

Simmons School of Management MBA Update

March 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.

Headings marked in MAROON represent previously posted information; those marked in BLUE and with an asterisk represent new information.

MBA OFFICE UPDATES

***NOTE FROM MARY D**

Next week marks week 10 in the MBA program and is typically a moment in the winter term where many students hit a wall in terms of motivation and questioning your ability to do it, be successful, and keep going. For some students, they have been here for 6 - 8 semesters already and the end is not yet squarely in sight. For some students, the length of time that they have been here isn't the issue, but the intensity and complexity of trying to balance family and friends, work and school all the time is their challenge. For our new students, they are trying to work school into already busy lives. Yesterday as I walked to the main campus, it felt like spring was really coming in 3 weeks. Today is March 1 and you have 5 weeks left of the semester. You may have to reach down deep, take a deep breath and say to yourself, I am going to get through this moment. You know that I am a big proponent of balance. Take an inventory of what is in and out of balance in your life and see if there is anything you can do to help you find that inner balance again. It is different for each of us. If you do, I predict you will study better, feel better, and do better. Come see me or your faculty if you are struggling, all of us are here to help!!

***QUOTES OF THE WEEK**

“Within each of us is a hidden store of energy. Energy we can release to compete in the marathon of life. Within each of us is a hidden store of courage. Courage to give us the strength to face any challenge. Within each of us is a hidden store of determination. Determination to keep us in the race when all seems lost” --*Roger Dawson The 13 Secrets of Power Performance by Roger Dawson*

“Any fact facing us is not as important as our attitude toward it, for that determines our success or failure.”
--*Norman Vincent Peale*

***SCHEDULE REMINDERS FOR NEXT WEEK, March 3-10**

Saturday, March 3, Entrepreneurship, 9-1, CR2
Saturday, March 3, Econ, 10-1, CR1
Saturday, March 10, Entrepreneurship, 9-1, CR2
Saturday, March 10, Econ Review, CR1, 10-12

***MBA INFORMATION 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: March 8th, 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.

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/>.

***STUDY ROOM SIGN-OUT BOOK BEING RELOADED**

The student Study Room Sign-Out Book has been relocated from the 409 Lobby to the Library. Effective, Monday 3/5, when you need to sign out a study room, please go to the Library Desk now.

***BUILDING HOURS & ACCESS REMINDERS FOR STUDENTS**

Monday-Thursday:

- Building Hours: 8:30am-9:00pm
- Student access by using ID: 7:00am-9:30pm (to all SOM doors)
- ID must be displayed (on your lanyard) when you are in the SOM Buildings

Friday:

- Building Hours: 8:30am-4:30pm
- Student Access by using ID: 7:00am-4:30pm (to all SOM doors)
- ID must be displayed (on your lanyard) when you are in the SOM Buildings

Saturday:

- Building Hours: 9:00am-5:00pm
- Student Access by using ID: 9:00am-5:00pm (Only to 409 & 451 doors)
- On Saturday's students may only enter the Comm Ave Buildings via the 409 Front Door (Please do not try to get in through the 411 back entrance)
- ID must be displayed (on your lanyard) when you are in the SOM Buildings

***STUDENT HIGHLIGHTS**

Vanessa Wren has been selected by the College to be one of two student represents on Tech Gov, the college advisory committee on technology issues.

Miranda Daniloff, Erin McFee and Heather Lantz have submitted their names on behalf of the SOM to audition for the President's inauguration ceremonies

Pat Stanley, Ha Nguyen, Sumana Ramayanam, and Pei-Shan Lee have been selected to represent the SOM in the student showcase for the Presidential inauguration on March 29

***PRESIDENTIAL INAUGURATION INFORMATION**

On March 29 -March 31 will be the official inauguration of Susan Scrimshaw as the 7th President of Simmons College. The student showcase is Thursday afternoon. We will post the schedule in the next two weeks with all events that students are welcome to attend!

