text journals.

Additionally, National University provides education that is affordable. National University's 2009-2010 undergraduate tuition is 59 percent lower than the national average for a four-year private university. The flexibility of taking classes onsite, online, or a combination of the two, allows students to continue working full-time, and the Financial Aid Office is in place to assist with federal student aid and scholarships.

National University is accredited by the Western Association of Schools and Colleges, the International Assembly for Collegiate Business Education, and the Commission on Collegiate Nursing Education, and approved by the Commission on Teacher Credentialing.

For more information, call 1 (800) NAT-UNIV or visit National University on the web at www.nu.edu.

THE MIHAYLO MBA

continued from page B-24



MBA classes are taught by leading researchers in their fields.

sentations along with dedicated areas for student organizations, the honors program and graduate students.

The strength of a Mihaylo MBA: the faculty and students

More than 140 full-time faculty create strength in faculty diversity in education, experience, and cultural backgrounds. Mihaylo faculty work in the real world, not in the ivory tower, and prepare students for the global marketplace. They do this by integrating the classroom with the best business practices, technology, award-winning research, functional applications and real world experience. At Mihaylo, teaching and research go together. All graduate courses are taught by highly qualified faculty who've proven themselves as researchers and instructors, as well as in industry. This attracts students from across the globe which creates a dynamic classroom experience where students learn from both peers and professors. A challenging curriculum, team projects and intense field experiences give our students a competitive edge.

Pursuing a Mihaylo MBA

The secret about the strength of the Mihaylo MBA is out. Admissions are competitive and all interested students are urged to attend one of the regularly scheduled information sessions and to apply early. Take the next step in your career; earn an MBA from Mihaylo.

For complete admissions information including deadlines and checklists, visit <http://business.fullerton.edu/admissions>.



LAGUNA BEACH - A COLLEGE TOWN

LAGUNA COLLEGE OF ART + DESIGN BY THE NUMBERS

49

Years of educating artists and designers

96%

2007-2008 graduates employed or pursuing higher education

10:1

Student : Faculty ratio

33,000

Total square feet of building space at main and south campuses

20,000

Acres of adjacent nature preserve

LCAD

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The Argyros School develops business leaders who create value for their organizations by blending the capacity for sound economic reasoning and a global perspective with the qualities of individual initiative, accountability, effective communication, and integrity.

Chapman University's Argyros School: *An International Leader in Business Education*

The MBA programs at Chapman University's George L. Argyros School of Business and Economics prepare students to assume leadership roles in business organizations by combining leading edge business theory and the best of business practice within a personalized and focused setting. The Argyros School develops business leaders who create value for their organizations by blending the capacity for sound economic reasoning and a global perspective with the qualities of individual initiative, accountability, effective communication, and integrity. MBA students acquire the ability to identify and evaluate opportunities throughout the world and to execute the strategies necessary to take advantage of them. Students learn not just theory but how to apply cutting-edge concepts to real business problems thus preparing students to lead from day one.

Real-world business education

Chapman University's Argyros School is an international leader in delivering a real-world business education. An idyllic campus in the heart of Southern California's dynamic economy, Chapman University provides the ideal setting to provide MBA students with access to outstanding teachers and scholars as well as to a network of top executives in one of the nation's most vibrant business communities. We continually create opportunities for students to interact with business leaders by hosting events and programs like the Distinguished Speaker Series, mentorship programs, the Dinner for Eight program (small group dinners with business leaders), and Executives in Residence. These programs bring both a real-world perspective to the MBA and serve as outstanding business contact opportunities for our students.

