



SCHOOL OF
BUSINESS AND PUBLIC
ADMINISTRATION

Executive Advisory Council

2018



AACSB
ACCREDITED





Welcome



Dear Colleagues:

It is my great pleasure to provide an introduction on the Executive Advisory Council (EAC) of the School of Business and Public Administration (BPA) at CSU Bakersfield. As an AACSB and NASPAA accredited school, we are truly committed to providing high quality education in business and public administration in the region. One aspect of BPA's mission is to provide a career-ready workforce for Kern County and beyond. This requires a proper alignment between the regional workforce needs and education & career development graduates provided by BPA. I must acknowledge the EAC as a key component of the success of this alignment by supporting student experiential learning and career development. Also, the EAC facilitates networking and mentoring opportunities for the enhancement of innovation and entrepreneurship skills of students at BPA.

The faculty, staff and students are grateful to avail the thoughtful advice and suggestions by the local business leaders and leaders from all the leading industries, and non-for-profit institutions in Kern County.

I am most grateful to these outstanding individuals who bring tremendous value and experience to the School of Business and Publication Administration.

We are entering a new era where BPA is embarking on new MS programs, Online degree programs, MBA concentrations and high-quality research. The EAC of BPA offers a wealth of knowledge and expertise that will propel BPA forward. By focusing on many of the local major industries such as: ag business, healthcare, energy and logistics, BPA with the support of the EAC can thus create an ecosystem to develop student innovation and entrepreneurial skills.

- Angappa Gunasekaran, PhD
Professor and Dean
School of Business & Public Administration

Welcome

From the Executive Advisory Council Chair



My goal is to offer executive members of our community the opportunity to engage and ensure the School is serving our community. As Chair of the EAC, the collaborative dialogue between this committee and the leadership of the School and University allows us to inform and challenge the School's approach to education and outreach. With a primary task of shaping the school's educational focus to create a workforce well-prepared for local opportunities, our charge has become much broader.

My vision is that this group will be the forum through which leaders in the local economy engage to create a thriving business school that serves as not only a workforce preparation center, but a center for entrepreneurship, research, and innovation that is a vital launching pad for our economic expansion. The University model and the opportunities it offers can be leveraged to transform students' lives and our community, but none of it can happen without the guidance and support of the leaders of

Bakersfield's vibrant businesses.

- Derek Abbott, **Chair**
Executive Advisory Council

ABOUT THE

Executive Advisory Council

A symbiotic relationship between the School of Business and Public Administration (BPA) and employers of the School's graduates is undeniable. The establishment of a system of communication between these two groups is a key factor in the effectiveness of the school's educational efforts. All will benefit by a high degree of student preparedness and all will feel the impact of a high-quality educational program.

Businesses and public agencies will benefit from higher employee productivity and shorter job orientation periods, greater innovation and creativity by employees who bring knowledge of a variety of management techniques, and employees who possess experience in the most advanced computer technology.

The school will benefit from the prestige gained by the high demand in business, industry, and the public sector for its graduates; from technologies and trends shared by our constituencies that can be incorporated into the curriculum; and the sense of pride in knowing that its graduates are prepared for their future roles as business and industry leaders.

This mutually beneficial partnership is managed and directed by representatives from business, industry, and the public sector working with the school in the form of an advisory committee called the Executive Advisory Council (EAC). This document serves as the EAC charter and defines its structure, responsibilities, and initial goals and objectives. It is intended that this charter be reviewed periodically and, if necessary, revised by consensus of the EAC members. All recommendations of the EAC will be presented

to the Dean of the School of Business & Public Administration, who will consider them carefully and implement them as possible.

GOAL

It is the goal of the EAC to assist the BPA in its mission (see Mission Statement attached) by recommending programs, policies, procedures, and actions which work toward the elimination of possible gaps between what a student must learn to graduate from the BPA, and what the same student must know to assume an entry-level position within a progressive, competitive organization.

OBJECTIVES

The prime objective of the EAC is to establish a vehicle for stakeholder-school communication as a forum for the presentation and discussion of mutual concerns. This active partnership shall address the needs of both communities and make constructive recommendations for the improvement of student education. The business, industry, and public sector members provide guidance, technical expertise, and support for the continued advancement of the programs of the BPA. The academic members serve as consultants to our stakeholders; staff the educational programs; and provide the means for evaluating, implementing, and assessing the recommendations of the council members.

