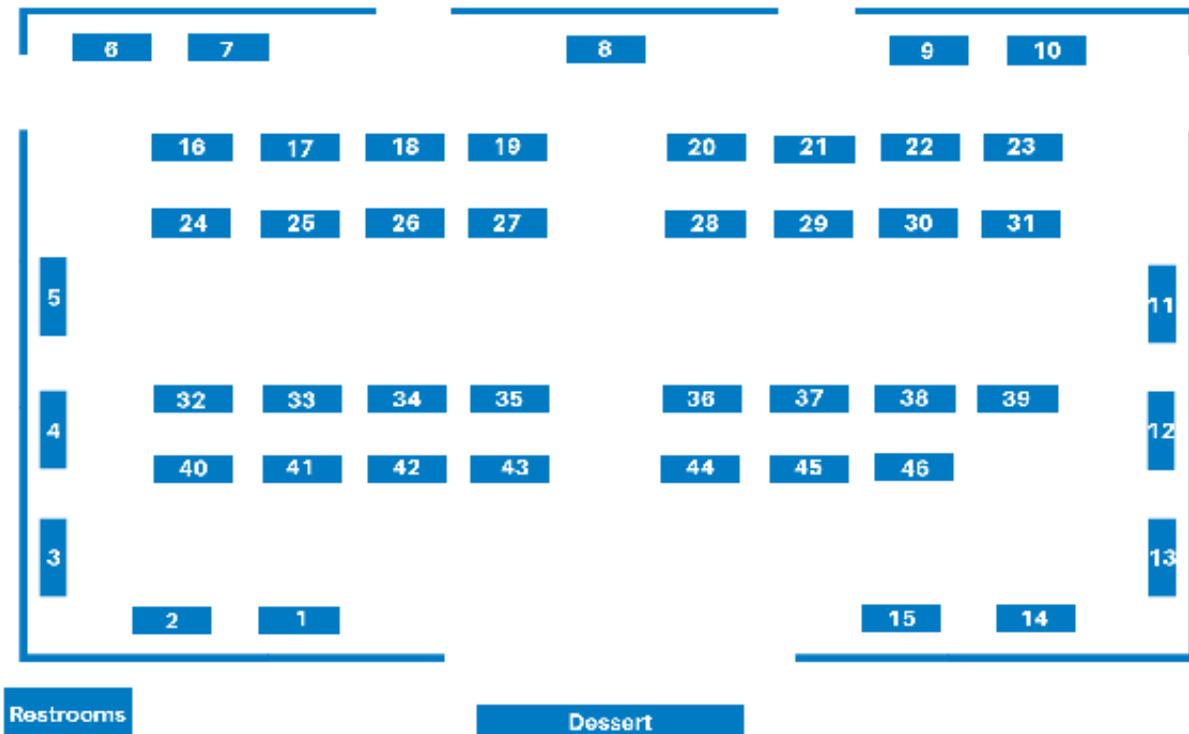


PROJECT NAME	#
AleSmith Brewing	16
Art's for Children's Success	17
Assistance League®	18
Breadowsky's	22
Calsense	44
Challenged Athletes Foundation	23
Coastal Payroll Services	24
Coherence Associates, Inc.	20
Corodata Records Management	25
CSU Institute for Palliative Care at CSUSM	26
Economic Development Coalition	8
Extraordinary Conceptions	27
FirstWatch	28
Fokcus	43
Garage Door Medics	11
Garage Door Medics	12
Garage Door Medics	13
HMT Electric	29
Home Placement Services, Inc.	30
HomeFed Corporation	31
Human Resource Capital Consultants, Inc.	32
Jacobs & Cushman San Diego Food Bank	33
Komrad Bucha	4
Kros-Wise, Inc.	21
Milikowsky Tax Law	19
Mindful CSUSM, Office of Inclusive Excellence	2

PROJECT NAME	#
My San Diego North County	3
Panorama Teen and Family Resource Center	34
Robbins Arroyo, LLP	35
San Diego Brewers Guild	36
San Diego Business Journal	37
San Marcos Chamber of Commerce	9
San Marcos Mega GamePlex, Inc.	7
SOLE Effects	38
Sony Electronics	1
Surfers Healing	10
The Rosie Network	39
Trash Tracker	46
Traveling Stories	14/15
Truax Management Group	5
Veterans Medical Research Foundation	40
Veterans Services/Veterans to Energy Careers	41
Vigitron, Inc.	42
Watkins Landmark Construction	6
CSUSM Alumni Association	45



