

News@MIT Sloan

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<http://mitsloan.mit.edu/newsatmitsloan/>

Schoolwide News

NSUW Now

By Amy MacMillan

The past three years have gone by briskly for seniors Payal Agrawal and Jenny Chen. The two friends are not only about to graduate in the spring, but will also relinquish their two-year reigns as Co-Presidents of the MIT Network of Sloan Undergraduate Women (NSUW) this semester. Both were involved at the inception of the undergraduate group, formally founded in 2005 by Stephanie Wu, SB '07 and Ashvini Thammaiah, SB '06.

NSUW, which was once a fledging student group with just nine members, has grown to a 300-member strong organization (officially recognized by the MIT Association of Student Activities) with \$20,000 in corporate funding in its coffers. Its platinum sponsors are Goldman Sachs and JPMorgan, and other sponsors include Bank of America, Nike, Lehman Brothers, Accenture, Deutsche Bank, and Morgan Stanley.

NSUW serves as a career network of women undergraduates, faculty, alumnae, and professionals, and in spite of the Sloan name, is open to any undergraduate female at MIT. Chen, a management major, explains that many science and engineering majors plan to pursue careers in business. "We are seeing women who – even though they are interested in business – want to be a manager in a pharmaceutical company or biotech company. We wanted to keep membership open to everyone," she says. Chen, however, estimates that more than half of the active members are either majoring or minoring in Course 15.

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We welcome story ideas, photos, suggestions, and comments from students, faculty, and staff.

Please send items to:
Sarah Foote, Editor,
news@sloan.mit.edu.

Deadline: 12 p.m.
Thursday for publication
the following week.



NSUW's Executive Board, (from L-R): Lihua Bai, '09; Wendi Xiaowen Zhang, '09; Manisha Manmohan, '08; Payal Agrawal, '08; Jenny Chen, '08; Irene Lee, '10; Allison Lu, '09; and Jennifer Sim, '10.

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As part of NSUW, female undergrads learn how to practice networking techniques, refine resumes, understand business etiquette, and give good interviews through a variety of on- and off-campus activities. Although the group does not receive MIT funding, NSUW will most likely reapply for such funding in the future, Chen adds.

In 2004, Chen and Agrawal were the only freshmen on the Executive Board. Elections for a new Executive Board will take place at the end of this month. Agrawal, an electrical engineering major with a business minor, knew immediately that it was something she wanted

“NSUW provides elements that you cannot get through the undergraduate education alone.”

to be involved in when she got here. “When [the founders] first told me their thoughts about bringing an organization to MIT’s campus that would empower women, I was thrilled. I envied other schools that supported their female student population with their business endeavors,” she says.

“It’s been a lot of fun and a lot of work to see the growth we’ve undergone over the past two years. I think we started out with the goal of just bringing women closer together. And empowering them to be more open about their interests in business and to be confident in themselves in pursuing business careers,” Chen says. She adds that the founders were inspired by a local women’s business conference, as well as the Harvard Undergraduate Women in Business club, the largest undergraduate business organization at Harvard. MIT’s Sloan Women in Management (SWIM) is restricted to graduate students. “NSUW provides elements that you cannot get through the undergraduate education alone,” says Agrawal.

Ellen Sojka, ’08, is a chemical engineering major who says she’s benefited from her involvement with NSUW. “I realized after my sophomore year that I was more interested in business and finance than pure engineering as a career path after school. I really enjoy NSUW because it brings together amazing women who are all interested in management, business, finance, and so on. By speaking to other women who were also in my position, I was able to get a better idea of the career options that were out there,” she says.

NSUW runs a plethora of successful activities such as the Mentorship Program, where an upperclassman is paired with an underclassman for guidance on course selection, internship recruiting, and other facets of life at the Institute. The Mentorship Mix and Match kickoff is this Thursday, October 11.