Because the relationship between the school and the stakeholder community is dynamic, the EAC must be flexible enough to change its objectives as the Council determines what is feasible, practical, and beneficial. The categories of mutual concern to be addressed by the EAC include the following:

- Setting goals for academic and professional accomplishments;
- Assisting in the school's strategic planning process;
- Developing resources for financial and technical support for the school; and
- Coordinating the needs of stakeholders with the curriculum of the school.

MEMBERSHIP

The school welcomes experienced business, industry, and public sector leaders who are decision-makers in their fields as members of the EAC. Members can be nominated to the dean, who may then invite them to serve for an initial two-year term. To ensure continuity in the projects undertaken by the EAC, some of the initial appointments may be for three years. The dean may invite, as no-voting visitors, other members of the CSU Bakersfield community.

ORGANIZATION

The EAC is governed by a chair, who is a stakeholder member selected by the EAC membership and approved by the dean of the BPA. The chair presides over all formal meetings for two academic years. A vice chair, who presides over meetings in the absence of the chair, is selected by the same means as the chair and, with the above approvals, ordinarily advances to chair for the next academic year.

COMMITTEES

The EAC chair, with the approval of the dean, may organize and convene subcommittees of the EAC to address specific topics of concern to the School. These ad hoc committees and special working groups may recruit members from outside the EAC membership.

MEETINGS

The EAC meets quarterly during the academic year, on-campus or offcampus, at the discretion of the chair and/or dean. The tentative schedule of future meetings is agreed upon by the members of the EAC at the beginning of each academic year. Agenda items are the joint responsibility of the EAC chair and the dean, and are sent to each EAC member in advance of the meeting. The chair distributes minutes of the meetings with the assistance of a school staff member. Files of minutes, records, and other communications are maintained by BPA.

FINDINGS AND RECOMMENDATIONS

Findings and recommendations by the EAC for action on specific issues are discussed within the context of EAC meetings. When appropriate, a formal action plan may be submitted to the dean for consideration and presentation, at his discretion, to appropriate university administrators. In the event that the dean does not agree with a Council recommendation, he will provide a written explanation for that rejection.

FINANCIAL EXPECTATIONS

Members of the EAC are not required to make a personal contribution to the School. They are, however, encouraged to request that their employers become Business Partners with the School and contribute \$500 in cash or \$5,000 in gifts-in-kind annually. EAC members also are encouraged to use whatever influence is appropriate within their respective companies and with their business associates to develop student internships and senior projects, garner technological support whenever possible, and assist in identifying employment opportunities for BPA graduates.



Derek C. Abbott

Vice President – Community Development & Resource Planning
Tejon Ranch Company

Derek is currently responsible for development planning on Mountain Village at Tejon Ranch, one of the nation's most significant planned resort communities. Abbott joined Tejon Ranch in December 2004 and has represented the Company's interests in a number of development and conservation initiatives, including the Tejon Ranch Commerce Center; Centennial; and the Tejon Ranch Conservation and Land Use Agreement, which preserves over 240,000 acres and included the sale of conservation easements over 62,000 acres of Ranch lands. Most recently, Abbott completed the entitlement of Grapevine, an 8,010 acre master-planned community of 12,000 homes and 5.1m sf of commercial and industrial uses.

Born and raised in Salinas, CA, Derek earned a BS in Business Administration from California Polytechnic State University, San Luis Obispo in 2004, and completed an MBA at California State University, Bakersfield in 2010. He is a member of the Urban Land Institute and completed its Real Estate School Professional Development and Leadership for Planned Communities series and is also a graduate of Kern Leaders Academy. Derek engages in the business and civic community through service on: the Greater Bakersfield Chamber of Commerce Board of Directors, serving as 2017 Chairman of the Board, the Bakersfield Chamber of Commerce Political Action Committee, the California State University, Bakersfield School of Business and Public Administration Dean's Executive Advisory Council, and the Tejon Ranch Conservancy Board of Directors. Derek lives in Bakersfield with his wife Heather and two sons.



Adam Alvidrez

Community Engagement Advisor
Chevron

Adam is a Community Engagement Specialist for Chevron's Policy, Government & Public Affairs division in Bakersfield. A Shafter native, Adam brings nearly 20 years of public administration, community relations, and results-driven program implementation to help Chevron achieve long term business goals in the communities where the company operates.

