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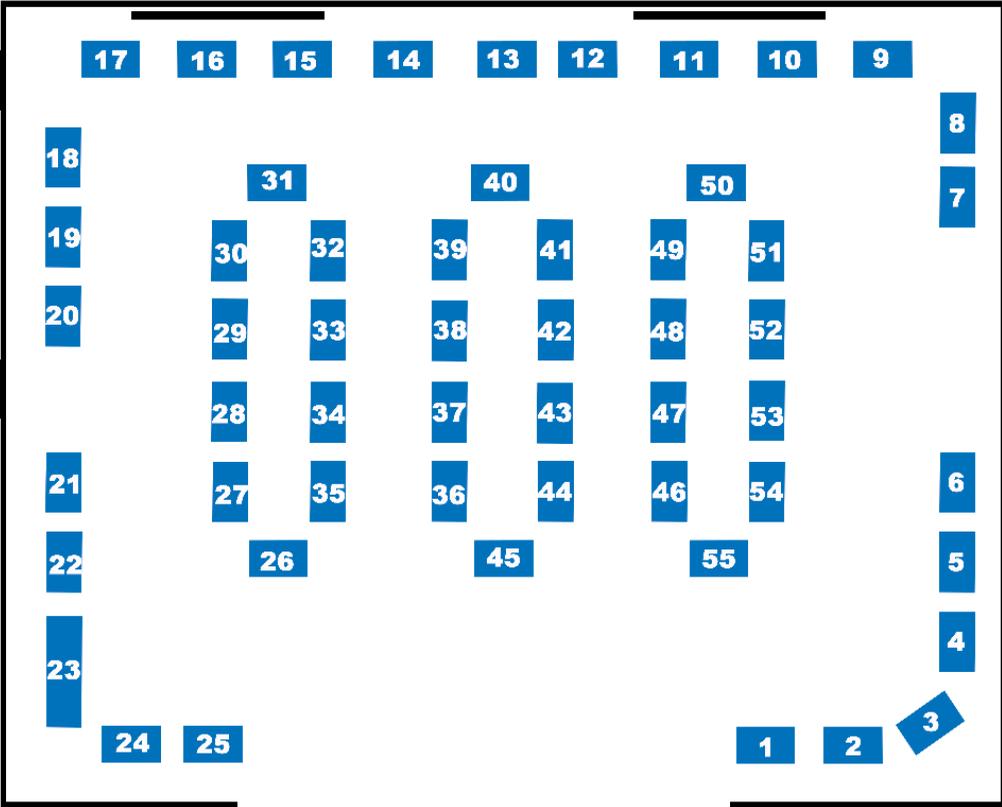

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PROJECT NAME	#
Anderson Consultants	24
Associated Students Incorporated	26
Blanchard Institute	8
Callaway Golf	27
Career Center, Cal State San Marcos	28
Cart Mart, Inc.	1
Chairmen's Roundtable	9
Classic Chariots Inc.	14
Coherence Associates, Inc.	22
CSUSM College of Business Administration	20
CSUSM Department of Athletics	29
CSUSM for Human Interconnectedness and Mindful Engagement (CHIME)	30
CSUSM Human Resources Department	31
CSUSM University Development	11
El Mundo	32
Eternally Loved	33
FirstWatch	5
Icarus RT, Inc.	18
Integrated Lifecare Foundation	34
Integrated MD Care	19
ItsPayd	36
ItsPayd	37
Legoland California Resort	35
Lewis Lifetime Tools	15
Lottery App	55
Luz Foundation	6
LWP Group	38

PROJECT NAME	#
National Electrical Contractors Association (NECA)	39
North City Innovation Hub	40
OneSource Distributors	12
OneSource Distributors	13
Padre Dam Municipal Water District	41
Pages to the Past	42
Panorama	2
Professional Recruiter Associates, Inc.	16
Rancho Santa Fe Security Systems	54
San Diego Brewers Guild	43
San Diego Business Journal	44
San Diego Symphony	45
San Marcos Mega GamePlex, Inc.	46
School of Hard Locks	47
Shurtz Industries	48
Skylift Global	21
Sony Electronics	23
Soriano's Kitchen	17
Stone Brewing Co.	49
Temecula Valley Entrepreneurs Exchange	7
TeraVeda LLC	25
TrendSource	50
Trinity Grading, Inc.	51
Urban Villages San Marcos, LLC	3
Weidner's Gardens	52
Yellahouz Brewery	53



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Spring 2018

Senior Experience Projects

Anderson Consultants

Dana Dixon, Serra Lanzezio, Pierre Limpiado, Keegan Marquis, Ian Del Rosario
Advisor: Kevin Hee, Ph.D.



