



COB CONNECTIONS

SUMMER / FALL 2022

Welcome to the *COB Connections* Newsletter!

We hope you enjoy this issue of the *COB Connections* newsletter. The purpose of this publication is to help communicate the amazing things happening in the COB.

Please be sure to contact me with your stories, successes, ideas, and accomplishments.

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Faculty Development Day at Lundberg Family Farms

On October 28, six faculty were treated to a four-hour tour of Lundberg Family Farms, the largest organic rice grower in America. The field trip was organized by Angela Casler and Bob Sprague as a Hanft Family faculty development day.

Members of the Lundberg family provided a history of the business, now led by the fourth generation. In addition to touring the seeding science lab, faculty visited fields where experimental species are grown and observed the drying and hulling process. They also visited the warehouse

where they learned about ERP systems and RFID chips for managing inventory alongside inbound and outbound shipping and receiving.

The tour was tailored to the different disciplines of attendees to help update skill-sets on information systems technology, organizational design and structure, and communication systems.

"We all came away with valuable teaching material for our courses," said Casler, Hanft Executive Lecturer in Business.

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Seufferlein Sales Program Provides Textbooks to Students

Thanks to the generosity of its program partners, the Seufferlein Sales Program (SSP) was able to provide textbooks at no cost to students enrolled in five different sales related courses covering a total of 15 sections.

The idea was the brainchild of SSP Executive Director Tom Villa in a direct effort to help reduce some of the financial roadblocks many students face today.



119 Number of students who received books.
210 Total number of books distributed.

Student Retention and Diversity Panel Provides Valuable Insight for Faculty and Staff

On November 30, Associate Dean Suzanne Zivnuska and Tasha Alexander, International Student and Scholar Services Coordinator, facilitated a panel discussion with five students from the College of Business. The panelists, all first-generation students, were asked a series of questions developed by a research team in educational psychology at Stanford. They shared what coming to Chico State has meant to them, offered valuable insight about their successes and candidly shared about the different challenges and hardships students face today.



The discussion was attended by College of Business faculty and staff. Special thanks to each of the participating panelists for sharing their stories!

From L to R: Amra Erdenetuya, Suzanne Zivnuska, Gio Puga, Tasha Alexander, Ryan McMullen, Mia Collins, Sean Alupian, and Dean Terence Lau.

THANK YOU!



Angela Casler, Management Dept.

Hanft Executive Lecturer in Business

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Visit the [READI Hub Website](#)

"The Ridge grows stronger every single day and I am so proud of our business community!"

Rebuilding Paradise

The Ridge business community is slowly coming back, and it has been an honor to help my neighbors in recovery. The USDA provided a grant to 3CORE, Inc. in Chico and the economic development organization to assist business owners with recreating original artwork/graphic design, updating or building a website, updating geolocations on Yelp and Google, and completing print media for advertising needed for recovery.

I was contracted to complete ten businesses in one year. From July 2021 to July 2022, we worked hard to recreate artwork for those who didn't grab their computer or simply couldn't. We updated five websites and created five new ones, and have seen great results from new print advertising.

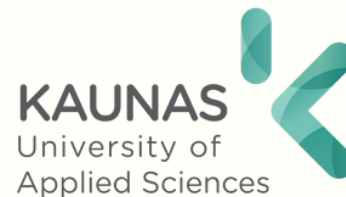
New homes are going up each day, with 1,724 homes rebuilt as of December 14, 2022! Although recovery is slow, every single rebuild is a celebration!

If you have time this break, I encourage you to head up the Skyway. There's a new ice cream shop, boutiques, antiques, delicious food, Cozy Diner re-opened with a bar, a new mural from artist Shane Grammar, and of course the Paradise On Ice skate rink.

I thank you for your patience with me over the past four years. It has been quite the journey to experience three fires in three years and to find my new home, all while helping in any way possible. Thank you to everyone who has helped and is still helping your friends, colleagues, and family.