***SHARED ACADEMIC TECHNOLOGY VISION PLANNING PROCESS OUTCOMES**

In the Fall of 2006, the College undertook a major initiative to develop a shared academic technology vision that would guide the College over the next few years. Three foundational requirements and three institutional priorities were identified and are listed below for quick reference! All students have been emailed the documents with more detail.

Foundational Requirements Going Forward in Academic Technology

Faculty Fluencies
Student Fluencies
Faculty Roles and Rewards

Institutional Priorities Going Forward in Academic Technology

Hybrid Learning
Discipline Specific Technologies
Learning Management Systems

***SIMMONS QUAD PLANNING COMMITTEE**

As you can see, construction of the new School of Management building and underground garage project is proceeding at a rapid pace. Included in the plans for this project is the creation of a modest quad with grass and walkways with funding to more fully develop the quad built into the College's next master plan.

In order to make sure that our investment today is a sound one for tomorrow, we have decided to move forward with the planning process for the more extensive quad now, even though the funding for construction of this project will not be available for several years.

To help us create the vision for the new Simmons quad, we are forming a Quad Advisory Committee. The committee will be made up of students, faculty and staff interested in participating in helping to develop a long-term master plan for the new green space. To participate in this committee, you must be able to commit to three to four committee meetings starting at the end of March and continuing through May. In addition, it is likely that the committee will have to meet at least once more at the beginning of the 2007-2008 academic year to finalize the master plan. Also, you must be willing to act as a liaison between the constituency you represent and the committee because we want to be sure that we get as much feedback and input from as broad a range of perspectives as possible.

The College has hired Crosby, Schlessinger and Smallridge, a Boston-based, women-owned landscape architect firm, to work with us on this very exciting and important master planning process.

If you are interested in serving on this committee or would like to nominate someone else to participate please e-mail us at quadplanning@simmons.edu and include the following information:

- Affiliation (student, faculty, staff,)
- School or Department
- A brief (2-5 sentence) explanation about why you are interested in serving on this committee (or why you are nominating the person you are recommending to serve)
- Scheduling preferences for committee meetings (mornings, afternoons, evenings, particular days of the week)

Nominations are due no later than Monday, March 5, 2007.

We hope you will consider participating on this committee. Thank you.

IMPORTANT CHANGES TO DOOR ACCESS

To further extend the safety of our students, faculty, and staff, the front door of 409 Commonwealth Ave will now be locked on Saturdays. All are asked to use their Simmons IDs to enter the building during business hours which will remain 9-5pm on Saturdays. Security desk coverage will remain during that time.

YOU ARE INVITED TO JOIN THE SOM ALUMNAE ASSOCIATION ON MARCH 13

Please join the SOM Alumnae Association for an interactive and live case study with CEO Ellen Zane. Professor Cynthia Ingols will introduce a new SOM case study about how Zane led transformational change at the medical center. Zane will add stories about how she acquired the skills to undertake such a complex task; how she began the process at the medical center; the significant milestones in the transformational process; and key strategies she is using to sustain change at Tufts-NEMC. Engage with Zane and SOM alumnae about the challenging role of women as turn-around leaders and the special approaches and skills women bring to this work.

The writing of the case was made possible by a grant from The Patrina Foundation and was written by Cynthia Ingols and Lisa Brem '97.

RSVP online by March 1st.

http://www.alumnet.simmons.edu/olc/pub/SNS/events/event_order.cgi?tmpl=events&event=2088933.0

For more information, contact somaa@simmons.edu or 617-521-3825.

Join Us

Simmons School of Management
409 Commonwealth Avenue, Boston
Tuesday, March 13, 2007, 6:00 p.m. — 8:30 p.m.
Refreshments and Hors D 'oeuvres will be served.

Admission

SOMAA Professional Members – *Gratis**
General Members, Non-members – *Guests \$60*
Students \$20

Please RSVP by **March 1, 2007** to reserve your seat and receive your complimentary copy of the case.

