

# California State University Long Beach

## MBA Board Newsletter

November 2023



### Message from the MBA Advisory Board Chair

The 23-member College of Business MBA Advisory Board actively participates in CSULB and community events. We provide a quarterly newsletter with information about our events, alumni, scholarships, sponsorships and much more. For each section, click on the link to view the full article and additional photos. We hope you enjoy this news, and if you would like to get involved or attend a future event, please contact **Norm Herron** at [norm@pacttechnologies.net](mailto:norm@pacttechnologies.net) or **Lori Bell** at [lbellings@gmail.com](mailto:lbellings@gmail.com).

- **Steve Yoho, Chair**

### Support MBA Programs

College of Business graduates are leaders, innovators, entrepreneurs, and problem-solvers that impact the local community, the region, and more. In the Los Angeles and Orange Counties alone, there are over 53,000 alumni contributing to those two powerful economies and proving the excellence of their COB education.

Your support helps us provide scholarships to attract the best and brightest students, retain innovative faculty, and enhance classroom technology.

In addition to the MBA programs, the Board has established the **MBA AB Endowed Award**, a scholarship to support students in perpetuity.

[Click to learn more about our giving opportunities...](#)

### MBA Outstanding Alumnus

#### Robert "Bob" Pitts

1973, MBA, CSULB

1970, Bachelor of Science, Marketing, CSULB

On October 21, 2023, the MBA Programs recognized **Bob Pitts** at our annual Alumni Mixer. More than 80 people attended the event held at the Anna W. Ngai Alumni Center. Pitts was the 2007 Distinguished Alumnus from the College of Business.

Pitts built a successful career at Toyota. As Group Vice President of Toyota Motor Sales, USA, he oversaw the Administrative Services area.

Pitts joined the COB Advisory Board under Dean Mike Walter. Soon he started a scholarship and got Toyota to get involved as well. He wanted to help those who helped him. [Click to read more about the Alumni Mixer...](#)



# MBA & Friends of the Board Events

## Earth Day Beach Clean Up, April 22, 2023

We had more than 70 members from our sponsors and MBA student/alumni group come together for our Beach Clean Up. The group included 13 representatives from Caltrol (our Gold Sponsor that generously donated \$3,000 to our scholarship fund), 23 from Epson (who donated refreshments), 8 enthusiastic alumni, and 21 students. This diversity in participation exemplifies the strength of our Friends of the Board community. Together, we demonstrated our commitment to environmental sustainability by collecting over 400 pounds of trash from our shoreline.



Jer-Lynn Reid, Christopher Chhouk & Gabriela Armenta

## Beach Clean Up - August 26, 2023

The Friends of the Board Beach Clean Up was initiated in summer 2022 and has continued to grow each time we've hosted the event with engagement from the students, alumni, staff as well as the Long Beach community. On Saturday August 26, over 50 participants saved our beach from 450 lbs of trash! With special thanks to our event sponsor, Epson and our professional development partner, Elevo Learning.



Barron Effenberger, Jose Perez & Kevin Okerstrom

Join us for an upcoming  
Beach Clean Up event

## MBA Advisory Board Mentoring Mixer

On Monday, October 2, 24 graduate business alumni and 41 current graduate business students from AMBA, EMBA, OMBA, MS Accountancy, MS Information Systems and MS Marketing Analytics participated in Networking Night via Zoom. The goal of the event was to connect alumni with current students so that alumni could share their career experience, share insights about their industry and answer career questions. Questions included:

- How did you get to where you are now?
- What does a typical day look like for you?
- What advice do you have for job searching?

Alumni and students met one on one in Zoom breakout rooms for 15 minute sessions. In the evaluation completed by the students, 100% agreed or strongly agreed that this event impacted their career development. Graduate Business Career Services (GBCS) is always looking for ways to connect alumni with our current students and if you are interested in participating in future events like these, please email [cob-gbcs@csulb.edu](mailto:cob-gbcs@csulb.edu) and we will let you know how to get involved.

The next Mentoring Mixer will take place in person on Thursday, November 9 at the Crab Pot in Long Beach.

## Praise for the CSULB MBA Programs

*“The EMBA Program taught me how the various elements of a business enterprise interact to achieve strategic goals. The Program prepared me to analyze a business at the highest level and present compelling business cases for action. After my MBA I was also very quickly invited to join the Managerial ranks at Farmers & Merchants Bank as the Business Intelligence Manager. More subtly, I find myself more confident in my assessment and proposals now at work. That confidence plays through in every part of my work life, and has already uplifted my career. The skills I gained could only be overshadowed by the lasting personal relationships I developed in class as well, with students and professors alike.”*



**Morgan Wheeler**, Evening MBA Class of 2017 | Assistant Vice President, Business Intelligence Manager, Farmers & Merchants Bank

[Click to see more testimonials for the CSULB MBA Programs...](#)

# Graduate Business Mentor Program

## Spring 2024

Graduate Business Career Services (GBCS) is recruiting alumni mentors for the Spring 2024 Graduate Business Mentor Program (GBMP). The aim of the GBMP is to connect professionals with current graduate business students to form a mentor-mentee relationship. Now more than ever, our graduate business students need guidance and support as they navigate their career journey. Mentor applications close on Wednesday, January 3, 2024.

### Learn more about GBMP:

- GBMP is open to all current graduate business students (MBA, MS Accountancy, MS Finance, MS Information Systems and MS Marketing Analytics)
- Mentors and mentees must be in contact once per month either online or in person
- The program will take place during the Spring 2024 semester (February–May)
- Mentors and mentees are encouraged to continue to maintain their relationship even after the end of the program

### Why be a mentor in the GBMP:

*“The Graduate Business Mentor Program was very rewarding for me. To be able to help someone as they are chasing their dreams by giving whatever I can network, guidance or just some good advice, was extremely rewarding.”*

[Click here for directions on how to sign up...](#)



## Share Your Story

Would you like the MBA Advisory Board to share your story in an upcoming Alumni Newsletter?

[Click here to share your recent promotion, new job or trip around the country...](#)