The Women in Business Panel is an event where senior marketing and consulting female execs visit campus to discuss their career experiences. Other corporate events include interactive sessions and dinners where NSUW members can learn about opportunities, as well as network with women in the real world. Recently, a networking dessert with McKinsey & Co. was held at Finale in Harvard Square. NSUW’s Alumnae Panel gives graduates the chance to return to campus, and offers a glimpse of the future for the undergrads. “The alumnae always say they wish they had an organization like this when they were here,” Chen says.

In an effort to better acquaint the students with the faculty, NSUW also holds at least one Coffee Chat with invited professors at the Faculty Club each year. Chen says about seven-to-ten MIT Sloan professors (males included) meet with the students in this casual setting. An annual fashion show, where the seniors model various types of business clothing, rounds out the yearly activities for NSUW.

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The organization has raised money with outreach activities, such as attending company recruiting events, career fairs, and even through cold calling, Chen says. These sponsors will benefit from a mutual relationship, as NSUW helps them publicize events and internship recruiting. Last year, two students received internships directly through NSUW when Bear Stearns hosted a luncheon in New York. The recruiter extended internship opportunities solely to the 25 women at the event. “That was one of our major achievements from last year. That’s something we are going to work on in the future – to try to get direct internship offers for NSUW members,” Chen says.

In the meantime, Chen and Agrawal both agree they are leaving the group in good hands. “I’m really proud of how far we’ve come. Since we are starting to mature a bit, the events we are running are starting to become very efficient. I hope we’ll still find new areas for growth,” Chen says.

The two have similar post-graduation plans. They have both accepted investment banking positions at JPMorgan in New York, where Chen will work in consumer healthcare retail, and Agrawal will be in the technology, media & telecomm practice. They also plan to stay involved with NSUW as alumnae.

“I am excited to see how this organization is going to flourish at MIT. I hope to come back year after year and see NSUW more successful every time,” Agrawal says.

The Dean’s Innovative Leader Series Promises Another Year of Candid and Inspiring Leadership Stories

The fall 2007 kickoff of the Dean’s Innovative Leader Series (DILS) will feature Bruce Gordon, MIT Sloan Fellow Class of ’88, and the former President and CEO of the National Association for the Advancement of Colored People (NAACP), on Wednesday, October 17 at 12:00 p.m. in Wong Auditorium (E51). A light lunch for audience members will be available in Ting Foyer starting at 11:30 a.m., and as usual, Sloan management asks that people arrive early if possible to have time to eat before the presentation begins at 12:00 p.m. There will also be an opportunity for a small group of students to have a private lunch with Gordon immediately following the presentation. To be considered for this opportunity, please send an e-mail as soon as possible to Jill Soucy at jsoucy@mit.edu, as requests will be reviewed on a first-come, first-served basis. After a 35-year career in the telecommunications industry Gordon retired in December 2003. As President - Retail Markets Group for Verizon Communications, he was responsible for the company’s consumer and small business customers. He also directed corporate advertising and brand management. Gordon managed a 35,000 person work force and was accountable for \$23B in revenue.

On August 1, 2005, Gordon became the President & CEO of the National Association for the Advancement of Colored People (NAACP). He served for 19 months before resigning in March 2007. During his tenure, Gordon added more than 100,000 members and associates to the NAACP, a 33 percent increase. This



Bruce Gordon

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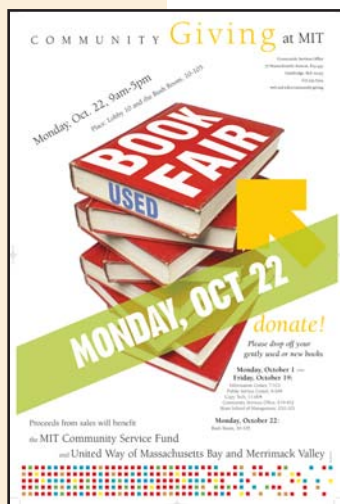
growth resulted from a dramatic redesign of the Association's website and a restructuring of its membership model. Gordon established a communications path to the Bush administration that, prior to his arrival, was non-existent. This culminated in the President's appearance at the 2006 National Convention; the first appearance of his administration. Gordon based his strategy and programmatic content around a model of accountability. He sought to strike a balance between service and advocacy that would capitalize on the power and capabilities of the NAACP's nationwide infrastructure.

