

# Simmons School of Management MBA Update

March 22, 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**

3 more weeks!! Many of you know that I am a huge sports fan and the NCAA basketball tournament and this weekend is one of my favorites. I love the excitement of the whole tournament- the big schools and all the little schools who totally believe they are just as good as the big schools! You watch teams who have practiced, studied the other team, and totally believe in themselves. You will see teams build up huge leads and lose them because the other team refuses to give up. You will see the impact of people who deliver under inordinate amounts of pressure. You will see them go through the emotional rollercoaster of being on the top and bottom of the world in an hour.

What does this have to do with your MBA?? Many of you will go through the ups and downs of the emotional rollercoaster as we head towards the end of the semester. You will think you have your presentation for Marketing nailed and then someone or something will throw a curve ball into the mix. You will get a test grade back that will either send you sailing or thinking you won't make it through the course. You will study and prepare for class and find out that you got it or you missed the key points of the analysis. My point is to remember that you are here to learn, and learning is a process. It is not a game that is over in an hour. It is a marathon and not a sprint. Give it your all, but remember to keep everything in perspective.

### **\*QUOTES OF THE WEEK**

Tom Reilly in an article on dealing with tough times- "You fight this battle on two fronts. One, you fight it on the streets with your knowledge and skills. Two, you fight it in your mind—your thinking and your attitude. Attitude drives behavior. We move in the direction of our thoughts. We behave as we believe. What we feel on the inside we generally demonstrate on the outside. You may not be able to control your environment totally but you can control your reaction. You may not be able to control the outcome of your efforts but you can control your input. You may not be able to silence the cynics and the critics but you can prove them wrong with your attitude and behavior."

“There are times when you're tired and times when you don't believe in yourself. That's when you have to stick it out and draw on the confidence that you have deep down beneath all the doubts and worries.” ---  
*Jim Abbott*

### **\*MBA SCHEDULE REMINDERS FOR NEXT WEEK**

- CSR panel within LGA, Tuesday, March 27, 6-9pm
- Presidential Inauguration event: Student Showcase, SOM Marketing group on the Patriots Trail Girl Scouts presenting, 1-3pm
- No Entrepreneurship, Saturday, March 31
- Marketing B class on Saturday, March 31 from 1-4pm

### **\*SDM REGISTRATION FOR SUMMER**

All students who have not yet registered for GSM 426 Strategic Decision Making are strongly encouraged to do so by end of day next Tuesday, March 27. Failure to do so will prevent you from receiving important email notifications containing the required pre-work assignments and rigid deadlines for this course.

### **\*REGISTRATION UPDATES**

Consulting has closed, it has been capped at 30 and that is as high as it will go.

We have 129 students registered as of today, so we are still looking for a lot of you to register this weekend!

### **\*SHORT TERM PROJECT FOR MBA STUDENT INTERESTED IN MARKETING**

The marketing department at Simmons School of Management is looking for a student to assist with a high profile web project that will be implemented during the Spring/Summer. The goal of the project is to develop individual web pages for each faculty member at the SOM. We are seeking an individual with strong writing and project management skills. Knowledge of web marketing a plus. \$20 an hour and scope will be defined with Kerri Brophy, SOM Director of Marketing and Strategy. Send emails directly to Kerri at [kerri.brophy@simmons.edu](mailto:kerri.brophy@simmons.edu) by March 30.

### **\*WANT TO BE A PRINCIPLES LEADER IN YOUR OWN HOME?**

For a great daily email which gives tips on how each of us can be a little "greener" each day, go to <http://www.idealbite.com/dailytip/signup.php>. Did you know that we would need 5.4 planets to support the world's population if everyone lived as Americans do. But there's hope. The time is ripe for creating a more sustainable world through simple changes in habits by people like us. Like most people, you probably lack the time and tools to make green-shopping decisions. There're simply not enough hours in the day as it is, never mind having to learn about which products are environmentally friendly — and which aren't. We can help. The Ideal Bite provides insight and inspiration, level-headed advice, and cool tools to take action for people like you -- who aspire to align their everyday actions with their personal values.

**\*GUEST SPEAKER AT SOM!! ALL CURRENT STUDENT ARE WELCOME TO ATTEND**

(Required Attendance for All Students in Marketing Management 425B)

Saturday, March 31

2:30 - 4:00pm (If you are not a student in the class, please arrive promptly by 2:30pm)

Case Room 2 - Mockler Building

PAULA A. SNEED

Former Executive Vice President, Global Marketing Resources & Initiatives Kraft Foods Inc.