Chico State Develops Relationship with Lithuanian University



In October, Chico State hosted visitors from [Kaunas University of Applied Sciences](#) (Kauno Kolegija - KUAS) from Kaunas, Lithuania. The visit was arranged by Matthew Stone, Associate Professor of Marketing, and was supported by the EU Erasmus+ mobility program.

- Jolanta Valiaugienė, Head of International Relations
- Dalia Ilevičienė, Dean, Faculty of Business
- Dr. Andrius Brusokas, Head of Tourism and Leisure Management Department

Innovations in business education were a focus of their visit which included meetings with Associate Dean Suzanne Zivnuskas, Marketing Chair Damon Aiken, Seufferlein Sales Program Director Tom Villa, and Jaycob Arbogast, Director of Center for Excellence in Finance. They also met with Dr. Jennifer Gruber, Provost Deb Larson, Dean Angela Trethewey, and Dr. Morgan Geddie from the College of Communication and Education.

Besides their campus meetings, the Lithuanian delegates were able to sample life in Chico with trips to Bidwell Park, the Saturday Farmers Market, a tour of Sierra

Nevada Brewing, a visit to New Clairvaux Vineyard, and a tour of Goldenl Center in Sacramento.

“Our visit to Chico State was very well prepared and included meetings and discussions with academics and administrators who gave a clear picture of Chico’s involvement and achievements and the possibilities for further cooperation,” said Jolanta Valiaugienė. “We also enjoyed visits to places of interest which represent the region and allowed us to experience local tastes and culture.”

Stone was first invited to KUAS when he was a Fulbright Scholar in Helsinki, Finland in 2019. Since then, the relationship has grown. He has twice received grants from a Lithuanian government to bring in international experts to share their expertise by guest lecturing in classes in the Faculty of Business.

In November, Stone visited KUAS and lectured on services marketing, branding, hospitality and tourism marketing, and management. He also had the opportunity to visit, Birštonas.

“Lithuania is a hidden gem in Europe,” Stone said. “As a food tourism researcher, I am always drawn to food and drink, but I also loved visiting the capital of Vilnius and the beautiful countryside. This year, Kaunas was the European Capital of Culture, so it was wonderful to participate in some special events, including a show of contemporary art from Ukrainian artists and an opening reception at Kauno Kolegija’s historic art building on top of Owl Hill.”

Chico State signed a Memorandum of Understanding with KUAS on November 30, which opens up more opportunities for international collaboration, including collaborative online international learning (COIL), research partnerships, and student and faculty mobility.





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Visit the [READI Hub Website](#)

Chico State READI Hub

Looking for funding for an equity project? Need resources across campus for DEI related research? Want to build an inclusive assignment for your class? Interested in learning more about equity, but aren't sure where to start? The Research in Equity, Antiracism, Diversity, and Inclusion (READI) Hub is here to help!

Sponsored by Faculty Development, READI is a hub for the study of Equity, Diversity & Inclusion (EDI) and antiracist practices from the perspective of faculty instruction and research.

READI engages in the production of new and innovative scholarship on EDI and serves as a hub for pairing faculty needs with resources on EDI and antiracism.

Katie is on maternity leave for the Spring 2023 semester. If you have questions about READI, please email Rachel Teasdale, Equity Fellow Coordinator, or Chiara Ferrari, FDEV Chair. They can work with you on all your equity related needs, including faculty mentorship, grants, campus collaborations, research, pedagogy and more.



Accolades & Accomplishments



FACULTY PASSES CALIFORNIA BAR EXAM

Congratulations to **Jessica Henry**, a Lecturer in the ISFA Department, who passed the July 2022 California Bar Exam as a first-time test taker!

"I am so proud of this achievement - not only because it took considerable dedication to complete my four years of law school while also working full-time and being a mother, but also intense studying for the exam itself. I attended Cal Northern School of Law here in Chico.