During his tenure, Adam has helped Chevron invest tens of millions of dollars in STEM Education Initiatives. STEM Education Initiatives prepare students to become more competitive in a global economy. Through his leadership, Adam brought the first Chevron-funded Fab-Lab to CSU Bakersfield, expanded Project Lead the Way STEM programs from 1 to 40 schools in 7 years, and has helped hundreds of educators obtain materials and supplies for their classrooms in partnership with DonorsChoose.org. Additionally, he helped develop and implement the first mobile science lending library: Science 4 Kern. A partnership with the Kern County Superintendent of Schools, Science 4 Kern benefits thousands of students and hundreds of teachers across the district. Adam assists Chevron implement its employee engagement programs which benefit a number of nonprofit organizations throughout the County. Prior to Chevron, Adam worked for Kern County Mental Health, Department of Human Services, and First 5 Kern.

Adam serves on several nonprofit boards including: Boys & Girls Clubs of Kern County, CALM, Taft College Foundation, and he is the Chairman of the Kern County Hispanic Chamber of Commerce. Adam has a Bachelor of Arts in Psychology and received his Master of Arts in Public Administration from CSU Bakersfield in 2004. His wife, Tiffani Alvidrez who is a School Counselor at BHS and is an Adjunct Faculty Member at Bakersfield College and the University of La Verne are proud parents of four children. Alex Ridley who attends San Francisco State, Madison Ridley who attends Cal Poly Pomona, Sebastian and Max, and a boxer dog named Maverick. Adam is a member of Bakersfield North Rotary and enjoys food, wine, baseball, and spending time with his family.



Stuart Annable

Senior Vice President/Credit Administrator

Mission Bank



Stuart currently serves as the Credit Administrator and CRA Officer at Mission Bank. Stuart is responsible for facilitating the growth of the loan portfolio while at the same time ensuring the credit quality of the portfolio remains intact. Over the five plus years Stuart has been in this role, he has helped lead a cultural change within the organization resulting in Mission Bank generating net loan growth of over \$260,000,000 and record profitability without compromising the integrity of the bank's credit quality. In his role as the bank's Community Reinvestment Act (CRA) Officer, Stuart helps ensure that Mission Bank continues to meet the needs of Low and Moderate-Income Individuals throughout all the various communities served by the Bank. Additionally, Stuart is a member of Mission Bank's Leadership Team and in this role, participates in and/or leads several strategic initiatives and devotes substantial time to developing the next generation of Mission Bank leaders. Starting out in a trainee position with Mission Bank soon after graduating college, Stuart has also served as a Relationship Manager, Branch Manager, and Loan Team Manager in his 16-year career with the organization.

Born and raised in Del Mar, CA, Stuart earned a BS in Business Administration from California State University, Bakersfield in 2000. In 2007 Stuart enrolled in the Graduate School of Banking at the University of Colorado, graduating with honors in 2009. A lifelong fly fisherman and avid snowboarder, Stuart gets to the mountains of Southwest Colorado as often as possible. Stuart lives in Bakersfield with his wife Jennifer and their two daughters, ages 5 and 3.



Louis, J. Barbich, CPA, MBA

Shareholder

Barbich Hooper King Dill Hoffman



With over 40 years of experience in the accounting profession, Mr. Barbich provides the broad based foundation of the firm.

As a certified public accountant, his tax, auditing and consulting practice specializes in diversified, and integrated agricultural operations, including:

- Income and estate tax consulting for clients in widely diversified industries with an emphasis in the agriculture industry, and real estate sales, development, and real estate investment.
- Financial and management consulting on sales and purchases and mergers of businesses, corporate governance, organizational structure, and family succession planning.
- Independent trustee of Trusts for over 25 years. Currently active trustee for over 40

trusts, with most involving multiple generations, primarily for family farms.

Mr. Barbich graduated with a Bachelor of Science in Accounting from Fresno State University, and an MBA from the Anderson School of Business, University of California, Los Angeles (UCLA).

He is a member of the California Society of Certified Public Accountants (CalCPA) and American Institute of Certified Public Accountants (AICPA).

He currently serves as a committee member for the annual Farmers Tax & Accounting Conference sponsored by CalCPA's California Education Foundation. He has been committee chair multiple years.

He is a past president of the CalCPA and is a recipient of the California Society's Distinguished Service Award.

Mr. Barbich is a past board member of the AICPA and former chairman of the Management of Accounting Practice Committee, and his Firm is currently a member of the AICPA Large Firm Network, an association of accounting firms throughout the United States.

As members of Geneva Group International (GGI), one of the top ten international accounting, consulting and law firm alliances, Mr. Barbich is able to deliver the best possible advice on a global scale. Through GGI the firm has access to CPAs and Lawyers around the world who are able to give advice on local regulations, compliance and go-to-market strategies.

