



CSUSM

# Senior Experience Trade Show

December 14<sup>th</sup>  
2017



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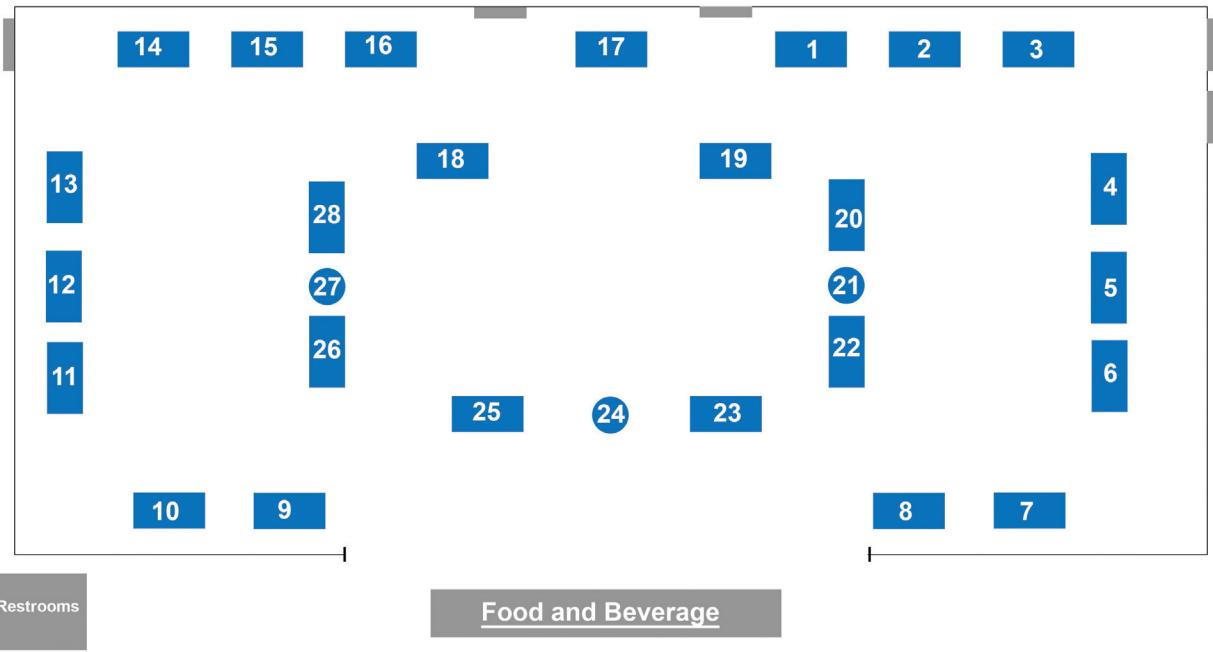
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**WELLS  
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# Fall 2017

## Senior Experience Projects

### BNY Mellon Wealth Management

Ryan Aikins, Jessica Fernandez, Mario Fernandez, Armani Lao, Amanda Orton  
Advisor: Emily Tarr, Ph.D.



BNY Mellon Wealth Management wanted to find out how nonprofits are adjusting to the changing fundraising environment. The team conducted industry research on the relationships between family/private foundations and nonprofits by using a survey. The findings provided key data that will help BNY Mellon gain insight into how to evolve the conversation on philanthropic capital.



BNY MELLON



### CSUSM Advancement

Timothy Bynum, Kevin Dunwell, Daniel Goodman, Tiffany Linney, Kaitlyn Prideaux, Randall Brady Advisor: Andreas Rauterkus, Ph.D.



CSUSM University Advancement required an updated study of its economic impact on its service region. Using a CSU Fresno model, the team analyzed CSUSM's economic impact. A report of the findings will aid CSUSM University Advancement in conveying the economic benefits of the University to community partners, supporters, legislators, and other key stakeholders.

