



2019 BUSINESS WEEK

October 7-10, 2019 | LC 155

www.cerritos.edu/businessweek





2019 Business Week

October 7-10

Cerritos College and the Department of Business Administration are pleased to announce our second annual Business Week, **Lighting Your Future**. This is a four-day campus event to promote business learning and student success. The Business Week offers a variety of lectures, guest speakers, information sessions, and workshops. The sessions are designed to help you improve on-the-job knowledge, provide the extra information you need for job searching and career advancement, and assist you in your journey to becoming future entrepreneurs and business owners. Through forums and panel discussions in partnership with faculty, our guest speakers from companies such as *Amazon*, *Apple*, *Chick-fil-a*, *Marukan Vinegar* and *TrueCar* will share their expertise, introduce new ideas and best practices, and provide invaluable real-world insight into critical business issues.

Business is at the forefront of everything, and a degree in business can open many doors for you to get the career of your dreams. Business majors learn how to research information using various qualitative and quantitative skills. Having a fundamental understanding of business concepts and principles will be a great investment in your future. The education you receive at Cerritos College will empower you with knowledge and vision, shape your thinking, and put you ahead in the competition. The Department of Business Administration offers certificates and A.A. degrees in areas such as business essentials, entrepreneurship, human resources, international business, retail management, and marketing. Business graduates are in high demand with employers, and you will have a variety of possible career choices open to you upon graduation.

All students, faculty, and staff are encouraged to attend these week-long events and learn about developing a career in business administration. We look forward to seeing you!

Dr. Jose Fierro
President/Superintendent

Monday, October 7

9 a.m. - 9:30 a.m. | BE Building
Business Administration Department Open House

9:30 a.m. - 10:45 a.m | LC 155
Amazon Recruitment Information Session

Speakers: Ari Mirhosseini, *Talent Supply Chain Engagement Team Leader, LAX Node, Amazon*

11 a.m. - 12:15 p.m. | LC 155
Starting a New Business: Passion or Insanity

Panel Discussion: John Howard, *Chick-fil-A*, and Wayne Slavitt, *Mobül Store*



John Howard is the Owner/Operator of ChickFil-A at the Long Beach Towne Center. John opened this franchise location April 20, 2006 as the first stand alone Chick-Fil-A restaurant in Los Angeles County. John grew up in Compton, California and prior to becoming a franchised Owner/ Operator with Chick-fil-A, he served 10 years as a US Air Force pilot flying C-130s on worldwide missions carrying precious cargo such as personnel, the US President's limousines, heavy equipment, and artillery. The highlight of his career was flying a unique, once-in-a-lifetime humanitarian mission on the afternoon of September 11, 2001 after the attacks on the World Trade Center and the Pentagon. He currently employs approximately 90 Chick-fil-A team members who carry out the daily tasks of serving great food in a clean, customer-friendly environment.



Over the past 35 years, Wayne Slavitt has been involved in a variety of entrepreneurial projects in both principal and advisor capacities. Among the many ventures Weyne has been involved with is the development and roll-out of Mobül: the home mobility store. Mobül is the most innovative retail concept in the burgeoning senior market, presenting an elevated and refreshing shopping experience for customers seeking home medical and mobility products. The Mobül store is bright, open, and airy, twice the size of a typical home medical equipment store, stocked with the largest selection of home medical and mobility products around, and staffed by compassionate and knowledgeable sales associates. Mobül is located in Long Beach, California, with plans to expand Mobül into a national chain.

12:30 p.m. - 1:45 p.m. | LC 155
Entrepreneurial Innovation and Everyone Can Code
Speaker: Apple Executive and Professor Wendy Wright

Tuesday, October 8

9:30 a.m. - 10:45 a.m | LC 155

How to Ace Your First Professional Interview

Speakers: Renae Maurer, *Human Resources Consultant and Former Black & Decker Talent Acquisition Manager*, and Professor Marcela Daltro



Renae Maurer brings over 15 years of human resources operations and strategy experience to her clients. Her passion for technology and business process improvements help drive alignment between talent and business needs. Prior to becoming a consultant, Renae worked with Fortune 500 companies such as Stanley Black & Decker and Spectrum Brands. She has worked on numerous critical client projects including the implementation of Workday Systems, HR Intranet site development and implementation, Talent Acquisition functional assessment and recommendations, talent metrics assessment and recommendations, change management, and training.