Mr. Barbich is a co-founder of CAMICO, a professional liability insurance program for CPAs which insures almost 8,000 CPA firms, and 70,000 professionals throughout the United States. CAMICO is the second largest professional liability insurance program for CPAs in the country. He was the chairman of the CAMICO Board of Directors for 26 years (1986-2012). Mr. Barbich continues to serve on the board of directors as chairman emeritus.

He is on the board and treasurer of the Boys & Girls Club Foundation. Mr. Barbich is a past president of the Rotary Club of Bakersfield West and a current member of the Rotary Club of Bakersfield. He is a past president of the Bakersfield Country Club. Mr. Barbich is a past chairman of the board of the Greater Bakersfield Chamber of Commerce. He served on the facilitation team of Greater Bakersfield Vision 2020 and chaired the Education Vision Force.



Sheryl Barbich

Chair, CSUB Foundation
CSU Bakersfield

Barbich Consulting has been facilitating change since 1990. Previous positions held include: President of Integrated Knowledge Group, Inc., an agriculture-specific accounting software company; Chief Financial Officer for Coleman Homes, Inc.; and Vice President and Manager of the Bakersfield Business Banking Center for Security Pacific Bank.

Sheryl is a graduate of the University of California, Davis, with a B.A. in Economics, and the Pacific Coast Banking School at the University of Washington, equivalent to a Masters of Business Administration, concentration banking and finance. She is the author of two books, *Strategic Planning: A Step-by-Step Guide to Building a Successful CPA Firm*, and *The Quick and Easy Guide to Delegation: Key to Profitability and Growth*, published by the American Institute of CPAs.

Sheryl is currently Chair of the Board of the CSUB Foundation and serves on the Board and as Secretary of the Kern County Museum Foundation. She is a past Chair of the Board of the Greater Bakersfield Chamber of Commerce, the Kern High School District Foundation, the Bakersfield Museum of Art, the CSUB Foundation for Research, and the CSUB Kegley Institute of Ethics. She is a past president of Greater Bakersfield Vision 2020, the Rotary Club of Bakersfield, the Bakersfield Racquet Club, Bakersfield Memorial Hospital Foundation, and AAUW. She is also the past chair of the Golden Empire Transit District, the Kern County Board of Zoning Adjustment, and Options Unlimited.

Sheryl is the recipient of the CSUB President's Award, 2002; co-recipient of the John Brock Award, 2003; the Woman Defining Philanthropy-Women's & Girls' Fund, 2016, the CEWAER Woman of Distinction 2004, and Women with a Heart for Bakersfield, 2002, James Radoumis-Kern County, 2014, and the Junior League Sustainer of the Year 2015.



Keith Brice

President/CEO

Mid State Development Corporation



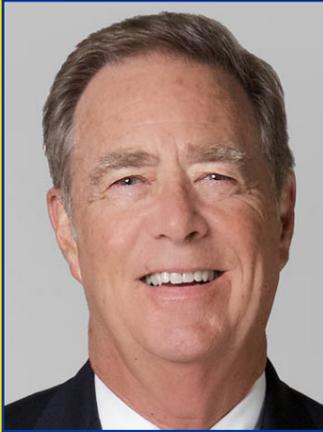
Keith Brice is the President/CEO of Mid State Development Corporation. Headquartered in Bakersfield Mid State is a SBA authorized Certified Development company serving Kern County. Mid State partners with commercial lenders to finance owner-occupied commercial/Industrial real estate and equipment. The company was established in 1980 to assist in creating economic growth through projects that help businesses become more competitive in the market place.

Since inception, Mid State Development has funded over \$450 million in loans. These projects have created or retained over 12,000 jobs in Kern County.

Keith came to Mid State with over 20 years of Commercial Banking experience, having held Vice President Positions at Community First Bank, California Republic Bank and Sanwa Bank (now Bank of the West). An active member in the community for over 34 years, having served on various boards and committees. Keith was past Chairman of the board for the Greater Bakersfield Chamber of Commerce, the United Way of Kern County and the Kern Community Foundation. Past President of Kiwanis clubs of South and Southeast Bakersfield. Past board member of Westminster Presbyterian Church Foundation, Kern Economic Development Corporation, Kern County Special Olympics, Junior Achievement of Bakersfield and Mid State Development Corporation.

He currently serves Chair of the Greater Bakersfield Chamber of Commerce Political Action Committee. He is also a member of CSUB Executive Advisory Council and Beta Gamma Sigma International Honor Society for Collegiate School of Business. He has received numerous awards including SBA Central California Financial Service Advocate of the year and Kern County Black Chamber of Commerce Businessman of the year.