Research centers

Similarly, the School's research centers and institutes create collaborative opportunities for students, faculty and the business community. Students in the Argyros School take advantage of the classes, seminars and other diverse opportunities afforded by our research centers to enhance their MBA experience. The Anderson Center for Economic Research, which forecasts key economic indicators, plays a major role in bridging the gap between academics and the business community. The annual Chapman University Forecast Conference attracts more than 2,000 business leaders who use the forecast results to make more efficient planning and investment decisions. The Leatherby Center for Entrepreneurship and Business Ethics leads our nationally ranked entrepreneurship program and offers students the knowledge and resources to plan and launch new businesses through coursework, internships, business plan competitions, consulting team projects, and the mentorship program. Our Schmid Center for International Business enhances the global perspective of the MBA program specifically through the provision of a variety of international experiences for our students as well as exposure to distinguished speakers on contemporary global issues. The Hoag Center for Real Estate and Finance offers seminars, conferences and forums on important issues in real estate and finance in addition to providing students with access to real estate industry practitioners, mentors, internships, and industry data and information. The breadth and depth of the Centers' offerings all serve to signifi-



Chapman University's location in central Orange County, California, located 35 miles south of Los Angeles, offers the safety and charm of a small town and the unlimited career, social and cultural opportunities of one of the nation's top metropolitan areas.



Chapman's Argyros School offers three MBA programs at its Orange County campus

cantly enhance the opportunities and exposure for our MBA students.

Close-knit community

MBA students in the Chapman's Argyros School benefit from being part of a close-knit community. Both faculty and administrators make students their priority. Dedicated to providing exemplary classroom experiences as well as to offering students individual help and advice, the people in the Argyros School set our programs apart. Faculty places a high value on teaching as well as interaction and communication with students. The School provides students and alumni with unmatched access to exceptional teachers and scholars. The distinguished faculty of the Argyros School includes Nobel Laureate Dr. Vernon Smith.

Programs

Chapman's Argyros School offers three MBA programs at its Orange County campus – the Full-Time MBA, the Flex MBA and the Executive MBA program.

The Full-Time MBA

The Full-Time MBA program is a challenging and rewarding 16-17 month accelerated track that is perfect for students looking to start their business career or wanting to make a career transition. All core courses are taken during the day in a consecutive, planned format and supplemented with four electives. Students also receive in-depth, hands-on career guidance from our MBA Career Management Center. Within the fulltime program there are two joint degree programs offered – the JD/MBA and the MBA/MFA in Film and Television Producing.

The Flex MBA

The Flex MBA program provides students with the flexibility to create their own schedule and complete the program at their own pace. With all classes in the evening, this program is ideal for students who are working. The Flex MBA program also includes the joint MBA/MS in Food Science, as well as the International MBA which allows students to study on three continents in a 17 month program.

The Executive MBA

The EMBA program is a "Premium" program designed for mid-career managers and senior executives. This carefully structured, sequential course of study allows students to gain a degree in just 21 months. Participants develop new competencies to add value to their organizations, using the EMBA as a springboard to the next level of their careers.

The Argyros School also offers another international program based in Prague, Czech Republic and our Economic Science Institute features an MS in Economic Systems Design.

Location

Chapman University's location in central Orange County, California, located 35 miles south of Los Angeles, offers the safety and charm of a small town and the unlimited career, social and cultural opportunities of one of the nation's top metropolitan area. The Disneyland Resort and the Orange County Performing Art Center are both about ten minutes from campus. For sports fans, the Los Angeles Angels of Anaheim and the Anaheim Ducks play their home games within 5 miles of campus. West coast beaches such as Huntington and Newport Beach are less than 15 miles away yet we are only 90 minutes from snowboarding in the mountains.

Academic Outcomes & School Accountability — How Can You Secure the Best for Your Child?

by Alan Rudi

The measurement of student learning outcomes is vital to children achieving academic success—especially at a high level. With five campuses in Orange County, Fairmont Private Schools serves families who seek the best opportunities for their children in grades preschool through high school, and who expect the highest learning outcomes. 100% of Fairmont's graduates attend college with 66% choosing to attend the Nation's top 100 colleges (based on the US News & World Report). How does Fairmont do it? Through a careful process that measures individual academic outcomes starting with each child's initial admissions assessment through graduation day.



