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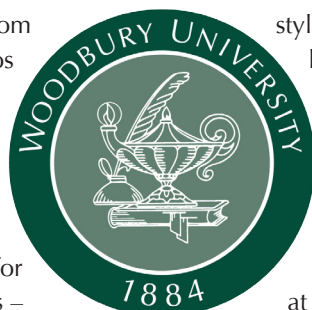
Woodbury University, Mercedes-Benz Launch Third Cohort of Global MBA Program

Partnership with Peking University and Free University of Berlin Offers Luxury Automaker's Management, Dealers, Affiliates Truly Global Classroom

When 36 executives from Mercedes-Benz meet at Los Angeles-based Woodbury University this fall for a hands-on business simulation, they'll be nearing completion of an innovative MBA program for Mercedes-Benz executives – most of them Chinese nationals – that blends distance learning with face-to-face seminars on three continents.

The most recent cohort joins two previous classes of 35 and 41 executives at Carl Benz Academy, opened in 2011 in partnership with Peking University, Woodbury University's School of Business and The Free University of Berlin. The academy offers select mid- to upper-level accounting, human resources, marketing and sales professionals, and upper managers at Mercedes-Benz dealerships and affiliated businesses the opportunity to earn an MBA degree. In the process, they acquire the marketing, leadership, management, personal and functional skills Mercedes-Benz believes they need to continue to grow the luxury automobile brand in the world's three largest automobile markets: China, the United States and Germany.

The program educates Mercedes-Benz employees from all three countries about the company culture and management



style, although much of the focus has been on the company's newest market, China.

"In 2009, China sold more automobiles than any other country in the world," said Christian Schroeter, Senior Manager of Sales and Services at Mercedes Benz (China) Ltd.

"To be successful in China, Mercedes-Benz must attract and retain qualified employees who can sustain the values that define the Mercedes-Benz brand worldwide. This program gives our employees and our company a tremendous advantage."

Unlike many executive MBA programs, where students remain in one place throughout their studies, Carl Benz Academy students complete 70 percent of their coursework



Mercedes-Benz

online and then rotate to the other two partner universities twice over a two-year period. By the time they receive a diploma, students will have completed coursework in marketing, leadership, management, and personal and functional skills, according to Andre van Niekerk, Ph.D., dean of the School of Business at Woodbury University.

"Mercedes-Benz understands that the marketplace for luxury products is growing dramatically, particularly in China," van Niekerk said. "The Carl Benz Academy partnership is all about delivering a custom curriculum that provides current and future Mercedes-Benz leaders with an in-depth understanding of the nature of these emerging global markets and the opportunities they present."

- Henry Rollins Receives Ray Bradbury Creativity Award
- Ward-Lombardo ACE Center Scholarship
- Remembering Trustee Emeritus Dr. William Himstreet
- Volunteer Spotlight

A LOOK
INSIDE...

Henry Rollins Honored with Ray Bradbury Creativity Award

The Woodbury University Friends of the Library (WUFL) presented the Ray Bradbury Creativity Award to rock musician, activist, and icon Henry Rollins on February 8, 2014. The evening began with a cocktail reception for WUFL members where Rollins graciously spoke with guests and signed autographs. Speakers for the evening included Dr. Luis Calingo, Woodbury University President, and Nedra Peterson, University Librarian and WUFL convener. A Q&A portion was moderated by veteran TV journalist, Drew Sugars.

Rollins' remarkable career has spanned over three decades and covered all aspects of media – television, film, radio, and written and spoken word. He is perhaps best known as the frontman for punk rock band Black Flag. In addition to his entertainment pursuits, Rollins has used his celebrity to be a voice for the voiceless as an untiring activist for human rights.



Ray Bradbury Creativity Award:

For more than a decade, the Ray Bradbury Creativity Award has been presented to individuals whose contributions embody the creative spark and social conscience that characterized the late author's work. Rollins joins a prestigious cadre of recipients that include Kirk Douglas, Malcolm McDowell, Burt Reynolds, Jody Greenwald, Roy E. Disney, and Ray Bradbury - to name a few.

