

Distinguished Faculty Lecture

Presented by

Professor Madeline Grant

Professor of Global Business and Entrepreneurship

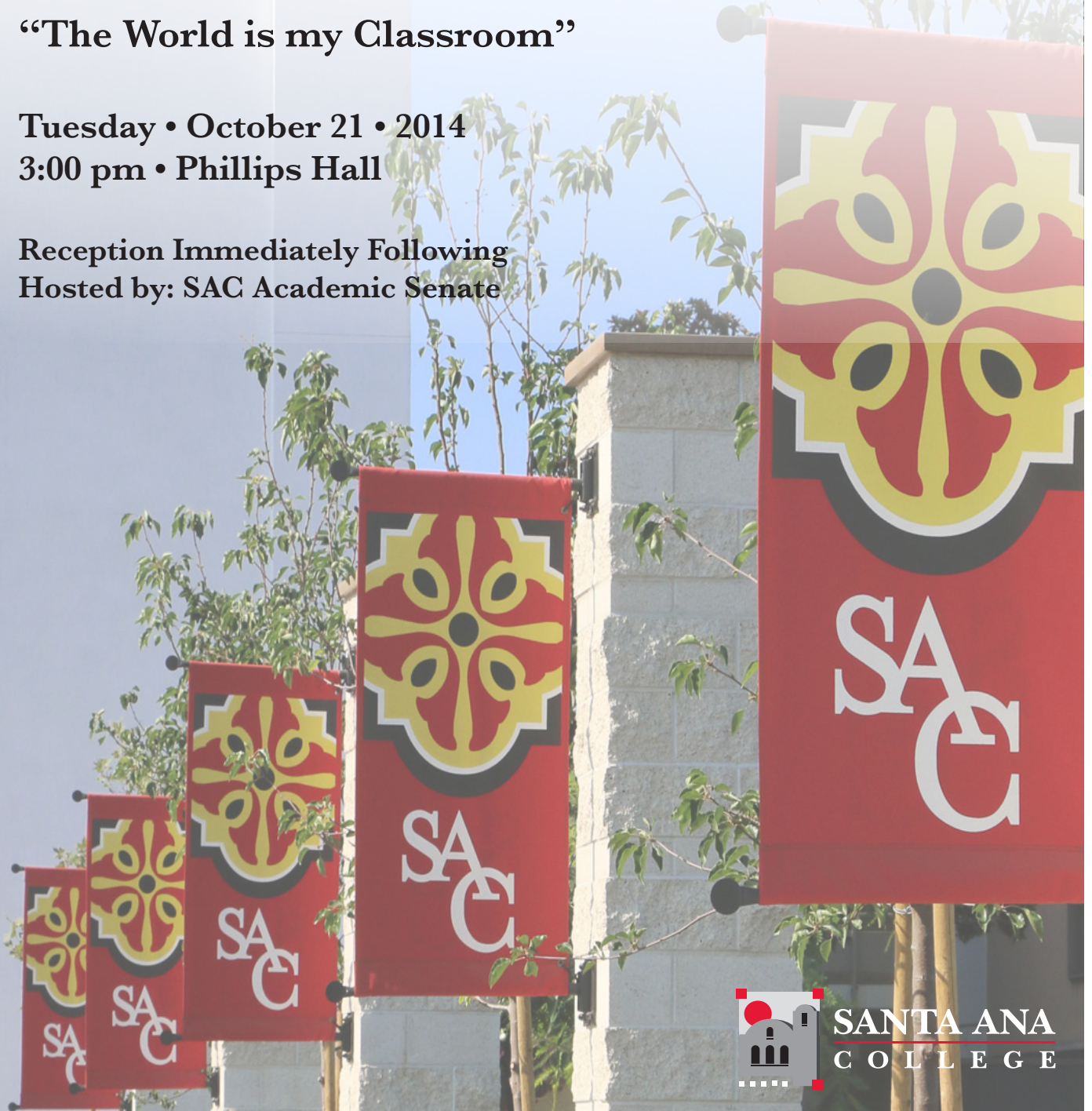
“The World is my Classroom”

