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## 18th Annual Intercollegiate Business Games Conference

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# NEWS RELEASE

# UNIVERSITY OF SAN DIEGO



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April 20, 1982

TO: USD Cabinet  
School of Business Administration Board of Advisors  
SOBA Faculty

FROM: Sandra Edelman, Publications and Information Officer

RE: Award Presentation Ceremony, Intercollegiate Business Games  
Conference, THURSDAY, APRIL 22, 11:15 A.M.

You are invited to be present for an awards ceremony in which the USD School of Business team--Grand Champions in the 18th Annual Intercollegiate Business Games Conference--will present their trophy to Dean Burns. The ceremony will be brief--about a half-hour--and will begin at 11:15 a.m., Thursday, April 22, at the entryway to DeSales Hall.

On hand will be Councilman Ed Struiksma, who will read a proclamation from Mayor Wilson; and George Leisz, Executive Vice President of Aerojet-General Corporation, La Jolla, who was one of the panel of judges in the competition. Dr. Gary Whitney, faculty coordinator for the effort, will act as master of ceremonies.

This is the first time a USD team has competed in the Conference. They took Industry Champion in Industry World I and went on to win the grand championship over teams from San Jose State, SDSU, (which took the championship in Industry World III; members of their team will also be present), the Universities of Portland, Calgary, Nevada-Reno, and San Francisco; Cal-State Chico, Stanislaus, Sacramento, Fresno, and Bakersfield; Boise State University, Chadron State College, Cal-Poly, Humboldt State, and Weber State. Team coach was David Rogers, investment broker.

The competition involves managing and marketing a fictitious corporation, using a computer as the activity environment. Criteria for winning includes quantitative evaluations (volume, rate of return, etc.) and qualitative evaluations, e.g., how successful the team was in achieving objectives and in management expertise.

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## FACT SHEET

### 18TH ANNUAL INTERCOLLEGIATE BUSINESS GAMES CONFERENCE

Phase I Competition, February 5 to April 2, 1982

Phase II Competition, April 14-16, 1982 (University of Nevada-Reno)

Competition involves setting up and managing a fictitious corporation; judging is based on quantitative measures (volume, stock sales, rate of return, profit margin, etc.) and qualitative measures (success in meeting objectives as outlined in initial program layout). Judges consist of a panel of corporate executives.

Undergraduate competition is limited to 21 teams. Competing in 1982: University of San Diego; California State College, Bakersfield; California State University, Fresno; San Jose State; University of Portland; University of Calgary; San Diego State University (1981 and 1982 Industry World Champions); Boise State University; California State College, Stanislaus; California State University, Sacramento; Chadron State College; California Polytechnic State University; California State University, Chico (1981 Grand Champions); University of Nevada-Reno; Humboldt State University; Weber State College; University of San Francisco.

Sponsors: University of Nevada-Reno and several major corporations. This was the first year of competition for the USD team.

### Presentation of Trophy

Thursday, 4/22, 11:15 a.m., front of DeSales Hall

Dr. Gary Whitney, USD Assistant Professor of Management,  
Faculty Coordinator for the effort; master of ceremonies

Councilman Ed Struiksma (reading proclamation from the Office  
of the Mayor)

*CANCELLED* George Leisz, Executive Vice President, Aerojet-General  
Corporation, La Jolla, one of the Conference judges

David Rogers, investment broker and team coach

Team members: Mark Lehberg, senior, Escondido, in charge of  
forecasting  
Jay Beck, senior, Phoenix, in charge of production  
Eve Blomberg, senior, Stockton, in charge of finance  
Wayne Purcell, senior, Bend, OR, marketing  
Don Moser, junior, San Diego, industry analysis  
Keith Mullin, junior, San Diego, performance analysis

Dr. James Burns, Dean, USD School of Business Administration

Contact: Dr. Gary Whitney, 714/291-6480, ext. 4235