

*Published by Biola University School of Business for MBA students and friends*

## From Research to Reality!

**Larry Strand,**  
*Dean of the School of Business*

After more than two years of research to launch an MBA program at the Biola University School of Business, it's gratifying to talk about what is now a reality.

We're beginning with a diverse group of five men and one woman who have come through the application process, the GMAT and years of management experience. Bringing them together has been a rewarding experience.

Ubaldo Estrada, Jr.  
Project Manager  
eMind



Juan Garcia  
Senior Lotus Notes  
Administrator Toyota Motor Sales,  
USA

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PT. Chandra Asri  
Petrochemical



Jim Lucas  
Senior Engineer  
Mattel, Inc.

Paul Mobley  
Project Coordinator  
Symbol Media



Teri Morales  
Director of Human Resources  
MK Diamond Products, Inc.

## Entrepreneurial Know How: The Elevator Pitch

**Tom A. Buckles, Ph.D.**  
*Associate Professor of Marketing*

Want to strike fear into some of the most seasoned of entrepreneurs? Ask what his or her elevator pitch is. The elevator pitch is a tool that you can use to tell people about you, your product(s), or your company, and an important asset every entrepreneur needs to have.

There are a number of approaches to developing the elevator pitch, but all have the following basic characteristics:

1. It is brief (less than 150 words);
2. It positions your idea or company;
3. It solves a problem;
4. It lays out the benefits; and
5. It is not a sales pitch.

Here is one I created for a software company.

"Europa Software makes the first truly secure transport protocol solution for Internet and Wireless applications. Our customers are companies that need to send secure Internet and wireless transmissions throughout the day. P2P Shuttle™ delivers the best of all worlds; the highest level of secure data and file content transmission not currently available anywhere, and it is affordable, scalable, easy to install and use. P2P Shuttle™ makes CFO's happy due to its cost effectiveness, it makes CIOs happy because of its seamless operation, it makes IS people happy because it's easy to install and maintain, and it makes office managers and staff happy because it is easy to learn and use."

See what I mean? It's short. It positions both the company and one of its products; it solves a problem and provides the benefits, and it's not a sales pitch.

For your  
"Elevator Pitch"  
resource pack  
via e-mail, contact  
[tom.buckles@truth.biola.edu](mailto:tom.buckles@truth.biola.edu)  
with your request.

## “GO TO” WEB SITES

### We’re Back in the Air!

As you’re making business and pleasure trips, we thought a number of these Web sites might be helpful.

#### [cnn.com/travel](http://cnn.com/travel)

Play it safe and stop here before you plan your trip.

#### [cdc.gov/travel](http://cdc.gov/travel)

A major purpose of this newsletter is for it to be a resource. Let us know what kinds of questions, information, topics, etc., you are interested in and we’ll do our best to respond. Please send your comments to [mba@biola.edu](mailto:mba@biola.edu).

This site offers detailed health warnings and precautionary measures for almost every country on earth.

#### [planetfone.com](http://planetfone.com)

Your cell phone probably won’t work in a foreign country—but this site makes renting one easy.

#### [xe.net/ucc](http://xe.net/ucc)

Use this site to convert more than 180 types of currency, from dinars to ringgits to shekels.

*What are your favorite sites for business information? Let us know and we’ll include them each edition in this column—we’ll even give you a credit line!*

## Without an ethical base—how can you make sound moral decisions?

“The fact is, you can’t” is the response you’ll get from Harold Taber, the hands-on Director of Biola’s MBA mentor program. It’s the focus of a finely-tuned mentor program developed by this top executive and he’s eager to talk about it.

### What’s a good working definition of a business “mentor?”

Simply, it’s helping a person develop their God-given talents in a company setting.

### How does Biola’s MBA mentor program work?

It means the mentor is available to the student to equip them for what really takes place at the executive level.

### Why is it so important at the MBA level?

At it’s best, mentoring provides a working model of doing business God’s way, because it integrates keen business perspective with a biblical worldview. Frankly, we’ve gathered together an impressive group of mentors—all of them have run a division or own their own company large enough to have departments with key managers. Each of our mentors model and demonstrate servant leadership, which is crucial in today’s workplace.

*Harold is the former CEO and president of Hansen’s Beverages. He was also President of Coca-Cola Los Angeles and has one of the most extensive private Coke memorabilia collections in the country.*

## The Mentor

BIOLA UNIVERSITY  
THE **MBA**DVANTAGE

*Impacting The Marketplace  
for Jesus Christ*

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