### CSUSM CoBA/CSM

Sloane Briles, Adreana Casillas, My Dang, Jeffrey Dixon, Maria Vidaca  
Advisor: Dick Lansing



The CSUSM College of Business Administration and the College of Science and Mathematics tasked this intercollegiate team with creating a plan to establish a business accelerator ("Innovation Hub") for the University. The team conducted research to identify best practices from established innovation hubs in local, regional, and national universities, as well as interviewed numerous faculty and field experts. The team compiled interview data and best practices for a plan to establish CSUSM's Innovation Hub.





## Center ARTES

Kelly Cohen, Eliud Lopez, James Marinacci, Michelle Samilin, Shohei Yamawaki  
Advisor: Alan Omens, Ph.D.



Center ARTES presented the challenge of discovering reliable and steady sources of income to become a more self-supporting organization. The team conducted interviews, research, and surveys to discover potential revenue streams. The team recommended in-person modules, parent workshops, online courses, toolkits, and branded merchandise.

## Center ARTES

Melissa Diaz, Monika Garcia, Manuel Millan, Lindy Montejo, Carlos Rangel  
Advisor: Alan Omens, Ph.D.



ART=OPPORTUNITY is an art advocacy initiative founded at CSUSM. The objective of this project was to build awareness of the campaign. The team conducted benchmarking, secondary research, and interviews to create an effective campus marketing strategy. This strategy included print marketing, promotions, events, and social media recommendations.



## Central San Diego Black Chamber of Commerce

Susan Bolf, Brendan Correa, Alex Galloway, Matthew Rodriguez,  
Wesley Wagster Advisor: Carrie Smith, MBA

Burnham Leadership Experience



The Central San Diego Black Chamber of Commerce (CSDBCC) wanted to expand the reach of its organization through a deeper understanding of the current economic state of the black community in San Diego. The team conducted in-depth research and analysis of demographic data in San Diego County to create an economic impact report that the chamber can use as a tool for future development.

## Chairmen's RoundTable

Zachary Adamos, Martina Aleksandrova, Sydney Del Rosario, Thomas Sopata, Natalie Swauger  
Advisor: Eric Rhodes, Ph.D.



The team contacted presidents and CEOs of San Diego businesses to provide information about events sponsored by Chairmen's RoundTable, and conducted a survey to gauge interest in Chairmen's RoundTable services. Based on the data collected, the team provided recommendations and delivered a list of warm contacts for Chairmen's RoundTable to pursue.





## DLH Foundation

Danielle Arnold, Maria Arce, Stephanie Lee, Julio Mena, Kimberly Zuniga  
Advisor: Kathy Fuller, Ph.D. / Yi Sun, Ph.D.

Burnham  
Leadership Experience

DLH FOUNDATION



Deana's Wish

The DLH Foundation tasked the team with engaging the CSUSM community in awareness of gastro-esophageal cancers and the associated Deana's Wish Memorial Scholarship. The team collaborated with student organizations to organize and host a DLH booth during the all-campus "Love Your Body Day" and the first-ever "DLH Comedy Night" to raise awareness.

## Green Guard Services, Inc.

Noni Attie, Alex Crisler, Jessalyn Fontenot, Sean Ochwat, Shimpei Uchiyama  
Advisor: Gayle Belch, MBA



Green Guard Services, a commercial kitchen cleaning provider, tasked the team with determining new ways to expand its employee application pool and improve the retention rate for the Kitchen Exhaust Cleaner position. The team administered an employee engagement survey and conducted secondary research to accomplish this task. The final deliverable was a recommended recruitment plan to be used in the hiring process for the Kitchen Exhaust Cleaner position.



## Harrah's Resort Southern California

Giovanni Bolanos, David Flores, Alex Hernandez, Angel Meza, Austin Taylor  
Advisor: Ted Shore, Ph.D.



Harrah's Resort Southern California was interested in discovering new methods for attracting and retaining employees. The team developed a strategic marketing plan to identify the target Hispanic population in Escondido, San Marcos, Valley Center, and Temecula. The team provided recommendations by assessing the most effective marketing channels and strategies available to attract and retain Hispanic employees.

## Legendary Event Management

Dylan Nailon, Alan Pfeleger, David Rodgers, Ji Hyun Song, Michael Woods  
Advisor: Kristin Stewart, Ph.D.

