

# **Simmons School of Management MBA Update\***

## ***February 1, 2007***

*The mission of the Simmons School of Management is to educate women for power and principled leadership. We are committed to the advancement of knowledge and practice in management through excellence in education and research. Our academic programs offer rigorous, applied, management education designed for women. We focus on leadership, and our programs integrate the strategic, functional, and behavioral aspects of management. SOM students gain the knowledge, analytical skills, and confidence that they need to manage successfully in dynamic and global environments. We are invested in our students' success and support them as they launch, advance, and change their careers.*

### **MBA OFFICE UPDATES**

#### **Note From Mary D**

So many topics to pick from this week: the guerrilla marketing campaign that caused a massive security response in the city of Boston or Exxon Mobil's 39.5 billion dollars in profits, making it the largest annual profit in US history, or the 74 year low in US personal savings. As business school students, you can dig behind the headline and understand what is underlying it. You can discuss what the economic issues are or if you think there are any ethical issues with the marketing event of yesterday. Tie your coursework to what is happening, have an opinion about it and be ready to back it up! Current events when you are in business school should open you to many new perspectives and lots of respectful debate. I hope you and your classmates have many provocative discussions on these and many other issues.

#### **Quotes of the Week**

"We grow great by dreams ... Some of us let these great dreams die, but others nourish and protect them; nurse them through bad days till they flourish; bring them to the sunshine and light, which comes always to those who sincerely hope that their dreams will come true." --*Woodrow Wilson*

"Patience is the companion of wisdom" --*St. Augustine*

#### **Schedule Reminders for the Week of February 5 – February 10**

Monday, February 5, 12-1pm CGO luncheon speaker series with Stacy Blake-Beard, Mary Shapiro and Cynthia Ingols, CR1

Tuesday, February 6, 4:45-5:45pm, Career Services Office Student Forum, CR1

Thursday, February 8, No Finance A class

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## MBA Info Session

Invite a friend to attend a Simmons MBA Information Session! If you know of a woman who would be a great addition to the Simmons SOM community, invite her to the next MBA information session.

MBA Info Session

Date: February 15, 2007

Time: 6:00 - 8:00pm

Location: Green Room, 409 Commonwealth Ave, Boston MA

Join Dean Deborah Merrill-Sands, alumnae, and current students, to learn about the unique Simmons experience; hear firsthand stories about the Simmons MBA program and how it has opened up a world of possibilities for many women. You will also gain a glimpse into the classroom by participating in a “mini-case discussion” lead by faculty member, Deborah Marlino.

Find out about our one-year accelerated program, part-time options, curriculum, career placement, financing your degree and the application process.

To sign up for this event, please RSVP by visiting our web site at <http://www.simmons.edu/som/mba/info/>.

## Leading Women Entrepreneurs Series 2007: Founding and Growing a Business

The Entrepreneurship Initiative will host a four part event series “Leading Women Entrepreneurs” in March. This unique forum will showcase four prominent business executives on the topic of starting and growing a business. Each event will include a keynote presentation and questions/answers (11:30-1:00 PM) with networking opportunities (1:00-2:00 PM) and will take place in the Mockler Building.

Each event is free and open to the public. RSVPs to: [entrepreneurship@simmons.edu](mailto:entrepreneurship@simmons.edu)

Please include the date or title of the events you would like to attend in your RSVP.

**March 3, 2007:** 11:30 a.m. – 2:00 p.m.

**Building a Start-Up: The Process of New Venture Creation, with Comments on High Technology**

Keynote: Julie LeMoine, Founder & CEO, UCHow Technologies

*Julie LeMoine is a 2-time start-up entrepreneur, corporate entrepreneur and 20-year thought leader in Internet and security technology. In her presentation, Julie will take us step by step through the process of new venture creation, with special commentary on the opportunities and challenges of women entrepreneurs in high technology.*

**March 10, 2007:** 11:30 a.m. – 2:00 p.m.

**Global Social Entrepreneurship: Bringing Clean Drinking Water Solutions to the Developing World**

Keynote: Susan Murcott, Inventor and Senior Lecturer, Civil and Environmental Engineering Department, Massachusetts Institute of Technology