Paula A. Sneed, Simmons Trustee and Simmons College alumna, has recently retired as Executive Vice President, Global Marketing Resources & Initiatives for Kraft Foods Inc. She was named to this position in June 2005. She was responsible for worldwide leadership and oversight of Marketing Resources functions including Consumer Insights & Strategy, Media, Advertising, Digital and Consumer Relationship Marketing, Packaging and Brand Design, Consumer Promotions, Marketing Alliances, Kitchens, Consumer Relations, and other marketing disciplines for more than 100 major food brands.

Sneed joined General Foods Corporation (which later merged with Kraft Foods) in 1977 as an Assistant Product Manager. In 1980 she became a Product Manager in the Main Meals Division and then Category Manager for the Desserts Division in 1983. Three years later, she was appointed to Vice President of Consumer Affairs. In August 1990, Sneed became Senior Vice President of the company's Foodservice Division and one year later, Sneed was named Executive Vice President and General Manager of the Desserts Division. In January 1995, she became Kraft Foods Senior Vice President of Marketing Services.

She was named to the additional post of Chief Marketing Officer in May 1999, where she was responsible for delivering world-class marketing across all of Kraft's marketing disciplines — approximately \$1.5 billion in spending annually. In September 1999, Sneed was named Executive Vice President, Kraft Foods and President, E-Commerce, helping develop and set the strategy for the company's newly created Division. She became Group Vice President, Kraft Foods North America and President, eCommerce and Marketing Services in 2000. In January 2004, Sneed was named Senior Vice President of Global Marketing Resources.

Sneed is a trustee of Simmons College, Teach for America and the Chicago Children's Museum, and Director of Airgas Inc. and Charles Schwab Corporation. She is also a member of the Executive Leadership Council and The Chicago Network. Sneed earned her BA from Simmons College and her MBA from the Harvard Graduate School of Business. She has also received an Honorary Doctorate of Business Administration from Johnson & Wales University.

**\*LEADERSHIP CONFERENCE EMAIL**

An email was sent out yesterday to all Conference volunteers. If you did not receive this email and you are planning to volunteer at the Conference please contact Ali at [ahcorvino@comcast.net](mailto:ahcorvino@comcast.net) as soon as possible.

**\*REFER AN APPLICANT AND WE WILL WAIVE THE \$75 APPLICATION FEE**

The SOM admissions team is pleased to report an increased number of applicant referrals from SOM students and thanks you immensely for your support. When you make a referral, by our May 1<sup>st</sup>, 2007 priority deadline, we will waive the application fee. Be sure the applicant references *your* name on the

application form so that we may thank you!

### **\*INVITE A PROSPECTIVE STUDENT TO ATTEND THE APRIL 26<sup>TH</sup> INFO SESSION OR SCHEDULE AN INFORMATIONAL INTERVIEW**

The SOM admissions team is eager to meet with prospective students to tell them about the benefits of a Simmons MBA. In the event that a prospective student is unable to attend any one of the SOM's monthly Info Sessions, they are encouraged to schedule an informational interview in person or by phone with the Admissions Office as a next step in their MBA research. Informational interviews are typically scheduled Monday through Friday 8:30am-4:30pm, but can be arranged before or after work for their convenience. To sign up for an interview, please contact the admissions team at [somadm@simmons.edu](mailto:somadm@simmons.edu) or by telephone at 617.521.3840.

### **\*STUDENT HIGHLIGHTS**

Stephanie Creary auditioned and was selected to represent graduate students during the presidential inauguration ceremonies next Saturday.

### **SOM STUDENT TICKETS TO THE PRESIDENT'S INAUGURATION AVAILABLE**

We have received 13 tickets to President Scrimshaw's inauguration that are available by lottery for SOM students. A College president's inauguration is a wonderful celebration full of tradition, music, inspiration and dreams. Faculty march in all their robes-many of which are quite colorful!! College Presidents from all over the country are invited and it is a great experience. It is on March 31<sup>st</sup>, at 10am in the Marriott Copley Place. Her inaugural theme has been "educate, transform, and empower". There will be about 2000 guests at it. If you are interested, let Paula know by March 20<sup>th</sup> and we will then do a lottery to distribute the tickets!! Please RSVP to [paula.donaldson@simmons.edu](mailto:paula.donaldson@simmons.edu). Or call her at 521-3832.