Fall 2018

Senior Experience Projects

AleSmith Brewing

Nicholas Bellstrom, David Coren, Joshua Garcia, Adrian Nunez, and Melissa Reis
Advisor: Tito Zamalloa, MBA



AleSmith Brewing tasked the team with conducting market research on consumer preferences to assess what style of restaurant would be ideal for a San Diego Location. The methodologies included more than 400 in-person and online surveys, as well as extensive use of CSUSM's library databases and resources. Findings allowed the team to make recommendations for specific food options, food pricing, and customer preferences.



Art's for Children's Success

Jessica Anderson, Isabel Hernandez, Krisandra Laxa, Alyssa Myers, and Ana Nunez
Advisor: Ted Shore, Ph.D.

Art's for Children's Success would like to form a nonprofit that will provide low income children with access to music and arts programs. The team's project was to perform research with in-person interviews, data analysis, first-hand observations, and academic reviews. The team then presented a business plan, provided recommendations, as well as established resources and contacts to aid in the creation of the after school program.



Assistance League®

Katherine Berry, Catherine Bryant-Sowka, Bradley Duff, Tayler Mar, and Marshall Toro
Advisor: Chetan Kumar, Ph.D.



Assistance League® has been experiencing a decline in the number of volunteer members. The team was challenged with helping the nonprofit develop strategies to encourage membership growth, with an emphasis on diversity in age, ethnicity and experience. The team conducted original surveys and conducted primary and secondary research to produce a series of recommendations, ranging from technology and social media utilization, to marketing and improved volunteer engagement activities.



Breadowsky's

Reyman Bada, Bailey Middleton, Juan Tavarez, Pauline Webb, and Chelsea Shimizu
Advisor: Qi Sun, Ph.D.



Breadowsky's, an aspiring artisan bakery, asked the team to identify a farmer's market to sell its fresh bakery products and to study the feasibility of opening a retail space in a upscale community with high foot traffic. Using demographic research, field work, and break-even cost analysis, the team recommended that Breadowsky's pursue the Rancho Santa Fe Farmers Market to feature products and postpone the opening of a retail store.



Calsense

Jonathan Avalos, Vincent Gambino, Shuai Li, Maria Valdivia, and Stephen Valverde
Advisor: Soheila Jorjani, Ph.D.



Calsense provides smart irrigation controllers to public institutions. Its ultimate goal is to expand into Texas and Florida markets. The competitive landscape of these markets were researched, appropriate criteria were established to pinpoint leads, and suitable leads were provided by the team.



Challenged Athletes Foundation

Jesus Aguilar, Jeff Mata, Anthony Przybylek, and Monir Toukhi
Advisor: Dick Lansing, MS

The Challenged Athletes Foundation is a nonprofit organization that was in need of a mobile app that could be used to connect, engage, and grow its community year-round. The team researched Challenged Athletes Foundation's existing social media platforms to develop ideas for the app. The team was successful in delivering the blueprint for a mobile app that will be implemented in the near future.



Coastal Payroll Services

Abbie Yeo, Alex del Rio, Rommel Salvador, Jesus Salazar, and Enrique Juarez
Advisor: Mary Ann Scott, MBA

Coastal Payroll Services Inc., a San Diego-based human capital management service provider, was looking to expand its client base, target geographies, and exposure to increase profitability. The team conducted a market research survey and an industry analysis to uncover the potential of a new market. Based on the data collected, the team provided a prospect list for a new target market, as well as additional research on that market.



Coherence Associates, Inc.

Stephanie Flores, Christopher Guzman, Miriam Panduro, Gregoria Rojas, and Jacob Secrist
Advisor: Derek Podobas, MBA



Coherence Associates Inc. has been contemplating the decision to switch from a professional corporation to a management service organization. To determine if this would be the best approach for the firm, the team performed extensive research, interviews, and an analysis of the company's current financial statements. The team's final recommendation included specific implementations, models, and spreadsheets to project the organization's desired outcomes.



Corodata Records Management

Robert Schmitz, Trey Ferguson, Elizabeth Contreras, Jonathan Hagler, and Grace Kolb
Advisor: Gayle Belch, MBA



Corodata Records Management wanted to increase productivity and retention of new sales associates. The team developed a manual with the tools, methods, and motivational materials necessary for Corodata's salespeople to succeed and remain with the company.