Henry enjoyed sharing her law school experience with College of Business students, and said they seem to appreciate her real-world study, time management, and exam taking tips.

"It was very exciting to share the news that I passed the Bar exam with the students in my Estate Planning class," Henry said.

MARKETING STUDENTS GET CHICO AIRPORT REBRANDING OFF THE GROUND

In November 2022, the Chico City Council voted to rename the Chico Municipal Airport to the Chico Regional Airport to create a more region-centric identity and assist in the return of commercial air service to the area. What you may not know is that this rebranding effort was developed with the help of Chico State students enrolled in Marketing 498-Brand Strategy, an experiential course specifically designed to target branding issues among local businesses.

Developed by **Katie Mercurio**, Assistant Professor of Marketing, the 15-week long project began the first week of the spring 2020 term and consisted of nine student teams, each responsible for studying and reporting on specific marketing strategies of the airport.

"One set of student groups developed a new name, logo, and 'Brand Book' for the airport. A second set of groups worked on segmenting Butte County customers and articulating brand values for the airport's external communications with the community and the press," Mercurio said.

Congratulations to student team members Stephanie Macias, Ezequiel Garcia, Michael Daly, and Maxwell Bradley for their work researching and testing the winning "Chico Regional Airport" name. And a special shout out to Ezequiel who directly applied learning from this project and is now a Community Engagement Specialist for the City of Newberg in Oregon!

Read more about [Katie's classroom project](#).



College of Business In the News

July 12, 2022

Suzanne Zivnuska discusses oil and gas prices with KRCR TV.

[Watch clip.](#)

July 17, 2022

Suzanne Zivnuska discusses how the public may be handling inflation during an interview with KRCR TV.

[Watch clip.](#)

September 2022

The SAP UCC is highlighted in Suse Magazine's success stories.

[Read article.](#)

October 5, 2022

Jaycob Arbogast talks with KRCR TV about why the price of gas is rising in some places and not in others.

[Watch clip.](#)

October 6, 2022

College of Business students participate in GrowTech Fest.

[Read article.](#) (Chico ER)

November 15, 2022

Jaycob Arbogast explores the future of college student federal debt with KRCR TV.

[Watch clip.](#)

November 17, 2022

Arash Negahban talks with Action News Now about the crypto crisis and what it means for average investors.

[Watch clip.](#)

November 18, 2022

KPAY Radio interviews Saurav Dutta on the topics of FTX and crypto.

[Listen to interview.](#)





