



CSUCI Martin V. Smith School to host speaker Steve Goodall

Camarillo, Calif., Feb. 23, 2009-The Martin V. Smith School of Business and Economics at California State University Channel Islands will host Steve Goodall, former President and CEO of J.D. Power and Associates, a global marketing information firm that conducts independent and unbiased surveys of customer satisfaction, product quality and buyer behavior. The MVS School event featuring Goodall will be held on the CSUCI campus beginning with check-in and a luncheon at 12:00 p.m. on Friday March 6. Goodall's presentation will begin at 12:30 p.m., followed by a Q&A period.

Goodall's presentation titled "Dealing with the Economic Downturn," which will focus on his perspective of the origins, consequences and responses to the current economic crisis, is free and open to the public but seating is limited. An RSVP is required and can be made by e-mailing amber.weir@csuci.edu. Parking will be available on the campus and will be complimentary. Signage will be posted for the event parking.

Goodall joined J.D. Power and Associates in 1978, and served as president and chief operating officer from 1996 to 2003, when he was appointed CEO while maintaining the position of president. During his career with the firm, he developed expertise in measuring customer satisfaction, new product acceptance, brand image and buyer motivations, as well as designed and managed quantitative and qualitative research projects. Goodall earned an MBA from the University of Southern California and bachelor's degrees in both marketing and psychology from California State University, Chico.

This event is sponsored by the Martin V. Smith School of Business & Economics.

For information regarding this event contact Amber Weir, Events Coordinator at CSU Channel Islands, at 805-437-8548 or amber.weir@csuci.edu.

For media inquires about this event contact Nancy Covarrubias Gill, Director of Communication & Marketing at CSU Channel Islands, at 805-437-8456 or nancy.gill@csuci.edu.

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CSU Channel Islands is accredited by the Accrediting Commission for Senior Colleges and Universities of the Western Association of Schools and Colleges.

CSUCI Mission Statement

Placing students at the center of the educational experience, California State University Channel Islands provides undergraduate and graduate education that facilitates learning

within and across disciplines through integrative approaches, emphasizes experiential and service learning, and graduates students with multicultural and international perspectives.