A native of Washington, D.C., Keith earned his Bachelors degree in Business Administration from the University of Dayton. He is also a graduate of California Intermediate Banking School and Pacific Coast Banking School in Seattle. He is married for over 35 years to Betsy Brice, who is a math teacher at Rosedale Middle School. The couple has two adult kids and one grandchild.



John Brock, Jr.

Vice President/Real Estate Development

Gregory D. Bynum and Associates, Inc.



**GREGORY D. BYNUM
AND ASSOCIATES, INC.**

Real Estate Development

Mr. Brock, a native of Bakersfield, received his Bachelor degree from Stanford University and a Master degree in Business Administration from the University of Southern California.

Following graduation, he joined the family business which owned and operated Brock's Department Stores in Bakersfield. Mr. Brock became President and Chief Executive Officer of the company in 1980, and held this position until the business was sold to Gottschalks in late 1987.

In 1988, he joined the firm of Gregory D. Bynum and Associates, Inc., where he is currently Vice President/Real Estate Development. The firm specializes in commercial real estate development, property management and investment.

Mr. Brock has been very active in the community, serving on various boards including those of Bakersfield Memorial Hospital, the United Way of Kern County, YMCA of Kern County, Greater Bakersfield Chamber of Commerce, Lori Brock Children's Museum, Rotary Club of Bakersfield, Kern River Volleyball Club, Bakersfield Country Club, and The Kern County Community Foundation.

He has also been involved in numerous fund-raising activities for these groups as well as for the American Cancer Society, California State University, Bakersfield, Garces Memorial High School, American Heart Association, Stanford University and others.

Mr. Brock was one of the organizers of the Bank of Stockdale and served on the Board of Directors of the bank from 1983 until 2001. In addition to the Executive Advisory Council at CSUB, he has served on the Athletic Foundation Board and on the President's Advisory Council.



Frank J. Colatruglio, CFA, CFP

Senior Vice President, Senior Portfolio Manager
UBS Financial Services, Inc.

As a Senior Portfolio Manager with UBS, Mr. Colatruglio delivers a comprehensive approach to Wealth Management and Retirement Planning. He designs customized solutions based upon client risk profiles and UBS Strategic Asset Allocation guidelines to provide attractive risk adjusted solutions to highly affluent families, business owners, institutions and executives in the agricultural and petroleum industries. Frank has developed an active professional network within the legal and accounting communities to benefit mutual clients and works as a member of a coordinated team of professionals to design comprehensive solutions for client investment, financial planning and estate planning needs.

Mr. Colatruglio has been providing customized, comprehensive wealth management services for clients in the Bakersfield area for 30 years. Prior to joining UBS, Frank was a Wealth Management Advisor and Portfolio Manager at Merrill Lynch focused on discretionary portfolio management and financial planning for affluent and high net worth individuals as well as third party trusts and pooled asset retirement plans. Prior to this he was with Wells Fargo Investments for 9 years where he was a Financial Advisor providing assistance in Wealth Management and Financial Planning for retail and business banking Clients.

Frank has been active for years in various roles within the community, including serving as International Service Director and as a member of the Bakersfield East Rotary, as past President and a member of the Board of Directors of the Estate Planning Council of Bakersfield, past Treasurer of the Petroleum Club of Bakersfield, past president of the Alzheimer's Disease Association of Kern County, on the Board of Directors for the Distinguished Young Women of California, and on the Executive Advisory Council to the Dean of the School of Business and Public Administration at California State University, Bakersfield (CSUB). In addition, Frank is an adjunct lecturer in Finance at CSUB

Frank graduated with honors from CSUB with a Bachelor's degree in Business Administration/Finance and Psychology. He has continued his education by obtaining the Chartered Financial Analyst (CFA) and the Certified Financial Planner (CFP) designations. He is a member of the CFA Institute and the CFA Society of Los Angeles and is a former grader for the CFA examination program. He holds the Series 7, 63 and 65 registrations as well as a California insurance license.

Frank is a member of Stockdale Country Club and resides in Bakersfield with his family and enjoys golf, music, reading and traveling during his free time.



Patrick J Collins

CEO

Herbert P. Sears Co., Inc.



Mr. Collins took on an assignment as CEO (consultant) to execute an “extreme business makeover” at the Herbert P Sears collection company in August of 2009. In the following January (2010), he acquired the 84 year old company, (aka H P Sears) and has been working on that “makeover” ever since.