SPEAK AT THE INAUGURAL OF SUSAN C. SCRIMSHAW

The College has two slots for speakers at the inaugural of President Scrimshaw on Saturday, March 31, 2007; one for students and one for staff members. Do you wish to compete to be the speaker? If so, the auditions are on Wednesday, March 14 from 2 p.m. to 4:30 p.m.

You will be delivering greetings on behalf of the student body or the staff of Simmons College. Your greeting should be no longer than two minutes and be reflective of the group you represent. The theme of the inaugural is ***Educate, Transform, Empower***. The theme should be incorporated into your message.

Those interested should email eleonor.malloy@simmons.edu for an appointment. Appointments should be requested no later than Friday, February 23. As soon as we receive your request for an appointment to audition, we will send you the appointment time and place.

If you have any questions, please feel free to call the inaugural line at 617-521-2444. Thank you.

UBURGER SURVEY FOR MARKETING MANAGEMENT GROUP

Hello Friends,

As part of a marketing project for the Simmons School of Management, we are conducting a survey on one of America's favorite food items – the burger.

We would appreciate it if you could take 5 minutes of your time to complete the following survey:

<http://www.zoomerang.com/survey.zgi?p=WEB2265ZYBBUJW>

Your feedback will help us prepare a marketing plan for Boston's new burger joint, Uburger, located in Kenmore Square.

Thank you for your time!

Dana, Emily, Kristen, Rachele

Upcoming External Event

DEADLY PERSUASION: ADVERTISING AND ADDICTION – A COMMUNITY FORUM

Keynote Speaker: Jean Kilbourne (Killing Us Softly)

Wednesday, March 14, 2007

6:30-9:00 pm

Sheraton Ferncroft, Danvers

\$20.00 - includes dinner

Advertising is an over \$200 billion a year industry. We are each exposed to over 3000 ads a day. Yet, remarkably, most of us believe we are not influenced by advertising. Ads sell a great deal more than products. They sell values, images, and concepts of success and worth, love and sexuality, popularity and normalcy. They tell us who we are and who we should be. Sometimes they sell addictions. Jean examines images in advertising with the incisive wit and irony that have delighted and enlightened her audiences for years. She is known for her ability to present provocative topics in a way that unites rather than divides, that encourages dialogue, and that moves and empowers people to take action in their own and in society's interest.

More info at: http://www.ssgsc.org/about_us/advocacy2007.htm

SIMMONS SOM SPRING PHONATHON

Monday, March 26th and Wednesday, March 28th

6:00-9:00pm

Simmons College, 300 The Fenway, East Wing, 1st Floor of the Advancement Hall

LEND YOUR VOICE TO THE SOM AND WIN GREAT PRIZES!

Spend 3 hours as a volunteer caller for the SOM Spring Phonathon and win prizes like overnights at local hotels, gift certificates to delicious restaurants, and other fun prizes!

Our phonathons are an important component of achieving our fundraising goals for the year, and also provide a great opportunity for students to meet and network with SOM alumnae who volunteer for the phonathon. Your participation is more important than ever at this time! Note that no experience is necessary – we will train you! Please join us to help the SOM reach its goals for 2007. This year's priorities include: Faculty Scholarship, International Outreach, Principled Leadership, and Reputation Enhancement. We provide delicious refreshments, good spirit, and exciting prizes to our volunteer callers. So check your calendars and contact Abbie Mohlin at 617.521.3825 or abigail.mohlin@simmons.edu to sign up.

LEADING WOMEN ENTREPRENEUR SERIES 2007: FOUNDING & 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

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 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 24th, 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

CAREER SERVICES UPDATES

***WHOLE FOODS- TIME SENSITIVE**

Exciting new opportunity with Whole Foods; MBA Leadership Rotational Training Program.

Application Deadline March 2nd. See Career Connect now at:

(<https://www.myinterfase.com/simmons/student/>) for more details.