*Susan Murcott is an inventor, civil engineer, MIT lecturer, and global advocate for clean drinking and household water supplies in the developing world. As part of the Clean Water for 1 Billion People campaign, she works primarily on behalf of women, who are largely responsible for water, and children who suffer disproportionately from its pollution. Susan’s team at MIT won the prestigious Wall Street*

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*Journal – Technology Innovation Award in the Environment category in 2005 and the World Bank Nepal Development Marketplace Prize in 2005 for invention of the Kanchan™ Arsenic Filter. She has worked actively in the field in Nepal and Ghana to promote adoption of low tech yet productive water treatment technologies.*

**March 17, 2007:** 11:30 a.m. – 2:00 p.m.

**The Entrepreneurs Life: Building a Great Brand on a Shoestring Budget**

Keynote: Paige Arnof-Fenn, Founder & CEO, Mavens & Moguls

*Paige Arnof-Fenn is CEO and Founder of Mavens & Moguls, a global strategic marketing consulting practice. She has been a key player in multiple start-ups (Zipcar, Launch Media), rejuvenations (Inc.com), and intrapreneurship efforts (Proctor & Gamble, Coca-Cola). In this presentation she focuses on the critical entrepreneurial task of building a brand that works for the start-up with limited cash.*

**March 24, 2007:** 11:30 a.m. – 2:00 p.m.

**A Twenty Year Perspective on Founding and Growing a Firm**

Keynote: Gretchen Fox, Founder & CEO, Fox Relocation Management

*Since founding Fox Relocation Management in 1987, Gretchen Fox has built her one-person firm into a 60-person practice with offices in Boston, Washington DC, Providence, and New York City. The company, offering a full range of relocation services from design and master-planning through construction and move management, was recently selected for a third year in a row as one of the top 100 woman-led businesses in Massachusetts. On March 24<sup>th</sup>, Gretchen will discuss her near twenty year entrepreneurial career including comments on the phases of firm development and the founder's path from start-up through growth.*

For additional information contact Kelley Crowley at [entrepreneurship@simmons.edu](mailto:entrepreneurship@simmons.edu)

**CGO Presents: THE LUNCHEON SPEAKER SERIES!**

Join us for an engaging discussion, led by Professors Stacy Blake-Beard, Cynthia Ingols, and Mary Shapiro.

TOPIC:

Recent research challenges the predominant rhetoric that women, lacking ambition or commitment, often "opt out" of a demanding career. This new research suggests that women are actually asserting "career self-agency" and negotiating workable terms to better integrate career and personal life.

WHEN & WHERE:

Monday Feb 5, 2007

Caseroom 1

12-1 pm

PIZZA & DRINKS WILL BE SERVED FOR LUNCH!

sponsored by The Center for Gender in Organizations

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## Promotions and Job Changes in the MBA Office and Operations Staff

One of the joys of being a manager and working with great staff is occasionally a situation will present itself that requires a hard internal look at your own unit- what you do, who does what, and how do you continue to motivate, challenge and retain really strong staff.

When Suzzette Turnbull left last August to return to Florida to be closer to her mother and her family, it was a moment to look closely at my two units-MBA and Operations and figure out what structure would work best in our current environment and within our current budget.

My overall goal with the changes to Paula and Carolyn's jobs was to try and keep a high level of customer service, but bucket functions into logical groups so that they could dedicate their efforts on an entire area. Currently, each of them is responsible for an aspect of everything we do, but it is hard to manage something if you are not responsible for all the key components. The other goal is to begin to free some of my time to work outside the day to day issues in the MBA office on special projects and other pieces of my Asst. Dean role. I also know that next year, when the new building project is within a year of completion, they are estimating 20% or more of my time will be involved in that transition. My overall goal with the changes to Karen and Kirsten's jobs was to maintain a strong service focus and manage the loss of a full time staff position. At the same time, we needed to solve the events management issues that we have been grappling with for many years. I also wanted both staffs to realize that they could rely on each other for help during the busy times in each unit and work more as a coordinated team. Below are the major changes to each of their jobs.

### **MBA-Paula Donaldson was promoted from Coordinator, MBA Operations to Manager, MBA Operations.**

Paula is now the point person for anything related to students and her role has expanded to manage all administrative and student service aspects of these individual functions from start to finish. This includes registration, graduation, student workers, the bookstore, immunizations, scheduling, financial aid, course evaluations, student clubs, track meetings, grades and academic progress, MBA update, MBA website content, ID's, Fenway cards, student handbook, student event planning, day-to-day MBA office operations and will also be our main admissions liaison. She will become our primary contact with the main campus in our key units. Finally, Paula will be strategizing within our program how to improve our co-curricular and community activities to ensure students get the most from their MBA experience.

