

MARKETING MINUTE – MAY 2008

MARKETING IS EVERYBODY'S BUSINESS!

APRIL SHOWERS MAY BRING MAY FLOWERS, but the month of May also means that final projects are being finished up, finals are being taken, students (hopefully) were able to enroll in their Fall 2008 courses last month and, last but not least, graduation ceremonies! Many congratulations to all of our wonderful graduating students within the Marketing and Logistics option!!

MANY CONGRATULATIONS TO THE DEPARTMENT AND OUR STUDENTS FOR THEIR OUTSTANDING WORK ON SERVICE LEARNING! On Thursday, May 18th the Department of Marketing and Logistics was recognized by Dr. Welty for their exceptional service learning efforts. Professor Alan Canton, the service learning coordinator for our department, represented us at the dinner held at The University House and accepted the award in our honor.

OUTSTANDING MARKETING STUDENT AWARD FOR 2008. Thursday, May 18th also found a number of graduates from the Department of Marketing and Logistics receiving various awards at the Craig School of Business Awards Dinner. This year David Vartanian was selected by the department faculty as the outstanding marketing graduate of 2008. Congratulations to David! He graduated last December and is now working in sales for Hershey, Inc.

PI SIGMA EPSILON MARKETING FRATERNITY WINS PRESTIGIOUS COMPETITION. Fresno State's Alpha Mu chapter of Pi Sigma Epsilon (PSE) Fraternity was recently awarded 1st place in the "Kodak Challenge" competition, wherein they competed with 46 other chapters across the nation.

The "Kodak Challenge" is a competition in which the various fraternity chapters develop a marketing plan and sell as many Kodak printers within three months. The competition is held in partnership with the television show, *The Apprentice*, and Donald Trump. In addition to winning the competition and the cash award that accompanies it, Mr. Trump heard that the winning team was from Fresno State and is adding another \$1,500.00 to their winnings. Much congratulations to PSE President, Josh Quiambao, and the outstanding fraternity members!

FACULTY ACCOMPLISHMENTS.

Professor Pattie Turnbull was recently recognized as one of the "Top 100 Influential Women in Fresno" and was recognized for her accomplishment recently at a function held at the Fresno Downtown Club.

Dr. Susan Geringer was recently named to the 2009 edition of *Who's Who of Professional Women in the United States*.

Dr. Susan Geringer was recently elected Treasurer, and to the Board of Directors, of the Marketing Management Association (MMA). MMA is an international organization of marketing researchers and academics.

STUDENT IN THE SPOTLIGHT. This month our spotlighted student is graduating Marketing senior, Jeri Adams. The Marketing faculty and students alike know Jeri from her hard work in the classroom and her upbeat demeanor and huge smile.

Jeri is a 'local girl,' graduating from Clovis West High School. Upon graduation she attended community college at the Clovis Center before transferring to Fresno State. While a student at Fresno State, Jeri worked numerous jobs as well as completing internships. One of her internships was with the Fresno Falcons hockey team. Upon completion of her internship Jeri continued to work with the Falcons and upon graduation this month, will begin her full-time career with the Fresno Falcons in the areas of client services and graphic design. All the best to Jeri in her future endeavors!

ALUMNA IN THE SPOTLIGHT. This month's alumna in the spotlight is Aaron Pisk. Aaron was born and raised in Madera and graduated from Madera High School, where his father was the principal (not an easy endeavor!) Upon graduation Aaron began his university career at Fresno State as a Smittcamp Honors student. Aaron majored in Marketing and graduated in May 2007. Prior to graduation Aaron interned with the Fresno State Athletics Marketing department, and was offered a full-time position with the office this year. Working for Fresno State's Athletics Marketing department was a wonderful learning experience for Aaron and he recently was informed that he will begin a new career with the Athletics Marketing Department at Arizona State University, where he will also be completing his MBA degree. Much congrats to Aaron on all his hard work and his future career!

FACULTY IN THE SPOTLIGHT. This month's featured faculty is Dr. Doug Cords, our 'senior' faculty member (meaning that he has been teaching in the Craig School of Business for the longest period of time: since 1969). He also became the youngest full professor in the CSU and FSU system. Dr. Cords has been the deserving recipient of two "Classroom Teaching Excellence" awards within the Craig School of Business, in addition to the recipient of the Blue Key "Outstanding Faculty Award" campus-wide.