Retired engineer and owner of Anderson Consultants, Paul Anderson, developed a (toy) brick that is compatible with LEGO bricks and has applied for a patent for the product. The purpose of this project was to evaluate current market demand for the brick. Mr. Anderson also required a valuation of the patent so that he can sell it to a toy manufacturing company.



Associated Students Incorporated, Cougar Pantry

Renzo Elias, Angela Huang, Nuri Melo, Vivian Garcia Sanchez, Rosa Soto
Advisor: Kim McCarthy, Ph.D., Nina Woodard



CSUSM's Associated Students, Inc. (ASI) Cougar Pantry wanted to better understand students' needs in order to provide them with the necessary resources to reduce food insecurity. The team's research strategy included surveys, interviews, and presentations among the campus community to assess and increase levels of awareness. The team recommended a sustainable marketing campaign that is less labor intensive.

Blanchard Institute

Dustin Lundberg, Humberto Gomez, Matthew Noblitt, Fuyuan Zhang, Nan Zhang
Advisor: Doyle Young, MBA



Blanchard Institute required an analysis of their Legendary Service training program to identify strengths and weaknesses. The team analyzed assessments submitted by training participants and conducted interviews in line with the Brinkerhoff Success Case Method. The team delivered recommendations for improvements, as well as a value proposition and ROI.



Callaway Golf

Ross Lemmel, Juan Sanchez, Shaquiel Sharifan, Derek Smullen, Matthew Winkenweder
Advisor: Janet Beronio, J.D.



Callaway Golf tasked the team with measuring the company's overall collaboration within the IT department. Interviews were conducted with 5 department heads, which also led to the development of an employee survey. Using research results, the team provided recommendations for increasing efficiency in their department.

Career Center, Cal State San Marcos

Jessica Cardenas, Luceilyn Harris, Cynthia Hernandez, Jessica Oleskiewicz, David Walling
Advisor: Maia Farkas, Ph. D.



CSUSM's Cougar Career Closet needed a growth and sustainability plan to ensure the longevity of the closet. The team interviewed or surveyed multiple career clothing closets across the nation. The Cougar Career Closet was provided with recommendations for staffing, best practices, community partner recruitment, spacing, donations, and marketing.



Cart Mart, Inc.

Uriel Castillo, Maricel Pagunsan, Adolfo Solis-Rodriguez, Amel Soro, Hannah Strawbridge
Advisor: Peter McLaughlin, J.D.



Cart Mart Inc. is one of Southern California's leading distributors of Club Car, Polaris GEM, Garia, Taylor-Dunn, and Yamaha transportation and utility vehicles. The team was asked to develop a plan for attracting new and existing customers with SEO, traditional media such as radio and print ads, and attendance at trade show types of events. The report provided multiple opportunities for Cart Mart, a proposed budget for the opportunities to be successful, and recommendations for how to implement them.

Chairmen's RoundTable

Kris Fajardo, Johnny Garcia, Shelby Gonzalez, Thomas Marriott, Bruce McDonald
Advisor: Ben Cherry, Ph.D.



Chairmen's RoundTable reached out to CoBA to create a marketing plan to increase client acquisition for their pro-bono mentorship program. To achieve this, the team identified that CRT needed to strengthen the credibility in its sales message to reach new prospects in the San Diego Area. As a result, the team created an ambassador program, a mentor matrix, revamped target sales pitches, and provided a strategic social media campaign.



Classic Chariots Inc.

Christian Hernandez, Hayden Loer, Zachary Myers, Rhett Ousdahl , William Van Tassel
Advisor: David Tiffany, J.D.



Classic Chariots needed an updated employee recruiting plan with a concentration on millennial sales staff, as well as marketing recommendations consistent with addressing millennial customers. The team conducted industry research on strategies for recruiting millennials, which encompassed internet research, a survey of local millennials, and current employee interviews. The team delivered a recruitment plan, made social media platform recommendations, and produced a marketing plan that targets millennial customers.