Inspiring minds. Empowering dreams.™

Measurement & assessment is vital to academic performance

Fairmont's unique process of measuring student outcomes has four key elements:

- Thorough testing during the school year to measure the before and after picture of each student
- Maintenance of a database that records performance by student, grade level, teacher, subject, curriculum standards and learning objectives
- Comparing the student and class performance to quality standards and national benchmarks
- Providing feedback from ongoing analysis back to parents, teachers and students to continually improve instruction, curriculum and individual student learning

Students Proficiency Levels (Grades 3-6)

	Tested to State Standards	Tested to higher Fairmont Standards
Advanced	74%	27%
Proficient	22%	36%
Basic	4%	27%
Minimal Performance	0%	10%

These two tables illustrate Fairmont student learning outcomes from the 2008/2009 school year.

Education technology & online courses improve academic performance

Along with continual analysis of student outcomes, Fairmont also conducts routine research on trends in education pertaining to improving academic outcomes. Over the past few years, a growing body of evidence suggests that education technology improves the learning outcomes of students. Conclusions from key studies include:

- Students who were in classes that used videos and interactive tools showed substantial growth in science, language, and reading comprehension, and more moderate gains in vocabulary. (SEG Research, 2009)
- The percentile gain associated with the use of interactive whiteboards is 17 percent. (Marzano Research Laboratory, 2009)
- On average, students in online learning conditions perform better than those receiving face-to-face instruction. (US Department of Education, 2009)

Fairmont Private Schools' answer – technology implementation strategy & new online courses

For the past two years, Fairmont has taken the use of education technology to the highest private school standard through a strategy that prioritizes development and implementation over installation. While new technologies (including interactive white boards, response systems, student research software, laptop computers, etc.) have been installed across all grade levels, Fairmont's main focus has been on teacher technology application and the implementation of technology tools within Fairmont's proprietary curriculum. By embracing technology in these ways, Fairmont expects individual student achievement to further soar. Why? Because today's *Net Generation* students are "light" rather than "paper" learners, meaning they are most engaged through computer technology, and respond, with faster and higher learning outcomes, to multi-sensory applications that integrate curricular content with electronic processes. Fairmont has found that an equally important component to driving high quality learning is real-time student assessment.

"The use of electronic Q&A devices gives me instantaneous feedback on how my kids are grasping and mastering concepts in class," says Wesley Faust, a junior high mathematics teacher at Fairmont's Anaheim Hills campus. "I know if they have mastered a certain problem set or if I need to review the lesson again right away." What is the next step in this on-going inte-

gration of learning and technology? Fairmont is integrating its classes with online learning technologies that increase the learning opportunities both in and out of the classroom.

Fairmont online classes begin Summer 2010

Fairmont Preparatory Academy, Fairmont's destination high school campus attracting students from throughout Orange and Los Angeles counties, will be offering online summer school classes to the public this June. Fairmont has selected 21 courses in math, science, social studies and English that will be delivered in the classroom and online to students. Built to Fairmont Private School standards, the courses integrate the best of Fairmont curriculum with best-in-class external content developers.

The education world is changing, but students are who matter. Since 1953, Fairmont Private Schools is a leader in student achievement, and has done what it takes to ensure that students are reaching their highest potential. Join us at www.FairmontPrepOnline.com

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You will enjoy the best education at the best price. Webster University is ranked in the top tier of "America's Best Colleges" by *U.S. News & World Report* (2010 Edition) and is listed in *The Orange County Business Journal* (MBA edition, 2009) as one of the most affordable degree programs in Southern California—the 36 semester credit, MBA degree program costs about \$20,000 based on the 2009-2010 tuition rate; and, there are no ancillary university fees.

