



WOODBURY TODAY

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Fashion Forward: Kathryn Hagen Appointed Chair of Fashion Design



Kathryn Hagen, Chair of Fashion Design

Armed with nearly 30 years of a distinguished career in the fashion education industry, Kathryn Hagen is equipped to take the helm! She is the recipient of the Teacher of the Year award from Otis College of Art

and Design. Authoress and internationally renowned illustrator, her text *Fashion Illustration for Designers* is considered the industry bible and has, in fact, been used in Woodbury drawing classes for years!

“My goal is to develop our design students into visionaries,” said Hagen. “With each of these tools we hope to draw out artists with staying power, whose body

of work is based on their opinions of the world, rather than just creating pretty clothes.”

Recently, Hagen received extremely thrilling news. Alumna and Board of Trustee member, Judith D. Tamkin '49 generously donated a gift for a fabric fund for senior fashion design students! Because of Tamkin's support students will now have the opportunity to shop at some of the best fabric stores in LA. Seniors also will learn a bit about philanthropy. One outfit from each of their collections will be donated to the silent auction at the fashion show benefit in May with proceeds going back into the fabric fund for the next class.

You can follow Kathryn's first year as Woodbury's Fashion Design chair as she chronicles the experience in her blog:

A Look Back at Founders' Week (inside)



The Movers & Shapers Award Luncheon honorees, Bob and Dianne Bowne. Bob is former mayor of Burbank and Dianne is a devoted community volunteer serving on numerous boards.

Fashion Chair Diary. For more information on the Fashion Design program or how you can contribute to the fabric fund, please contact Rose Nielsen at 818.252.5230 or rose.nielsen@woodbury.edu.

Woodbury University Partners with Mercedes-Benz

Woodbury University is partnering with Mercedes-Benz (China) Ltd. and Mercedes-Benz Auto Finance Limited in China to launch a customized MBA program under the newly established Carl Benz Academy in Beijing, China.

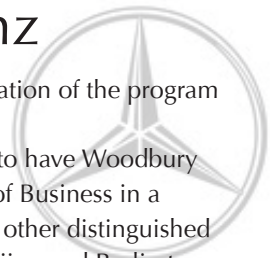
The 3-year pilot program launches on November 14 in Beijing and will be delivered globally in Beijing, Berlin, and Los Angeles through an innovative blended delivery system of distance learning and face-to-face seminars. Other university partners in the academy, named for one of the founding fathers of the automobile industry, are Peking University in China and the Free University of Berlin (Germany). Starting with a specially selected cohort of 35

students, it is anticipated that a new cohort of between 50 and 75 students will be added every year.

The School of Business will design and present customized course content as part of the three-year program to offer automotive-specific business administration education to Mercedes-Benz China dealer employees and managers. One of the oldest schools in California and the American West, Woodbury will offer a curriculum that will consist of organizational leadership, self leadership, leading a team, general marketing principles, automotive and luxury brand marketing, marketing innovation, and strategy. In October 2014 Woodbury will lead a business simulation that will serve as an

optional final summation of the program in lieu of a thesis.

“We are pleased to have Woodbury University's School of Business in a partnership with the other distinguished universities from Beijing and Berlin to build up the Carl-Benz Academy,” says Klaus Maier, President of Mercedes-Benz (China) Limited. “Bringing together the best from three continents will give our Chinese executives and managers valuable global insights and provide them with practical management tools to further the development and growth of their dealerships and the Mercedes-Benz brand in China.”



The Graduate Program Speaker Series Welcomes Trader Joe's Chairman Emeritus

Trader Joe's Chairman Emeritus, John V. Shields, Jr., stressed the importance of education to a full house at the Fletcher Jones Foundation Auditorium in the School of Business on Monday, October 24.

Not many executives have dramatically and successfully reshaped their companies. Shields has done it twice, at companies that under his leadership became icons in their industries.

As Chairman and CEO, Shields oversaw the expansion of Trader Joe's from 27 stores to 174, in most major cities across the country. Annual sales grew from \$127 million when he joined

the company to \$2 billion when he retired in 2001. Today there are more than 350 Trader Joe's stores in 22 states, with sales of over \$7 billion.

For almost two hours, Woodbury students were on the edge of their seats listening to candid personal anecdotes and extracting and soaking up nuggets of Shields' success. He offered up: research the market area, do not have debt, and most importantly, invest and believe in your employees. Every Trader Joe's is run by managers trained and promoted from within.