### **RECENT STUDENT HIGHLIGHTS**

Jennifer Lake and Geetha Krishnamurthy have been selected to represent the SOM on the strategic planning committee for the College.

Jennifer Steele and Amanda Thomas represented the SOM on the Shared Academic Technology Vision Process for Simmons College.

Meredith Pierce Hunter represented the SOM at the Presidential Practice Group meeting, which is an outside advisory group to President Scrimshaw.

Mandy Osborne and Geetha Krishnamurthy were selected by the Simmons Alumnae Board to be the student representatives.

### **FINANCIAL AID AND THE ENTREPRENEURSHIP CERTIFICATE**

Mary D has confirmed that students are eligible for financial aid if they pursue the entrepreneurship certificate but you will need to apply for the summer term as usual and then apply separately after July 1 for the certificate. There are some criteria around it, and more information will be coming.

## **FINANCIAL AID INFORMATION**

Financial Aid Applications for the 2007-08 academic year can be submitted by completing the FAFSA online at [www.fafsa.ed.gov](http://www.fafsa.ed.gov) with Simmons' school code 002208. The Graduate Student Supplemental Information Form is also required and can be found online at <http://my.simmons.edu/services/sfs/resources/forms.shtml>. Please complete both as quickly as possible so that awards may be mailed in time for the April term to begin.

## **SPECIAL NOTE REQUESTING VOLUNTEERS FOR THE CONFERENCE FROM MARY D.**

The Simmons SOM Leadership Conference is Saturday, May 5. Traditionally, MBA and Management UG students volunteer to help staff this event, which brings over 2000 people to the Seaport World Trade Center. We are still in need of student volunteers and for those of you that missed the meeting, there is still time to volunteer. Here are the requirements: you need to attend one of the two tours-Monday, April 23 or Friday, April 27 and be able to work the day of the conference on May 5. Both tours are 6-7:30pm and will not conflict with evening classes. There are two main shifts, morning or afternoon, but you get to attend all the main conference sessions and it is a really wonderful day for the SOM and makes you proud to be a member of our community. So, it is not too late to volunteer and if you are interested, contact Judy Benjamin at [judith.benjamin@simmons.edu](mailto:judith.benjamin@simmons.edu) or Ali Corvino at [ahcorvino@comcast.net](mailto:ahcorvino@comcast.net). Thanks! Mary D

## **BOOKING SPACE & TIME TO PRACTICE FOR PRESENTATIONS**

Student who would like to book a room to practice a presentation first must contact Karen Morrissey ([karen.morrissey@simmons.edu](mailto:karen.morrissey@simmons.edu)) to check room availability. The current Policy is that students may use a case room to practice a presentation for a TWO HOUR duration only. We politely ask that students respect this 2 hour time slot, as there are most likely students scheduled to practice before and after you.

## **WEBMAIL UPGRADE**

On Wednesday, March 14, Technology upgraded Webmail to an enhanced version. According to our user testing, the improvements are welcome, and not likely to cause confusion. Check out What's New: [http://my.simmons.edu/technology/helpdesk/email/webmail/whats\\_new.shtml](http://my.simmons.edu/technology/helpdesk/email/webmail/whats_new.shtml).

At approximately 10 pm on March 14, Technology will move all existing address books from the current version to the new version. On the login page (<http://email.simmons.edu>), you will still have access to the old Webmail until May 30, in case you need to double check an address book entry. No changes you make to your old address book will be converted after March 14, so make all your changes in the new version.

If you use other email software, such as Apple Mail, Thunderbird, or Outlook, to read your Simmons mail, this upgrade will have no effect on you. If you would prefer to use software besides Webmail to access your Simmons mail: you can!

More details:

<http://my.simmons.edu/technology/helpdesk/email/software.shtml>

Or, you can forward your Simmons mail to another account; for directions see:  
<http://my.simmons.edu/technology/helpdesk/email.shtml#5>

Please contact the Help Desk at 617-521-2222, option 8, if you have any questions.

