

CELEBRATING

30
Years

UNIVERSITY OF THE
PACIFIC
Eberhardt School of Business
—1978-2008—

STRICTLY BUSINESS

FALL/WINTER 2008

**Sweet Success: Mother,
Lawyer, Entrepreneur**

**\$1.4 Million Student
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Just Accounting**

**Strides in Biodiesel Fuel
and Flood Protection**

Hitting the Right Notes





Sweet Success

Diane Anderson
Mother, Lawyer,
Entrepreneur

Diane Anderson '02 MBA, enjoys the sweet success of being a mother, lawyer and entrepreneur. It wasn't always easy pursuing her education as a single parent, but she is sure it was worth it.

Anderson initially left college in her sophomore year when she was swept away by her future husband. She suffered a low grade point average (GPA) because she failed to withdraw from her courses. Not realizing the impact this would have on her later, she enjoyed the hustle and bustle of co-owning a Ford dealership, a seamless marriage, and living in a beautiful house in the historic gold rush town of Sutter Creek...until one day it all vanished. In less than a year, she lost the Ford Dealership, her marriage ended and her beautiful home was found to be located on a future EPA environmental Superfund site.

To make ends meet, Anderson worked as a courtesy clerk and assumed a position as a head booth clerk at Safeway, because it was a good paying job with benefits. A leader at heart, she gained an interest in store management, passed the necessary test, but couldn't pursue the opportunity because it didn't accommodate her schedule as a single parent. She saw numerous job postings that listed "degree preferred or required" and wished she hadn't left school years earlier.

During this period, she split her time between working at Safeway at the district office and in new store construction. She became the first project coordinator in the NorCal division, covering Hawaii, California, and Nevada. She earned numerous customer service awards and underwent frontline leadership training.

While at Safeway, Anderson began to pursue night classes at University of Phoenix, earning a Bachelor of Science in Business Management over the course of a few years. It worked for her; with a renewed focus towards school work and the increased work ethic as a mature student, she was able to commute and maintain a high GPA. Although she was diagnosed with Multiple Sclerosis in 1991, she never

let her personal circumstances become an issue. She continued to finish her education and be a role model for her two daughters.

To build on the excitement of earning her bachelor's degree, she enthusiastically looked into a master's program. Many Northern California schools gave her the "evil eye," considering her Phoenix degree under-par. Overlooking the institution who wrote the degree and seeing the student for her leadership potential, the Eberhardt School became her next educational home.

"I still had to take the GMAT and prove my abilities, but I was glad to go where small classes enabled me to apply my experience," Anderson said.

In great support of her achievement, Anderson's father offered to help her financially with her educational endeavors. Eliminating the need to work enabled Anderson to focus on school responsibilities and her children - different than what it would have been if she had to also maintain a full-time job. It still wasn't an easy trek. Often Anderson would do her homework alongside her children, and finish after they went to sleep. She made it a point not to miss a single sports event, so basketball and soccer seasons proved to be very busy. She may have brought a book to study, but she was there.

Anderson said having real world experiences helped her think locally yet act globally and pursue opportunities as much as possible.

"With the unique opportunities such as the business competition in San Diego and site evaluations at Gallo Winery, the Eberhardt School offers an outstanding and an unparalleled MBA education."

In 2002, as her MBA came to a close, Anderson realized she wasn't finished with her lifelong learning process and stressed how important an education was to her daughters.

"Education is something that can never be taken from you."

Extremely grateful that her father continued to support her, Anderson applied to the Pacific McGeorge School of Law. She worked four more years

on a J.D., earning Dean's list honors in her third year.

Reflecting on Anderson's time as a student, **Thomas Main**, professor of law at Pacific McGeorge, remembers her as careful and creative in her approach.

"Rare are the combinations she achieves: funny and serious; quick and deliberate; modest and confident; focused and balanced; direct and gentle; generous and tenacious. As I think about the law school's mandate to produce ethical, professional, and successful graduates, Diane personifies that profile," said Main.

Anderson passed the California BAR last year and "hung her shingle," opening the Law Office of Diane Anderson in Jackson, California. She specializes in wills, trusts, family law, and juvenile dependency cases and said she has a passion for helping people protect their estates.

"People work their whole life to earn their assets; they should decide where they go when they die. A will accomplishes this and a trust protects those assets from going through probate."

Anderson also works as an associate with a firm in the Bay Area on intellectual property law including trademarks, patents and incorporating LLCs.

When asked how her MBA helped her in the pursuit of law, Anderson said she has to interact with clients and also be able to market her own business. Associate Dean of MBA Programs, **Ron Hoverstad**, remembers Anderson as a hard worker who not only made great strides in improving her career outlook, but also served as a role model to her daughters.

"Diane demonstrated a good work ethic, came prepared, contributed much, and always had a sense of humor."

Hoverstad added that the skills Anderson learned in the MBA have enabled her to understand a client's needs as essential to her law practice.

Her perseverance and work ethic are to be commended and she set an outstanding example for future Pacific graduates.

Professor Lucien Dhooge

The sweet success of Anderson is not limited to her ability to succeed, despite life circumstances. With the help of her business partner, **Tonya Barger-King**, Anderson has an entrepreneurial dream in mind – to bring a healthy cookie, which she lovingly calls *Ooh Soo Good* - to market. Anderson wrote a business plan for *Ooh Soo Good* with the assistance of a class during the MBA program. The vegan, non-dairy delectable cookies are made with organic ingredients. The partners have sold the cookies in their local market, and are actively seeking venture capital to bring the cookies to a broader audience.

Anderson has accomplished much in all three of her roles. Today she reaps the rewards of her own business and law practice, as well as her entrepreneurial efforts. The statement she made to her daughters that education is important has had an obvious impact. Daughter **Nikki** (age 19) is a student at Harvard University and **Jacquilyn** (age 18) is a student at Claremont McKenna College.

Anderson stresses the importance to give back to the community. She volunteers as a member of Soroptimist International of Amador County and as a co-advisor to the Soroptimist (S) Club at Amador High School.

In five years, Anderson hopes to have the cookie business in full swing or be more settled in her law practice.

"No definites! I just hope I am making a difference in the world," said Anderson. ■

Student Earns First Prize in National Integrity Competition

Eberhardt senior **Drew Froelich**, an accounting student, recently produced a first place video in Manny's Letter, a national competition held by KPMG - a global network of professional firms providing audit, tax, and advisory services. "The Firm," produced by Froelich along with **Kent West**, **Steve Hastings**, **Xuan Smith**, and **Chaitanaya Desai** of the KPMG Silicon Valley office, received top honors.

The competition involved prize and travel money that motivated Froelich to enter the contest. Little did he know after joining a team with a few other interns that KPMG would only allow 11 video spots nationwide. His group made the cut, working into the wee hours of the night to complete the video.

The winning entry was based on the hit sitcom, "The Office". The group hoped the video would not only entertain but also inform. It started by reflecting a spoof company who did not offer much in terms of ethics and integrity training, and ended with the flip side of the major integrity training that KPMG offers its employees.

Froelich, who did not think his team would *actually* win, received \$1,500 in travel money which he plans to use as a starting block to go to Italy.

The complete video can be viewed at <http://www.kpmgcampus.com/howweare/ethics.shtml>

Congratulations to Froelich for this honor! ■