Tuesday • October 21 • 2014

3:00 pm • Phillips Hall

Reception Immediately Following

Hosted by: SAC Academic Senate



SANTA ANA
COLLEGE

Santa Ana College
Distinguished Faculty Lecture

The World is My Classroom

Presented by Madeline A. Grant
October 21, 2014



Madeline A. Grant
Professor
International Business & Marketing

Madeline was originally hired as an adjunct faculty member in the International Business/Marketing Department in 1987 and was hired full-time in 2001. In many ways, her work extends beyond the classroom. She helped write a U.S. Department of Education Business & International Education (BIE) grant and served on the Advisory Committee that was responsible for creating the globally recognized International Business program we have at SAC today. Madeline has co-directed two additional BIE grants totaling close to \$400,000 which allowed us to participate in the creation of the SAC program and alignment with the Certified Global Business Professional Credential. She was a lead Faculty Fellow for the Kaleidoscope OER project which allowed her to collaborate with faculty across the country to create a dynamic Bus 100, Fundamentals of Business, class. Madeline developed the Pepsi Internship program which placed 12 interns; two of whom are still employed by Pepsi. She has worked with local high schools and the Career Academy Scholars Program (CASP) to offer the Business and International Business classes to high school students. She hosts advisory committee meetings and works with the local business community to ensure that our programs align with employer needs. She has been instrumental in guiding the process to launch and develop the Entrepreneurship & Innovation program which was awarded the Career Technical Education (CTE) Program Award in 2010 and received the Impact Award from the National Association of Community College Entrepreneurs (NACCE). One of her recent successes has been the development of a collaborative certificate with the SAC Automotive Department; the Automotive Business Technology Certificate, which she recently defended at the Los Angeles Orange County Regional Consortia (LAOCRC). Because International Business is a hybrid program (academic and CTE), she continues to cultivate relationships with universities that are interested in developing articulation agreements. Each year, she has directed a CTEA grant project which has included infusion of technology into classes, update of work experience classes and development of internship/practical education programs.

Madeline was the Global Business & Entrepreneurship Department Chair for 7 years. She has served SAC in a variety of other ways: as the Secretary/Treasurer of the Academic Senate for 2 years; she has attended many conferences; serves on College Council, the Faculty Awards Committee, the Distance Education Workgroup, the SLO/PAPR Workgroup, the Workforce Development Committee, the Centennial Celebration Planning Committee; she was the co-chair of Accreditation Standard IIIA and the faculty representative on the SAC Foundation Board. Madeline was also the State Senate Representative to California Academic Partnership Program (CAPP) and Co-chair of the Rules and Ethics subcommittee.

Madeline earned her bachelor's degree in International Relations with a minor in Business Administration from the University of San Diego and her MBA, with an emphasis in International Business, from Claremont Graduate Schools. She is a certified Global Business Professional and is a certified trainer for the Certified Global Business Professional Credential. She is a Member of Model United Nations, Phi Alpha Theta and Pi Sigma Alpha scholastic fraternities.

Madeline enjoys spending time with her husband of 20 years, Ronnie, spending time with family and friends, crafting, gardening and cooking. Madeline feels lucky to have enjoyed the career of her dreams and to now have the opportunity to pass that along to the next generation of international business professionals. She has had the privilege to have taught the graduates who are succeeding because of the opportunities they found at SAC.



Good afternoon Chancellor Rodriguez, President Martinez, Members of the Board of Trustees, Distinguished Faculty, Senate Executive Committee, SAC Colleagues, my husband Ronnie, Mom & Dad, and the many family and friends in the audience...thank you all for coming to class today. While I have taught many classes and given many presentations, this is my first large group instruction so it is a little different than what I'm used to.

So as I begin every class.... How is everyone today????

I hope you enjoyed the videos as you came in today (Where the Hell is Matt? <https://www.youtube.com/watch?v=YZlqgvx5ZPY>). Matt was a computer technician who decided he needed a vacation and everywhere he went he did is "funny dance". Stride Gum found out about his adventure and paid for three additional trips to places across the globe. Now that's a great job.

Last year I was speaking with Dr. Gina Giroux, the 2013 Distinguished Faculty award winner. She told me the process of putting her lecture together was a bit overwhelming, but as she reflected over the summer and began writing from her heart, it all came together. My officemate, Glenn Doolittle, was tasked with identifying my topic for today. Within minutes he looked at me and said - you have to talk about people. My husband, Ronnie, shook some sense into me on Labor Day when I was stressing that I had nothing profound to say – and helped me realize it's about my students – and that's what matters. A special thanks to all of you for helping me get to today.



