



SCHOOL OF  
BUSINESS AND PUBLIC  
ADMINISTRATION



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# News

## You asked, We heard...

BPA has launched a group page on LinkedIn. The purpose of the group is to connect students, alumni, faculty, staff, and all of BPA's community partners and stakeholders with one another. Use the BPA LinkedIn group to share thoughts and ideas, connect with each other, recruit for jobs, increase collaboration and access to resources. BPA's goal is to strengthen the bonds of the BPA Community. Stay Near, Go Far! (Kathy Carpenter, CSUB MBA, 2004)

**JOIN NOW:** [www.linkedin.com/csubbpa](http://www.linkedin.com/csubbpa)

## Student Highlights

### Financial Management Association (FMA)

#### **FMA Finance Career Seminar**

The Financial Management Association (FMA) hosted the Finance Career Seminar on Thursday, November 5 with guest speakers from different areas of the financial industry. The event was well attended with over 170 students present, and offered students a candid look at careers in the field of finance and business.



### University Accounting Association (U.A.A.)

#### **Meet the Firms**

On October 2, U.A.A. hosted a Networking Event where students were given an opportunity to meet with associates from local accounting firms. Associates from several firms provided insight and guidance regarding resume writing, interviewing, and what to expect when dealing with their firms. Attendees were encouraged to bring their resumes for informal help and critiquing from the visiting associates.

#### **CalCPA Student Night**

Accounting students were invited to a Red Carpet Event at the Annual CalCPA Student Night on Wednesday, October 7. Following tours of local accounting firms in the morning and afternoon, students enjoyed a night of networking with local public accounting professionals over dinner and a "Dress to Impress" fashion show.

#### **Accounting/CPA Information Panel**

U.A.A. and CalCPA hosted the first Accounting/CPA Informational Panel on Wednesday, October 14<sup>th</sup> at CSU Bakersfield. The five panelists shared their professional experiences, provided career advice and insight into the different career opportunities available to accounting graduates, and emphasized passing the CPA exam because of the credibility it automatically lends and the opportunities it affords.

### Economics Student Association (ESA)

#### **Economics in Film**

The Economics Student Association (ESA) hosted their quarterly Economics in Film on Friday, October 30 which featured "Schooled: The Price of College Sports". The film is an adaption of "The Cartel" by Pulitzer Prize-winning civil rights scholar Taylor Branch, and his comprehensive 2011 article in The Atlantic, "The Shame of College Sports."

### Society of Human Resource Management (SHRM)

#### **Meetings Feature Guest Speakers**

SHRM frequently invites guest speakers from the Human Resource Industry to speak at Chapter meetings. This quarter, SHRM had three guest speakers: Julia Chaplin from Dreyer's, Cindy Perkins from ACT 1, and Traco Matthews from Aera who offered advice on topics such as interviewing, recruiting, and HR daily activities.

#### **Kern County SHRM Symposium**

Volunteers from the SHRM CSUB Chapter had the opportunity to attend the annual Kern County SHRM Symposium. Student members were given the opportunity to attend various workshops and hear from guest speakers.

**\*For full content, please click on the article titles**

## Mark Your Calendar!

**Nov. 26 – 27:**

Thanksgiving Holiday-  
Campus Closed

**Jan. 04:** First Day of  
Classes

**Jan. 13:** Club Fair

**Jan. 18:** MLK Jr.  
Holiday- Campus Closed

**Feb. 01 – 12:** Spring  
Academic Advising

**Feb. 03:** CECE Volunteer Fair

**Feb. 19:** Last day to apply for  
Summer 2016  
Graduation

**Feb. 29:** CECE Career Day

**Mar. 10:** Growing  
Opportunities Career Fair

**\*For more information BPA events, please visit the Website at [www.csub.edu/bpa/events](http://www.csub.edu/bpa/events)**

**Get Connected | Stay Up to Date with BPA**

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 [www.instagram.com/csubbpa](http://www.instagram.com/csubbpa)



# Faculty Highlights

## BPA Professor Receives Eco-Educator of the Year Award

Dr. Aaron Hegde was presented the Eco-Educator of the Year Award at the 4<sup>th</sup> Annual Kern Green Awards Banquet on September 22, 2015. Dr. Hegde is an Associate Professor of Economics who serves as the Director of the Environmental Resource Management (ERM), Director of the Agricultural Business program, and the co-chair of the CSUB Sustainability Committee. Leading the way on sustainable initiatives, Dr. Hegde has helped develop programs that support and lead sustainable efforts on campus and in the community. With Dr. Hegde's support, CSUB has worked to recycle more than 33% of waste, reduced water consumption, and lowered the campus' overall carbon footprint. Congratulations to Dr. Hegde on his award and his continued support of sustainability initiatives.