In March 2007, The American Advertising Federation inducted Bruce into the Advertising Hall of Fame, the industry's most prestigious honor. In May 2006, *Ebony* magazine named Bruce one of its "100 Most Influential Black Americans and Organization Leaders." In July 2002, he was ranked #6 on *Fortune* magazine's list of the "50 Most Powerful Black Executives." *Black Enterprise* magazine named him "1998 Executive of the Year." He is a member of the boards of CBS and Tyco International, Ltd., a trustee of Alvin Ailey American Dance Theater Foundation, and a member of the Executive Leadership Council. Previously, he served on the boards of Southern Company, Office Depot, Best Foods, Infinity Broadcasting and Bartech Group. He was also a trustee of Gettysburg College and Lincoln Center.

Join MIT Sloan on October 17 as Gordon shares his personal thoughts on accountability and activism.

The Dean's Innovative Leader Series is co-sponsored by the MIT Leadership Center and the MIT Sloan Office of External Relations. It brings to campus some of the most influential and innovative leaders from both the public and private sectors who will share lessons learned from their experiences in leading some of the world's most significant and innovative organizations. For more information on this prominent series visit: <http://mitsloan.mit.edu/corporate/dils.php>.

Community Giving @ MIT Used Book Fair



MIT Sloan is collecting new and used books now through October 19 to sell at the upcoming Community Giving at MIT Used Book Fair on Monday, October 22, 9:00 a.m. to 5:00 p.m. in the Bush Room, 10-105. Sales will benefit the MIT Community Service Fund and the United Way of Massachusetts Bay. Drop off location to donate books is located in E52-101. Contact Dawn Peters for more information, dpeters@mit.edu.

MIT Sloan Professor Honored

Andreas Schulz and co-author Nicolas Stier (Columbia) have won the 2006 Glover-Klingman Prize for the best paper published in *Networks* during 2006. Their paper, "Efficiency and Fairness of System-Optimal Routing with User Constraints," was judged to be outstanding among 46 papers published in the journal during 2006. The reviewers on the editorial board especially

appreciated the way in which Andreas's and Nicolas's work "connects theory and practice."



Professor Andreas Schulz

New Study Rooms Available

Dewey Library has designated six rooms on the second floor of E53 as group study rooms.

The rooms are:

E53-208 & 210 (semi-private rooms divided by partition): capacity six people in each room

E53-212: capacity eight people

E53-214: capacity eight people

E53-216: capacity 15 people

(Room is equipped with a 40-inch wall mounted LCD monitor)

E53-289: capacity six people

Anyone in the MIT community may reserve a study room. To reserve a room, use the sign-up sheet posted on the door of each room. Reservations cannot be taken over the phone or by e-mail. Rooms are available any time the library is open. Library hours are posted at <http://libraries.mit.edu/about/hours/index.html>.

Tables, chairs, and whiteboards are available in each room. Dry erase markers are available for checkout at the Dewey Library front desk. Priority is given to groups of two or more. Please do not move the room partitions. Also, please do not remove chairs, tables, or supplies from the rooms.

Going up? MIT to Host First Ever Elevator Pitch Contest

By Patricia Favreau, MIT Sloan Media Relations Office

A panel of venture capitalists, angel investors and entrepreneurs will judge MIT's first ever Elevator Pitch Contest on October 13, 2007 at the MIT Stata Center. There is no fee to participate or attend, and the competition is open to both students and the public. More than \$10,000 in prize money will be awarded.

Eight prizes of \$1,000 each and a \$2,500 grand prize, will be awarded following the finalist round.