Webster University, a private, nonprofit university was founded in 1915 and has been con-

tinuously accredited since 1925. In 2008, the University's regional accreditation was reaffirmed with commendations for 10 years, the maximum time awarded. Additionally, ALL business degree programs are accredited by Association of Collegiate Business Schools and Programs (ACBSP). Did you know that Ambassador George H. Walker III donated \$10 million to the School of Business & Technology; and, that Edward Jones has given the university a gift of \$1 million to benefit the university's School of Business and Technology. Did you know that Astronaut Eileen Collins, a space shuttle commander is a Webster Alumna? Did you know that Webster University was the 1st United States school to offer the "American-style" M.B.A. degree program in mainland China (Shanghai Campus). We are proud of our accomplishments, donors and community associates and, of course, our alumni.

We offer several degree program options (see our current ad), including the Bachelor's (BA) degree completion programs in Management and the Master of Business Administration (MBA) degree. All undergraduate and graduate courses are offered weekday evenings (from 6pm-10pm) and Saturday mornings (8am-Noon) in an accelerated (9) nine-week format, allowing degree completion at an accelerated pace. New terms begin in January, March, May, August and October—so you can begin your Webster degree at a convenient time.

venient time.

Earning your Webster University graduate degree can be just a "click" away. Presently, 11 graduate degree programs (e.g., MBA, MA-Management, MA-Human Resources, MA-Teaching, MA-Public Relations) and 4 certificate programs (e.g., government contracting, decision support systems, webs services) are completely online coursework programs for the busy traveler. You can complete your degree program completely online or in-class or combine the two options for most Webster degree programs.

Call Webster University at 949.450.9066 for a personalized consultation or visit our website at www.webster.edu/irvine. We are conveniently located just off the I-5 or I-405 freeway, near the Irvine Spectrum at 32 Discovery, Suite 250 in Irvine, CA 92618.

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CSULB

continued from page B-26



CSULB's College of Business Administration has earned national recognition for its three different MBA programs designed to meet the needs of employed students as well as those who are seeking an accelerated program.

economic activities generate \$2.8 million daily in the region's economy," Magaddino pointed out, averaging the university's annual economic impact of \$1.034 billion. "But the employment impact of the university is equally as significant. While the campus itself accounts for 8,162 jobs, university and student expenditures support an additional 9,060 indirect jobs within the region. That's a total of 17,222 jobs."

The report indicates that university expenditures, both direct and indirect, account for \$614.9 million while student expenditures equal approximately \$419.3 million, yielding the total economic impact of \$1.034 billion.

CSULB's students are served by more than 1,400 full and part-time faculty members. A total of 84 baccalaureate degrees, 66 master's degrees and two doctoral degrees are offered through the university's eight colleges: Health and Human Services; Liberal Arts; Business Administration; Education; Engineering; Arts, Natural Sciences and Mathematics; and Continuing and Professional Education.

Laguna College of Art + Design: *Fostering Creativity*

Laguna College of Art & Design had record enrollment this past fall. It's no wonder, as many businesses now realize a well designed website is often more important than print media in reaching their customers. What's more, the animation industry is doing well, and the need for art, character development, and video and internet games is at an all-time high. Creativity in general is very much in demand.

Another feature that makes Laguna College of Art & Design attractive is that base tuition is less than the other private, nonprofit art colleges in California – by an average of \$10,000 a year. In these economic times, affordability can make a significant difference in whether a student can attend a true, accredited college versus a technical or trade school. And who can argue that Laguna Beach isn't a great place to attend an institution of higher learning? It is a community that was founded as an art colony and is well known for having a large number of galleries.

Accreditation is an important characteristic of any art college. LCAD is accredited by the Western Association of Schools and Colleges, the regional body that approves the curriculum, management and governance of all the major and minor private colleges in the west. WASC gave the college its highest commendation for the integration of technology and the liberal arts in the art and design curriculum. The National Association of Schools of Art and Design also accredits the college. Many other schools do not hold this dual accreditation.

The best way to get a glimpse of what is going at the college is to visit the website at www.lagunacollege.edu. The site was designed and produced by one of the instructors in graphic design, and all artwork shown is that of faculty or students.



Who can argue that Laguna Beach isn't a great place to attend an institution of higher learning? It is a community that was founded as an art colony and is well known for having a large number of galleries.

