

College of Business

For a decade, the College of Business Alumni Association has been providing an opportunity for alums to reconnect with the college and become reacquainted with one another. To celebrate its 10th anniversary, the Business Alumni Association is offering a variety of stimulating programs.

• Executive Breakfast Briefings

This successful program, in its fourth season, encourages camaraderie and information-sharing among Bay Area alums. Guy Kawasaki, Apple Fellow, author, and marketing "guru," kicked off the series with a talk in October. Upcoming speakers include alumna Tracey Wilen, author of *Doing Business With Asian Tigers*, on March 21. In the last three years, corporate sponsorship for the series has been secured, and attendance has grown by more than 300 percent.

• Annual Corporate-Student Awards Banquet

On April 30, the college will host its 38th Annual Corporate-Student Awards Banquet to honor its 1996 Distinguished Alumnus, with guest speaker Rebecca Morgan, president and CEO of Joint Venture: Silicon Valley Network.

• Alumni Network

With the Career Center, the Business Alumni Association co-sponsors the Alumni Network, a program that brings outside speakers and mentors into SJSU's classrooms. Many College of Business alumni generously share information about their companies and careers, a rewarding experience for both alums and students.

• Annual Giving Campaign

To increase donor support, the Business Alumni Association has initiated its most ambitious annual giving campaign to date. All business alums will be contacted by mail or phone and encouraged to contribute to the college. A 17-member Board of Directors works with Dean Marshall Burak to ensure that contributions directly benefit students, curriculum development, alumni programs and publications.

During the past year, generous alumni contributions supported the following:

- Business computer labs
- The MBA, MST and MSA graduate programs
- Business student organizations
- The International Business Policy Competition, hosted by the College
- The student-run Credit Union
- The new "Gateway to Business" course.

For details about any of the above programs, call (408) 924-3430. The College of Business welcomes your participation. ■

SQUARE ONE

Square One... tidbits and tales of alumni.
Use the form on page 19 to contribute alumni news.

SJSU fuels the Silicon Valley workforce with engineers, scientists, teachers, healthcare workers and business professionals, but what about alums who pursue nontraditional careers? These entrepreneurial alums chose a different kind of adventure.

Marlene Power '57 is founder and owner of the Cal-a-Vie Spa near San Diego, "one of the world's most exclusive spas" according to *In Style* magazine. Robin Leach has raved about it; Kathleen Turner claimed her visit was one of the best gifts she'd ever given herself. Oprah loved the cuisine so much she stole the chef—that's Rosie, author of the best-selling *Cooking With Rosie*. Cal-a-Vie was the first American spa to offer aromatherapy, an energy-boosting plant oil treatment. It has since spawned other cutting-edge trends including boxercise, an intensive cardiovascular boxing workout.

According to Power, Julianne Phillips loved the workout so much she had it written into a "Sisters" script.

Attention brides to be: Don't even think about taking your vows before consulting San Jose's **Michelle Hodges**, '87 Biology, a partner in "I Do" Weddings and Events. The company provides individual consultations, wedding day coordination and full production wedding services. Hodges not only has a level-three certificate from the Association of Certified Professional Wedding

Consultants, she's quick on her feet. When a florist pulled a no-show 30 minutes before the bride was to walk

down the aisle, Hodges improvised, creating corsages and bouquets from a grocery store's flower stock. She has also been known to bounce uninvited guests and personally silence quacking ducks. "It's not like *Father of the Bride* or anything. More good things than bad happen at our weddings."

Twenty-three-year-old **Jeff Glenn**, '94 Business/Advertising, is on the fast track to success. The professional race car driver feels as comfortable in a board meeting as in the cockpit of a race car. Maybe that's why he merged his major with his passion to create JAG Promotions, a company that uses auto racing as a marketing tool for corporate visibility, publicity, and promotions. Originally

founded to promote his own sponsors, JAG now boasts a client list that includes Bank of the West, KJWL Radio Fresno, and Top Shelf

California Fruits. Named '95 American City Racing League Rookie of the Year, Glenn is also a member of Team San Jose, the '95 City Team Champions. Of his penchant for averaging close to 100 miles per hour on the track, he says: "It's probably safer than driving on the freeway during rush hour." ■

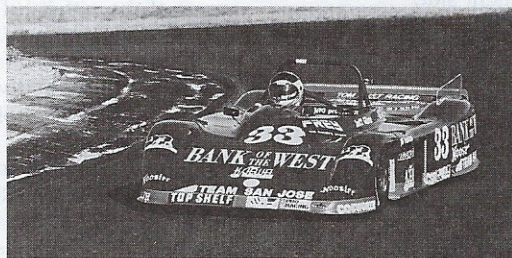
By Kim Ratcliff



Marlene Power '57



Jeff Glenn '94



Jeff Glenn rounds a corner

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