Dr. Aaron Hegde

## BPA Professor Publishes Book:

Jean Jaymes West, Ph.D. is a Professor of Marketing at California State University-Bakersfield. Dr. West released her new book in October, coinciding with Domestic Violence Awareness Month: *Misperceptions of Intimate Partner Violence in the 21<sup>st</sup> Century: Two Decades of Lies*. Dr. West is a nationally recognized marketing educator and researcher with 20 years of experience teaching undergraduate and MBA courses. Dr. West's research in marketing and advertising pedagogy, innovative social marketing campaigns, consumer behavior, business ethics, and multicultural marketing education has appeared in numerous peer-reviewed academic journals and conference proceedings.



Dr. Jean West

## BPA Professor Publishes MIS 6<sup>th</sup> Edition Textbook

Dr. Hossein Bidgoli's *Management Information Systems textbook, 6<sup>th</sup> edition (MIS 6)* has been published by Cengage Learning. The new topics include social commerce, web and mobile analytics, and mobile marketing. Dr. Bidgoli used feedback from a "student-tested, faculty-approved" process to update the publication, and MIS 6 now offers more ways for students to interactively engage by combining both print and digital learning tools. In addition, Dr. Hossein Bidgoli provides a daily article link on current MIS topics, applications, and new developments via Facebook, Twitter (@4LTRPress\_MIS) and LinkedIn (4LTR Press for MIS).



Dr. Hossein Bidgoli

BPA would like to also congratulate Dr. Hossein Bidgoli on his nomination for the **Wang Family Excellence Award**.

For more information about BPA Faculty, please visit <http://www.csub.edu/bpa/aboutus/facultyrecognition/index.html>

## Where Are They Now?



### Amanda DiGiacomo, BS Economics 2015

**Current Title: Asset Management Analyst- Grimmway Farms, Office Manager- Central Engineering and Energy.** As a student, Amanda worked with fellow peers to charter the student organization known as the Economics Student Association. Amanda began her career at Central Engineering and Energy as a part-time assistant to the CFO and was promoted to Office Manager upon graduation. Her role at Grimmway Farms (GF) began with the help Jeff Green (GF attorney and adjunct professor of Ag Law at BPA), who encouraged her to submit her application. Although it is a challenge to balance both jobs, Amanda states "CSUB prepared me to be able to manage my time appropriately." Amanda has plans of returning to CSUB for the MBA program.



### Cindy Palcios, Minor in Agricultural Business 2015

**Current Title: ADP Time Supervisor- Wonderful Pistachios & Almonds (WP&A).** Cindy began her career at WP&A in 2013 as a Production Clerk and was promoted to Time Supervisor at Wonderful Pistachios and Almonds upon graduation. As a student, Cindy balanced working full-time while also attending CSUB full-time. In December 2014, Cindy transferred to the time department. Her manager, Justin Sperbeck, states "Cindy embraced the role and proved herself as a leader with her optimistic and energetic approach to managing employees' time." When asked about her experience at CSUB, Cindy states "my experience at CSUB was stressful at times, but nonetheless enjoyable and satisfying. I owe my success to my two wonderful advisors (Dr. Hegde and Dr. Price), and I could not have completed my journey (successfully) without their advice and guidance."



### David Lyman, Ph.D. BS Business Administration (Accounting) 1980; MPA 2002

**Current Title: Manager, Visit Bakersfield (formerly Bakersfield Convention and Visitors Bureau).** David has been with the City of Bakersfield for 31 years and has been in his current role for four years. David is also an Adjunct Lecturer in Public Policy and Administration with BPA. David is a frequent presenter on economic development topics and enjoys motivating others about the power one person can make in his or her community. David states "I have been in the trenches of economic development for my hometown of Bakersfield since 1984 and now help visitors spend their money in California's 9th largest city."



### Dalton Kelley, MPA 2014

**Current Title: Juris Doctor Candidate 2019, focus in Environmental and Natural Resources Law - University of Colorado, Wolf Law School.** As a MPA student, Dalton balanced life as an accomplished CSUB wrestler and worked for the Kern County Farm Bureau where he gained hands-on experience working with agricultural policy. Upon graduation, Dalton worked as a Measurement While Drilling Technician for Ensign Directional Drilling Services in Bakersfield from 2014-2015, where he gained experience working in the energy industry. Dalton will be attending the University of Colorado in the Fall of 2016, where he is pursuing a law degree. His interest in pursuing a career as a Natural Resource Lawyer was sparked by several BPA faculty members he worked with on his thesis. Dalton states, "The faculty of the MPA program does an outstanding job of incorporating theoretical framework with projects that give students hands-on experience with current issues affecting Kern County, California, and the United States."

\*The full link address to BPA LinkedIn group is <https://www.linkedin.com/groups/CSUB-School-Business-Public-Administration-6937294/about>