CSU Institute for Palliative Care at CSUSM

Dayna Flasc, Allysa Geluz, Kevin Jones, Daniel Morris, and Vijay Tolani
Advisor: Gayle Belch, MBA

The CSU Institute for Palliative Care at CSUSM was interested in increasing awareness of its office and attendance at their events. The team conducted a focus group and surveys to determine the types of events campus and community members would be most interested in attending. The team recommended a rebranding effort and relevant events for the target audience.





Economic Development Coalition

Jessica Castro, Sylvie DeBrosse, Emmanuel Monterrubio, Reynaldo Najarro, and Cynthia Tec
Advisor: Peter H. Antoniou, DBA



The Economic Development Coalition was interested in conducting research to support its five-city region's economic viability. The team assessed each city's business profiles, as well as the entirety of the region. This assessment was achieved by using databases, interviews, and other sources to provide information on business development and key performance indicators for the five-city region.

Extraordinary Conceptions

Allyson Hayden, Rebecca Mueller, Ana Prado, Cory Hughes, and Sammy Gallina
Advisor: Edward Balian, Ph.D.



Extraordinary Conceptions, an international egg donor and surrogacy agency, sought to create and market a new employee benefits company called Extraordinary Family Benefits. An industry and company analysis was conducted by the team. The final deliverables were a detailed marketing plan, an informative brochure, and PDF files explaining each service offered within the benefits package.

FirstWatch

Vincent Collins, Blake Duenas, Mariah Le Roy, Forrest Mogg-Ouellette, and Linda Oglesby
Advisor: Emily Tarr, Ph.D.



FirstWatch wanted to create a business alliance with the goal of improving customer satisfaction within the Emergency Medical Services (EMS) industry. The team focused on researching big think tanks and previously-implemented alliances that were successful in gaining exposure. The team created an alliance that will develop a survey built with input from members and deploy the surveys to EMS software customers. The results will then be publicly displayed on the alliance's website.



Fokcus

Xiaoqian Cheng, Jason Lee, Chenxing Li, Jason McBride, and Kimberly Morales
Advisor: Sam Clarke, Ph.D.

Fokcus' challenge was to make its weekly entrepreneur mentoring session scalable and provide consistent outcomes. The team developed a mentoring program called FokcusX that included toolkits, videos, and guides. In collaboration with Rosie Network, FokcusX will be presented to Karen Pence, Second Lady of the United States, as a proposal to expand the program nationwide.



Garage Door Medics

William Stykel, Anibal Refugio, Jonathan Ibanez, Benjamin Bognar, and William Reichel
Advisor: Ofer Meilich, Ph.D.



Garage Door Medics needed creative ideas for future marketing. The team used competitive research and market segmentation to better understand consumer demographics across various locations. The team delivered a marketing portfolio that included storyboard ideas with corresponding target market locations, as well as recommended media sources to deliver them.



Garage Door Medics

Justin Duffey, Sergio Hernandez, Kijun Park, Cameron Rath, and Kyle West
Advisor: Ofer Meilich, Ph.D.

Garage Door Medics lacked a written procedures document that could be accessed online and used company wide. The team conducted interviews, attended ride-alongs, met weekly, and did independent research to meet the needs of the project. The final deliverables included a procedures manual and a recommendation for a plugin that will make the document accessible throughout the company.



Garage Door Medics

Richard Americano, Sean Benatar, David Ocone, Luis Sumano, and Martin Yauk
Advisor: Ofer Meilich, Ph.D.



Garage Door Medics asked the team to provide innovative ideas for researching consumer opinions of the company and for differentiating its business from its competition. A survey and industry research were conducted, and the team determined that homeowners choose Garage Door Medics for its high regard for integrity. The team's recommendation was to implement an online diagnostic tool as a method to increase the consumer base and capture more market share.



Return Sponsor

HMT Electric

Jose Avalos, Jason Brown, Armani Kobik, Brandi Miller, and Josue Rodriguez
Advisor: Gayle Belch, MBA



HMT Electric was interested in developing a comprehensive social media strategy to expand its social media presence. The team conducted a competitive and partner analysis to better understand how the electrical contracting industry uses social media and how HMT should develop its brand. The team created and distributed content across multiple social media platforms. These platforms will help build a brand image and communicate its company culture in order to promote business and improve employee recruitment.