### **RESEARCH PARTICIPANTS NEEDED FOR A NEW STUDY ON PREGNANCY IN THE WORKPLACE**

Jamie Ladge 'SOM 02 and Ph.D. Candidate at Boston College is working on a study with Professors Judy Clair from Boston College and Danna Greenberg from Babson related to pregnancy experiences at work. They are particularly interested in learning about how professional women manage impressions that others form of them as they move through pregnancy in the workplace and the kinds of issues and challenges they encounter along the way. At this time, they are looking to interview professional women who fulfill the following criteria: a) are pregnant with their first child, b) intend to return to work in some capacity after their maternity leave; and c) have at least 3 years of professional work experience (and/or 1 year of professional experience post-graduate school).

If you or anyone you know fits the above criteria and would like to participate in this study, please contact Jamie at [ladge@bc.edu](mailto:ladge@bc.edu) or 781-608-6729. Each participant's identity will be held in confidence and just the thematic results will be used.

### **The Center for Gender in Organizations announces the Spring 2007 Distinguished Scholar Speakers Series, hosted by Dr. Joyce Fletcher, CGO's first Distinguished Scholar.**

**Date:** March 28, 2007

**Time and location:** 12 p.m. in the Green Room at the Simmons School of Management, 409 Commonwealth Avenue, Boston, MA.

**Speaker and Topic:** Sharon Buckmaster, Ph.D., "Standing Up and Standing Proud: The Stories of 14 Tempered Radicals".

Dr. Buckmaster will present the stories of senior level female executives who have worked for systemic change in their organizations to achieve gender equity. These women are among the most powerful, engaging women in corporate America from leading companies such as Nike, Starbucks, Hewlett-Packard, Xerox and Pfizer. Her findings explore what it means to be an advocate, the influences and experiences that shape the process and the implications for organizations.

Please **RSVP** by March 23 for "Standing Up and Standing Proud" to [CGO@simmons.edu](mailto:CGO@simmons.edu)

### **SIMMONS SOM SPRING PHONATHON**

Monday, March 26<sup>th</sup> and Wednesday, March 28<sup>th</sup>

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](mailto:abigail.mohlin@simmons.edu) to sign up.

## CAREER SERVICES UPDATES

### \*OUTSIDE NETWORKING & CAREER EVENTS

Note: 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. Please visit [Career Connect](http://www.myinterfase.com/simmons/student/home.aspx) (<https://www.myinterfase.com/simmons/student/home.aspx>) for additional event happenings in the upcoming months.

- \* Bentley Graduate Women's Leadership Organization (GWLO)
- \* The Women's Congress Boston
- \* 3rd annual Retail and Luxury Goods Conference – Harvard Business School
- \* Environmental Business Council, New England Inc.

### EVENT DETAILS

#### **Bentley Graduate Women's Leadership Organization (GWLO)**

Tuesday March 27<sup>th</sup>, 6:30pm -8:30pm  
LaCava Executive Dining Room (3rd floor), Bentley College  
"View from the Top" – Panel Event

Please register prior to the event by going to <http://gwlo.bentleygsa.org> and clicking on the Online Registration link on the right of the page. Directions: <http://www.bentley.edu/directions/>

#### **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 [The Women's Congress](http://www.thewomenscongress.com/wc07/public/enter.aspx) (<http://www.thewomenscongress.com/wc07/public/enter.aspx>) to get all the breaking news.

#### **3rd Annual Retail and Luxury Goods Conference**

Sunday April 1<sup>st</sup> 2007, 8:00am – 3:30pm, Harvard Business School, Cambridge MA

The conference will feature distinguished business leaders from leading luxury and retail brands such as Neiman Marcus, Ralph Lauren, Ferragamo, J. Crew, Lacoste, Bill Blass, L'Oreal, TJX, Conde Nast, and many more!

Click here for more information and to register :

<http://www.studentclubs.hbs.edu/lgdb/conference/default.html>

### **Enviornmental Business Council - 2nd Annual Environmental Career Fair**

Friday, April 13, 2007 - 10:00 AM - 4:00PM - Lenox Hotel, 710 Boylston St, Boston, MA 02116

The Environmental Business Council (EBC) is organizing the EBC Second Annual Environmental Career Fair to provide environmental and energy companies, businesses, government agencies and non-profits with the opportunity to highlight **job and internship openings** to qualified candidates from colleges and universities throughout the region.