Dr. Cords has been a long-time Fresno resident: graduating from Bullard High School, where he was involved in football, basketball, tennis and student government. He earned both his B.S. and MBA Degrees from the then Fresno State College prior to transferring to UCLA for his doctoral degree.

There is a tremendous amount of professional experience in Dr. Cords' background. In 1971 he and his wife, Wendy, began Cords Lumber Company, which was family owned and run through 2004. What little spare time he possesses is busy with consulting for more than 50 companies and not-for-profit organizations, Founding Director of the California Raisin Marketing Board, Board Advisor to Sun-Maid Growers of California.

Volunteerism is an important aspect of Dr. Cords' life. A few of his volunteer endeavors include Central California Children's Hospital, New Harvest Church, Rotary Playland/Storyland and Youth for Christ.

One only needs to read Dr. Cords' philosophy of teaching to understand why he has won so many outstanding awards and has been so appreciated by the Craig School of Business and our Marketing and Logistics students. Dr. Cords states, "Teaching for me is not a job or a career – rather it is a "calling," and my focus is upon helping students to build knowledge and wisdom, in Marketing and in the manifold facets which will comprise their lives after leaving Fresno State. I am in the Life Transformation Business." His absolute dedication and love of teaching students has made Dr. Cords a true gem in the crown of the Craig School of Business.

HAVE YOU EVER WONDERED??? Of course many students believe that the faculty dig holes and hide all summer long, or better yet, sit and ponder about what difficult assignments we can throw your way the next semester! A recent 'person on the street' asked the Marketing and Linguistics faculty what they would be doing this summer in order to clear up any of the aforementioned student confusion. Here is what we will be up to this summer:

Professor Lydia Anderson: This summer I will be part of a multi-discipline faculty team touring Mexico to identify creative methods of internationalizing (primarily Latin American) curriculum.

Professor Alan Canton: This summer I will be updating the Service Learning website, completing the new Marketing and Logistics Department brochure, teaching a course in International Marketing and Logistics in the MBA Summer Abroad program, culminating in two weeks at Burgundy University in Dijon France, visit one of my sons in Glasgow, Scotland, spend a week on the coast with my youngest son, revise/update a course I will be teaching in the fall, work on research with colleagues for publication next year, and if I have the time I would like to paint the interior of my house!

Dr. Doug Cords: This summer I will continue my service to New Harvest Church as Chairman Emeritus – getting the new building totally funded. I will work on producing three new Sun Maid television commercials and a new product line. Through Fig Garden Rotary I will develop a program to bring fresh water and power to African villages. I will also work on updating classes.

Professor Guy Decatrel: I will visit Israel for three weeks, as well as visiting museums in San Francisco and Los Angeles. I will market a new business I began to Fortune 500 companies.

Dr. Susan Geringer: Immediately after graduation I am headed to England and my alma mater, Henley Management College, at Henley-on Thames. I will be attending a Structural Equation Modeling workshop given by Drs. Joe Hair, Arthur Money and Phil Samouel. In addition, I will be visiting and catching up with all my dear friends at school, in the Cotswold's and London. Upon returned from England I will take Amtrak with my mother to the east coast. We will spend ten weeks at my home in New Hampshire, although my husband is so busy that he will only be able to come back for a couple of short trips. I love New Hampshire and can't wait to get there to relax and work on research and the further development of the Sports Marketing program. Will also go to Connecticut to meet our son's co-workers at Yale University. In my spare time, we are building a house and barns on our ranch in Madera.

Dr. William Rice: This summer I will be traveling to Ethiopia for two weeks, Germany and France for two weeks and taking a car tour of Canada for three weeks.

Professor Dennis Schneider: This summer I will teach a four-week summer school class and go on a cruise.

Dr. Andy Stratemeyer: This summer I plan to work on research and my house.

SOMETHING TO THINK ABOUT...

“A man only learns in two ways, one by reading, and the other by association with smarter people” --- Will Rogers

“A stop sign that is synchronized at 35 m.p.h. is also synchronized at 70 m.p.h.”
--- Seen on a bumper sticker