Mr. Collins’ prior business experience includes:

- Operating his own strategic planning and business development consulting firm in 2008 and 2009
- Corporate Director for Real Estate and Land Development for a 350 person engineering and planning firm, Quad Knopf (“noff”) from 2006 to 2008
- President and CEO for the Kern Economic Development Corp, the private/public partnership for recruiting new business to Kern County, 2000-2006
- Managing Director and Associate Vice President for CB Richard Ellis, the world’s largest commercial real estate firm, from 1980 to 2000
- Manager/Buyer for Red Carpet Wine and Spirit Merchants in Southern California from 1976-1979

In addition to serving on the EAC, Mr. Collins is a mentor in the Student Professional Development Initiative (SPDI) program and is actively engaged in the community including:

- Chairman, Mid State Development Corporation Board
- Chairman, John Brock Community Service Award
- Vice President, The Waterman Foundation
- Past President, California Association of Creditors
- Past President, Rotary Club of Bakersfield



Bruce Freeman

Bakersfield City Council Member

Bruce Freeman was President of Castle & Cooke Mainland Communities Division for over 21 years, retiring in 2014. During that time he led development of over 5 square miles in southwest Bakersfield, including the master planned communities of Seven Oaks, Brimhall, Brighton, and Silvercreek, as well as building commercial projects such as The Marketplace, The Riverwalk, Gosford Village, and Stockdale Industrial Park. At the same time, Bruce developed large, master planned communities and commercial projects for Castle & Cooke in southern California, Arizona, and Florida.

Prior to coming to Bakersfield, Bruce was President of a major southern California development company. After graduating from Harvard University, Bruce began his career as a high school English teacher and football coach. After 5 years of teaching, he returned to school and earned a Masters in Business Administration from Stanford Graduate School of Business. After two years of consulting for an international consulting firm, McKinsey & Company, Bruce began his career in real estate development which lasted 33 years.

Bruce currently serves on the Boards of California State University Bakersfield and Mercy Hospital, as well as having previously served on the Boards of the Bakersfield Chamber of Commerce, the Boy Scouts of America, the Bakersfield symphony, Junior Achievement, and the Kern County Economic Development Corporation.



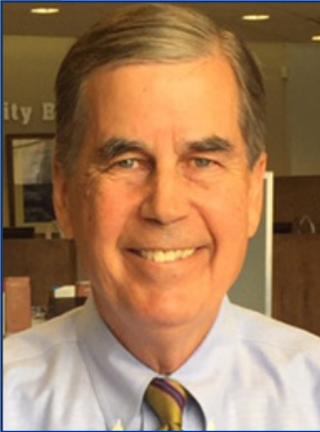
Angappa Gunasekaran

Dean, School of Business & Public Administration
CSU Bakersfield



CSU Bakersfield

Dr. Angappa Gunasekaran is Dean and Professor at the School of Business & Public Administration, California State University, Bakersfield. Prior to this, he served as Dean of the Charlton College of Business from 2013 to 2017, Chairperson of the Department of Decision and Information Sciences from 2006-2012, and the founding Director of Business Innovation Research Center (BIRC) from 2006 to 2017 at the University of Massachusetts Dartmouth. He has over 300 articles published in peer-reviewed journals. He has presented about 50 papers, published 50 articles in conferences, and given a number of invited talks in many countries. He is on the editorial board of several journals. He has organized several international workshops and conferences in the emerging areas of operations management and information systems.



Bart Hill

Vice President Area Manager
United Security Bank

Bart Hill is Vice President Area Manager in charge of Kern County for United Security Bank. This Fresno headquartered bank has 12 offices in central California from Taft in the south to Campbell in the north. He manages the bank's southern market and concentrates on providing commercial customers with high quality financial services and various types of financing including loans to the oil and agriculture industries.

He and his wife, Napier, have two daughters and have resided in Bakersfield for over 35 years. He graduated with honors in economics from UC Santa Barbara and holds a Master's Degree in agricultural economics from UC Davis. He is past president of the following organizations: Rotary Club of Bakersfield, Kern County Board of Trade, Tree Foundation of Kern, San Joaquin Bank, Bakersfield Downtown Business Association, Greater Bakersfield Chamber of Commerce, Bakersfield Symphony and First Presbyterian Church Foundation. He is currently Chairman of the Bakersfield Museum of Art, Treasurer of the Taft Chamber of Commerce and a board member of Mid State Development Corporation and Kern Asset Leasing Corporation.



