

Summer 1998

# Marshall

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## Banquet Honors Lloyd Greif

**L**loyd Greif, MBA '79, took the opportunity at his May testimonial banquet to answer a few questions that have dogged him since he endowed the Marshall School's Center for Entrepreneurial Studies with a \$5 million pledge. "The first thing I am always asked," said Greif, 42, "is 'am I good for it?' I think Dean Westerfield was the first one to ask that question."

Randolph W. Westerfield, Dean of the Marshall School, called Greif's gift one of most important in USC's history. "It's a gift by a very young alum, who is also a very sophisticated investor and is known as a very shrewd judge of character. This gift is a signal of the lasting value of our great entrepreneur program," he said.

To answer another question, Greif said his wife Renee *did* know about the gift, which establishes the Lloyd Greif Center for Entrepreneurial

Studies. "Otherwise, I'd be in a part of USC other than the school of business. I would be in the ICU ward at LA County-USC Medical Center."

And why education? "Education is the key to improving one's lot in life," he said. "I'm not helping a person who is sick to get well, but I am helping those who are willing to study and work hard to help themselves. As I have discovered first hand, education is the great equalizer in our society."



University President Steven Sample (right) thanks and congratulates Lloyd Greif

## The Marshall School welcomes the new San Diego chapter of Marshall Business Alumni



The San Diego Chapter of Marshall Business Alumni was officially inaugurated this April with a reception attended by Marshall School Dean Randolph Westerfield. The Organizing Committee—Dave Marino, Brian Lucewicz, Gene Mannheimer, Eric Garfield, Gary Gallagher, John Mulhollen, Cindy Liska, David Neylan-Ruiz and Rick Schwartz—welcomed the group of 85 Marshall alumni from the San Diego area. Dean Westerfield expressed his enthusiasm about the group joining the growing number of Marshall Alumni chapters in California. There are approximately 1,900 business alumni in San Diego. For information on upcoming events, e-mail [Brian\\_Lucewicz@ml.com](mailto:Brian_Lucewicz@ml.com). Pictured, from left to right, San Diego Organizing Committee members Eric Garfield, David Marino, Dean Westerfield, Cindy Liska, Gene Mannheimer and Brian Lucewicz.

## ISO 9000 COLLABORATIVES UNDERWAY

**T**his May, the Office of Executive Development at the Marshall School of Business successfully completed the first ISO 9000 Collaborative. Two more programs are already underway. Participants have included utilities and telecommunication companies as well as rubber, aircraft, and

gas cylinder manufacturers.

The ISO 9000 program allows management to bring their company to globally compliant manufacturing standards in 10 to 12 months and includes a GAP analysis and pre-certification audit. The program is structured to train a company's own internal quality team and meet compliance without additional outside consultants. The client

companies own the process.

John S. Rochford, Executive Vice President at Snyder Langston, described why he became involved with the program: "I wanted a program and system that could bring together all departments of my company so that we could work in a cohesive manner. I also wanted to satisfy customers who are requiring ISO 9000 compliance."

Additional ISO 9000 Collaboratives will be offered this summer and fall at various locations throughout the Southern California area. For information about a complimentary executive information session to learn more about how the ISO 9000 Collaborative can benefit your business, contact Richard Maruyama, the ISO 9000 Program Director, at (213) 740-6766.