Woodbury University Friends of the Library: The Woodbury University Friends of the Library (WUFL)

is a voluntary, support organization working in cooperation with the Woodbury University Library. The purpose of WUFL is to recruit friends, promote activities that advance the Library's role as the center of an educational enterprise, and to secure financial support for instruction, research, and access to information. Activities include sponsorship of special projects, informing the public of the resources and services of the library, funding services and materials that are beyond the command of the ordinary library budget, and performing other



services deemed useful to the Library. For more information regarding WUFL contact Nedra Peterson at 818.252.5203 or nedra.peterson@woodbury.edu.

Volunteer Spotlight: Cesar Magallon '09 MA '12

How long have you been volunteering for Woodbury University? What year did you start volunteering?

I have been volunteering at Woodbury University since my freshman year, back in 2005. I started as a work-study student assistant in the Office of Admissions and signed up to volunteer for the annual Fashion Show Benefit Gala. I loved being part of such great event! As a result, I continued to volunteer for more University and Alumni events.

How did you learn about Woodbury and what prompted you to get involved?

I first heard about WU at a college fair held at LA Mission College in Sylmar, CA. I met one of the Admissions counselors and applied to the School of Business.

In what ways are you involved as a volunteer with Woodbury?

I am starting to gather and form an Alumni group in San Diego. I want to ensure that alumni in the San Diego area are fully integrated into the WU Alumni network.

What keeps you coming back to volunteer each year?

The idea of making events better for the advancement of Woodbury. It takes a lot of volunteer participation to make an event successful and I get excited and motivated being a part of that!

What do you enjoy most about your volunteer experience?

What I enjoy the most when I volunteer is meeting and connecting with to other alumni. They all share their great memories as students and how grateful they are to have the opportunity to come back and volunteer.

As an alumnus and employee, I continue to see WU evolve into a great institution. I know many alumni feel the same way and have a sense of responsibility to enhance the WU experience for future students! I feel the same sense of responsibility and that is why I love to volunteer for my alma mater!

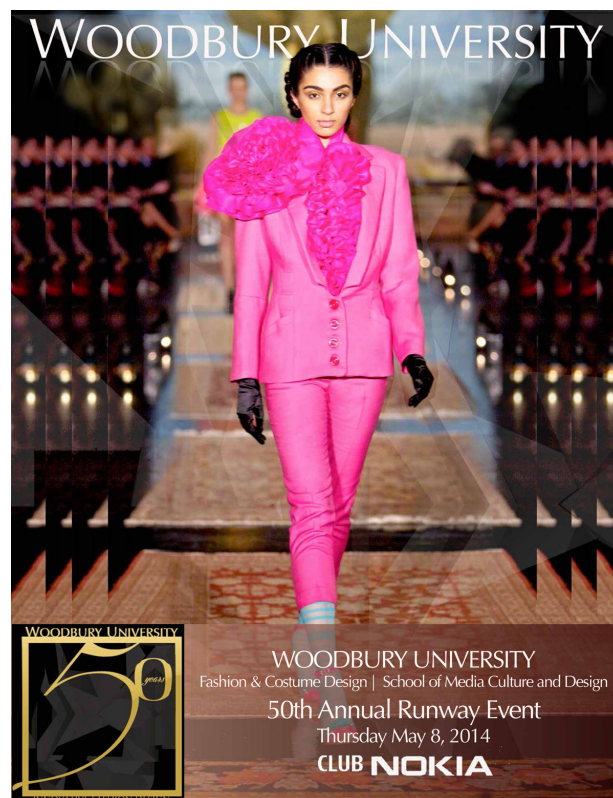


Interested in volunteering for a University Relations event or activity?

Contact Diana Saa, University Relations Coordinator, at 818.252.5214 or diana.saa@woodbury.edu to find out about the many volunteer opportunities with Woodbury.

