

# Fermanian Business & Economic Institute

*2014 – 2015 Annual Report*



**Fermanian Business &  
Economic Institute at PLNU**

*business & economics in action*

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*2014-2015 Annual Report*

## **Mission**

*The Fermanian Business & Economic Institute exists to enhance Point Loma Nazarene University's reputation through consulting, innovation, events, media, and other unique opportunities.*

## **Vision**

*To be the premier consulting Institute in the region providing creative solutions for individuals, nonprofit and for profit business, organizations, and government agencies locally and globally.*

## **Core Values**

Teamwork \* Innovation \* Responsibility \* Excellence \* Transparency

## **Strategy**

Reputation | The Institute serves to enhance the reputation of PLNU in the local community, as well as on the state, national, and global level by being a prominent voice in business and economics through consulting work, speaking engagements, presentations, interviews, and networking opportunities.

Innovation | The Institute works collaboratively with internal colleagues and external clients, partners, and constituents, to actively explore innovative ways to approach events, projects, studies, and topics of interest that are in the forefront of industry and can effect change to our region.

## **Institute Resources and Services**

### ***Business & Economic Consulting***

The Fermanian Business & Economic Institute is a strategic unit of the Fermanian School of Business at PLNU that specializes in expert fee based consulting services including studies, business plans, research, commentary, speeches, and related services for individuals, firms, organizations, and government entities locally and globally.

A skilled team of practitioners, economists, and researchers provide clients and partners with a high touch environment and broad array of flexible, collaborative, and innovative consulting services to meet their needs. The Institute uses creative solutions, proven methodologies, and an unbiased approach and has a reputation for authoritative and objective insight regarding business, economics, and policy. Our work represents the academic standards of the university and the professional credentials of the economics community and we accept projects and contracts only on the condition that the conclusions will be derived on the basis of data, evidence, and careful analysis.

In addition to being the economic forecasting unit for California State Treasurer John Chiang, other clients include San Diego Military Advisory Council (SDMAC), Building Industry Association San Diego (BIA), Terrapin Bright Green, St. Vincent de Paul Village, National Association for Business Economics (NABE), San Diego Housing Commission (SDHC), and Chain Link Fence Manufacturers Institute (CLFMI).



Testimonials from our clients

*“Our partnership with the FBEI has been extremely beneficial to our association and our industry. Through the work of Dr. Lynn Reaser and the great FBEI team, we have been able to give our members timely, well-presented, and most importantly, credible data to assist their corporate planning and marketing efforts. Lynn Reaser’s prestige in the economic field never fails to amaze us. She is known and respected by everyone in her profession, and that adds to CLFMI’s stature with its members and its other publics. We look forward to a long and productive partnership with FBEI.”*

**Mark Levin, CAE,  
CSP Executive Vice President  
Chain Link Fence Manufacturers Institute**

*“SDMAC has commissioned seven Economic Impact Studies from the Fermanian Business & Economic Institute (FBEI) since 2010. Each of these studies contained thoroughly researched data that was accurate, easily understandable, and completed on schedule. FBEI’s close collaboration with SDMAC and professionalism contributed significantly to the quality of the final product, which has been utilized by the Military, the Civilian Community of San Diego as well as elected officials at the local, state, and federal level. It was a pleasure to work with the Fermanian team.”*

**Larry Blumberg  
Executive Director  
San Diego Military Advisory Board**

## ***Economic Outlook Forum***

The Institute's Economic Outlook Forum was held on Friday, December 5, 2014 at the Hyatt Regency La Jolla at Aventine. The event provided a unique opportunity for the San Diego business community to hear from PLNU Chief Economist, Dr. Lynn Reaser, as she addressed the national and international economic outlook before drilling down more deeply into the state and local level.

The 2015 Forum hosted over 200 business professionals from a variety of industries and backgrounds, as well as government officials and MBA students, and featured sponsors, SDG&E, Grizzly, San Diego Daily Transcript, America's Christian Credit Union, Bartell Hotels, Chelsea Investment Corporation, The Corky McMillin Companies, Ataide Family Enterprises, Liberty Station Conference Center, and US Bank. In addition to a served breakfast, guests received a copy of the annual economic outlook publication.



## ***Student Support Services***

The Fermanian Business & Economic Institute provided student support services for the MBA program of the Fermanian School of Business, to include events, resume critique, career counseling, informational interviewing, internship and job placement, business connections, and mentoring for the first half of the 2014/15 Academic Year. The Institute also utilized the skills of interested MBA students to assist on consulting projects and studies, and conduct research and data analysis. Additionally the Institute offered opportunities to attend the National Association for Business Economics Conferences with the Institute staff.

In February of 2015, all student support services related to internships, mentoring, career counseling, job placement, and similar services transitioned out of the Institute to the newly established Center for Student Success and Career Development. Moving forward the Institute was tasked with focusing their efforts on being a consulting firm within the School of Business, while continuing to support the MBA program in the following areas:

### **Executive Development Events**

Executive Development Events are held once per semester and offered exclusively to our MBAs, MBA alumni, and prospective students. These experiential learning opportunities are designed to complement the academic rigor of the MBA program and offer an alternative learning experience. In addition to an intimate time of networking, food, and fellowship with peers, faculty, and staff, these events feature a senior executive, business owner, or other high level leader representing varied backgrounds and expertise to share their personal stories on leadership, challenges in today's business environment, successes and failures in business, and other topics of interest. Approximately 80 attend each event.