### **MBA-Carolyn Bogle was promoted from Coordinator, MBA Course Support to Manager, MBA Course Support.**

Carolyn is now responsible for anything to do with coursework or curriculum related issues and will work with the faculty very closely. Her role has expanded to include more collaborative interaction with faculty on ideas they have for improving their courses and working with recommendations or changes from the various faculty committees as we continuously improve the MBA program. Specifically, booklists, case packets, syllabi/course schedules, class taping, media services liaison, Foundations, Vista WebCT, math competency exams, UG WebCT, excel workshops, etc. will be her responsibility.

### **Operations-Karen Morrissey was promoted from an Assistant Director, Operations and Special Events to Associate Director, Operations and Special Events.**

Karen is going to be the primary person in the SOM responsible for events from both a strategic as well as coordinating role. Her new emphasis will be at the front end of events, trying to institute a coordinated SOM strategy around events and working with units on goals, audience, dates, etc. in an effort to make sure we take full advantage of all the great things faculty and staff are trying to do within the SOM. Karen will work closely with the marketing team to make sure they have the time to plan and execute all the

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marketing materials needed for a successful event. Finally, she will work with staff to develop balanced calendars and pro-active scheduling on a quarterly or semi-annual basis. She will also assist in MBA with registration materials, working on some of the cross-checks of the schedule and synopsis, and working with Carolyn on Foundations and other MBA events.

**Operations-Kirsten Greco was promoted from Staff Assistant to an Administrative Assistant 1.**

When Sandy Sun moved up to CGO last summer, Kirsten assumed many additional functions and handled them seamlessly. She is now responsible for the monthly calendar that gets distributed to the SOM community; assisting with the development of monthly security needs; working with Kim O'Neil to process account invoices, assisting in the development of weekly setups for our Unicco staff; calling vendors as needed to resolved issues or place requests; co-managing requirements for big events, having more of a 'key' role for the all-school events, and serving as our main security/Ops presence when she and Karen are on split shifts. These additional responsibilities will showcase Kirsten's strong administrative skills and give her more event experience as well.

**MBA and Operations-Increased hours for Katlyn Cavanaugh and student workers.**

The question one might ask is how can already busy people assume more responsibility? Part of the answer is that we increased our student worker hours to allow everyone to be able to shift some projects to Katlyn and other student workers. Katlyn has been with us for almost two years, is incredibly responsible and committed, and does really good work. She wanted more hours and we were able to give her some! Having a student worker is also critically important to free Karen and Kirsten's time and have just hired a new undergraduate student, Meghan Colangelo to help on the operations side.

I look forward to your feedback as we continue our goal of supporting the SOM through strong service and operations and hope you will join me in congratulating everyone on my team! I am very lucky to work with them every day. Thanks!! Mary D

**[Class Norm Reminder](#)**

Please remember to turn off your cell phones during class. They have created a problem in some classes recently so please be sure they are off at all times during class.

**[A Message from the Alumnae Association](#)**

The SOM Alumnae Association Board would like to thank all the candidates who expressed interest in the student rep positions and interviewed with us. Mandy Osborne and Geetha Krishnamurthy have agreed to join the Board as your student reps. We look forward to working through them to keep you up to date on the Board's plans and progress and to hearing about your own progress through the MBA program.

**[Margaret Heffernan, Entrepreneurship Professor of Practice, book in USA Today](#)**

Margaret Heffernan, SOM's Entrepreneurship Professor of Practice teaching the Entrepreneurship Certificate course, Managing the High Growth Firm (next offered Fall 2007), has a new book - *How She Does It: How Women Entrepreneurs Are Changing the Rules of Business Success* -- and it was reviewed in the 1/29/07 edition of *USA Today*. Margaret's new book explores why businesses owned by women are booming, and concludes that the demands of the new economy frequently match the strengths of women.