An elevator pitch is a brief overview of an idea for a product, service, or project. The pitch is so called because it can be delivered in the time span of an elevator ride. Each competitor's 60-second pitch will be evaluated on three equally important criteria:

- How well the pitch articulates a specific problem or unmet need and identifies your customer
- How unique and viable your idea is in addressing this specific need
- How effectively and passionately a presenter articulates the problem and solution



Contestants are invited to compete with one pitch within one category. Categories include Healthcare/Life Sciences; Internet and Communications; Products and Services; Energy/Green Technologies; and Development. Contestants will give a 60-second pitch without any slides, visual aids, or other presentation materials.

"The Elevator Pitch Contest is a brand-new addition to the \$100K Entrepreneurship Competition series that allows up-and-coming entrepreneurs to test their ideas with passion," says Jeff Sabados, lead organizer of this year's annual business plan competition at MIT. "Conceivably, a participant could win \$2,500 in 60 seconds, which isn't bad for an afternoon."

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Competitors are encouraged to deliver elevator pitches structured in the following manner:

- 1st sentence: State the problem
- 2nd sentence: State *your* solution
- 3rd sentence: Who you are, why you're the one to solve the problem
- 3rd sentence: State the value proposition
- 4th sentence: Call to action (what the audience or recipient should do next)

"A successful elevator pitch communicates a sense of value, empathy, and urgency," says Ken Morse, a Senior Lecturer at the MIT Entrepreneurship Center. "It quantifies the value proposition clearly and combines thorough sales and market research."

A preliminary round kicks off from 3:00 -6:00 pm, followed by a VIP reception. The final round and award ceremony will be held from 7:30 pm-9:30 pm. Registration will be available from 8:30 am on throughout the day of October 13.

Deadline for entry submissions is Wednesday, October 10: <http://www.mit100k.org/epc/entry.php>. For a full overview, schedule and resources, please visit: <http://www.mit100k.org/epc/index.php>

Now in its 19th year, the MIT \$100K Entrepreneurship Competition is one of the world's leading multi-faceted business plan competitions. It remains an economic barometer on what new ideas are being funded by Venture Capitalists. Since its launch in 1989, the competition has led to the creation of over 85 companies with aggregate exit values of \$2.5 billion captured and a market cap of over \$10 billion. These companies have generated over 2,500 jobs and received \$600 million dollars in Venture Capital funding.

SES CORNER

Facilities Update

The bulletin boards around MIT Sloan are in high use. To ensure all postings are current, old posters/flyers will be cleared the first Saturday of each month. Please note that no posters/flyers should be hung on walls or windows and will be removed if they are found there. The rugs on the first floor of E51 and third floor of E51 were shampooed in August. Due to the large number of beverage and food spills, they were re-cleaned recently. Please be careful when eating and drinking in classrooms and lounges, and dispose of your trash in the appropriate receptacles.

SIP Workshop Bidding:

Round II- All MIT Sloan Graduate Students

Opens 9:00 a.m. on Friday, October 5

Closes 5:00 p.m. on Friday, October 12

Add/Drop Round opens 9:00 a.m. on Wednesday, October 17 and closes 9:00 a.m. on the following days:

Friday, October 19 for Monday, October 22 workshops

Monday, October 22 for Tuesday, October 23 workshops

Tuesday, October 23 for Wednesday, October 24 workshops

Wednesday, October 24 for Thursday, October 25 workshops

Thursday, October 25 for Friday, October 26 workshops

If students have successfully obtained a seat in a workshop and do not drop by the deadline, they are expected to attend. Failure to do so is considered a violation of Professional Standards.

Town Meeting Wrap-Up

Tuesday's Town Hall meeting was a joyous celebration featuring the announcements of the McKinsey Awards for the MBA Class of 2009, and the Siebel Scholars for the MBA Class of 2008. Both of these prestigious annual awards highlight the strengths and talents of MIT Sloan MBA students.