11 a.m. - 12:15 p.m. | LC 155

The Effect of E-Commerce on B2B vs. B2C Businesses

Speaker: Jon T. Tanklage, *President, Marukan Vinegar Inc.(USA)*



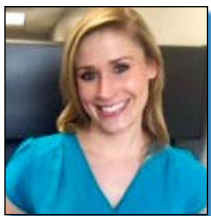
Jon Tanklage has been making "The World's Finest Rice Vinegar" in Paramount for 45 years. Marukan is a legendary family-owned business from Kobe, Japan that is ten generations and 370 years old, founded in 1649. Jon studied at Fullerton College and earned a Bachelors of Science degree in Business Administration-Marketing from the University of Southern California, Marshall School of Business.

In 2004, Jon helped launch and upstart beer business targeting the Hispanic Market. Jon started in sales and marketing working for La Victoria Foods, which was founded by his grandfather. Jon joined Marukan in 2007 as the National Sales Manager. He was promoted to Vice President of Sales in 2011, General Manager in 2013 and President in 2014. Jon was born and raised in Southern California.

12:30 p.m. - 1:10 p.m. | LC 155

Career Advising and Professional Development

Speaker: Stephanie Love, *Senior Manager of Organizational Development, TrueCar*



Stephanie Love is a Senior Manager of Organizational Development at TrueCar, Inc., a publicly-traded technology firm in Southern California. In this function, she manages strategic initiatives around employee growth and engagement including internal communications, organizational design, learning and training programs, and talent management. Stephanie received a B.A. and M.S., Finance from Texas A&M University.

1:20 p.m. - 2 p.m. | LC 155

CTE Pathways to AA and Bachelor's Degrees in Business Programs

Speaker: Dr. Bob Livingston

Wednesday, October 9

9 a.m. - 9:30 a.m. | BE Building

Business Administration Department Open House

9:30 a.m. - 10:45 a.m | LC 155

Bridge the Gap between Education, Employment, and Beyond

Speaker: Jarlath O'Carroll, *CEO & Founder, Jobspeaker*



Mr. O'Carroll is the CEO & Founder of Jobspeaker and a technology executive with over 20 years of experience. He has helped launch some key industry projects: the first Online Banking system for Wells Fargo Bank, first online brokerage system for Charles Schwab UK. Mr. O'Carroll started Jobspeaker in order to help jobseekers of any age and background be more successful in navigating into their next career using a skills-based approach. He has received a Diploma in Computer Science from the Dublin Institute of Technology and is a Sloan Fellow with a Masters in Business from London Business School.

11 a.m. - 12:15 p.m. | LC 155

The Law of Attractions

Speaker: George Jacob, *President and CEO of Bay.Org*



George Jacob is the President & CEO of Bay.Org in San Francisco that oversees six institutions (Aquarium of the Bay, The Bay Institute, Sea Lion Center, Eco Center at Heron's Head Park, The Bay Model Alliance and the Bay Academy). Trained at the Smithsonian, educated at the Birla Institute of Technology & Science, University of Toronto, Getty Leadership Institute and Yale School of Management, he is known internationally for spearheading stellar museum design-build assignments and is one of the leading museum thinkers of our times.

George has authored 150+ opinion editorials on interpretive planning and museum design for newspapers and publications, and is author of seven seminal books of the future of Museum Design and Practice. Earlier this year he was appointed Chief Advisor to UN Environment on Climate and Ocean Conservation Museum initiatives.

