

Dean's Update - April 6, 2012

2012 Innovation Challenge Winners: CBA Students Matt Martin and Ryan Beck

The Innovation Challenge Final Presentations held on April 3rd went great. All four finalists gave excellent presentations and all of the ideas were well thought out and have the potential to be great companies.

The [Innovation Challenge](#) is a business plan competition that is a partnership between the CBA and College of Engineering; the IC is open to all students throughout the university.

The first team to present was the Mobile Mohs Machine, a machine that is used to prepare skin samples for medical evaluation. This team was a husband and wife team, Khristine Pugged Paustell and Cody Paustell. Khristine has created a design for a mobile Mohs machine that costs about 50% less and weighed about half as much as current models that are available to Mohs technicians like her husband.

The next team to present, and the eventual winning team, was Glyde Tech. Presenters and CBA students Ryan Beck and Matt Martin gave a spirited presentation complete with props, music and a fully-functioning prototype. Glyde Tech had designed a technology, based off of magnets, to improve quality and performance of sliding glass doors and windows: convert your slider into a glider. Through their presentation, Ryan and Matt won \$10,000 in seed funding and intellectual property, legal, and accounting services to help launch their company.

Business students Jeanne Agcaoili and Alexander Santamaria created a web service specifically aimed towards students called Texbookhouse.com. The service is a response to rising book prices and provides students an easy way to buy, sell and trade books with other students on their campus. Their presentation was well done and complete with a full demonstration of how the website can be used.

Finally, team Goenzip, Andrew Esguerra, Staci Korff, Rawan Sawalha and Jasper Zheng, created an apparel line that focused on dialysis patients and that would make it easier for nurse practitioners to access a patient's bloodstream through a zipper on the garment. Team leader Andrew had witnessed the need for this innovation first hand when he was visiting his aunt, who is a dialysis nurse.

Although there could be only one winner, all of the teams have great potential to pursue their ventures in the near future. The room was filled with local business leaders and even venture capitalists, so hopefully the teams will keep working on their business and will be able to create profitable businesses.

Dean's Update
College of Business Administration
California State University, Long Beach

The following picture shows winners Ryan and Matt flanked by Deans Michael Solt and Forourzan Golshani and Innovation Challenge Steering Committee members Mike Baghrmian and Barbara Barcon.



The Daily 49er also covered the event, and [here is a link](#) to the resulting article.

Second Annual Leading the Ethical Organization Seminar A Success

Over 575 people attended the Leading the Ethical Organization breakfast seminar on March 29th at the Hyatt Regency Long Beach. Designed to equip business leaders with practical tools to address ethical challenges, the seminar was offered by the Ukleja Center for Ethical Leadership in partnership with the Long Beach Area Chamber of Commerce. Pat Haden, Director of Athletics at the University of Southern California, was the featured speaker and his speech was entitled "Where do we go from here?"

For an in-depth look at Pat's speech, please read the article about [LEO in The Beachcomber](#).

The seminar also featured a panel discussion about real-life ethical challenges faced by business leaders. Panelists include Damon Dunn, former NFL player and commercial real estate investor; Rosa Zeegers, Senior VP of Global Consumer Products Licensing at Mattel; and Walt Pavlo, providing an insider's look at the collapse of MCI WorldCom and white-collar crime, for which Walt has spent some time behind bars.

Dean's Update
College of Business Administration
California State University, Long Beach

The Ukleja Center presented Pat Haden with its 2012 John Wooden Ethics in Leadership Award at the event. The law firm of Keesal, Young & Logan served as keynote sponsor. Other major sponsors included Ability Tri-Modal Transportation Services, Moffatt & Nichol, BNSF Railway, UPS, and the Port of Long Beach. The LEO was financially successful, too, earning net proceeds of approximately \$40,000 to be shared by the two organizations.

The picture below shows Patrick McClenahan,; Randy Gordon, LB Chamber CEO; Pat Haden, USC Athletic Director, Jim Eaton, Ukleja Center Governing Council Member; and Michael Solt, CBA Dean.