Legendary Event Management has managed the Dia de Los Muertos event at Mission San Luis Rey for the past two years. The team was tasked with issuing a survey to understand which Mission services generate the most interest among event attendees. Based on marketing research and survey results, the team issued recommendations for future implementation by Legendary Event Management.





## Lewis Lifetime Tools

Kiana Drawhorn, Brett Hopkins, Jessica Juarez, Nicole Scarella, Traci Tran  
Advisor: Ofer Meilich, Ph.D.



The project objective was to provide Lewis Lifetime Tools with a market analysis of the Christmas tree stand industry, as well as provide information regarding consumer demographics and preferences. The team conducted expert interviews and consumer surveys. These findings provided a viable list of potential sales channels, as well as discovered potential consumer patterns.

## Modern Language Studies Department, CSUSM

Linh Bui, Yvette Diaz, Andrea Valdez, Ritomo Takahashi, Jacob Yehling  
Advisor: David Berry



The Modern Language Studies Department sought to promote the importance of CSUSM's Language Other Than English Requirement (LOTER). The team researched its benefits, interviewed regional employers, and surveyed CSUSM students' perspectives on language learning. The team used its findings to create two marketing brochures. Survey data was also used by the General Education Committee (GEC).



## North County SD Veterans Stand Down

Kyle Bearce, Hunter Kupka, Brooke Leong, Kimberlin Moore,  
Greg Santiago      Advisor: Randall Hansen

Burnham  
Leadership Experience



North County San Diego Veterans Stand Down, a nonprofit organization, faced challenges in increasing donations and marketing its initiative in order to benefit its operations. The team conducted research and surveys regarding donations and the importance of an online presence. The final deliverables included recommendations for how the organization should publicly appear online and how to obtain donations.



## Ready Carlsbad Business Alliance

Jordan Anaya, Nicholas Brewer, Tyler Bush, Nicole Poegl, Robert Segall  
Advisor: Roger Herzler, MBA

The Ready Carlsbad Business Alliance was searching for new methods to increase membership, event and symposium attendance, and monthly meeting attendance. The team conducted interviews, issued surveys, and benchmarked similar organizations in order to find innovative solutions to achieve its desired goals. The team was able to establish relevant social media platforms and create several creative marketing strategies.



# San Diego Brewers Guild

Elia Exile, Arnulfo Antonio Hernandez, Barry Medlin, Stephan Miljkovic, Giselle Nogales  
Advisor: Todd Colburn



Partnered with the San Diego Brewers Guild, the team focused on developing information that would be used to educate consumers on why they should purchase local, independent craft beer over non-independent, non-local "faux" craft. The team conducted research through local reports and personnel in the industry. The findings proved that local, independent craft beer has a significant impact on the San Diego economy and continues to promote growth within the community. The team created a report focusing on job creation, tourism, charitable support, the camaraderie between brewers, and "Big Beer" business practices.



## San Diego Business Journal

Morgan Byrne, Gabriel DiCenzo, Hannah Phillips, Peter Serwach, Scotte Susalla  
Advisor: Todd Colburn

In partnership with the CSUSM College of Business Administration and the San Diego Business Journal, the team developed a semi-annual General Business, Craft Brewing Industry, and Tourism Business Confidence Diffusion Index for San Diego County. The survey results will be published in the San Diego Business Journal.

**SAN DIEGO  
BUSINESS  
JOURNAL**

## San Diego North Economic Development Council

Polo Nielsen, Andrew Nguyen, Jason Rochford, Sherwin Shahbaz, Alberto Soto  
Advisor: Andreas Rauterkus, Ph.D.



The San Diego North Economic Development Council (SDNEDC) is a nonprofit organization devoted to attracting, retaining, and growing businesses within North County. The project objective was to assess its value proposition and public outreach. The team conducted surveys tailored to current and former members of SDNEDC and developed an evaluation and recommendation report focusing on council services, public outreach, as well as member attraction and retention.