California State University Chico
College of Business

ON SOCIAL MEDIA



<https://www.facebook.com/CSUCOB>



<https://www.instagram.com/chicostatebusiness/>



<https://www.linkedin.com/school/chico-state-college-of-business>



<https://www.youtube.com/@chicostatecollegeofbusiness8476>

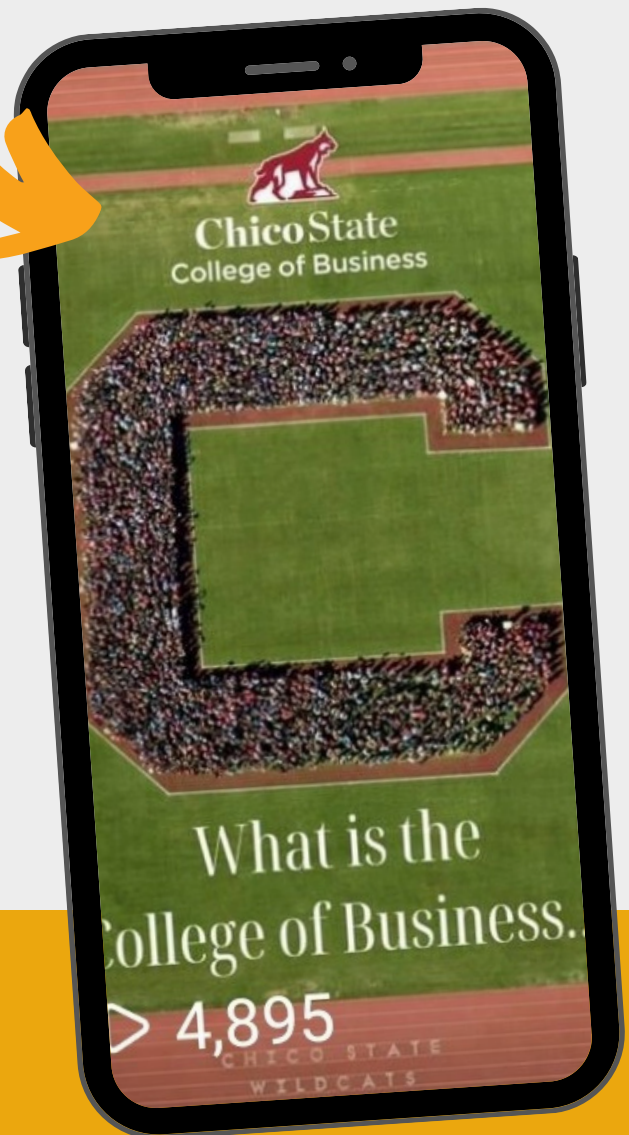


<https://www.tiktok.com/@chicostatebusiness>



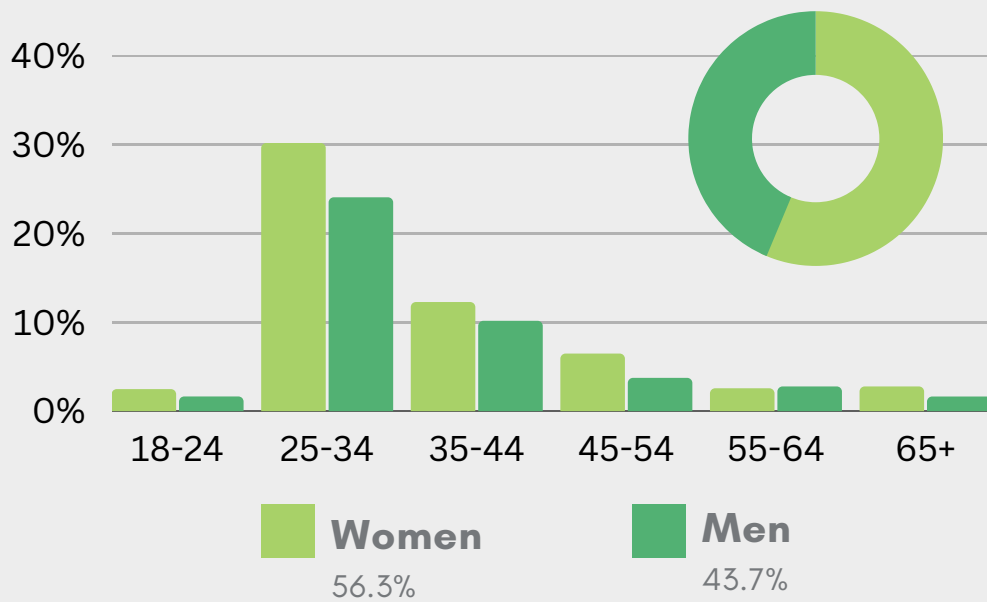
https://twitter.com/CSU_COB

**Click to watch our
Fall '22 most viewed
Instagram Reel!**

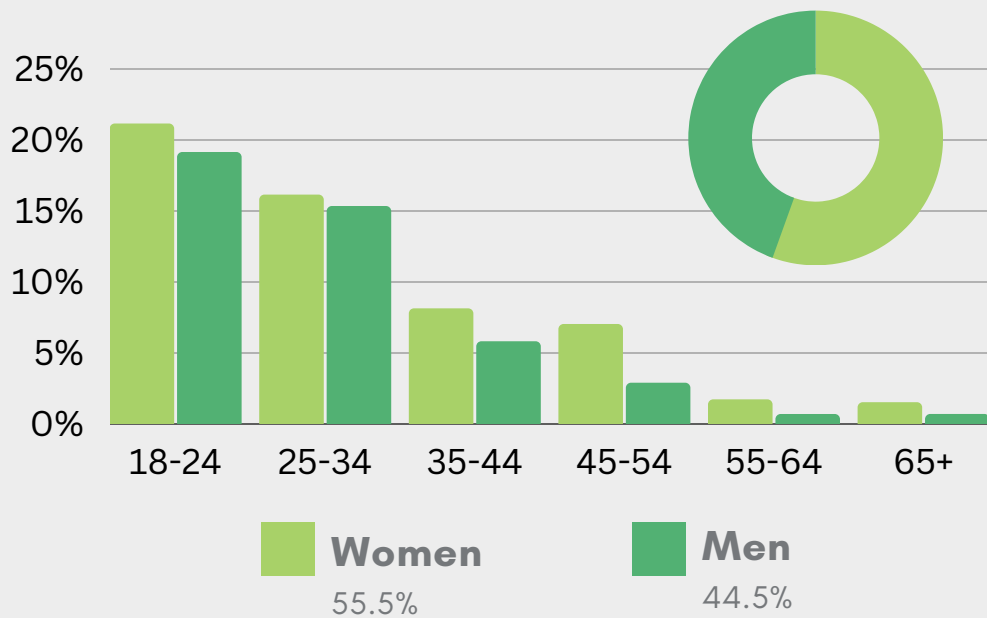




1,142
FOLLOWERS



1,416
FOLLOWERS



UNIQUE FACEBOOK FOLLOWERS

93.3% of our Facebook followers do not follow us on Instagram.





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Summer Snapshots



Matthew Stone (Marketing Department) taught a course “Food & Wine: Insights from Abroad” in the Italian Food & Wine masters degree program at University of Padova in Padova, Italy.

The course focused on creating and marketing food and beverage tourism experiences. Matthew is the research advisor for the World Food Travel Association and a leading worldwide researcher in culinary tourism and consumer behavior.