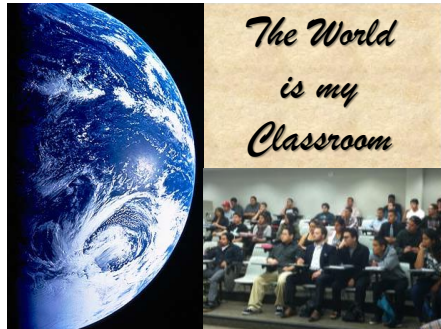
Many people think I was named after the little girl with the yellow hat from the books written by Ludwig Bemelmans.



Actually I was named after a waterfall in the Pyrenees Mountains my Dad saw while living in France in 1962 called the Chatelaine de Madeleine. Some call me Madeline, others Maddy, my students Mrs. G, but only very few special people are allowed to call me Mad.



But today I am surrounded by the special people in my life and because I have yet to be invited to give a Ted Talk, you are here for my Mad Talk entitled –



The World is my Classroom



Just to give you a little background – I am an Orange County Girl - born & raised. Villa Park High School Alumni, University of San Diego for my undergraduate studies and then on to the Claremont Graduate School for my Masters. Honestly, after finishing a variety of post graduate classes, reading 2,000 pages a week and writing 50 page papers in my sleep, I swore I'd never pick up another textbook again. Little did I know that 4 weeks later this incredible journey of teaching would begin.



But the inspiration for what I teach and how I teach began long before.

I participated in a Sister City Exchange program to Queretaro, Mexico and was honored with the customary celebration for my 16th Birthday of being thrown in the city center fountain.



When I came home from my trip, Dad asked me what I thought about my experience... I told him I figured out what I wanted to be – I wanted to be an International Business Woman. He asked what that was – and while I had no idea at the time – I knew I wanted to travel the world, meet new people, eat interesting food, and let the company pay for it. So I did just that.



I've been lucky enough to have 2 amazing careers - one in which I've travelled the world as an international business woman buying and selling consumer products around the world.



And the second, teaching others to do the same. In both careers I have developed relationships that will last a lifetime.

Dr. Martinez shared a study from the Access, Success & Completion report by Terry O'Banion during a College Council Meeting that stated for the 2 million students surveyed the most important thing that kept them coming back to their college was making a human connection with someone on campus. Our successes are indeed linked to the relationships we create.

I am not a particularly philosophical person, nor am I drawn to research. What I am is a people person. My career in business and my career in teaching have been all about The People. So today it is doubtful that you will leave this lecture with some deep understanding of any topic nor an earth shattering revelation of some new found facts, what I am here today to speak to you about are the people and the places that have touched my heart and how I use those experiences and the photos I have taken to teach business concepts to my students at SAC.



While I teach different classes each day – every day begins the same - with Coffee Time.

Bus 100 the Fundamentals of Business is a class about discovery and learning that there is more to business than profit. Business is about innovation, creativity, and relationships. While we explore the functional areas of business we focus on helping students discover their strengths and weaknesses, their passion, and their goals. In this class I use my personal stories and my OnCourse training as a foundation to help students learn what it's going to take to be successful.

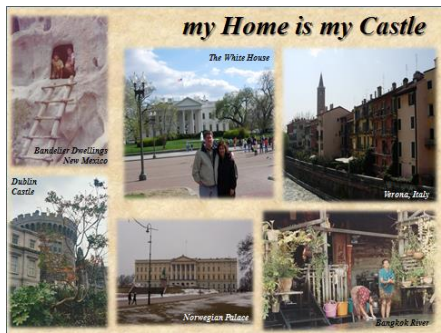


To be successful in Business you have to have a sense of Adventure and a willingness to adapt, and sometimes you'll make a U-turn or two or three. In 1926 my paternal grandmother boarded a boat in Boston harbor destined for Italy with my Dad and my Auntie Gloria. Rather than meeting her husband on the island of Salina, Italy a few months later as planned, she packed up her children and made the journey back to America with ultimate destination California. You see my Nonno had written to say he heard the streets of California

were lined with gold, so he decided he wouldn't be meeting the family in Italy after all. Think about what it would have been like to cross the Atlantic not once but twice, passing through Ellis Island in 1927 and traveling across the US on a train with 2 young children. She just did it. She had no idea what life in California would bring but that's where she needed to be. My Nonni & Nonno were married for 67 years. Plans change, life throws us curve balls, but with a sense of adventure and a willingness to keep going, positive things can happen.