## SD Society for Human Resource Management

Sara Lagervall, Mark Lopez, Everardo Martinez, Sasha Benson-Holyoak, Roy Pendergrass  
Advisor: Nina Woodard, MBA

The San Diego Society for Human Resources Management (SHRM) wanted to determine what current and past members valued about its membership, as well as what non-members know about the organization and how likely they are to join. The team administered surveys and identified opportunities for the society to help members stay connected and continue membership in the society. Final recommendations to chapter leadership included methods for increasing and retaining members, as well as opportunities to recertify and network with other HR professionals.



# San Diego Sockers

Hiba Dhiyebi, Colin Kinzie, Matthew Knox, Tawny Strandberg, Allison Tunco  
Advisor: Dick Lansing



The San Diego Sockers wanted to improve low attendance at its indoor soccer games and increase its fan base. A survey was conducted targeting potential fans to better understand its current audience and what is important to them at a sporting event. The results aided the team's recommendations and provided a solid foundation for developing and executing future marketing campaigns.



## Sheraton Carlsbad Resort & Spa

Jackson Antal, Mohit Baweja, Natalie Ibanez, Douglas Rivadeneira, Molly Throop  
Advisor: Gayle Belch, MBA

Working with the Sheraton Resort, the team created a marketing plan for the opening of the resort's 7 Mile Kitchen restaurant. The team developed methods for creating brand awareness and a promotions plan for the target audience. The plan included a public relations strategy, social media plan, SWOT analysis, and guerilla marketing tactics. The team also created a logo, slogan, and sample advertising collateral.



## Thermo Fisher Scientific

Aaron Bowden, Daniel Elliott, Arvin Madlambayan, Dwayne Mercer, Shannon Seeman  
Advisor: Majid Karimi, Ph.D.



Thermo Fisher Scientific was looking for ways to improve the inventory stored in one of its -20° Celsius walk-in freezers. The team was asked to: determine if the rack system it plans to purchase for the freezer will provide a place for every item, store items in a manner that is well organized, and reduce the likelihood that an item is not found. After collecting five-years historical data and one-year forecast data, the project team solved the company's inventory problem by using Visual Basic for Applications to create a smart inventory system with constraints of a few storage options, and predetermined size and quantity of storage bins.

## Tri-City Medical Center

Miranda DeMartino, Zachary Knox, Brandon Nevarez, Austin Schoonmaker, Amanda Solomon  
Advisor: Carrie Smith, MBA

Tri-City Medical Center asked the team to conduct market research to determine public opinion of its hospital compared to other North County competitors. The team conducted research by developing a survey to collect data from North County residents. The final product included recommendations on how Tri-City can best market its services.





## University Roast

Austin Dupriest, Roberto Espinoza, Andrew McCarthy, Molly Meas, Morgan Shanley  
Advisor: Marcus Wardley, Ph.D.



The team was asked to create a business plan for the viability of a coffee shop located adjacent to the University dormitories. In order to provide a thorough business plan that addressed the preferences of the local community, the team conducted surveys and performed data analysis to obtain an understanding of the target market and location.

## Veterans Medical Research Foundation

Karla Cortez, Ahrum Kim, Jaehee Kim, Lawrence Kunkel, Christopher Quick  
Advisor: Qi Sun, Ph.D.



Veterans  
Medical Research  
Foundation

The project objective was to develop a marketing plan with the purpose of attracting research scientists to perform research at Veterans Medical Research Foundation. The team conducted interviews and performed industry research to determine relevant avenues for attracting new talent. The data provided key information that led to the development of a social media marketing plan.



## Women's Resource Center

Katherine Juan, Emily Larson, Christine Mosack, Arvin Taduran, Vivian Vong  
Advisor: Emily Tarr, Ph.D.



The Women's Resource Center (WRC) requested new ways to expand its donor base and increase its variety of fundraising events. The team conducted three surveys that targeted young professionals, board members of WRC, and attendees of WRC's Magical Evening event. The team also researched special events held by similar organizations in San Diego County. A marketing plan was developed based on the data gathered regarding donor expansion, fundraising, and future events.

