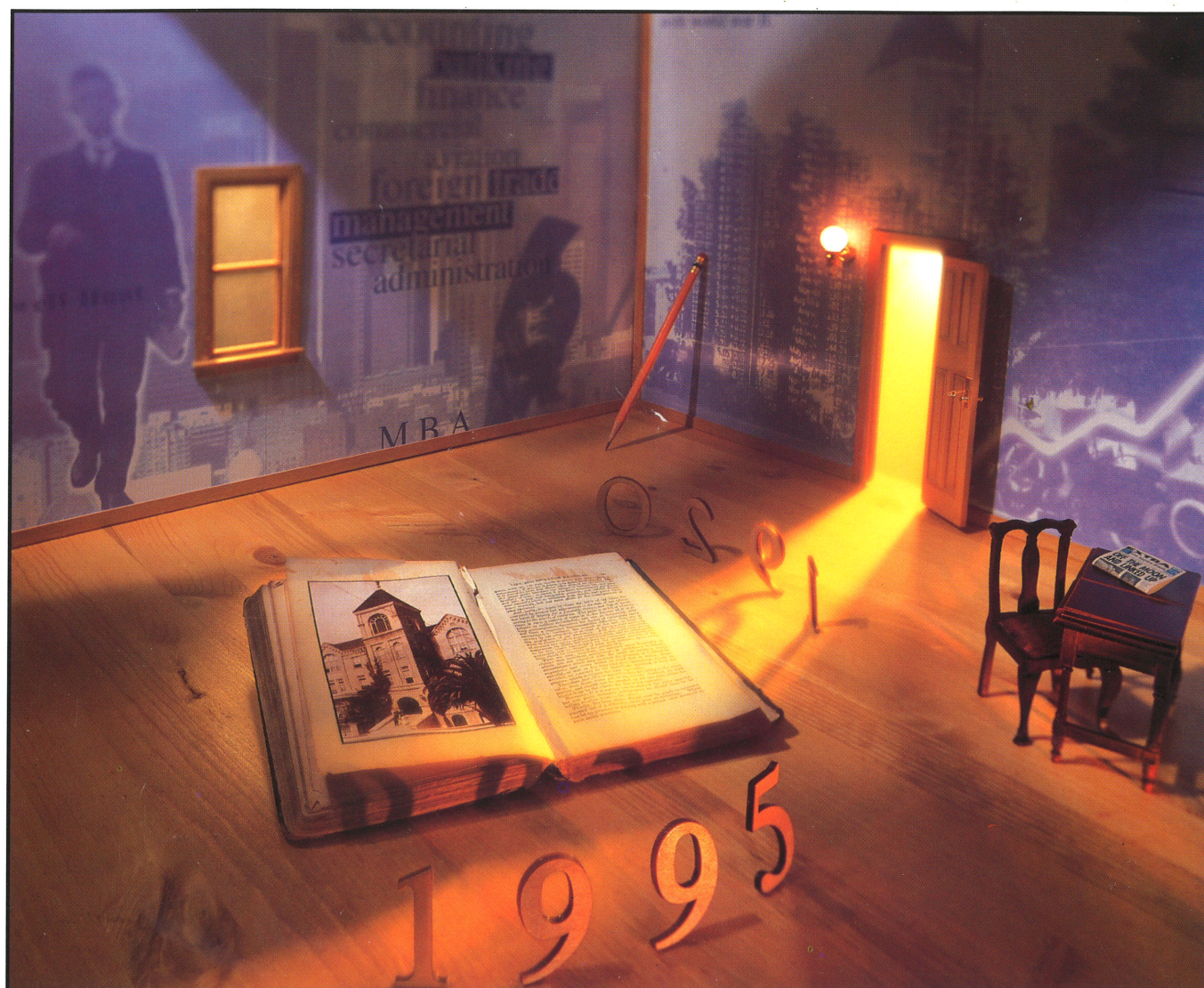


Spring 1996

USC BUSINESS

The Alumni Magazine for the University of Southern California School of Business Administration



OUR DIAMOND ANNIVERSARY

University of Southern California, USC Business Magazine
Hoffman Hall 501L, Los Angeles, CA 90089-1421

Non Profit
U.S. Postage
Paid
Woodstock IL 60098
Permit No. 265

75 *Years of Excellence*
in Business Education

Lloyd Greif, MBA '79

Lloyd Greif serves as Chairman of the Advisory Council for the Entrepreneur Program. He explains why. "The Entrepreneur program brought me to USC. It was unique. Every other program prepared you to have a job, but the Entrepreneur Program taught you to be an owner. That out-of-the-box thinking made an indelible mark on me." And it was an experience that he would later utilize; he currently serves as the President of the investment banking firm Greif & Co.

When he compares the students he meets today to those he shared classes with, Greif first notices, "the students today have a more intuitive global awareness. In the late 70s I think we were just beginning to sense that as powerful as the US is, it is impacted by the economic events throughout the world. Events in the Middle East affected how much you paid for a gallon of gas in Los Angeles, which, in turn, determined how much money you had left

over for anything else. It seems to me that students think globally naturally and inherently."

Greif was lucky enough to have Reagan advisor Art Laffer as his economics instructor—an experience he calls "mind expanding"—yet the faculty member who made the greatest impression him was Robert Emmons, who lectured in marketing. "At that time, there were no classes offered on ethics, but Professor Emmons felt the subject was important enough to build a whole lecture around. He said, 'There really is no one to police you in the business world; the bottom line is that you know what is right. Ethics won't stop your rise in business. On the contrary: If you deal fairly with those working along side you and across the table from you, you will prosper.' He was emphatic, sincere and real, and his message struck me as being absolutely right. And these words have guided me in the way I run my business to this day."