Home Placement Services, Inc.

Gabriel Fonseca, Robert Garza, Matthew Griffin, Juan Carlos Martinez, and Lucero Sanchez
Advisor: Ofer Meilich, Ph.D.



Home Placement Services Inc., an organization that places international students with host families, has had difficulty finding effective ways to recruit quality host families. The team researched current quality hosts by performing interviews to identify similarities in age and occupations. A profile was then built and used to create filters for the GIS analysis which revealed specific neighborhoods with concentrated residents matching the profile. The GIS results provided multiple recommendations that will support recruiting methods more efficiently.





HomeFed Corporation

Justin Aden, Stephen Fuentes, Kaitlyn Reina, Raegan Lillie, and Stephanie Somers
Advisor: Peter H. Antoniou, DBA



HOMEFED
CORPORATION

The HomeFed Corporation asked the team to research current market trends within the land development industry to develop a unique idea for a town square in the Cota Vera project located in Otay Ranch, California. From extensive research, the team concluded that their final recommendation will offer the best opportunity to generate activity within the community.

Human Resource Capital Consultants, Inc.

Parikshit Choksi, Jian Chen, Amarpreet Kaur, Gurkiran Kaur, and Greyson Scott
Advisor: Clark Avery, MPPM



Human Resource Capital Consultants (HRCC) engaged CSUSM to determine the most viable countries for HRCC to expand into internationally. The team used the Porter's Diamond and Five Forces Models to analyze the information and make recommendations. Based on this analysis, the team recommended HRCC expand its business into India and South Africa.



Jacobs & Cushman San Diego Food Bank

Jonathan Awad, Amanda Brown, Chad Fugett, Beverly Barnes-Smith, and Stephanie Luong
Advisor: Rebeca Perren, Ph.D.



The Jacobs & Cushman San Diego Food Bank asked the team to maximize the utilization of a commodity packing machine. The team conducted a thorough feasibility study to analyze the machine's capabilities to pack products such as rice, beans, and oatmeal. The final recommendations provided will help the San Diego Food Bank to maximize production, and as a result, give more back to the community.



Komrad Bucha

Carla Carlos, Jesus Flores, Tayeba Murad, Alyana Rosario, and Kyle Ryan
Advisor: Catalin Ratiu, Ph.D.



Komrad Bucha sought assistance with creating a business and marketing plan. The team compiled research from interviews, academic sources, and survey data from more than 600 respondents to create a personalized plan for Komrad Bucha.

Kros-Wise, Inc.

Drew Biernacki, Tyler Cerwinski, Chase Coley, Sean Pham, and Garrett Schwenk
Advisor: Edward Balian, Ph.D.



Kros-Wise, Inc. needed a marketing plan to support a product launch into a market dominated by one competitor. The team conducted market research, created social media content, and developed KPIs to track success. Final deliverables were recommendations, electronic files containing social media content, and the research results.



Milikowsky Tax Law

Sergio Araiza, Bailey Archambeault, Steven Fang, Dimitri Korobchenko, and Richard Le
Advisor: Nima Zaerpour, Ph.D.



MILIKOWSKY
TAX LAW

Milikowsky Tax Law (MTL) wanted to improve its business processes and overall client experience by identifying areas for improvement and analyzing how it gets client referrals. The team conducted interviews and a client survey. The data gathered was used to provide MTL with recommendations for improving its operations.

Mindful CSUSM, Office of Inclusive Excellence

Emerald Frederick, Zayra Carrasco, Isabel Gomez-Lopez, Kayla Martin, and Olga Ortiz
Advisor: William Burns, Ph.D.



Mindful CSUSM required a central hub to make information readily available to students, faculty, and community members; additionally, Mindful CSUSM needed to increase brand awareness across campus. The team attended a series of web trainings to develop a website for Mindful CSUSM, as well as distributed surveys to analyze potential awareness opportunities. The team created a website and delivered a marketing outreach plan to increase awareness across campus.



My San Diego North County

Yadire Elizalde, Jennifer Garcia-Ceballos, Joseph Munar, Michael Pagunsan, and Andrew Rivera
Advisor: Vassilis Dalakas, Ph.D.



My San Diego North County wanted to introduce a contest to highlight San Diego North County's best businesses and nonprofits. The team conducted research and analyzed existing contests to decide the best contest methodology to use. Final deliverables included promotional videos, social media content, and other marketing recommendations, as well as the official opening of nominations for *North County's Finest 2019*.



