



BUSINESS CHAPTER SACRAMENTO STATE ALUMNI ASSOCIATION

December 2009

Business Chapter

Over 750 Members Strong

Mission—A network of business professionals working together to support the continued improvement of the Alumni Association, the College of Business and Sacramento State; to promote individual member achievement and career advancement; and to make a positive impact in the communities where our members work and live.

Alumni Spotlight - Johnny Kovalek

By Deanna Daly



Although Johnny Kovalek had once planned to be a veterinarian, initially starting college as a bio major, his journey has brought him to a very different career. While studying at Sacramento State, he settled on a major in Business Administration with a double concentration in Finance and Risk Management and Insurance. His choice of major was spawned from what he thought was a most unlikely source.

Johnny's father, a senior financial planner for Ameriprise Financial Services (originally IDS Financial), had long hoped he

would take over the family business. While Johnny didn't have any aversion to the industry, he naturally resisted a path being chosen for him and hoped to find a career he was passionate about. To help support himself through college, he worked in his father's office as a Client Service Manager. During his time there, he watched his father help people achieve their financial goals. This gradually changed his feelings toward his father's chosen career and inspired Johnny to change his major and pursue a career in finance.

Johnny continued to work with his father throughout college and, upon graduation in the spring of 2006, obtained a sponsorship with Ameriprise. He has received his series 7 and 66 securities as well as his life and health insurance licenses. Now, he has been a practicing financial advisor for nearly three years and has recently received his Certified Financial Planner (CFP) and Chartered Retirement Planning Counselor (CRPC) designa-

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We're Online

www.SacStateBizChapter.org

And on LinkedIn.com

Visit website, "Search Groups," enter "Sacramento State Business Chapter"

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For contact information for
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website at
www.SacStateBizChapter.org

Did you know?

You can obtain copies of
this and past newsletters at
our chapter website.
www.sacstatebizchapter.org

Alumni Spotlight Cont.

tions. Much to his father's satisfaction, Johnny now plans to incorporate his father's business into his own when he retires.

In the sea of financial planning, Johnny has chosen to specialize in plans for three groups: young adults and families, the nearly retired, and what he believes is an under served market – the hearing impaired. In working with his clients, Johnny realized that a fair number were either hard of hearing or deaf. He has subsequently enrolled in sign language classes so that he can better support this portion of his clientele. He also volunteers for hearing impaired and deaf focused

organizations with proceeds going toward Camp Grizzly (a hearing impaired children's camp).

Johnny currently resides in the Natomas area of Sacramento and enjoys rock climbing, running, weight lifting, golfing, and camping in his spare time. He is also an active member of the Catholic charitable organization, Knights of Columbus.

For more information on Johnny Kovalek, visit his website at www.ameripriseadvisors.com/johnny.a.kovalek/ or email him at johnny.a.kovalek@ampf.com.

Zero Period: Creating Tomorrow's Leaders

Based in Sacramento, California, ZeroPeriod is a newly founded student scholars program and educational consulting firm designed to develop and support the academic and leadership potential of young adults. Catering to both high school and middle school students, ZeroPeriod provides services based on its five principles: academic excellence, leadership, professional development, community service, and cultural exploration.



Students are placed in a personalized environment that helps them to monitor their academic progress, actively plan and participate in leadership and community service activities, and

encouraged to explore their interests in-depth. For example, current students are planning fundraisers to support education abroad, developing medical internships, starting their own clubs and even developing their own student businesses. Parents find value as well.

Through ZeroPeriod, parents can use the program as another way to discuss academics and college preparation with their child. This can be particularly useful in high school when communications can sometimes be more challenging and the good intent of parents is lost.

ZeroPeriod provides resources such as grade tracking, discussion of college requirements, coordinated visits to college campuses, assistance identifying academic competitions, recommendations for summer activities, as well as professional development sessions. Together, students are better positioned to submit more competitive college applications while gaining the confidence and skills to become responsible and effective leaders.