Coherence Associates

Alexander Hus, Bradley Mertes, Courtney Motis , Sydney Rinard, Kelly Sorich
Advisor: Roger Herzler, MBA



Coherence Associates Inc., a California professional counseling corporation, was looking to expand their client base, target demographics, and exposure to increase profitability. The team focused on enhancing brand recognition and marketing tactics. The team was successful in creating a modern website, a comprehensive marketing plan with a brochure, and a plan for social media and podcasting.



CSUSM CoBA

Isai Castillo, Hector Hernandez, Anasazi Nunez, Tania Perez, Zachary Wickham
Advisor: Eric Rhodes, Ph.D.



The project objective was to develop a marketing video to recruit CSUSM intercollege students to join CoBA's Senior Experience Program. The team interviewed sponsors and faculty members from other departments and surveyed students' knowledge of Senior Experience. Based on the data collected, the team developed three informational videos, each customized towards the three colleges, explaining what Senior Experience entails.

CSUSM Department of Athletics

Raymond Fowler, Josue Gonzalez, Tony Lita, Morgan Powers, Connor Russell
Advisor: Dick Lansing, M.S.



CSUSM's Athletics Department has faced the issue of low attendance for volleyball and basketball games since the opening of the Sports Center. The Senior Experience Team conducted surveys and an industry analysis to uncover what drives fan attendance. The team's final deliverable was a marketing plan to increase attendance of both students and community members.



CSUSM for Human Interconnectedness and Mindful Engagement (CHIME)

Brenda Baca, Rebekah Balbuena, Blake Hill, Noah Rabbani, Virginia Tasulis
Advisor: William Burns, Ph.D.



The Mindful CSUSM Core Planning Group requested a plan to help them expand and become sustainable over time. The team researched positioning within the CSUSM hierarchy, funding opportunities, and demand within CSUSM. The team delivered a business and marketing plan that included a new mission statement, vision statement, name, logo, and fundamental objectives. The new name is now CSUSM for Human Interconnectedness and Mindful Engagement (CHIME).



CSUSM Human Resources Department

Richard Aguila, Katy Bostrand, Tyson Gannon, Michelle McQuiston, Brittany Sanchez
Advisor: Ted Shore, Ph.D.

CSUSM's Human Resource department needed resource materials for starting a nonprofit organization. The team conducted interviews of individuals in local nonprofit organizations, compiled a literature review, and completed an industry analysis. The final deliverable was a manual for individuals to use when starting a nonprofit organization of their own.



CSUSM University Development

Sean Heller, Joanna Mascarinas, Blakely McClintock, Jamie Rangel, Elizabeth Snowden
Advisor: Nina Woodard, MBA



CSUSM's University Development department wanted to better understand what motivates charitable giving in higher education. The team conducted surveys and analyzed data from current CSUSM donors and from peer, regional and aspirational institutions. They delivered a report on their findings and provided recommendations for best practices in rewarding current and future donors.



El Mundo

Taylor Ambrose, Leonardo Bolanos, Kevin Chavez, Valerie Gorbushin, Leland Spearman
Advisor: Derek Podobas, MBA, M.S.

The project objective was to conduct primary and secondary market research on consumers in China to analyze their propensity to buy an air quality enhancement device. In conjunction with an outside consulting firm, a tool set to further analyze markets for business opportunities was developed. As a result, the team delivered a go/no go recommendation.



Eternally Loved

Deisy Jose Cruz, Dalynn Faber, Olidio Lozano, Amanda Ly, Samantha Nebel
Advisor: Gayle Belch, MBA



Eternally Loved, a memorial event planner, was interested in increasing brand awareness and sales. To achieve this, the team conducted research on the industry, Google Analytics, Search Engine Optimization and the target market. The final recommendations included a promotion plan with an emphasis on digital and social media.

FirstWatch

Timothy Bode, Matthew Coe, Nathan Coe, Mario Garcia, Daniel Nguyen
Advisor: Emily Tarr, Ph.D.



FirstWatch conducted a multi-phased project to create a customer satisfaction survey for technology vendors in the EMS and fire world. The team conducted the first phase by establishing an information-gathering survey to determine which products and vendors are used in the industry. The team provided a detailed report of their findings, and proposed survey questions for the second phase.



Icarus RT, Inc.