University of Padova, the second oldest university in Italy, is celebrating its 800th anniversary in 2022.



Sarah Kimakwa attended and presented her research on social entrepreneurship and meaningful work in healthcare organizations at the Academy of Management meeting in Seattle August 4-9th. She also chaired a session at the meeting.



COLLEGE OF BUSINESS

Summer Snapshots



Katie Mercurio (MKTG) and her family visited Europe over the summer.

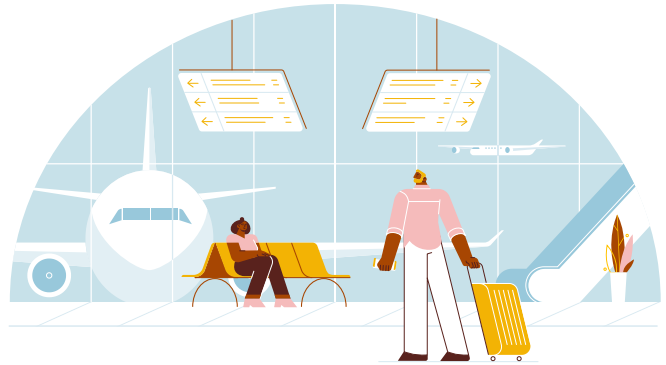


Sarah Kimakwa (MGMT) visited an Amazon Fresh cashier-less store in Seattle. "You just pick up your items and walk out," she explained. "The system debits your account through the Amazon app. It's very cool technology!"



Suzanne Zivnuska and her daughter Sylvie enjoyed a trip to Island Lake.

COLLEGE OF BUSINESS *Sacramento Airport Selfies*



The College of Business MBA ads at the Sacramento airport are getting noticed! If you're traveling through SMF, be sure to snap a selfie and email it to smanies@csuchico.edu.