



SCHOOL OF  
BUSINESS AND PUBLIC  
ADMINISTRATION



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# News

## BPA launches Student Professional Development Initiative

The School of Business and Public Administration (BPA) in collaboration with our Executive Advisory Council (EAC) and community business leaders, launched a pilot program for the BPA Student Professional Development Initiative.

The first of the two-part experience, Career Advising, occurred during the week of February 1, 2016. Over the course of three days, 75 students from two of the Winter Senior Seminar courses (BA 490 and ECON 490) met with 22 community business leaders for a Career Advising session. The students and advisors met for one hour in length to discuss the students' career goals. The second part of the program, Mock Interviews, occurred during the week of February 23. The students met with their advisor for a Mock Interview which included face to face feedback given to the student by their advisor at the conclusion of the interview. The feedback focused on key areas in which the student excelled in or needed to improve while interviewing.

The full program is set to launch in the Fall of 2016. For more information, please visit [www.csub.edu/bpa](http://www.csub.edu/bpa)



## Student Highlights

### Federal Open Market Committee Simulation

On Thursday, March 3, the Economics Department and the Economics Student Association (ESA) hosted the Federal Open Market Committee Simulation (FOMC).

The evening event began with a presentation on the Purposes and Functions of the Federal Reserve System, operations of the Fed's Open Market Desk, and the conduct of monetary policy by retired Federal Reserve Bank of New York Money Desk Manager and Economist John Partlan.



The FOMC Simulation began with a report on the current economic outlook presented by retired Federal Reserve Bank of San Francisco Economist, Gary C. Zimmerman. After Mr. Zimmerman's presentation, the real-time Federal Open Market Committee (FOMC) simulation launched with CSUB students taking on the role of FOMC members recommending and voting on monetary policy, including the target federal funds interest rate, and the Fed's unconventional policies.

### Economics Alumni return to BPA

Economics alumni returned to the classroom and shared with ECON 277 students' information about their current careers, knowledge and skills found to be most important in their career paths, advice on how to get one's "foot in the door", and reflected on their educational experiences at CSUB.

This panelist opportunity included Economics alumni who have careers in: administrative law, agricultural marketing, banking, business law, commercial & industrial real estate, contract & project management, corporate financial management, financial advising & wealth management, higher education research, local government administration, nonprofit fundraising, small business ownership, strategic consulting, and supply chain management.

Students asked questions directly related to career paths, how to prepare for the workforce, and what tips the alumni had for success.



## Mark Your Calendar!

### Celebrate CSUB

April 23, 2016

### FMA Foreign Trade Forum

April 26, 2016

### SHRM Case Competition

April 29 and 30

### Honors Society Recognition- Pi Alpha Alpha (PPA)

May 6, 2016

### Omicron Delta Epsilon (ECON)

May 13, 2016

### Beta Gamma Sigma (Business)

May 20, 2016

### OSH/ERM Meet and Greet

May 19, 2016

### BPA Honors Banquet

May 20, 2016

### UAA Luncheon

June 3, 2016

### Commencement

June 10, 2016

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

## Community Engagement

### 5TH ANNUAL GROWING OPPORTUNITIES CAREER FAIR

On Thursday, March 10 BPA hosted the 5th Annual Growing Opportunities Career Fair (GOCF). In collaboration with the United States Department of Agriculture-Hispanic Serving Institutions (USDA-HSI), the Growing Opportunities Career Fair is a great event to meet with private organizations and federal agencies to explore careers in the Agriculture Industry. With over 300 in attendance, the career event featured 12 federal agencies and 12 private businesses from the Agricultural Industry who were recruiting for agricultural careers and internship opportunities.

"We are honored to continue hosting this annual event to provide our students opportunities otherwise not available, to pursue careers, internships, and scholarships in the agriculture sector, one of the more important economic sectors in Kern County" said Dr. Aaron Hegde, Director of the Agriculture Business Program at CSUB. "This unique event brings together professionals in the private and public agriculture sectors, with students interested in pursuing such careers, under one roof. One of the measures of this event's success is the numerous employment placements that occur as a result."



### KERN ECONOMIC GUEST SPEAKER LUNCHEON AND DISCUSSION

For the first time, the keynote speaker for the Kern County Economic Summit came to campus the day before the summit for a special luncheon and discussion hosted by BPA and the Office of the President on Tuesday, March 21. Guest speaker, Ryan Jenkins is a Next Generation Catalyst who provides a fresh perspective of our connected culture that sparks change and innovation. Jenkins discussed the differences between the different generations in the workforce and how they can all work together to the benefit of the organization.