Cory Bockhorst, Jaymes Forsythe, Madison Reed, Jonathan Salazar, Lindsay Scoggins
Advisor: Derek Podobas, MBA



Icarus RT, Inc. was in need of a strong brand identity and marketing plan to introduce its product to market. Industry and competitor research and analysis was conducted. To assist the company, the team delivered a marketing plan and touch points to be used by Icarus RT, Inc.

Integrated Lifecare Foundation

Kathryn Fullmer, Sowanmani Kim, Kasandra Moran, Daisy Nguyen, Xiomara Salazar
Advisor: William Burns, Ph.D., Kathy Fuller



Integrated Lifecare Foundation sought to identify the gap in the community's knowledge of end of life care. The team's research methodology included surveying the community and interviewing past clients. The final deliverables were statistics on the results of community member's responses and past clients' perspectives on Integrated Lifecare's services.





Integrated MD Care

Scott Bergquist, Dominique Campbell, Joshua McMahon, Michael Mendez, Collin Tuck
Advisor: David Tiffany, J.D.



Integrated MD Care

Integrated MD Care (IMDC), an at home palliative care concierge service, had experienced rapid growth and was in need of a new creative business plan for future growth. The team delved into the efficiency of Integrated MD Care's daily operations, as well where it stands moving forward addressing challenges in the industry. The team built a new business plan that captures current and future operations, along with recommending software that integrates ongoing IMDC processes with a HIPAA compliance program that the team developed.

ItsPayd

Vanessa Pina, Ivanna Plata, Natali Ramirez, Caleb Ruggieri, Nicole Sanford
Advisor: Clark Avery, M.S.



ItsPayd sponsored a dog adoption awareness event for Last Chance at Life, an organization that specializes in saving animals who are in need of medical attention and facing euthanasia. The team organized and managed the Tails & Ales 2018 event, which resulted in raising money and dog adoptions.



ItsPayd

Steven Alcaraz, Jennifer Deddeh, Lauren Ensign, Andrew Ho, Brett Weld
Advisor: Nina Woodard, MBA



The project objective was to determine how ItsPayd benefits its clients in order to market its services to prospective customers. The team conducted phone interviews with ItsPayd's current clients and analyzed the effectiveness of ItsPayd's system compared to other collections agencies. The team prepared two case studies that included company success stories from the alarm and security industry, as well as the music rental industry.

Legoland California Resort

Roman Avila, Jesus Gomes, Cassandra Gonzales, Juan Martinez, Tram Nguyen
Advisor: Marcus Wardley, Ph.D.



LEGOLAND California Resort has been experiencing challenges with limited staff availability during Spring Break. To address this situation, the team conducted market research and put together a strategic recruiting plan. Based on the results of this research, the team recommended targeting college students and provided a plan to effectively reach this population.





Lewis Lifetime Tools

Savannah Ballard, Jullisa Camacho, Josue Cordero, Logan Paulson, Jaclyn Stewart
Advisor: Roger Herzler, MBA



Lewis Lifetime Tools, a family-owned gardening tool manufacturer, is interested in entering the cannabis tool market with its metal fabricating core competencies. Daniel Wright, the President of Lewis Lifetime Tools, found it to be an ideal time to enter this market. The team developed a tool line that is directed towards cannabis growers.

Lottery App

Nick Agnew, Michael (Mac) Cahill, Jazmine Silva, Jennifer Strawbridge, Dakotah Ramirez
Advisor: Gayle Belch, MBA



Mac Cahill required a business plan for his mobile app startup that would provide users with statistical information to determine which lottery scratcher to purchase. To accomplish this, the team conducted a survey to better understand market demand and to formulate a business plan. This business plan provided multiple marketing strategies, financing opportunities, revenue projections, and management considerations for future growth.



Luz Foundation

Klarisa Evans, Gladys Gomez, Lorena Madrigal, Asia McCullough, Cindy Rojas
Advisor: Peter McLaughlin, MBA



The project goal was to find the best location for Luz foundation to hold a fundraising event. The team's objective was to find a venue that would give the greatest possible return, attract young business professionals, and accommodate attendance of at least 160 people. The team recommended the three best locations that fit this criteria.

LWP Group, Inc.