MIT Sloan alums Tanguy Catlin, MBA '04, and Kevin McLellan, MBA '02, and Michael J. Gordon, SM '99, all of McKinsey, presented the McKinsey Awards, which are unique to the School. Open to all incoming MBA students, the selection committee (comprised of MIT Sloan alums at the firm) chooses the recipients based on proven leadership and academic skills, as well as a strong sense of community involvement. Catlin said the selection process takes six months, and a total of 300 applications this year were whittled down to 12 finalists who were interviewed, before four were selected as winners. "This process has reinforced our conviction that MIT Sloan is home to extraordinary talent, as we have seen a remarkably large number of distinctive applications," Catlin said. "The Class of 2009 is absolutely stellar," he added.

McKinsey Award Winners

The McKinsey Award winners this year are: Ignacio Diaz, Saptarshi Ganguly, Gautam Kharkar, and Eun Jeong Ko. Diaz, a native of Venezuela, was noted for being the founder of an NGO that generates awareness about impoverished refugees in Latin America. Ganguly started a business within India's ICICI Bank, which now contributes \$1 billion in annual deposits. Some of Kharkar's accomplishments include bringing together eight different African leaders to agree on some contentious topics, and he also manages to make his family a priority. McLellan noted that Ko tackled some biases in her home country of South Korea, where women are not expected to do the same work as men. She was also noted for her many years of volunteer activities.



McKinsey Award winners, (L-R): Ignacio Diaz, Gautam Kharkar, Saptarshi Ganguly, and Eun Jeong Ko.

Siebel Scholars

Debbie Berechman, Executive Director of the MBA program, announced the five MIT Sloan Siebel Scholars. The Siebel Scholars award was established in 2001 to recognize the most talented students at top management and computer science schools. The generous financial award helps defray tuition costs in the second year of graduate school. MIT is one of two schools that give the awards in both the School of Engineering and the School of Management. Siebel Scholars are chosen based on academic merit and



Siebel Scholars, (L-R): Jody Muehlegger, Yonca Heyse, Sim Blaustein, Laura Dansingani, and Jennifer Liao.

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leadership performance. Berechman said this year's nominee pool was one of the largest ever, with 64 candidates who had the required 4.9 GPA or higher at the end of the first year of study. MIT Sloan faculty and staff receive the list of nominees and then submit their nominations. This year's Siebel Scholars are: Sim Blaustein, Laura Dansingani, Yonca Heyse, Jennifer Liao, and Jody Muehleger.

All five of the students are noteworthy for their tremendous contributions to extracurricular activities, MIT Sloan clubs, the MIT Sloan Senate, and their class participation. Berechman closed the awards presentation by commenting that the McKinsey and Siebel award winners are representative of the amazing accomplishments of MIT Sloan students, in and out of the classroom. She encouraged the MIT Sloan community to join her in congratulating the recipients.

In other news, Joanna Brownstein, MBA '08, and Adit Vaidya, MBA '08, reminded first-years to take advantage of the Core Reality program, a student-run, peer-to-peer endeavor that helps the students balance workload, prepare for exams, and adjust to the complexities of business school. For more information contact Brownstein at jbrownstein@sloan.mit.edu or Vaidya at adit@sloan.mit.edu.

Garrett Dodge, MBA '08, asked the students to consider volunteering at this year's Phonathon on November 5, 6, and 7. It's a terrific way to contact alums and help give back to the School, Dodge noted. For more information, contact Mariel Katin at mkatin@mit.edu. Training, dinner, and the chance to win some fun prizes are all a part of the Phonathon. Finally, Sylvia Dizon, MBA '08, briefly spoke about her internship experience working for the National Park Service at Assateague Island National Seashore this past summer. Dizon, a SNIF (Sloan Non-Profit Internship Fund) recipient, urged students to consider pledging to the fund, which allows students to intern at non-profit or public companies each year. Dizon was one of seven SNIF recipients this year.