Perhaps a tour? The best way to experience Woodbury University is to step on to the campus. More than buildings, academic programs, or extracurricular activities, Woodbury is defined by the spirit of its students, faculty, and staff. Woodbury has two lovely campuses in Southern California: The Burbank campus and the San Diego campus. If you would like to see how your support has helped to preserve the Woodbury experience join us for lunch and visit major points of interests! To arrange lunch and a tour contact C. Damon Griffin, Associate Director of University Relations, at 818.252.5289 or damon.griffin@woodbury.edu.

50th Annual Runway Event Call for Volunteers



For information on how you can volunteer or about the 50th Annual Runway Event contact Saeyoung Vu, Runway Event Coordinator, at saeyoung.vu@woodbury.edu or 323.547.4192.

Alumnus Sonny Ward '02 Helps Create Ward-Lombardo ACE Center Scholarship

A special note from Norman Millar, AIA, Dean, School of Architecture...

I am very pleased to announce the inaugural awarding of the Ward-Lombardo ACE Center Scholarship to Amanda Clay, one of our talented undergraduate architecture students. Amanda will receive \$6,500 towards her studies with a focus in civic engagement through the ACE Center.

For those of you who are unfamiliar with the ACE Center, ACE stands for Architecture and Civic Engagement. The center was conceived within the School of Architecture as a means to promote civic engagement among students and faculty, via projects with non-profit groups dedicated to social and environmental justice. Its success has led founder Jeanine Centuori, AIA, to expand the program to include students and faculty from the entire university and leverage the power of a truly transdisciplinary approach to civic engagement. This is a great boon to Woodbury, and I'm proud that the School of Architecture continues to serve as an incubator for innovative university-wide programs.

I want to close with a few words about the generosity and vision of alumnus, faculty member and now benefactor Charles "Sonny" Ward '02 and his husband, Michael Lombardo. Sonny has been an inspirational force within the ACE Center since his days as a Woodbury student, clearly seeing its value to the communities it serves. It is also his hope that his example in supporting both our students and our university through philanthropy will inspire other members of the Woodbury community to follow suit. I personally value Sonny and Michael's affection for and support of the School of Architecture and thank them deeply.

All the very best,

Norman Millar



Sonny Ward '02

About the ACE Center...



ACE Center students in action.

The Architecture + Civic Engagement (ACE) Center promotes civic engagement via projects for non-profit groups dedicated to social and environmental justice. The mission of the ACE Center is to train architects and designers to create buildings and communities that are dedicated to social causes by connecting with nonprofit organizations, employing innovative universal design principles, testing experimental materials, and exploring grassroots urban tactics. Projects explore relevant societal issues such as the Americans with Disabilities Act, architecture in developing parts of the world, and guerilla urbanism. Projects typically begin with relationships formed between community-based organizations and groups of students. Upper-division studios explore community topics, and grants then support additional design research. The ACE Center is a public resource providing inspiration and education for the public.

For inquiries about the Center contact Jeanine Centuori, AIA, Undergraduate Chair, Architecture; Director ACE Center at 818.252.5157 or jeanine.centuori@woodbury.edu.

Dr. William C. Himstreet, Trustee Emeritus, Dies at Age 91

Dr. William C. Himstreet, Trustee Emeritus, passed away on January 16, 2014. In addition to serving as a University Trustee, Himstreet was a professor of business and recipient of the 2003 Faculty Lifetime Achievement Award at the University of Southern California where he taught from 1952 to 1982. He was born in Milford, Utah in 1923 and passed away from complications of Alzheimer's disease in Bellevue, Washington. He was preceded in death by his beloved wife of 64 years, Maxine. He is survived by his daughter, Sue Johnson,

her husband Roger and their children John, Larson and Elizabeth.