## Faculty Highlights

### 2016 KERN ECONOMIC SUMMIT

The Kern Economic Summit is an annual event that provides a forum for economists and business leaders to discuss international, national, regional, and local economies. BPA faculty members Dr. Mark Evans, Dr. Richard Gearhart, and Dr. Nyakundi Michieka were guest speakers. Dr. Michieka discussed the relationship between oil prices and local unemployment rates, Dr. Gearhart discussed local trends related to the health care industry, and Dr. Evans discussed local economic policy.

The Kern Economic Summit also focused on Millennials entering the workforce and how to adapt to current trends and prepare for future changes. Keynote speaker, Ryan Jenkins presented valuable information and related tips on how businesses can adapt to current trends found in a multi-generational work environment.

"The Summit provides CSUB colleagues and me with the enjoyable privilege of working with KEDC and the Greater Bakersfield Chamber of Commerce throughout much of each year to plan the upcoming program. It provides the Economics Department with an opportunity to reflect on what has happened or is on the horizon in Kern County and to share our thoughts with up to 500 professionals. It involves our students in that many of the seats purchased each year by the School of Business are used to enable them to attend and meet community leaders. The Summit is a great thing for CSUB to co-sponsor." -Mark Evans



### ECONOMIC AND FISCAL IMPACTS: CALIFORNIA STATE UNIVERSITY, BAKERSFIELD

Professor of Economics, Abbas P. Grammy, Ph.D. recently published the Economic and Fiscal Impact report for CSUB. The report quantified the economic enhancement the university makes to the local economy in the form of community engagement, earnings increments, and productivity improvement by measuring the impacts of spending by the university, students, alumni, visitors, and active and retired employees. "Results of this analysis indicate that CSUB is a major economic player in Kern County," said Dr. Abbas Grammy.

Dr. Grammy was also commissioned by the Hospital Council of Northern and Central California to provide an economic and fiscal impact analysis of hospitals operating in Kern County. The analysis included ten hospitals operating in Kern County and highlights their impact to our communities and emphasizes the necessity to invest in and protect our regional health care safety-net. The study is available at:

<http://www.hospitalcouncil.net/post/economic-impact-kern-county-hospitals>.



Dr. Abbas Grammy

## Where Are They Now?



### Amanda Frank - B.S. Business Administration and Economics 1998

#### Current Title: Director of Development at San Joaquin Community Hospital

Amanda is a Bakersfield native with a passion for helping our community grow and flourish. She has served as a mentor for the Kern Economic Development Foundation Health Careers Academy and is active with the American Cancer Society, CASA of Kern County, and the Housing Opportunity Foundation of Kern. In addition, she serves on the Plank Foundation Board and the Greater Bakersfield Chamber of Commerce Leadership Bakersfield Advisory Council. In her development role, she works to raise funds for vital programs, services, and capital projects that help to elevate the healthcare landscape in Kern County. Over the past 5 years, the SJCH Foundation team has raised more than \$10 million to help build the AIS Cancer Center and bring other significant programs to those in need. She has been married to her husband Ryan for nearly 20 years and they have 2 active and fun teenage daughters.



### Danielle Loustalot - B.S. Economics 2014, GOCF 2014 hire

#### Current Title: Marketing Associate at Sun World International

Danielle Loustalot came to California State University Bakersfield from Frontier High School and graduated in 2014. During her time at CSUB, Danielle studied and received her Bachelor's Degree in Communications with an emphasis in Public Relations, and spent an extra year to achieve a double major of Communications and Economics. Danielle completed four years of classes in the CSUB Hawk Honors Program, was inducted into the Economics Honors Society Omicron Delta Epsilon and spent a period of time involved in the Public Relations Student Society of America. Today, Danielle is the Marketing Associate at Sun World International, a produce company headquartered in Bakersfield that specializes in breeding, growing and shipping table grapes around the globe. As a member of the marketing department, Danielle manages the tactical execution Sun World's marketing strategies including advertising, consumer relations, tradeshow planning, packaging design and more. She gained the opportunity to work at Sun World upon attending CSUB's Growing Opportunities Career Fair just months before graduating and has now been with the company for two years. The skills Danielle learned in both Communications and Economics are essential in her daily responsibilities at Sun World including internal and external communication, as well as a continuously growing understanding of the produce industry and of ever-changing market landscapes.

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



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