Panorama Teen and Family Resource Center

Michelle Anuskiewicz, Ryan Hershey, Matthew Miller, Magnus Lysenstoe, and Ernesto Perez
Advisor: Marcus Wardley, Ph.D.



Panorama Teen and Family Resource Center's goal was to improve utilization of their space and increase community engagement. The team contacted 204 nonprofits, libraries, and schools in the surrounding area to inform them about Panorama's mission and resources. Further, the team developed a marketing plan to increase nonprofit engagement and a social media marketing strategy for further outreach.

Robbins Arroyo, LLP

Andrew Dickinson, Lindsey Gates, Aaron Hvizda, Aaron Patchin, and Angel Torres
Advisor: Peter H. Antoniou, DBA



Robbins Arroyo, LLP was interested in identifying potential clients and communication mediums to increase its Stock Watch service enrollment. The team conducted personal interviews and marketing database research to gather this information. The team then identified two target markets, as well recommended the best communication approaches for each market.



San Diego Brewers Guild

Derrick Ferguson, Patrick Grace, Xinyue Luo, Laila Saleh, and Jolene Widmer
Advisor: Todd Colburn



The San Diego Brewers Guild tasked the team with determining the reasons for reduced ticket sales for its craft beer festivals. The team created and conducted in-depth surveys with consumers at breweries to solicit their opinions and preferences for craft-focused events. Based on the team's findings, recommendations were made on how to improve events, consumer experiences, and increase ticket sales.



San Diego Business Journal

Jose Apolinar, Joey Cope, David Gallardo, Carlos Morales, and Jean Rivera-Payan
Advisor: Todd Colburn

The San Diego Business Journal (SDBJ) and California State University San Marcos partnered again to track the confidence level of local businesses. In collaboration with local industry associations, the Senior Experience team administered on-line surveys and generated confidence diffusion indices for general business, tourism, and craft beer industry. The SDBJ published the continued positive results in December 2018.





San Marcos Chamber of Commerce

Danielle Eells, Emily Ghaderi, Laura Lopez, Taylor Quinn, and Lauren West
Advisor: Roger Herzler, MBA

The San Marcos Chamber of Commerce wanted to provide its members and the community with a Business Directory and Resource Guide to be published in 2019. The team collaborated with the Chamber and the community to select the pertinent information to publish, created the content using digital tools, and delivered its final products to the Chamber.



San Marcos Mega GamePlex, Inc.

Brandon Bottalico, Daniel Bozin, Allison Quibuyen, Farhad Vossoughian, and Taylor Williams
Advisor: Soheila Jorjani, Ph.D.



San Marcos Mega GamePlex, Inc.'s objective was to create a fundraising plan for 2019. The team researched and analyzed the industry, competitors, and developed a detailed fundraising plan that documents the resources, events, and an overall schedule. In addition, the team provided marketing and financial plans for the events, as well as recommendations for building a social media presence and adopting staffing roles.

SOLE Effects

Burnham Leadership Experience

Mirna Awad, Maja Baran, Weston Levinson, and Vanessa Schnurer
Advisor: Alan Omens, Ph.D.



SOLE Effects, a nonprofit organization, created one of the first cross-age peer mentorship programs in the country called *SWITCH Adventure*, which connects college-aged mentors with 9th-grade students. The team created a marketing plan to increase public awareness and audience engagement, improve recruitment, and ultimately generate strong leads. The team also developed an expansion plan that allows SOLE Effects to implement its mentorship program throughout the Poway School District, and ultimately, nationwide.



Sony Electronics

Stacy van Blerck, Annalisa Crachilo, Youna Lee, Christianne Valle, and Morgan Thomas
Advisor: Eric Rhodes, Ph.D.

The Sony Electronics project was centered around their employee engagement phone application, Sony Source Now. The goal of this project was to determine how to increase initial downloads of the application and day-to-day usage. The team set out to answer this question through multi-level research methods and analysis including industry analysis, interviews, surveys and focus groups.



Surfers Healing

Burnham Leadership Experience

Nuarie Castillo, Sanger Cushing, Patrick Neill, Eilsa Serana, and David Tonks
Advisor: William Burns, Ph.D.