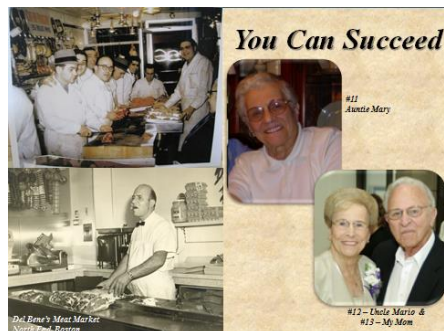
By the way – Nonni lived to be 105 ½. Many people asked her what her secret was... Drink the water from the vegetables, Have a little glass of red wine a day and Never go to bed mad!



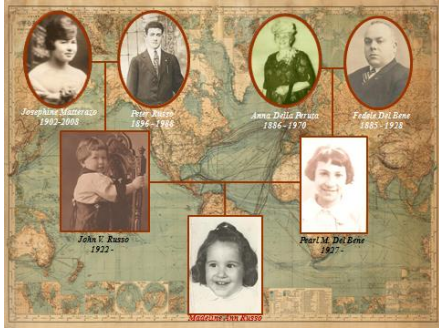
When we set goals we talk about the house the students want to own. It's an interesting conversation because so many of our students have been told not to dream or that dreaming big is bad. I can't count the number of students who want to buy a house for their Mom. You see - It's not about the money it's what you do with it. So as they say – a Man's home is Castle – no matter how many bedrooms or bathrooms.



My maternal grandparents immigrated to the US from Italy in 1907. By 1928 my grandmother had buried 3 of her children and my grandfather; who died in a car accident leaving my Nonni a single mother of 10 as she lost their 14th child in childbirth after Nonno died. Nonni Boston as we called her kept the family together through the Great Depression and WWII. While I know that was not the dream she came to America for- she did not give up, she did not run away, she did the best she could with what she had.



Their children grew up to be entrepreneurs and business owners, post men, seamstresses, managers, Moms and Dads. Today 2 of the 3 remaining children are in the audience with you and 5 generations of Del Bene children are thriving around the world.



Many of our students are first or second generation Americans. What many of them don't believe is that I am a 2nd generation American as well. Embracing our heritage provides us with a foundation for who we are, embracing our future provides us with endless opportunities.



at SAC.

Life & Business often require us to take a risk or two. My husband Ronnie wrote a book called the Soccer Report – before soccer in America had taken off. I started a small home fragrance manufacturing business called Jardiniere International. While neither business was monetarily successful these ventures gave us the foundation for the careers where we are now finding our success. Ronnie developed his skills for interviewing and writing which today help him in sales, while I learned how to open, operate and ultimately close a business, skills I teach in the classroom here



Fortitude & Strength are must haves for success. They say strength comes in numbers. Strength must also come from within. While having a team around us is critical – we must find the drive and determination we need to begin our journey and stay the course within ourselves first.

This was a photo I took at the King's burial ground just outside Oslo Norway. This is one of the oak trees used to build the Viking Ships and later used to bury the king in. One tree = one ship



Explaining the value of the dollar and the cost of living can be an interesting discussion with students today. Mom is the example I use. Yes, my students get to know all about my family and no I don't share all of the dirty secrets. Mom graduated from high school during WWII and a night out on the town (a double feature – cartoons & the news, coffee and pie) cost her 25 cents. The students are amazed when they think about the cost of a movie today being \$12.50 per person. We talk about their paycheck vs. Mom's first full pay check from the Federal Reserve Bank in

Boston being \$17.41. After this discussion their assignment is to talk to a relative or friend who is 65 years or older and find out what they spent on their first date and what their first pay check was. The best part of this assignment is they talk to older family and friends – which opens up all sorts of interesting conversations.



Always have to take a short break between classes to recharge – and so now it’s on to Mktg 113 - Principles of Marketing....

