

The California State University San Marcos College of Business Administration  
Emerging Business Concepts and Application Series Presents



# FULL STEAM AHEAD

## HOW ARTS EDUCATION RELATES TO SUCCESS IN BUSINESS

---

Thursday, Feb. 18

5:30 - 7:30 PM

California State  
University San  
Marcos

University Student  
Union Ballroom

This event is free to attend  
and open to the public.  
Registration required:  
[csusm.edu/coba](http://csusm.edu/coba)



California State University  
SAN MARCOS

College of Business  
Administration

This event examines the significance of an arts education background and its contribution to success in the fields, and indeed the business of, STEM - science, technology, engineering, and mathematics. Where art and STEM collide, we get full STEAM!

***How can employers leverage the connections between these disciplines to build innovative workforces?***

Following a piano four hand performance by Dr. Ching-Ming Cheng with Dana Burnett, CSUSM faculty Drs. Merryl Goldberg and Ben Cherry will discuss their developing research on the topic. Dr. Raj Pillai will then moderate a panel discussion featuring leaders from the business and arts communities.

#### FEATURED PANELISTS

**Doug Lombardi**, Director of Marketing, Valve

**Martha Gilmer**, Chief Executive Officer,  
San Diego Symphony

**Patricia A. Wayne**, Program Director, CREATE CA

**Harvey White**, Chairman of SHW2 Enterprises &  
Board of Directors for ViaSat