Following service as a naval airship pilot and aerial navigation instructor in World War II, Himstreet earned degrees from San Jose State, Stanford and USC, as well as taught at Petaluma High School and Humboldt State University. He authored over 20 textbooks and monographs, was an accomplished speaker, a Fellow of the Association of Business Communication, a president of the Pacific-8 Athletic Conference, national president of Alpha Kappa Psi, the oldest

and largest professional business fraternity, and the Alpha Kappa Psi Foundation, and director of several corporations. In retirement, Bill was a founding member of the Camarillo Academic Olympics and Ventura World Affairs Council, active in the Leisure Village Association and St. Columba's Episcopal Church.



U N I V E R S I T Y N E W S

Vice President Tapped as Valley Leader

Don St. Clair, Vice President for Enrollment Management, has been named chairman of the Los Angeles County Business Federation, better known as BizFed. St. Clair is also the immediate past chairman of the Valley Economic Development Center, the Sherman Oaks small business lender and entrepreneur-assistance organization.



Architecture Professor Featured on TEDx

Barbara Bestor, AIA, School of Architecture's Executive Director of the Julius Shulman Institute, was recently featured on TEDx (created in the similar vein as TED Talks with "ideas worth sharing") for her very entertaining talk "Sunshine & Smog". In addition to shaping Woodbury's future architects, Bestor is Principal of Bestor Architecture. She has developed a varied, creative and aesthetically progressive body of work over the last ten years propagating the concept that Architecture can and should be a part of all aspects of our creative community.

Fashion Design Gets Dapper at Disney

Woodbury Fashion participated in Disneyland's Annual Dapper Day raising financial support for the program's Fabric Fund, as well as, getting the word out about the amazing visual skills developed and celebrated within the program. For more information about the Fabric Fund contact Richard Nordin, Vice President, University Relations, at 818.252.5212 or richard.nordin@woodbury.edu.

Blue Valentine Co-Writer Participates in Campus Q & A

Joey Curtis, co-writer of the 2010 award winning film *Blue Valentine* visited Woodbury for a Q&A about his work on the film and his career – *Blue Valentine* was directed by Derek Cianfrance and starred Ryan Gosling and Michelle Williams. Curtis spoke with students about his collaboration process with Derek Cianfrance, which started in 1998, when the duo produced *Brother Tied* (1998), which premiered at the Sundance Film Festival. In 2003, Joey Curtis wrote and directed his debut feature film, *Quattro Noza* (2003), and later reteamed with



Derek Cianfrance on *Blue Valentine*. During the talk, he discussed the making of the critically-acclaimed Oscar-nominated film and the arduous eleven year process from writing the initial drafts to the finished film. *Blue Valentine* premiered at the Sundance Film Festival 2010.

Graphic Design Students Win International Awards

Six Graphic Design students won international design awards in the 2014 *Graphis* New Talent competition. *Graphis*, *The International Journal of Visual Communication*, publishes the world's most significant and influential works from the greatest talent in Design, Advertising, and Photography since 1944.

Institute of Transdisciplinary Studies Students to Unveil Rain Gardens

Students in the Urban Green Interventions class will be unveiling three California Native Rain Garden projects at three local middle schools in North Hollywood, Sherman Oaks, and Carson. The Woodbury students are teaching the middle schoolers about water scarcity, water conservation, the wisdom of storm water-capturing and drought-tolerant landscapes.

WOODBURY UNIVERSITY

7500 North Glenoaks Boulevard, Burbank, CA 91504-7846

Woodbury Today

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History in Photos

THE GRANDDADDY OF THEM ALL

Pete's Famous Grandburger



Two patties of the finest beef, topped with a delectable slice of American cheese, served on a poppy seed bun, with lettuce, tomato, onions and garnished with all the trimmings.

PETE'S

Just 100 yards west of college

WILSHIRE GRANDSTAND

Pete's! A popular downtown hangout for students looking to grab a bite and socialize, circa 1950's. Please contact C. Damon Griffin, Associate Director of University Relations, at 818.252.5289 or damon.griffin@woodbury.edu to contribute your historic photos and ephemera to the Woodbury archives. All photos will be returned, if desired.