## National Association for Business Economics

MBA students are offered the unique opportunity to join the Institute staff at the National Association for Business Economics Annual Meeting held each fall in a major U.S. city. Students join the FBEI for conference sessions, activities, receptions, and dinners. Additionally the Institute staff arranges private dinners, business meetings, and tours with area firms, organizations, and individuals as an alternative learning experience in an intimate environment. The 2014 Annual Meeting was held in Chicago and 10 students attended.



## Research Opportunities

The Institute utilizes the skills of our MBA students and alumni to assist with research, data collection, and analysis for consulting projects and studies. Real world experience with clients and associates gives our students an inside look at the operations of a consulting firm and the ability to be a team player on projects and studies that effect change in our community and region. Clients include for profit and nonprofit firms, individuals, and government entities, both locally and globally.

## Testimonials from our MBAs

*"The FSB and FBEI staff provide a unique experience of not only learning through lectures, case studies, individual/group projects, but also opportunities to learn a great deal about the real world from professionals in the field. In today's unpredictable and ever-changing corporate environment, networking is the key to career success. The benefits of joining in on Executive Development Events, Entrepreneurship Enrichment Program, and a National Association for Business Economics conference organized by FBEI are tangible and intangible, personal and professional. Attending those events and building relationships with FSB and FBEI staff and students with different backgrounds and work experience helped me to build my current and future business career."*

**Gulnaz Magaiyeva, MBA Alum**

*"The FBEI offers business students the opportunity to attend different events throughout the year. I attended many of these events where I learned important business lessons from great speakers. I was also fortunate to attend three NABE (National Association for Business Economics) events during my MBA program. The FBEI staff does a superb job organizing these trips and securing meetings and presentations with national and world renowned business leaders. I would highly recommend current business students as well as alumni to take advantage and participate in any event organized by the FBEI. It is a great opportunity to stay connected and current with world business events. The FBEI also offers students the opportunity to work and collaborate in exciting and relevant business studies conducted by its highly qualified staff. This is a yet another way to network and gain real-life experience to augment in-class teaching."*

**Douglas Nunez, MBA Alum**

## ***International Reach***

### Bioinspiration

The Fermanian Business & Economic Institute has worked in bioinspiration, the field which translates ideas and concepts found in nature to practical applications in the commercial world, since 2009. The

Institute has released 3 publications during that time and conducted dozens of presentations and panel discussions at meetings and conferences in the U.S., as well as France, Switzerland, Portugal, Spain, and Liechtenstein.

### DaVINCI Global Index

In 2014, the Fermanian Business & Economic Institute released the DaVINCI Global Index, an updated and enhanced version of their original DaVINCI Index launched in 2011 which focused on the U.S. The DaVINCI Global Index is a comprehensive database using advanced methodology and information to measure activity in the field of bioinspiration in Africa, the America's (non U.S.), Asia, Europe, the Middle East, and the U.S. The areas of data that are monitored are number of scholarly articles, number of patents, number of grants, and dollar value of grants. The Index is an internationally recognized tool of measurement often quoted and referenced by thought leaders in the field.



### DaVINCI Global

In 2014 the Institute announced the launch of DaVINCI Global (DVG), an international collaboration between PLNU and the Foundation for Global Sustainability (FFGS) based in Zurich, Switzerland. DVG is designed to be the world's leading and trusted source for fact-based insights in the field of bioinspired innovation, business, and finance. The mission of the organization is to address the shortage of information related to development of a financial and investment ecosystem for the field. Bridging the gap between business and science, DVG operates as a virtual Center of Excellence providing global leadership, best practices, research, encouragement, support, inspiration, and training in the field of bioinspiration on an on-going basis. DVG has convened thought leaders from around the globe and developed an inclusive, collaborative environment where we pool knowledge and share basic insights, news, information, events, data, and trends related to bioinspiration and bioinspired 3D printing.

## **Fermanian Business & Economic Institute Team**

Cathy L. Gallagher  
Executive Director

Dr. Lynn Reaser  
Chief Economist

Tom Hale  
Senior Research Associate

Paul Gentry  
Assistant Director

### *Independent Contractors*

Peggy Crane  
Economist

Mark Undesser  
Research Analyst

Douglas Nunez  
Research Analyst

## **Advisory Board**

The Institute's Advisory Board consists of business professionals from the private, nonprofit, and government sectors within the region whose role is to provide counsel, and to promote, endorse, and support the Institute as we explore new and innovative opportunities locally and globally to raise the reputation of PLNU and provide expert consulting services for new and existing clients, community leaders, and government officials.

Aimee Brandt  
Sales and Marketing Operations Manager | Welk Resorts

Mike Broyles  
Business Development | Pacific Rim Mechanical

Thomas Fitzpatrick  
Dentist  
Founder | Cura Coffee

Greg Gibson  
Partner & Creative Director | Grizzly

Nate Heckman  
Principal | Stitch+Marketing Research

Dana Irby  
Director of Sales | Bartell Hotels

**Andy Kotner**  
West Coast Marketing & Business Development Manager | Sughrue Mion

**Mike Ladd**  
President & CIO | Financial Guidance Group

**Jim Schmid**  
President & CEO | Chelsea Investments

**Ken Slaght**  
Co-Chair & President | San Diego Cyber Center of Excellence

**Nate Spees**  
Principle | Grizzly

**Leah Swearingen**  
Principle | Swearingen Communications