Women-run companies are more likely to stay in business than the average U.S. firm, to grow at three times the average rate, create jobs at twice the average rate and produce profits faster, according to former

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CEO and BBC producer Heffernan. To find out how and why, she interviewed hundreds of women business owners. Although the way her results confirmed stereotypes about gender differences made her queasy, it turned out that women business owners typically possess the characteristics experts think are needed in 21st-century businesses: combining "discipline, focus, detachment, and systematic thinking with playfulness, empathy, and design."

*How She Does It* illuminates the strengths of female-run companies, and supplements the hard numbers on the achievements of female entrepreneurs with fascinating descriptions on the work cultures they've created.

### Podcasting Workshop

An introduction for students.

**Date:** February 7<sup>th</sup>, 2007

**Time:** 4:30pm

**Place:** First floors of the Library Information Commons – Simmons Main Campus.

### Community Forum WebCT

Looking for an apartment for rent? Want to sell a book? Hosting a party or event?

Get the word out to your fellow classmates on the Community Forum WebCT (formerly known as Track Forum.) Since the original name was confusing, we changed it. This is really just a place for you to post anything non-school related such as sponsorships, volunteer opportunities, or community activities! If you do not see Community Forum listed on your WebCT page, please email Paula at [paula.donaldson@simmons.edu](mailto:paula.donaldson@simmons.edu)

### Leadership Conference Volunteer Meeting

If you were unable to attend the Leadership Conference Meeting on Tuesday, you can attend the Track Meeting tonight where you will receive an info sheet at that time. If you can't attend the Track Meeting, you can stop by the MBA Office for the information sheet! If you have any questions please contact me at [paula.donaldson@simmons.edu](mailto:paula.donaldson@simmons.edu)

### Economics Review Sessions

Each of the first three review sessions immediately precedes an Economics class session. Please note the SATURDAY Review:

#### **Evening Section Reviews:**

Thursday, February 15, 5:00 - 5:45 p.m.

SATURDAY, **March 10th**, 10:00 a.m. - 12:00 noon **\*\*Please note date change\*\***

(ATTENDANCE AT REVIEWS IS ENTIRELY OPTIONAL.)

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## CAREER SERVICES UPDATES

Please join the Career Services team on **Tuesday, February 6<sup>th</sup> from 4:45-5:45pm** to learn how the CSO can partner with you as you begin to plan your job search. Whether you are graduating in August, or a part-time student interested in a career transition, we are here to help. This evening we will walk you through the career services and resources that are available to you, as well as review survey results and give you a snapshot of recent graduate placements. **No RSVP necessary. Case Room 1 – Pizza will be served!**

Please complete the below survey by January 29th (if you have not already). We use this data to plan workshops, events and employer outreach efforts and so appreciate your input and suggestions.  
<http://www.zoomerang.com/survey.zgi?p=WEB225UKU7KDJ9>

### **[New - Online Interview Tool for Students!](#)**

INTERVIEW MASTERY is an interactive online tool available 24/7 to help you successfully prepare for interviews. Visit the Career Connect home page for instructions.

### **[NEW - Email Alerts are Available on Career Connect!](#)**

To receive job postings based on your background and interests, please see the Career Connect homepage page for instructions on how to receive email alerts.

### **[Outside Networking and Career Events](#)**

#### **Downtown Women's Club**

DWC Boston - Winter Author Series

Date: February 28, 2007

Time: 6:00 PM - 8:00 PM

Location: The Algonquin Club 217 Commonwealth Ave., Boston

RSVP to the Winter Author Series by going to the DWC website

<http://www.downtownwomensclub.com/dwc/index.php?module=ClubsCalendars&action=DWCCal&type=month&calendar=2&category=&month=02&year=2007>

Please join us for our Winter Author Series featuring Ginny Wilmerding, author of SMART WOMEN AND SMALL BUSINESS: How to make the leap from Corporate Careers to the Right Small Enterprise.

DWC Boston will be co-sponsoring this event with Ladies Who Launch, another dynamic women's networking group.

We will return to the wonderful Algonquin Club located in the Back Bay. There will be a cash bar and hors d'oeuvres and the opportunity to purchase the featured book at a discounted price. Please RSVP by Friday, February 23rd at the latest.

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## **The Partnership, Inc**

Career Connect – for undergraduates and graduate students of color  
Thursday February 22, 2007  
4:00 pm – 7:00 pm, John Hancock Hall, Dorothy Quincy Suite  
180 Berkley Street, Boston MA

Meet representatives from Greater Boston and build pivotal business relationships. You are encouraged to bring copies of your resume and dress in business attire.