Perhaps the most important piece of advice offered by Shields garnered the healthiest round of applause.

"Live life," Shields said. "Work 40-hours, take weekends off, go on vacations, spend time at home, and enjoy quality time with your family."



John V. Shields, Jr.

"Let's never forget to remember Pearl Harbor"

On the morning of December 7, 1941, alumnus Richard G. Gallup '47 witnessed Japanese bombers attack Wheeler Field, the air fighter base near his barracks. Before he could blink, he found himself in the midst of the attack on Pearl Harbor.

In his words, "There could be absolutely no doubt as to their identity.



Richard G. Gallup '47, November 1940

The rising sun insignia was clearly visible, and they flew so low, and with such impunity, that I could easily see the Japanese features on the pilots.

"As I ran for the protection of the barrack building, a Japanese plane started a strafing run at us. I dropped everything and made a beeline for the protection offered by the barrack wall.

"As we were only a few miles from Pearl Harbor, we soon were made aware of the attack by the explosions and billowing clouds of smoke.

"The most memorable moment of that attack came at about 8:20 a.m. when a tremendous explosion from there seemed to shake the whole island. This was when the Japanese hit the powder magazine of the USS Arizona. Even though we were not aware of the actual event, it was obvious to us that a major catastrophe had occurred."

As the 70th anniversary of the attack approaches, Gallup ends his remembrance, "Let's never forget to remember Pearl Harbor."

Join the Niensens in Alaska – 2012 President's Cruise!



Dr. Nielsen invites you to embark with him aboard the luxurious Holland America Oosterdam on a seven day adventure departing June 10, 2012 from Seattle, WA, home of the Space Needle, Mt. Ranier,

and Pike's Place Market. Ports of call include the magnificent Glacier Bay where wildlife is found in great abundance, from humpback whales to bald eagles and the picturesque Victoria, British Columbia. For further information, to start planning your trip, or to book contact Barbara Armstrong at 909.861.5035. Call today!

General Information

January 12	Deposit Due
March 12	Final Payment Due
June 9	Optional Seattle Tour
10	Embark ms Oosterdam
12	At Sea – Onboard Woodbury Cocktail Party
15	Woodbury Shore Excursion in Ketchikan, Alaska 7:00AM to 1:00PM
17	Disembark in Seattle

From the School of Architecture Annual Fundraiser to the Historic Downtown Tour

FOUNDERS' WEEK IN IMAGES

Founders' Week is an annual celebration of the people who have made and continue to make Woodbury University a vibrant educational institution. Our alumni have enriched Southern California and beyond since our founding in 1884. Founders' Week is our opportunity to reflect on the progress we've made and the impact we've had as students, alumni, and educators.



Gamma/Zeta Reunion



Patricia Lanza accepts the Julius Shulman Excellence in Communication Award on behalf of the Annenberg Space for Photography at Visual Spaces: The School of Architecture Annual Fundraiser and Exhibition Opening.



1884 Golden Society, Class Reunion Brunch



Woodbury founder F.C. Woodbury aka Rick Nordin, Vice President of University Advancement, reflecting upon Woodbury's history during the Tour of Woodbury History - A Historic Downtown Tour. Tour stops included Woodbury's previous locations and Los Angeles landmarks.



Class of 1996 with F.C. Woodbury, Class Reunion Brunch



Photographer Richard Barnes receiving the Julius Shulman Photography Award at Visual Spaces: The School of Architecture Annual Fundraiser and Exhibition Opening.



The 80th Anniversary Celebration of the Graphic Design program. Alumni awaiting their opportunity to give advice to current Graphic Design students in the Fletcher Jones Foundation Auditorium.

WOODBURY UNIVERSITY

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Planning Alert

Consider a Charitable Gift Annuity (CGA) in your planning. If you are philanthropic and seeking a return rate better than that which CDs offer, establish a CGA and receive an income for life while saving on taxes. For more information or to determine your sample rate, please contact Richard Nordin, Vice President of University Advancement, at 818.252.5212 or richard.nordin@woodbury.edu.

Sample Annuity Rate for Two Lives

Age	Rate	Age	Rate
70-75	5.5%	80-85	6.6%

Sample Annuity Rate for One Life

Age	Rate	Age	Rate
75	7.7%	85	8.1%

History in Photos



Alpha Iota Sorority sisters with a lucky fellow, circa 1957. Please contact C. Damon Griffin, Associate Director of Annual Giving, 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.