Leon Chayet, Mario Hashiba, Enkai Ma, Victor Nunez, Bradley Steffen, Zipei Wang
Advisor: Kristin Stewart, Ph.D



L.W.P. Group is in a position to grow its company, however internal management and operational documentation needed to be restructured and formalized to enable that growth. The team addressed this challenge by enhancing L.W.P. Group's operational handbook and organizational chart. These changes will enable the efficient sharing of tacit knowledge among new and current employees.

National Electrical Contractors Association

Alondra Chavez, Robert Church, Brittany Mitchell, Maricela Ramirez, Cinthya Solano
Advisor: William Byun, J.D.



The National Electrical Contractors Association tasked the team with conducting market research that would produce recommendations for determining methods and techniques that the San Diego Electrical Training Center (SDETC) can use to attract highly qualified candidates to its apprenticeship program. The team provided three solutions that would increase the number of highly qualified applicants for the program.



North City Innovation Hub

Anousone Chantharath, Evan Mcmorris, Connor Newton, Tyler Robinson, Nathan Zulim
Advisor: Emily Tarr, Ph. D.

Dr. Sam Clarke, Assistant Professor of Entrepreneurship, saw that CSUSM was lacking commercialization of ideas from students and faculty, as well as the general public. The team conducted research on business incubators from different industries. The team then developed a plan for programs that fall within the incubator, as well as marketing materials for investors.

OneSource Distributors

Alejandro Gonzalez, Jamie Huynh, Khoa Pham, Fuehua Yang, John Yip
Advisor: Nima Zaerpour, Ph.D.



OneSource Distributors wanted to improve driver compliance and its tracking software. To help mitigate its problems, the team researched available software and third party logistic companies, as well as analyzed delivery data provided by OneSource. The team then delivered recommendations, which included using third party logistic companies and available supply chain tracking software.



OneSource Distributors

Eric Candelario, Anna Enmark, Adalie Espinoza, Mariell Maristad, Jamilet Suazo
Advisor: Majid Karimi, Ph.D.

OneSource Distributors, ranked #1 in the commercial industry yet #5 in the industrial industry, asked the team to evaluate current customers, target customers, sales, and competitors. The team conducted a survey to collect feedback on OneSource's strengths and weaknesses. The recommended action was for OneSource to open a new warehouse in either Los Angeles or Riverside to strengthen the company's presence and competitiveness.





Padre Dam Municipal Water District

Nicole Leonesio, Sandra O'Connor, Alison Peck, Lai Phuoc, Bobby Thulin
Advisor: David Berry, M.Ed.

The team worked with Padre Dam Municipal Water District to conduct a benchmarking study to help determine its position within the industry. The research methodology included obtaining company data and comparing it to industry averages disclosed in a survey by the American Water Works Association. As a result, the team identified a number of organizational strengths and weaknesses that Padre Dam can use for future decision-making purposes.



Pages to the Past

Jorge Garcia, Aziza Ismail, Ievgenii Maksymov, Maritza Reyes, Zixian Wang
Advisor: Beverlee Anderson, Ph.D.



Pages to the Past needed to develop a new marketing strategy that would expand the company's clientele, generate sales, and attract new customers. The team conducted a target market analysis and performed survey research on the current product. The team then created new product lines, marketing materials, and a company website.



Panorama

Emily Burris, Alyssa Hazelrigg, Rick Kallen, Erica Der Mesropian, Rachel Walsh
Advisor: Nina Woodard

Panorama was interested in increasing brand awareness, donor contributions, and building a social media presence. The team researched market segments and developed a survey to help better understand the company's target customer and donor behavior. Final deliverables included a company website, applicable social media profiles with content to share, as well as a Google Grant account to collect donations necessary to maintain facility operations.



Professional Recruiter Associates, Inc.

Ada Cruz, Melisa Mota, Jennifer Melgar, Chris Morrison, Darlene Nacional
Advisor: Doyle Young, MBA



Professional Recruiter Associates (PRA) is an executive recruiting firm that specializes in filling high-level positions with qualified and experienced candidates. Through research and interviews, the contracted team developed a social media marketing plan to consolidate and promote the PRA brand to new clients.



Rancho Santa Fe Security Systems

Ruben Bahena, Gerald Barrientos, Jonathan Boever, Bryan Kanet, Georgeanne Mora
Advisor: Dick Lansing, M.S.