12:30 p.m. - 1:30 p.m. | LC 155

Entrepreneurship and Startup Businesses in the Healthcare Industry

Speaker: Fernando Vasquez, *Founder, Primawaste*



Fernando Vasquez is the founder of Primawaste, a healthcare management company, that offers a variety of medical services throughout the western United States and is one of the fastest growing minority owned businesses in its industry.

In 2010, Fernando was elected as the first and youngest Latino to serve as a Councilman for the City of Downey in his district. During his eight-year tenure, he was elected Mayor and championed the Stay Healthy Downey initiative, small business start-ups/entrepreneurship and financial literacy.

October 10, Thursday

8:30 a.m. - 9:15 a.m. | LC 155

Gender and Work

Speakers: Professors Pauline Acosta and Marcela Daltro

9:30 a.m. - 10:45 a.m | LC 155

What Can We Learn from Other Countries

Speaker: Kelvin Garvanne, Professor John Haas, and Dr. Jianli Hu



Kelvin Garvanne

Kelvin Garvanne has over 35 years experience in media industry, and was awarded the Los Angeles Area Emmy Award for co-hosting "Dollars and Sense: Personal Finance for the 21st Century" in 1998. From 2006 to 2015, Mr. Garvanne used language and cross-cultural skills to train American military forces deploying to Iraq and Afghanistan. Currently an honor student at Santa Monica College majoring in Business focusing on Global Trade & Logistics, he previously studied Comparative and Regional Affairs at the Georgetown University Edmund A. Walsh School of Foreign Service. He is a published essayist on cultural training and American social issues, and is committed

to cultivating a life focused on global affairs and a career in international trade.

11 a.m. - 12:15 p.m. | LC 155

From Passion to Profit:

Business Lessons from the Godfather of Hip-Hop

Speaker: Alonzo Williams, *Producer*



Alonzo "Lonzo" Williams is the undisputed Godfather of West Coast Hip-Hop with an entertainment career spanning over 40 years. As a club owner, DJ, record producer, and leader of the World Class Wreckin' Cru; Lonzo is also credited with launching the careers of some of the most notable names in hip-hop. His roster or protégées include N.W.A (Dr. Dre, Ice Cube, D.J. Yella, Eazy E.), Michel'le, DJ Battlecat, Rodney-O & Joe Cooley, The LA Dream Team, and Compton's Most Wanted, just to name a few. Learn more about Alonzo's additional roles as an author, actor, hip-hop historian, philanthropist, and more at www.lonzowilliams.com.

12:30 p.m. - 1:45 p.m. | LC 155

Are You Financially Healthy?

Speaker: Rick Flores, *Community Development Officer,*
SCE Federal Credit Union



Rick Flores is the Community Development Officer at SCE Credit Union. He has 22 years of experience in the banking industry. He dedicates his time, knowledge and energy to the Credit Union's efforts to teach young adults about money and credit, through financial education workshops. When asked for his best piece of financial advice for young adults, Rick kept it simple and direct: "Always look for options. Don't be afraid to say no, and don't be afraid to ask for advice from someone trustworthy."

Cerritos College Business Administration A.A., AS-T, Degrees and Certificates

We Offer Ten Certificates:

- Business Essentials (our most popular 12-unit certificate)
- Business Administration
- Business Management
- Business Marketing
- Human Resources Management
- International Business
- Retail Management
- Small Business Management/ Entrepreneurship
- Training and Development
- Women in Management (with Department of Women’s and Gender Studies)

We also have pathway programs for online A.A. and bachelor’s degrees with Brandman and Northwood University.

Careers with Business Administration

Below is the starting salary information for Business Bachelor degrees from NACE (National Association of Colleges and Employers):

MAJOR	AVERAGE STARTING SALARY
Business (Overall)	\$51,872
International business	\$59,490
Management information systems	\$58,628
Management sciences	\$57,424
Finance	\$55,811

Source: Fall 2019 Salary Survey, National Association of Colleges and Employers