Nick Ortiz

President and CEO

Greater Bakersfield Chamber of Commerce

Nick Ortiz was named President and CEO of the Greater Bakersfield Chamber of Commerce in March of 2015; as President and CEO, Ortiz oversees the Chamber's operations and staff to ensure Chamber programs and services run with the high degree of excellence that its membership has come to expect.

Before joining the Chamber, Ortiz served as the manager, production regions for the Western States Petroleum Association, where he was responsible for managing the organization's regulatory and public affairs efforts in the San Joaquin Valley and Central Coast regions. Ortiz has previously held positions with Pacific Gas & Electric Company and the Silicon Valley Leadership Group. He has a bachelor's degree in politics from the University of California, Santa Cruz. Nick is married to Tera Ortiz, and they have two children, Kielee and Jaxon.



Jacob D. Panero

CEO

Varner Bros., Inc.



Varner Bros., Inc.
Solid waste disposal and recycling services

Born and raised in Bakersfield, Jacob D. Panero returned home after graduating with Honors with a degree in Economics from UC Davis. Mr. Panero is a proud 3rd generation garbageman at Varner Brothers, Inc. Now the Chief Executive Officer at VBI, Mr. Panero also maintains roles with sister companies Kern Refuse Disposal and Metropolitan Recycling, LLC. Jacob proudly completed his term as the youngest President in the over 60 year history of the California Refuse Recycling Council in 2016. Additionally, he is a Past-President of Bakersfield North Rotary, current Chair of Bakersfield North Rotary's Foundation, and serves on the Bakersfield Memorial Hospital Foundation, the CSUB EAC, the John Brock Award Board, Recycling Lives Board, and others.

Jacob and wife Nicole are also very active in a number of local Christian charities and organizations and attend Vanguard Bible Church with their 4 children. The Paneros enjoy virtually all manners of outdoor activities.



John Pryor, CPCU, ARM, AAI, AIS

Risk Management Consultant

John Pryor is a retired insurance broker and risk management consultant. He also has been an adjunct professor at CSU Bakersfield teaching risk management.

A native of Bakersfield and attended local schools. He graduated from San Jose State University and was commissioned a Line Officer in the U.S. Navy. He served as Personnel and Legal Officer aboard ships in the Western Pacific.

He returned to California to work for major insurance companies in San Francisco. After two years in San Francisco, he returned to Bakersfield and joined his family insurance agency as a licensed broker. In 1972, he and four other brokers formed a new firm: Kern Insurance Associates, Inc. It is still operational in Bakersfield today as is a second firm he formed with two others: Personal Express Insurance Services. This is a highly innovative personal insurance agency in that staff could underwrite and produce full automobile and homeowner's policies at the point of sale.

His professional activities at the national level included nine years as a trustee of the American Institutes for Property-Liability Insurance – plus five years on the national Board of Governors of the Chartered Property Casualty Underwriters. Each is headquartered near Philadelphia.

At the state level, he served as board member and ultimately as president of the Independent Insurance Agents & Brokers Association of California and on the board of the Insurance Educational Association. Both were headquartered in San Francisco.

Locally, he has served on several boards and as their president or chairman including the Greater Bakersfield Chamber of Commerce, Stockdale Country Club, Rotary Club of Bakersfield West, Southern Sierra Council, Boy Scouts of America, Kern Leadership Alliance, Kern Community Foundation, Trinity Anglican Church of Bakersfield, and others including, of course, the Dean's Executive Advisory Council for the CSU Bakersfield School of Business and Public Administration.

Currently, he chairs Rotary House Retreat a successful facility for assistance to first responders with symptoms of PTSD.



Cheryl Scott

Executive Director

Kern Economic Development Foundation



Cheryl is executive director of Kern Economic Development Foundation (KEDF). A Kern County native, Cheryl uses her 25-plus years of communications, marketing and public/government affairs experience to help strengthen the economy in the place she loves to call home.

After spending 11 years as VP at Kern Economic Development Corporation, Cheryl was selected in 2016 to lead the Corporation's sister organization—the Foundation—in its newly refined mission to bring together local businesses, educators, and the community to prepare the local workforce for employers' needs, especially in the STEM arena.

Prior to joining Kern EDC/KEDF, Cheryl managed service planning, customer service, and marketing for Golden Empire Transit District. She is slated to be Bakersfield Breakfast Rotary's president in 2019, and she is active in a variety of local efforts including CSUB's Global Outreach Committee, and the Bakersfield College Foundation board of directors.