PAUL MERAGE continued from page B-30



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development seminars, plus strategic alliances with professional businesses and healthcare organizations that can provide complimentary support, input and special access to like-minded individuals. It is an enrichment to your formal studies, drawing upon resources beyond academia.

Take a dip in a think tank

But wait, there's more. The school is also home to six Centers of Excellence and an Executive Education program catering to the specialist and the searcher. Opportunities for additional study are available in The Don Beall Center for Innovation and Entrepreneurship, The Center for Leadership and Team Development, the Center for Real Estate, The Center for Health Care Management and Policy, The Center for Investment and Wealth Management and the Center for Research on Information Technology and Organizations. Executive Education is more than continuing ed, more a set of custom extension courses, many written and conducted on-site for a specific company's needs.

Accepting applications now. For information on The Paul Merage School of Business visit merage.uci.edu, and sign up online for an information session, or telephone the individual program offices: FT MBA, 949.824.4622, FEMBA, 949.824.4565, EMBA and HCEMBA, 949.824.0561; and Financial Aid, 949.824.5728.

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Workplace Discrimination on the Rise

What does it look like?

The Equal Opportunity Commission (EEOC) recently released its 2009 year-end statistics on workplace enforcement and litigation. While down from the previous year (2008 recorded an all-time high of 95,402 charges) the reported 93,277 workplace charges stand as the second-highest total for the agency.

Without a doubt, discrimination of any kind is harmful both to employees and employers. It adds to unrest within the workforce and the high cost of employee turnover, and underscores the need for improved business risk management strategies. However, with the proper training of managers who are tasked to foster a workplace environment of mutual respect, workplace discrimination can be avoided.

Let's take a look at each of the types of workplace discrimination, all of which can effectively be managed by arming your managers with the tools and education they need.

Discrimination based on retaliation

What does it look like?

Discrimination based on retaliation can either be subtle or blatant and often arises when one employee feels in some way threatened by another. It can arise when an employee feels that he or she was wrongfully terminated, passed up on promotions, or was not treated as equal to co-workers. It can also stem from an employee's belief that he or she was terminated because of a complaint filed to the employer and/or government agency about a workplace health or safety issue, harassment, or discrimination based on Title VII, etc.

Often times, competition within the workplace plays a major role in this kind of discrimination. A highly competitive environment can encourage employees to seek out and exploit weaknesses in their colleagues to achieve a promotion, raise, or other form of acknowledgment.

Race-related discrimination

What does it look like?

Generally speaking, there are two forms of race-related stress:

- Perceptions of interpersonal discrimination
- Lack of access to social support networks

Whether or not the offense is presumed or direct (as expressed through racial slurs, threats, etc.), it is important to keep in mind that for the person who feels that he or she is being discriminated against, the offense is real. This is where the addressing the second part of the equation — lack of access to support networks — can be key in diffusing tension and improving overall employee well-being.

Discrimination based on sex

What does it look like?

Sexual discrimination within the workplace can take on many forms. Most often, complaints filed against an employer are from:

- Individuals who feel that they are being discriminated against because of their gender, marital status, or because they are pregnant;
 - Individuals who have been sexually harassed; and
 - Individuals who have been dismissed from their jobs because of family responsibilities.
- Furthermore, complaints made on the basis of sexual discrimination can be made by:
- Anyone directly affected by the discrimination;

- Anyone included in a group of people affected by the discrimination on behalf of the group (this is called a representative complaint); or
- A trade union on behalf of its members.

With proper training, you can take proactive measures that will go a long way to diffusing tension and creating an environment in which employees work together for the good of the company and each other.



If you have questions or would like help implementing a safety program to mitigate your risk in the workplace, call us today at (888) 611-ALAR. We are risk management experts, and can help you to navigate this difficult subject. Together, we'll devise a compliance risk management program specially-tailored to your unique goals, objectives, and challenges to deliver quality risk management tools and ensure an environment that's free of every type of discrimination.

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