Hear from successful professionals of color who have chosen Boston as a place to build their careers.

For more information please go to [www.thepartnershipinc.org](http://www.thepartnershipinc.org) and click on the college to career program tab.

To register please email your name, college, major/concentration, GPA, and graduating year to [hvassell@thepartnershipinc.org](mailto:hvassell@thepartnershipinc.org). To be included in the resume database, please attach your resume in PDF format if possible.

## **The Boston Chapter of HBA is pleased to announce an upcoming panel discussion**

Commercial Strategy Optimization:  
Regional vs. Global Marketing  
Wednesday, February 7th, 2007

Please join us as we kick off our 2007 Program Series exploring this timely topic with Susan Adler, Boston Chapter President, leading the discussion as Moderator.

In planning the commercial strategy for any global healthcare product, there are many factors to be considered. A key determination is whether to pursue a global or regional marketing plan. This in turn greatly influences pricing, brand name and product promotion, distribution channels, and organization design. This panel will explore the benefits and trade-offs of each strategy.

Panelists include:

Sandy Lauterbach, Sr. Director, Global Marketing, Genzyme  
Lisa Reilly, Sr. Product Manager, Philips Medical System

Susan Adler, Vice President, Commercial Analytics, Sepracor- Moderator

Agenda

5:30-6:15 Registration and Networking  
6:15-6:30 Welcome and Opening Remarks  
6:30-7:30 Panel Discussion and Q&A  
7:30-8:30 Networking & Refreshments

Location:

Genzyme Center  
500 Kendall Street  
Cambridge, MA 02142  
T: 617-252-7500

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Register Now

<https://hbaonline.hbanet.org/events/EV10Register1.aspx?eventID=1190>>

Pre-registration for this event is highly recommended! Registration is open NOW!

## **Massachusetts Innovation and technology exchange**

March 1, 2007, 12:00pm – 5:00pm

Back Bay Events Center, Back Bay Grand Ballroom

180 Berkeley Street, Boston

As the job market continues to heat up and competition grows to find the best and brightest among the regional college graduate pool, opportunities to recruit this group in an efficient and scaleable way is critical to your company's success.

This one-day event at Back Bay Events Center, Grand Ballroom will bring together a pool of college seniors and recent graduates from over 30 Massachusetts educational institutions who are interested in learning about careers in interactive media.

Students will have the opportunity to speak with agencies, online publishers, marketers and technology providers about potential internship and entry level positions, and hear from real life professionals about their jobs, and take advantage of complimentary resume review.

Projected Attendance: 300-400 students

Schedule:

12:00pm Registration & Kick Off

12:30 – 4:30pm Resume Review

1:00 – 4:00pm "A Day in the Life" Panels

4:30pm Registration Closes

A limited number of sponsorship opportunities and employer recruitment exhibit packages are available. Capacity is limited so reserve your space by Friday, February 16. Contact Amy Goodman at [amy@mitx.org](mailto:amy@mitx.org) for more details.

Attendee Registration Opens: February 1, 2007

Members: free Non-Members:

For more information please go to:

[http://www.mitx.org/main.cfm?sec\\_id=13&guid=3095f62a-88e0-42bc-b193-8d185c245f33&ART=216](http://www.mitx.org/main.cfm?sec_id=13&guid=3095f62a-88e0-42bc-b193-8d185c245f33&ART=216)

## **The Women's Congress Boston**

March 29th - 30th 2007

Boston Convention & Exhibition Center

The focus is on opportunity when you mix more than 8,000 successful business women, non-profit executives, and entrepreneurs with over 350 exhibitors and 50 distinguished speakers. You'll take away a wealth of ideas, strategies, practical skills, and concrete tips to enhance your success

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Register today for FREE admission to the exhibition and \$25 off the conference package when you enter code: WBB12 when registering online. Or sign up for updates at [www.thewomenscongress.com](http://www.thewomenscongress.com) to get all the breaking news.

### **Idealist.org - Nonprofit Career Fair**

Boston University on Tuesday, February 6th from 12:00pm - 4:00pm  
Metcalf Ballroom on the 2nd Floor of the Sherman Union  
775 Commonwealth Avenue, Boston, MA.