Now that Cheryl's youngest son is in college and the oldest recently completed his master's degree, she has restarted work on her master's degree in administration through CSUB—she will graduate in May of 2018. In her spare time, Cheryl writes business and lifestyle articles for local and national platforms including Huffington Post and Thrive Global.



Geraud B. Smith

Middle Market Banking, Regional Vice President
Wells Fargo Bank

Geraud was born in Bakersfield and grew up in the San Joaquin Valley. He has finance degree from Fresno State and is a graduate of Wells Fargo Bank's Credit Management Training Program. Geraud is also a proud graduate of Leadership Bakersfield.

Geraud has 20 years of middle market banking experience primarily with Wells Fargo. In his time with Wells Fargo he has held the position of credit analyst, relationship manager, loan team manager and region head. He currently manages Wells Fargo's Middle Market banking activities in Kern County and has responsibility for the Bank's Food and Agribusiness coverage in Southern California.

Geraud and his wife Cindy are active members of Valley Baptist Church where he leads an adult Life Group. Geraud has three children that are active in 4H, gymnastics, soccer, and football.



John B. Stark

*Associate Dean, School of Business &
Public Administration*
CSU, Bakersfield



CSU Bakersfield

Dr. John B. Stark is in his eighteenth year of teaching management at California State University, Bakersfield. He has served in various campus leadership positions, including Chair of the Academic Senate and several Senate Committees, Department Chair of Management & Marketing, and most recently, he has returned to his role as Associate Dean of the School of Business & Public Administration after serving for eighteen months as the Interim Dean for the School. Stark returned to academia after sixteen years of practical experience in small and medium-sized organizations, in both the private and public sectors. After receiving his PhD in Business Administration from the University of Missouri at Columbia, his primary areas of instruction have been organizational behavior, small business management, and managerial skills, teaching in the undergraduate, masters, and EdD programs. His research is in the development of trust, conflict resolution, and pedagogy. Stark is also a consultant for area organizations in strategic planning and the development of managerial skills.



Jon Van Boening

President/CEO, Bakersfield Memorial Hospital

Senior VP Operations, Dignity Health Central California Service Area

Jon Van Boening has served as the President and Chief Executive Officer of Bakersfield Memorial Hospital since 2001, and as the Senior Vice President, Operations, for the Central California Service Area of Dignity Health starting in 2012.

Jon's career at Bakersfield Memorial began in 1993.

He managed hospital operations and led several strategic and restructuring programs that have allowed Memorial to become and remain a clinical and quality leader in healthcare services in its market. As SVP, Ops for Central California Jon and his team of hospital presidents and VP's have enjoyed growth and success at its seven hospitals in areas such as patient experience, service line expansion, and bottom line revenue results. As hospital president he has led the growth of Memorial with advances in cardiac, neuro, pediatric, burn, and wound care among others to ensure the hospital continues to advance in its service to the Bakersfield community.

Jon graduated from the University of the Pacific with a Bachelor of Science, Pharmacy. He also earned a Master's of Science in Administration - Healthcare Management from California State University, Bakersfield. He has held pharmacy licenses in the states of both California and Wyoming. Prior to joining Bakersfield Memorial Jon was the owner of Bakersfield Drug Co. Inc., with pharmacies in Kern and Orange Counties.

Jon is a past member of the National Board of Directors for the American Cancer Society, and past President of the United Way of Kern County. He is currently serving on boards for California Hospital Association, Millennium Surgery Center, Dignity Health Governing Resources, Port City Board of Managers, Comprehensive Blood and Cancer Center, Managed Care Systems, CSU Bakersfield, Foundation, CSU Bakersfield, School of Business Executive Advisory Board and Dignity Health: Voting Member on 5 hospital Boards of Director. He is also a Diplomate with the American College of Healthcare Executives.

Jon has received recognition and awards for the following:

CSU Bakersfield John Brock Community Service Award, 2013

CSU Bakersfield Alumni Hall of Fame, 2011

CSU Bakersfield School of Business and Public Administration,
Outstanding Alumnus 2006, 2007

American Heart Association Outstanding Volunteer, 2005

CHW Philosophy in Action Award, Core Value Stewardship, 1999

CSU Bakersfield, Graduate Deans Award, Outstanding Graduate Student, 1992

St. George Medal, American Cancer Society National Board of Directors,
Outstanding Volunteer Leader Award, 1993





SCHOOL OF
BUSINESS AND PUBLIC
ADMINISTRATION



California State University, Bakersfield | 9001 Stockdale Hwy., Bakersfield, CA 93311
To request more information, please call (661) 654-2157 | www.csub.edu/bpa