Dizon, who helped develop a three-to-five year business plan and analyzed strategy for additional revenue generation at the park, called her experience one of the "best summers of my life."

CAMPUS CORNER

Soap Box: A Genius for Change, and the Passion To Do It

Speaker: Senior Lecturer Amy Smith

Soap Box @ the MIT Museum is a series of salon-style, early-evening conversations with scientists and engineers who are making the news that really matters. Soap Box is a public forum for debate about important ideas and issues in science and technology. Senior Lecturer Amy Smith co-hosts with students discussing their latest work on new technologies for the developing world.

This event will take place Wednesday, October 10, 6:00 –7:30 p.m., in N51-126, Mark Epstein Innovation Gallery. For more information contact Beth Nakamura, 617-258-9109 or museum@mit.edu.

MOVIES

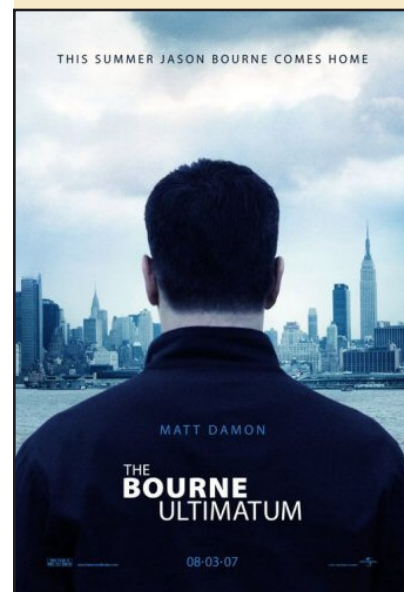
NOW PLAYING ON CAMPUS...

The Bourne Ultimatum (2007)

The government's most wanted amnesiac super-spy returns in this thrilling third installment in the Jason Bourne franchise. *The Bourne Ultimatum* picks up where *The Bourne Supremacy* left off, with Bourne once again racing around the globe, desperate to uncover the secrets of his identity. Having just lost his girlfriend and only companion, his search for answers is now fueled by much more than his own self-preservation. The film starts with Bourne tracking down a British journalist (Paddy Considine) who he believes has valuable information about his past. He quickly discovers that the government conspiracy runs far deeper than he realized, and so begins a riveting, action-packed game of cat and mouse with the CIA.

Playing on October 13 at 7:00 and 10:00 p.m. in 26-100 and again on October 14 at 10:00 p.m. in 26-100.

From the Lecture Series Committee website. All movies are just \$3.



(Courtesy of Google Images)

AROUND TOWN

Things to do in Boston & Cambridge

Head of the Charles 2007

Race Weekend October 20-21

Since 1965, rowers have come from far and near to the banks of the Charles River to take part in the world's largest regatta. But the fun isn't limited to competitors — there's many ways for spectators to get involved in the weekend's activities.

The 2007 Head of the Charles Regatta will feature the 5th annual Reunion Village. As a service to both local and out-of-town spectators, the village provides a setting for clubs, schools, alumni groups, parents, boosters and "Friends" to connect and enjoy themselves against the backdrop of the greatest fall regatta in North America. Cold beer, wine, breakfast, and lunch concessions are offered, or you may bring your own (but no alcohol may be brought onsite). Watch the racing along the riverbanks or if you prefer an overhead vantage point, find a spot on any of the six bridges along the course — Boston University, River Street, Western Avenue, Weeks, Anderson or Eliot Bridges.

From the Head of The Charles Regatta website. For more information visit www.hocr.org.



The MIT Rowing Club competed in last year's Head of the Charles.

SWIM's '80s C-Function



*Saadiq Rodgers-King and
Ajay Kulkarni, both MBA '08.*



*Liz Magruder, Catharina Lavers,
and Melissa Tahan, all MBA '09.*

**Photos courtesy of Jeremy Gilbert
and Patricia Bamber**



Bethany Logan and Melissa King, both MBA '08.