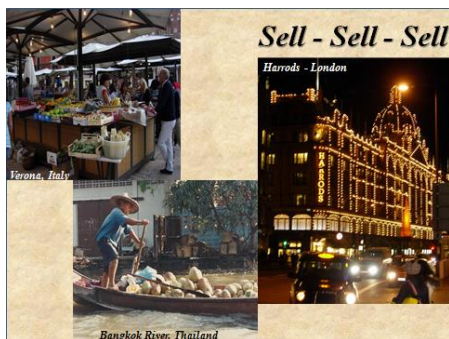


To teach the importance of valid Market Research – my students have an opportunity to meet my Auntie Vicky. Auntie Vicky always had something of great importance to share and every story began with – They Said. Auntie Vicky was born in 1911 and began watching TV when TV was invented so if They Said it on TV it had to be true. Our students do the same do they not? They start with Google & move on to Wikipedia and it has to be true if They Said. My students know if they pull an Auntie Vicky – they haven’t validated their sources or research.



Business and marketing are often thought to be focused only on the bottom line and profit driven. And while that must be the focus for companies to stay in business, companies today are incorporating value propositions focused on service to their community and the environment. It is called Cause Marketing. This is best illustrated today through the sacrifices of our veterans who are in our classrooms under the GI bill.

The story I share is about my Dad who joined the Army Air Corp in 1944 and became a navigator. Dad retired from the Air Force as a Lt. Colonel in 1976 after serving in WWII, Korea and in the Reserves. He never stopped serving – to this day he is actively raising funds for student scholarships and promoting Italian Language programs across Southern California. For Dad it’s the simple pleasure of serving. It can be different for each of us and so very powerful. We get what we give. So Give first.



Having spent 15+ years in the consumer products industry – I learned that sales have to be a priority for companies throughout the value chain. How those sales are achieved happens differently in every country. We should never assume that everyone buys their fruits and veggies at a grocery store. Have you seen the food halls at Harrods or shopped at an open air market on land or on a river? Sales are sales no matter where they happen.



While I told you everything is about the people what I really mean is it's about the Food – Developing relationships means sharing a meal – and depending on the country and the occasion – the meal itself can be very interesting, even an event.



It's about the Food

My family celebrates Carnivale – or Shrove Tuesday the day before Lent begins by enjoying a very peasant Italian meal of polenta which is served on the pasta board. No plates allowed. While our celebration is a bit different from what happens in Rio de Janeiro or New Orleans it is our way of bringing family together and passing tradition down through the generations.

Now we on to Bus 125 – Intro to International Business



Business is Business ?

Business is Business? - How and why we pursue our business ventures is certainly different the world over. Whether it is working for a large or small enterprise, on the production line in a factory, transporting goods around the globe or picking flowers in a field the bottom line is to provide for one's family with the hopes of paying our success forward.



Are we Global?

First Class Pizza

My brother, John, owned and operated a First Class Pizzeria for 3 years. While working a “family shift”, my duties included grinding fresh garlic cloves and slicing tomatoes for the topping bar. Any guesses on the country of origin for those products? The garlic was imported from China and the tomatoes from Mexico. It really doesn't matter the size of the company or how local we consider it – every business is impacted by the global market place.



Building Bridges

Why International Business? With the US still the largest economy in the world – why do companies need to worry about or deal with doing business across borders? From my perspective – it's about building bridges. Bridges are structures that connect people – relationships are bridges that connect us in business and in our personal lives. The stronger the bridge the more it will take to destroy it. Once you've invested the time, energy and money needed to develop an international business – no one wants to see it destroyed. What better reason to find a way to solve our differences and avoid conflict than business.



I had the opportunity to attend a number of IATTO Conferences where we gathered with Int'l Trade Educators from around the world to share best practices for teaching International Business. What we learned is that what we do is more similar than different. The same holds true for our students and business people. What I love about this group is that we are colleagues from 15 or more countries with the same goal of helping individuals and companies expand through global connections.



Each semester I use this very old video of Roger Axtell's to help illustrate how culture impacts business. While it is old – what Roger says is still true.



One of the IATTO conferences was held in South Africa. Part of the conference was spent visiting local businesses and a trade school that was teaching women to sell their handy crafts. There was a sense of embarrassment from the teachers who were trying to make up for the years of discrimination under the Apartheid government.

Unfortunately this seemed to skew their teaching away from the basics of Entrepreneurship as they weren't teaching the women to create and sustain a business they were teaching them a skill. We learned that the focus of an Entrepreneurial program has to be on the

goals, dreams and talents of the students. That focus will create a successful program and successful Entrepreneurs.