The project objective was to increase sales and customer retention for Rancho Santa Fe Security Systems. After conductive industry and market research, the team developed a marketing plan that detailed consumer purchasing behaviors and the demographics of 12 San Diego cities in which the company operates. The team analyzed two age groups and provided recommendations on how to target those segments. The team identified existing problems and potential opportunities for the company to reach it goals and increase brand awareness.

San Diego Brewers Guild

Alma Acevedo, Samuel Chen, Andrea Georgiades, Zachary Laurenzana, Cindy Orduno
Advisor: Todd Colburn



The San Diego Brewers Guild tasked the team with determining the local philanthropic impact of independent craft breweries within San Diego County. In depth surveys were conducted to determine the total dollar value of non-profit support. An infographic was also created to help educate consumers on the positive impact of local, independent craft breweries.



San Diego Business Journal

Bella Baroncini, Robert Coe, Madeleina Diaz, Madalynn Liechty, Neahle Murphy
Advisor: Todd Colburn



The San Diego Business Journal and CSUSM partnered to conduct Business Confidence Indices for Craft Brewing, Tourism, and General Businesses in San Diego County. The Senior Experience team used targeted surveys to develop the Confidence Indices. The positive (and consistent) results were then published in the San Diego Business Journal in April 2018.

San Diego Symphony

Nicole Ellis, Shadi Farsi, Patty Parra, Shadi Danaei Sereshgi
Advisor: Nima Zaerpour, Ph.D



The San Diego Symphony Bayside Summer Nights event venue, located on the San Diego Bay, has limited access and parking for attendees. The team researched solutions for alleviating attendee arrival congestion by analyzing attendee data, locating satellite parking lots in San Diego near the venue, and performing cost analyses of various options. The team has proposed three plans based on attendee volume.





San Marcos Mega GamePlex, Inc.

Mariela Baca, Anthony Bandong, Brandon Bowens, Jared Hernandez, Erik Porter
Advisor: Matthew Tasooji

San Marcos Mega Gameplex (MGP) has a vision to build an 18-court recreation facility in San Marcos. The team was tasked with refining MGP’s marketing efforts to bring awareness to the project in order to raise funds. The team created a database that will be used to send out monthly newsletters, as well as created a plan to host an inaugural celebrity basketball game.



Saxco International

Maria Carbonara, Jeremy Dizon, Jenna Phillips, Annessa Steward
Advisor: Rebeca Perren, Ph.D.



Saxco’s objectives were to build company recognition and generate new leads. The team developed a social media strategy centered on best practices for a B2B company. In addition, the team created a social media guide to help the company better understand social media benefits and uses for increasing brand awareness.



School of Hard Locks

Matthew Burns, Jordan Grossman, Wade Lazare, Jerome Lucido, Kristilynn Monzon
Advisor: William Burns, Ph.D.

The challenge facing the School of Hard Locks was how to market itself most effectively as experts in the new immersive entertainment industry. The team reached out to new corporate clients and researched how to best market on social media. The final product was a detailed marketing plan and 10 produced podcasts.



Shurtz Industries

Sandra Basave, Jason Bee, Sarah Fabian, Brianna Galloway, Jason Shurtz
Advisor: Peter Antoniou, Ph.D.



StrongArm Fitness is a student startup dedicated to providing simple and effective fitness solutions to create the ultimate you. The team researched the necessary requirements to produce an investment-worthy business plan. StrongArm is currently looking for investors to take this plan to the next level.



Skylift Global

Brian Bay, Nicholas Blaylock, Lama Haddad, John Larson, Matt Richard
Advisor: Eun Kang, Ph.D.

Skylift Global is a San Diego based startup creating a paradigm shift in firefighting logistics with heavy lift drones. The team developed a list of key stakeholders, a procurement strategy, and several cost models to quantify return on investment to its customers. The deliverables ultimately aided Skylift in securing a \$150,000 investment.



Sony Electronics

Kyle Assumma, Sam Burt, Joseph Calderon, Scott Kiralla, Joshio Torres
Advisor: David Berry



Sony wanted to conduct market research on brand awareness of Sony's Digital Paper product line and to identify potential customer segments in the higher education sector. The team collected secondary research, interviews, non-participant observations, and surveys. It presented a comprehensive report to help Sony create a fully-integrated marketing campaign for the Digital Paper product line, which will target higher education consumers.