To register (it's free for jobseekers), and for more details, including schedule, directions, and a list of registered organizations, please go to: <http://www.idealist.org/fairs.html> and click on the fair you'd like to attend.

Contact Lisa Toby ([lisa.toby@simmons.edu](mailto:lisa.toby@simmons.edu)) in Career Services for financial assistance opportunities with admittance fees to career events.

Association of Latino Professionals in Finance and Accounting (ALPFA)  
ALPFA is a not-for-profit organization whose mission is to be the leading Latino professional association dedicated to enhancing

Opportunities for CPA's, accountants, finance and related professionals and students while expanding Latino leadership in the global workforce. 50% of the Boston Chapter of ALPFA are women! Get involved. For more information, please go to [www.alpfa.org](http://www.alpfa.org).

The National Asian American Professionals Organization  
<http://www.naaapboston.org/Membership.do>

### **AMA Collegiate Executive Roundtable**

The AMA Boston Chapter has initiated a new program geared toward junior and senior-level students throughout Boston's collegiate community. The program dubbed, "60 Minutes at an Executive Round Table", will bring together executive and junior-level marketers with groups of students interested in gaining insight of the marketing industry.

#### Program Objectives

Create an opportunity for students to learn about real life marketing applications. Learn about new trends and technology applications in marketing. Share new marketing methodologies and techniques that are being taught at universities with executives. This is a monthly meeting and space is limited. To sign up for this program, please contact the us below.

Contact Info:  
Julio Salazar  
Director, AMA Student Affairs

For more information please go to: <http://www.amaboston.org/html/cer.htm>

Contact Lisa Toby ([lisa.toby@simmons.edu](mailto:lisa.toby@simmons.edu)) in Career Services for financial assistance opportunities with admittance fees to career events.

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## **Association of Latino Professionals in Finance and Accounting (ALPFA)**

ALPFA is a not-for-profit organization whose mission is to be the leading Latino professional association dedicated to enhancing

Opportunities for CPA's, accountants, finance and related professionals and students while expanding Latino leadership in the global workforce. 50% of the Boston Chapter of ALPFA are women! Get involved. For more information, please go to [www.alpfa.org](http://www.alpfa.org).

The National Asian American Professionals Organization  
<http://www.naaapboston.org/Membership.do>

## **Partnerships**

Simmons SOM would like to announce an exciting new partnership with HP (Hewlett Packard). HP is a technology company that operates in more than 170 countries around the world. HP's three business groups drive industry leadership in core technology areas:

- The Personal Systems Group: business and consumer PCs, mobile computing devices and workstations
- The Imaging and Printing Group: inkjet, LaserJet and commercial printing, printing supplies, digital photography and entertainment
- The Technology Solutions Group: business products including storage and servers, managed services and software

When applying for jobs at HP ([www.hp.com/go/jobs](http://www.hp.com/go/jobs)) SOM students will now be prompted when completing a profile to 'add or event ID' field, to enter 'SIMMONS'.

Please visit the Career Connect Resource Library for a sampling of SOM Business Partnerships.

Simmons SOM has been accepted as an Alliance of Bridgestar (<http://partners.bridgestar.org/simmons/>), a non profit organization that got its start via Bain Consulting. Bridgestar offers nonprofit board and senior leadership opportunities for Simmons students and alumnae.

## **Recent Job Postings - Visit Career Connect**

- Account Manager - ADS Ventures
- Director of Marketing Analytics- Health Care for Hire
- Manager, Marketing and Public Relations -Vitale, Caturano & Company
- Associate (CCIF) - CEA Consulting - California Environmental Associates
- Senior Director of Executive Programs– MIT Sloan School of Management
- Senior Accountant – Manning Associates

As a reminder, please keep your Career Connect profile up to date. If you forgot your username and password, please contact [julie.barenholtz@simmons.edu](mailto:julie.barenholtz@simmons.edu) or 617.521.3857. Please do not re-register yourself as past information about you will be lost. Any questions about Career Connect? Please do not hesitate to contact Julie.

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## Interesting Career Articles

### *Four Firms Recognized for Promoting Women*

While women are still scarce at the highest levels of management -- typically outnumbered by men five to one -- some companies have adopted noteworthy initiatives to change that.

Last week, Catalyst, a New York research organization that seeks to expand workplace opportunities for women, presented awards to Goldman Sachs Group Inc., PepsiCo Inc., PricewaterhouseCoopers LLP and Canada's Scotia bank for approaches that have significantly increased female representation in senior-level positions.