Remember when I said it was about the people, or was it the food – well actually it's about the Travel....One thing I learned while traveling the world for work is that is so very important to stop and smell the flowers. Take time to enjoy the country and culture you are visiting – meet the people, eat the food, see the sites.

Now on to my favorite class - Kiss Bow or Shake Hands, the class that allows for discussion about all the things we're not supposed to talk about – politics, religion, and anything else that might be

considered "Taboo".



With all that is going on in the world it is easy to believe that religion can divide us. My questions is - Can it bind us? I believe it's our choice to make. I have god children who are family not by blood but by choice. I have god children who live locally, a god son in Mexico City who is the son of friend I made through business and a Jewish godson as well. My choice is to bind not divide.



Our cathedrals look very different depending on the country, when they were built and what we are praying for....



Sometimes the national religion isn't practiced in a building but on the pitch and the prayers are for a winning goal. For Americans this global obsession with Soccer or Football as it's referred to outside of the US is incomprehensible. For international business people – it's a fact we have to embrace.



Superstitions create wonderful class discussions where students have shared some very interesting perspectives. In the US you can't find a 13th floor in any building – but is it really an unlucky number - Only if you believe. I'm guessing you can see that I don't believe. 13 has always been my number – with the latest luck coming in being awarded the Distinguished Faculty honor in my 13th year full time at SAC.



In 1999 there was an emergency meeting of economic & technology gurus from around the world in Rome. There was serious concern that the Italians wouldn't be ready for Y2K. After a 3 day meeting the Italian Minister thanked everyone for their attendance and concern and assured those gathered that the Italians were here for 1YK and he was sure they would make it through Y2K. Society has survived many a challenge. So I believe there are days to worry and days not to worry as our foundation can bring us through what may seem to be insurmountable odds.



They say kids today can't communicate – I'm not so sure that's a valid statement. We all communicate – we just do it differently. The question I have is can you communicate – in person, on the phone, text, Facebook, or Instagram? It's not a one way street – either way. It's more a matter of making sure you connect with the person with whom you are trying to communicate.



One of the easiest things about teaching is answering student questions. You see no matter what the question in International Business there's always only 1 answer – It Depends. It depends on what it is and where it's from. It simply depends. My students are told that they will most likely leave their classes with more questions than answers. Our goal however is to provide them with the resources to answer those questions when they are working in industry.



Who's considered part of the family is different the world over. As an Italian, family for us is anyone who wants to be part of the family. It's not about the blood it's about the heart. Who do you consider part of your family?

My family is my foundation and for whom I live. My family spans the globe and is made of the people I have

met through work and pleasure – from the US to Australia, Mexico to Japan, to England, France & Bulgaria.





My Kids – While Ronnie and I weren't able to have children of our own – I feel as though I have 200+ kids a semester. A university professor once said to me the best thing about his job was seeing his name in print – for me – this is what it's all about. The emails, the phone calls, the visits from the students who come back to share their journeys long after their time at SAC - this is why we do what we do.

This wonderful adventure we begin each semester is my passion. Noel Dahlen, one of our computer science professors is often heard professing that, "We have the best job ever". What makes it the best job ever for me is the chance I have to be a little goofy, develop relationships with my colleagues and to connect with my students by sharing a little of me with them every day. At the end of every semester I wish for my students the opportunity to create lifelong relationships and I wish that for you.



Teaching at SAC has been a blessing from the day it began. But I have had some very big shoes to fill. My Dad was the SAC Teacher of the year in 1966, Bob Ash first asked me to teach part time way back in 1987, Glenn Doolittle has been my officemate, my mentor and my friend, so Gabriel just so you know you've got about 10 years and we want to see your name on this list!

My message to you is this – We are a global family at SAC - just look around the campus – classrooms and offices. Embrace it, learn from it, enjoy it – it's not like this everywhere. So open up and share a little of yourself with those around you. The smidgen of vulnerability is worth the relationships and rewards that will come to you in return.

This summer I enjoyed reading a book about Champagne and I learned that Napoleon was the champion of my favorite beverage and is credited for introducing it to the world. He once said – "In victory you deserve it, in defeat you need it".



I truly believe that Life is better with bubbles – especially when they're pink. So I say Cheers to all that lies ahead of each one of you.....

And to Santa Ana College as we approach 100 years of service to our students and the community we serve.