Soriano's Kitchen

Jehan Assria, Michael Clementi, Emily Mycroft, Presley Thomas, Todd Williams
Advisor: Peter McLaughlin, J.D.

Soriano's Kitchen would like to recruit at risk youth for participation in its program, as well as raise capital from angel and institutional investors. The team researched, produced, and delivered a business plan, which included a potential partnership with a local commercialized kitchen.



Stone Brewing Co.

Preston Carty, Brian Gruse, Karla Jennings, Evelyn Vera, Logan Zandstra
Advisor: Hedayat Alibeiki, Ph.D.



Stone Brewing required assistance in monitoring operational performance, financial performance, and customer satisfaction. The team collected and analyzed data from Stone's retail and distribution channels, as well as administered a customer satisfaction survey. As a result, the team was able to provide relevant information and recommended action plans for the business.



Temecula Valley Entrepreneurs Exchange

Angelica Anderson, Lizbeth Sandoval Avila, Geanine Lucero, Shelani Villanueva
Advisor: Bennett Cherry, Ph.D.

Temecula Valley Entrepreneurs Exchange (TVE2) is a business incubator and business resource center located in the city of Temecula. TVE2 was interested in increasing the number of companies housed in the incubator and increasing awareness of the organization in the community. The team developed a comprehensive project proposal that included a social media plan, client program, and rebranding recommendations to strengthen the organization's visibility.



TeraVeda LLC

Jerrold Bargman, Andrew Bridges, Vanessa Carranza, Albert Namu, Chris Santos
Advisor: Nima Zaerpour, Ph.D.



TeraVeda LLC wanted to create a process map to implement biodegradable water bottles in potential customers' recycling facilities. The team conducted research and visited recycling facilities to observe existing operations and develop a comparative cost model of materials. The observations from the site visits provided information to develop the map and the team's research uncovered potential financing opportunities.



TrendSource

Jamal Brewer, Jon Gramuglia, Angel Hernandez, Blanca Nicolas Rojas, Mayra Rojas
Advisor: Eun Kang, Ph.D.

TrendSource is a strategic consulting firm that wanted to expand its business by serving private equity (PE) owned companies. The team created a detailed spreadsheet containing contact information of PE firms and their portfolio companies. Using its findings, the team made recommendations on the best firms for TrendSource to contact in each sector.



Trinity Grading, Inc.

Jonathan Chapman, Tyler Snidecor, Omar Solorio, Cameron Wilson, Corey Wilson
Advisor: Fang Fang, Ph.D.



Trinity Grading needed a way for employees to quickly access training and troubleshooting videos for operating heavy equipment. The team built a web application that allows administration to manage all equipment/videos. The mobile-friendly system also allows employees to scan QR codes on-site to find needed information.



Urban Villages of San Marocs LLC

Taylor Duby, Jordan Jefferson, Austin Plihal, Hannah Pound, Tanner Waldrip
Advisor: Kevin Hee, Ph.D.

Sea Breeze Properties, the developers behind the North City mixed-use, Master Plan urban development, wanted to find ways to boost license renewal rates for its student housing facility, The QUAD. It enlisted a Senior Experience team to perform market research by conducting online surveys and a competitor analysis. The end result was a comprehensive marketing plan, along with supplementary survey data.



Weidner's Gardens

Israel Kufa, Arjohn Mike Letim, Aaron Logan, Kristofer Motyl, Malia Sumibcay
Advisor: Gayle Belch, MBA



Weidner's Gardens, a local nursery in Encinitas, wanted to better understanding its current customers and identify how to effectively reach a younger demographic of customers. The team conducted surveys and interviews in order to learn about customer attitudes and preferences. It then delivered a promotion plan with an emphasis on social media.



Yellahouz Brewery

Alexzander Bayme, Evan Gallenson, Cody Smith-Haugen, Phillip Leanders, Kyle Montiel
Advisor: David Tiffany, J.D.



The team was asked to deliver a business plan for a potential craft brewery called Yellowhouz. The team conducted industry specific research to determine key factors, as well as firm-specific research for realistic projections and start-up advice. The outcome was a business plan template that can be tweaked by any prospective brewer to meet their own needs.

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 24 years the program has tallied:

- 1,600+ Sponsor Organizations
- 1,800+ Projects
- 7,400+ Students

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

NOTES

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