Please find below a sample of where 2006 graduates have landed jobs – updated monthly

Sydney Arell – Business Analyst 3, State Street Corporation
Sarah Dickerson – Practice Analyst, Massachusetts General Hospital
Sandi Clement McKinley - Sr. Associate, Advisory Services, Non Profit Finance Fund
Alexis Senoski - Associate Marketing Manager, Time Warner

***OUTSIDE NETWORKING & CAREER EVENTS**

Note: Contact Lisa Toby lisa.toby@simmons.edu in Career Services for financial assistance opportunities with admittance fees to career events. Please visit [Career Connect](#) at <https://www.myinterfase.com/simmons/student/home.aspx> for additional event happenings in the upcoming months.

March

- * New England Networking Luncheon
- * The Women's Congress Boston
- * 2007 LULAC National Women's Conference

EVENT DETAILS

New England Networking Luncheon

Friday, March 16, 2007; 11:00 am – 3:00 pm; Lombardo's – Randolph, MA

“Leading from the Front”

Speakers: Angie Morgan and Courtney Lynch

Leaders are not born, they are made.

Register online <http://www.newonline.org/forms/meeting/MeetingFormPublic/view?id=4567000001C>

The Women's Congress Boston

March 29th - 30th 2007; Boston Convention & Exhibition Center

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 to get all the breaking news.

League of United Latin American Citizens

For more information please visit <http://www.lulac.org/events/women2007.html>

***RECENT JOB POSTINGS – VISIT CAREER CONNECT**

- Senior Associate – CBI (The Consensus Building Institute)
- Director EHealth Strategy & Innovation – Blue Cross Blue Shield
- MBA Leadership Rotational Program – Whole Foods
- Project Coordinator – PTC
- Marketing Manager Online & New Products – Boston Globe Media

***RECENT INTERNSHIP POSTINGS – VISIT CAREER CONNECT**

- Volunteer Coordinator – Cambridge Summer Festival

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 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.

***PARTNERSHIPS AND NEW TOOLS**

Please visit the [Career Connect](#) resource library for details about SOM partnerships and new tools.

<https://www.myinterfase.com/simmons/student/home.aspx>

***INTERESTING CAREER ARTICLES**

The New Boss, Younger Than the Old Boss

Nearly 100 public-company CEOs in the U.S. are 40 or younger. Here they share war stories and tips on how to get to their position

Please read on at: http://www.businessweek.com//careers/content/dec2006/ca20061215_555301.htm

Employment Outlook: Top Fields for Job Hunters

For trends, read on at: <http://www.careerjournal.com/reports/accounting/20070122-needleman.html>

Job Search Strategies for Professionals Over 40

Please find the full text article in the Career Article Folder in the resource library on [career connect](#).

SOM LIBRARY UPDATES

***RECOMMENDED READING FROM THE LIBRARY**

To celebrate Entrepreneurship Week, the SOM Library has put together a display of books on entrepreneurship. Some of the books on display are: The Entrepreneur's Information Sourcebook: Charting the Path to Small Business Success by Susan C. Awe, The Entrepreneurial Imperative: How America's Economic Miracle Will Reshape the World (and Change Your Life) by Carl J. Schramm, Lead Like An Entrepreneur by Neal Thornberry, and The Bear Necessities of Business: Building a Company with Heart by Maxine Clark with Amy Joyner. Stop by the library and take a look at these interesting books.

Check out the “Customer Service Champs” in the most recent issue of Business Week. This is the first time that Business Week has ranked companies according to customer service.

***STUDY ROOMS**

The group study room book will now be located at the SOM Library service desk.

STUDENT ACTIVITY UPDATES

***NEGOTIATION CLUB**

If you are available, please join us for our first meeting on Friday, 3/2 at 12 noon. If you are not available then, please send your ideas for topics you would be interested in to beth.doherty@simmons.edu.