While the intent of helping students excel in both school and in life may not seem new, ZeroPeriod seeks to

take a different approach. For instance, regular meetings with students are key to the program. With some students meeting as frequently as once a week, activities are designed to help students exercise their analytical skills, deliver high quality work and effort, and build self confidence.

Further, students are encouraged to think beyond college. While getting accepted into a four year university is a primary goal of the program, a passion for learning and commitment to continuous improvement are among some of the underlying principles ZeroPeriod helps students develop.

Partnering with initiatives such as Breakthrough Sacramento, a college preparatory program for academically motivated students from under-resourced schools and Sacramento High School's student internship program, ZeroPeriod also offers opportunities for students to participate at no cost. For more information or to enroll a student, please visit www.zeroperiod.com or contact Christine Sison, Executive Director at csison@zeroperiod.com.

How you can help: ZeroPeriod is seeking local leaders and professionals

Business Chapter Social Mixer A Success

By Nathan Davis

The Business Chapter of the Sacramento State Alumni Association hosted a social mixer at one of the newest bars in Old Sacramento, the old western themed River City Saloon, on October 8th.

While tossing their peanuts on the floor, alumni enjoyed a casual atmosphere with drinks and food, networking and renewing of friendships

to help students bridge the gap between the classroom and industry. If you or your business is interested in participating in professional panels, hosting an onsite visit to your business, or being a mentor to a student, please contact us. In addition, we welcome businesses to share internship, competition or scholarship opportunities available to students with us.

Underwriting or developing a scholarship program is another way you can help support local student achievement. Please contact us for more information. Thank you for your support and we look forward to partnering with you.

For more information, please contact:

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Email: csison@zeroperiod.com
Phone: 916-812-7274
Fax: 916-880-5676

with other alumni. We plan to arrange more of these events in the future so if you weren't able to attend this event make sure to catch us at the next one.

You can keep in tune with current Business Chapter information at www.SacStateBizChapter.org.

Upcoming Business Chapter Events

Every Third Wednesday
Event: Business Chapter Board Meeting
Time: 6:30 PM - 8:30 PM
6:30 PM - Dinner & Mixer
7:30 PM - Board Meeting
Location: Rotating
Contact: Paul Finn
E-mail: Paul.F.Finn@usps.gov

Other Upcoming Events

27th Annual Martin Luther King, Jr. Prayer Breakfast
Date: Saturday, Jan 16
Time: 8:00 AM
Location: University Union Ballroom
Admission: \$27 for Adults, \$21 for Children 12 and under (for more information call Evelyn Bradley-Owens at 916-206-2995 or 916-427-2447 before Dec 31. Tickets will not be sold at the door.)

For more events information, visit www.SacStateAlumni.com.

Members On the Move

Every issue, we feature member updates. If you'd like to be in this section, please send your information to deannakdaly@gmail.com.

Diana Rigas-Bergeson '88 B.S. Marketing writes, "After many years of working in the fashion and ad industry, I decided to begin volunteering and working in the non-profit world. I raise funds and awareness for public school foundations as well as various organizations. I serve on the Board of Directors for the Holocaust Center of Northern Ca., heading up fundraising efforts. I have also served on the Portola Valley School Fndtn, creating an endowment and putting on special events (Gala - raising \$575k in one evening). I've had the opportunity to act as the PTA President in both the public and private school arenas. Serving on the Board for PARCA (Peninsula Assn for People with Disabilities) has been another rewarding experience as well as working with a private pre-school and children's educational programs. I now teach non-profits how to market themselves and how to raise funds and awareness for their organizations. I make my home in Portola Valley and am a proud member of the Sac State Alumni Association."

Ralph Marcello '79 B.S., Accountancy writes "I started a new company, 'Marcello & Company' in 2008, specializing in auditing small cities at resort locations. I'm also teaching for the California Society of CPA's Foundation. I live and work in Sacramento and am a member of the Alumni Association."

SACRAMENTO STATE COLLEGE OF BUSINESS ADMINISTRATION

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Application Deadlines:
January 28, 2009 (EMBA)
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For more information visit:
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