Surfers Healing, a nonprofit organization that provides surf camps for children with autism, wanted to create a manual for other parties interested in replicating its business model. The team interviewed experts and conducted research to better understand the necessary components for the manual. The final deliverable was, "One Perfect Day: A Guide to Create a Non-Profit Surf Camp for Autistic Youth," which provides instructions for creating a surf camp for children with autism.



The Rosie Network

Burnham Leadership Experience

Madison Black, Samantha Flores, David Martin, Sierra McCullough, and Bryan Morrison
Advisor: Majid Karimi, Ph.D.



The Rosie Network, a nonprofit that supports military entrepreneurs, wanted to create an e-commerce website with mobile-friendly features. The team researched website frameworks that support e-commerce websites to identify the best option. In addition, the team performed secondary research to provide a successful social media marketing plan.

Trash Tracker

Victoria Alzona, Twilight Cadena, Christie Cornejo, Samuel Vega, and Kevin Wong
Advisor: Dick Lansing, MS



Trash Tracker is a startup company that develops hardware and software products to improve operational efficiency within the waste collection industry. The team conducted secondary research on the industry, refuse truck manufacturers, and possible competitors to see who Trash Tracker's products provide the most value to. Using the research information, the team provided a business plan that included a recommendation for which market to target.



Traveling Stories

Andrew Diaz, Jean-Paul Drakolokis, Fabian Huertas, Andrew Morris, and Jennifer Santos
Advisor: Janet Beronio, JD



Traveling Stories, a nonprofit that builds children's literacy through their StoryTent program, was interested in a turn-key solution to launch its ambassador program in January 2019. The team researched similar nonprofits' best business practices by using university databases and informational interviews. The team's final solutions were a recruiting funnel, an onboarding process, a behavioral assessment tool, leadership guidance, and marketing materials to ensure that Traveling Stories has everything it needs to successfully launch its ambassador program.



Truax Management Group

Tanner Benson, Kyle Dailey, Jorge Medina, Nathanael Prescott, and Stephen Ruegg
Advisor: Pierre Towns, MBA



**TRUAX
GROUP**

The Truax group requested that the team develop a marketing strategy and identify new building tenants for Old Town Temecula. The team conducted industry research using online databases and publicly available analyses of the Old Town area. The team provided a marketing strategy with a list of recommendations ranked in order of impact.



Veterans Medical Research Foundation

Travis Russell, Yadira Resendiz, Monika Consunji, Ruby Anne Del Castillo, and Renee White
Advisor: Soheila Jorjani, Ph.D.

The Veterans Medical Research Foundation (VMRF) has been looking to expand its research opportunities by establishing an official Clinical Trial Center. The team conducted a feasibility study by benchmarking other veteran and non-profit organizations and analyzed VMRF's strengths, weaknesses, opportunities, and threats. Based on research findings, the team recommended that VMRF open a Clinical Trial Center.



Veterans Services/Veterans to Energy Careers

Miriam Hernandez, Kyle Lawrence, Areli Lujan, Jose Ortiz, and Jazmin Peralta
Advisor: Matthew Tasooji, MEES



CSUSM Veterans Services and Veterans to Energy Careers (VTEC) were interested in discovering new methods to reach all veteran students. The team conducted a campus wide survey to identify the best methods for communicating with student veterans. The team presented a marketing plan with several recommendations that were considered the most effective methods to engage veteran students.

Vigitron, Inc.

Jojuan Calzada, Anthony Capo, Jose Santos, Samson Abram, and Shin Choi
Advisor: Roger Herzler, MBA



Vigitron, a digital transmission equipment manufacturer, has been servicing manufacturers of connected devices more than 21 years. Vigitron asked the team for a digital marketing plan to enhance and establish an online presence in social media and gain access to growing markets. The team's digital marketing plan included research on social media platforms, an execution plan for delivery of content, as well as implementation of social tools to support strategic business planning for future market changes.





Watkins Landmark Construction

Hannah Axcell, Ericka Benitez, Yesenia Delgado, Stephanie Elkins, and Kathleen Quintana
Advisor: Hedayat Alibeiki, Ph.D.

Watkins Landmark Construction asked the team to produce a more fluid, current, and user-friendly procedure manual. To accomplish this task, the team interviewed employees from different departments to obtain a better understanding of procedures and the organization's internal relationships. The final product included a clickable table of contents and links between sections providing an interactive experience.



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 27 years the program has tallied:

- 1,600+ Sponsor Organizations
- 2,000+ Projects
- 7,600+ Students

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

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