## Watkins Wellness

Brenda Barragan, Joshua Kobylski, Neil Pensinger, Anthony Ramirez, Kassandra Rodriguez  
Advisor: Roger Herzler, MBA



WatkinsWellness™

Watkins Wellness asked the team to find new ways to improve the efficiency of its spa storage lot operation. The team gained insight into the day-to-day operations through on-site evaluations and individual interviews with personnel. As a result, the team presented different approaches to enhance productivity and efficiency ranging from warehouse organization techniques to expanding the spa storage lot. In addition, the team explored possible effects on the culture of Watkins Wellness if the team's recommendations were implemented.



## WaveWrecker, LLC

Matt Anderson Genevieve Grigore, Benjamin Golden, Alexia Tovar Lara, Cassandra Workman  
Advisor: Ofer Meilich, Ph.D.



WaveWrecker, LLC's project objective was to analyze the market for both a snorkel suit and child buoyancy suit. Through interviews and market research, the child buoyancy suit was found to have a larger potential market. The team developed a marketing plan including an analysis of the survey results and further recommendations.

## Zodiac Pool Systems

Alyssa Ariel Abeleda, Elizabeth Castillo, Roy Hanesana, Nicholas Ng, Rocio Villalpando Tostado,  
Yasser Bencheikh      Advisor: Qi Sun, Ph.D.



Zodiac Pool Solutions tasked the team with identifying areas in its "order-to-cash process" to improve efficiency. The team observed the daily processes of several employees and conducted a survey to rate the effectiveness of the recommendations. This information allowed the team to create feasible methods to implement each of the recommendations.



# Senior Experience



CSUSM College of Business Administration (CoBA) students complete a Senior Experience project as their culminating course. Immersive learning is the cornerstone of this program, giving students an opportunity to apply their education and skills to real-world challenges. The program matches teams of students with projects submitted by local businesses and organizations. Students gain by working as consultants on rigorous, real-world projects that require teamwork and application of classroom knowledge. Businesses gain by receiving concentrated attention from bright, energetic teams that provide a fresh, independent look at their projects. Each student team works under the supervision of a faculty member.

Project work has exposed students to business challenges all over the world. In 26 years, the Senior Experience program has tallied:

1,700+ Projects  
7,200+ Students

If you would like to sponsor a Senior Experience project please contact Ed Ashley:  
[seniorexperience@csusm.edu](mailto:seniorexperience@csusm.edu) or 760.750.4266. You can also learn more about the program at [www.csusm.edu/seniorexperience](http://www.csusm.edu/seniorexperience).

# CoBA Student Programs

The CSUSM College of Business Administration (CoBA) encourages experimental learning throughout our curriculum and student programs. If you would like to get involved, please reach out to us at [cba@csusm.edu](mailto:cba@csusm.edu).

## In the Executive's Chair

This management course features weekly interviews and discussions with San Diego executives. Students and guests have a rare opportunity to listen to prominent leaders in a candid manner about their careers and the successes and challenges they have faced along the way.

In the Executive's Chair presentations are open to the public. Visit the web page for current schedules at [www.csusm.edu/itec](http://www.csusm.edu/itec). If you are interested in being a guest speaker, or if you know a colleague who you think could provide value to our students, feel free to contact the course professor, Dr. Raj Pillai at [rpillai@csusm.edu](mailto:rpillai@csusm.edu).



## Professional Mentor Program

The Professional Mentor program connects business students with working professionals to develop an experimental learning relationship. Students are paired with mentors based on career interests and work experience.



Interested in mentoring a student? Visit the program web page to get full details and register as a volunteer at [www.csusm.edu/coba/mentor](http://www.csusm.edu/coba/mentor). We are looking for mentors from all different backgrounds and experience levels.

## Business Professional Development

To help meet the challenges of an increasingly competitive business environment, CoBA created a program that helps students round out their business knowledge and soft skills through a series of professional development activities. These activities include resume workshops, personality assessments, networking events, and mock interviews.



# NOTES

# NOTES

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