For complete article please read on at:

<http://www.collegejournal.com/successwork/workplacediversity/20070130-mattioli.html?refresh=on>

### **Tips for Negotiating In a Soft Job Market**

In the best of times, negotiating the terms of a new job -- from salary to duties to perks -- is an awkward and thankless task.

And these aren't the best of times.

The salary pendulum has swung significantly in the past two years, as the economy soured, the stock market declined and companies took the opportunity to restore sanity to their compensation models.

For tips on negotiation please read on at: <http://www.careerjournal.com/jobhunting/negotiate/20021225-careercorner.html>

### **For Aspiring CEOs, A List of Leaders' Bios**

For a list of books please read on at: <http://www.collegejournal.com/careerpaths/findcareerpath/20070125-needleman.html?coljcontent=mail>

<b>SOM LIBRARY UPDATES</b>
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### **Looking for a job?**

The library is looking for **Part-time Graduate Student Library Assistants**. Day/Evening/Weekend hours are available. If interested, please contact Kathy Berger, SOM Assistant Librarian, at 617-521-3847 or e-mail [kathleen.berger@simmons.edu](mailto:kathleen.berger@simmons.edu) for an application.

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## Recommended Reading from the SOM Library...

Stop by the library and take a look at our book display about international business. Some of the books on display are: China, Inc.: How the Rise of the Next Superpower Challenges America and the World, NAFTA, WTO, and Global Business Strategy: How AIDs, Trade, and Terrorism Affect Our Economic Future, and The Statesman's Year-Book 2007.

## SOM Library Staffed Hours:

Monday – Thursday 8 am – 8 pm  
Friday 8 am – 4:30 pm  
Saturday 10 am – 4 pm.

## Reminder

Books may only be checked out when the library is staffed. Reserve textbooks may only be checked out for two hours at a time and used in the library and group study rooms. Reserve textbooks may only be checked out until two hours prior to the library closing. Please plan ahead.

## Reminder

Please use your cell phone outside of the library as a courtesy to your fellow students.

## STUDENT ACTIVITY UPDATES

### Negotiation Club

Looking for opportunities to practice your negotiating skills? Interested in meeting professionals specializing in negotiation or mediation? Or perhaps you have other negotiation-related interests you'd like to share with your Simmons MBA colleagues? To engage these interests, a Negotiation Club is starting, and Debbie Kolb is going to be the club advisor.

Please e-mail [beth.doherty@simmons.edu](mailto:beth.doherty@simmons.edu) if you are interested in joining. In our first meeting TBD, we'll discuss topics and activities of interest. Looking forward to hearing from you.

### Healthcare Club

We recently did a case study in our Orgs class about how Ellen Zane turned around the loss making Tufts medical center into a profitable one – better to say, one with positive cash flows.

Almost every day in the WSJ and other newspapers, we read about rising health care costs as concerning to consumers, businesses and governments.

*\*Headings marked in maroon represent previously posted information, and those marked in blue represent new information. All announcements will run for two weeks, unless otherwise requested.*

Healthcare is one field today that greatly needs MBAs for various reasons - growing competition, operational challenges, high potential growth, and many other changes and challenges.

By forming a student club, we could start exploring opportunities for MBAs from different career backgrounds in the healthcare arena, meet leaders and pioneers in this field and meet with other students who have experience and already know a lot about this industry. Healthcare business comprises of various entities like hospitals, pharmaceutical companies, medical devices, healthcare information systems providers, insurance companies etc. So whatever functional area your choice is, be it consulting, marketing, finance, operations etc, healthcare needs you. So if you are interested in the idea of foraying into the healthcare field, where your efforts could directly and greatly benefit society on a whole, please join hands with me in forming a Healthcare club at SOM.

Sumana Ramayanam  
[sumana.ramayanam@simmons.edu](mailto:sumana.ramayanam@simmons.edu)

### **February MBA Social Club Events**

**Tuesday, February 13, 2006, 4:15-5 p.m.:**

Valentine's Wine and Cheese. Mockler Building. Come and unwind Non-alcoholic beverages will also be provided.

Please contact Stephanie Creary at [creary@simmons.edu](mailto:creary@simmons.edu) for more information.

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