***Registration deadline: April 6, 2007, 5:00 p.m. No registrations at the door.***

Please click here for more details:

[http://www.ebcne.org/index.php?id=77&no\\_cache=1&tx\\_ciceventscaendar\\_pi1%5bcaldatets%5d=1175400000&tx\\_ciceventscaendar\\_pi1%5bdaylistts%5d=1176436800&tx\\_ciceventscaendar\\_pi1%5bsinuid%5d=195&cHash=3b34bed920](http://www.ebcne.org/index.php?id=77&no_cache=1&tx_ciceventscaendar_pi1%5bcaldatets%5d=1175400000&tx_ciceventscaendar_pi1%5bdaylistts%5d=1176436800&tx_ciceventscaendar_pi1%5bsinuid%5d=195&cHash=3b34bed920)

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

- President and CEO – Gilbert Tweed Associates
- Director of Development– Camp Starfish"
- Legislative and Budget Director for State Senator - Massachusetts State Senate
- Sales Associate - Boston Portfolio Properties

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

- Business Systems Analyst Intern- PTC
- Institute of Contemporary Art – HR Intern

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.

### **\*PARTNERSHIPS AND NEW TOOLS**

Please visit the [Career Connect](https://www.myinterfase.com/simmons/student/home.aspx) (<https://www.myinterfase.com/simmons/student/home.aspx>) resource library for details about SOM partnerships and new tools.

## **\*INTERESTING CAREER ARTICLES**

### **Avoid the Pitfalls of Referring**

Just ask managers surveyed by Robert Half International and CareerBuilder.com.

Eighty-one percent of those polled said today's employment market is equally or more challenging than it was only one year ago, and more than half consider a shortage of qualified workers to be their biggest recruitment hurdle.

[Click here for important tips: http://www.cnn.com/2007/US/Careers/03/19/cb.refer/index.html](http://www.cnn.com/2007/US/Careers/03/19/cb.refer/index.html)

### **How to Grow in Your Career and Have a Life**

Logging in long hours to get ahead? By strategically organizing your workday, you may be able to get on the fast track without sacrificing your personal life.

[For entire article click here: http://www.collegejournal.com/successwork/onjob/20070316-needleman.html?coljcontent=mail](http://www.collegejournal.com/successwork/onjob/20070316-needleman.html?coljcontent=mail)

<b>SOM LIBRARY UPDATES</b>
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## **\*RECOMMENDED READING FROM THE LIBRARY**

The SOM Library celebrates Women's History Month with a new display of books about women. Some of the books on display are: The Rise of Women Entrepreneurs: People, Processes, and Global Trends, The Price of Motherhood: Why the Most Important Job in the World is Still the Least Valued, and How Jane Won: 55 Successful Women Share How They Grew from Ordinary Girls to Extraordinary Women. Come check it out!

Also, we are displaying quotes by famous women as well as "famous firsts" in women's history.

Check out the cover story titled "The BusinessWeek Fifty: The Best Performers" in the most recent issue of BusinessWeek magazine. This cover story highlights 50 top performing companies.

**Daily Newspapers:** The library has daily issues of The Boston Globe, the Financial Times, The New York Times, The Wall Street Journal and the Investor's Business Daily. These issues are available for you to read and catch up on what is going on in the world.

## STUDENT ACTIVITY UPDATES

### **\*EARLY BIRD CLUB**

The Early Bird club will host a breakfast meeting at Panificio at 10:00am on Monday 26th. Please join us. We will discuss five reasons why we should have an annual physical. Thank you.

### **\*EILEEN FISHER SHOPPING EVENT**

This Saturday at all Eileen Fisher stores (closest location is Copley), there is a fabulous event that helps support the Thrive Organization (a Boston based organization that provides support and education to young women with breast cancer). There'll be refreshments between 12-3 and a gift with purchase (plus a \$25 coupon off all merchandise). 10% of proceeds will go directly to the Thrive Organization. Hope to see you there! Celia

### **\*NET IMPACT SURVEY**

Please take a few minutes of your time to fill out this very important survey! Last year Simmons ranked #2 for overall rating on our commitment to Net Impact (social and environmental causes). We are super proud of this achievement and want to maintain our standing.

The survey is at <http://www.surveymonkey.com/s.asp?u=551123437325>  
You have until April 20th and every vote counts!

Thanks for your support.  
The Simmons Chapter of Net Impact