

## NEWS

### College of Business Advocates Sustainability on Campus and Throughout the World

by Tiffany Tsai, Class of 2009

As the world is increasingly emphasizing the importance of the “sustainability” concept, the College of Business and Illinois MBA also commit to social responsibility in many ways. One major initiative is the opening of the new Business Instructional Facility (BIF). BIF is the first “green” building on the Urbana-Champaign campus, and it is expected to meet the Gold level of LEED (Leadership in Energy and Environmental Design) certification standards. BIF sets a pioneered example for all future buildings on campus, which are expected to achieve at least Silver level of LEED certification.

Meanwhile, Illinois MBA partners with Professor Madhu Viswanathan, who also serves as director of the non-profit Marketplace Literacy Project, to offer a “Sustainable Product and Market Development



**Professor Madhu Viswanathan** teaches students to seek out sustainable solutions for people living in subsistence.

for Subsistence Marketplaces” course to resonate with the sustainability concept. The course focuses on developing products and services to serve the needs of those living in subsistence marketplaces. Central to Professor Viswanathan’s teaching initiatives is the need to envision a better world in terms of alleviating poverty and encouraging sustainable business practices. Therefore, finding a sustainable solution for people living in subsistence is one of his primary research interests.

Professor Viswanathan is positive about this growing trend of sustainability on both the corporate and the university level. He believes those who commit to sustainability are staying ahead of the curve, and such initiative can be a competitive advantage for the organization and bring profits in the long run. In other words, it is possible and plausible for organizations to create a win-win scenario where profits meet sustainability.



Pictured here, the solar panels and drought-free rain garden on the Business Instructional Facility’s roof are two of the new green building’s many sustainable features. The new facility uses 50% less energy than a comparably sized building.

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### UPCOMING EVENTS

- Dec 5:** Conversation with Leaders: Eric Chen, MBA '96
- Dec 9:** Dialogue with Cedric Thurman
- Dec 15-16:** Applied Business Perspectives
- Dec 11-19:** Fall Semester Finals
- Dec 20:** Winter Break Begins
- Jan 12-16:** Berlin and Mexico City Study Abroad Trips
- Jan 19:** Martin Luther King Day (University Holiday)
- Jan 20:** Spring Semester Begins
- Jan 29:** Winter Career Fair
- Jan 30-31:** Illinois MBA Strategy Case Competition

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### Illinois MBA Alumni Professional Group

Are you part of our Illinois MBA Professional Group through LinkedIn? If not, visit our registration link and sign up now. Join hundreds of other Illinois MBA Alumni today! Registration Link:  
<http://www.linkedin.com/IllinoisMBA>

**Message from the Associate Dean**

by Mary Miller, Associate Dean



I trust you all had a wonderful Thanksgiving holiday. I suspect some of you spent the holiday with family and friends, while others may have taken advantage of the break to travel, catch up

on sleep or finish up homework or projects. I hope you all spent a few minutes reflecting on all for which we have to be thankful. However, as my grandmother used to say, “The true measure of thanksgiving is not what we say about our blessings, but how we use them.”

The semester and the year are rapidly coming to an end. The economy continues to be discussed and analyzed by everyone. I am concerned about the impact the current situation will have on internship opportunities and job offers for our students and also the effect this might have on the number of applications we receive for the Class of 2011. This means we have to do our best to communicate the advantages of an Illinois MBA to all our audiences. Your help would be much appreciated. If your company has an internship or job opening, contact MBA Career Services. If you have a friend or colleague considering an MBA, refer them to the MBA admissions office.

By now you should have received an invitation and information about the MBA Alumni Award Banquet on Saturday, February 7, in Chicago. If you have not purchased your ticket, please check our homepage ([www.mba.illinois.edu](http://www.mba.illinois.edu)) for details. This year the event has moved from campus to Chicago to make it more convenient for alumni to attend. Alumni are encouraged to contact former classmates and make it a reunion weekend. What a great way to spend a cold night in February with good friends and warm memories.



**IMBA Alumna Advises Students on Keys to Success**

by Nate Shanklin, Class of 2010

From the time that we are five years old, we are asked, “What do you want to be when you grow up?” For the few of us that answer that question and actually end up being firemen, ballerinas or astronauts, that issue is pretty much resolved . . . and then there are the rest of us. For all of us (and even a few astronauts and ballerinas) a presentation by Laura Luckman Kelber (MBA ’97) as part of the “Conversations with Leaders” speaker series was as refreshing as it was informative.

Kelber’s presentation on October 31 focused on her current role as VP Account Director at EuroRSCG, a global advertising firm, and her circuitous route to that position. She touted the virtue of finding your own path and not being saddled with what is the “right” route to success. In her own life she conveyed the fact that she had abandoned both law school and a PhD in English before discovering her aptitude and desire to be in advertising, at which point she decided to earn her MBA at the University of Illinois.

Aside from discussing the particular aspects of her career, Kelber also discussed her belief that honesty, integrity and being nice are incredibly important parts of business and life that are all too often overlooked. Kelber concluded her presentation by fielding questions from the audience and taking time to speak individually with the astronaut and undecided alike, all who seemed deeply appreciative for her visit.

**Business Leader Urges Students to Practice Leadership**

by Puneit Dua, Class of 2010



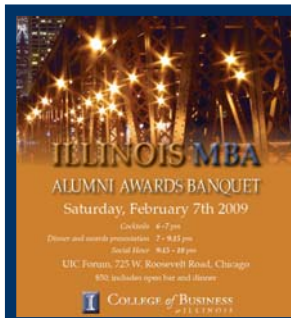
On November 14, 2008, the “Conversation with Leaders” series hosted the CEO of Christie Clinic, Alan Gleghorn, Executive MBA ’03.

As a business and community leader in the twin cities of Urbana and Champaign, Mr. Gleghorn has twenty-five years of progressive healthcare experience that includes direct patient care, national physician practice management and senior management at large healthcare-related companies. At

Christie Clinic, he has led the implementation of value stream-based projects and culture-changing activities to increase the efficiency and quality of healthcare provided.

During an hour-long talk peppered with stories from his lifelong career in the healthcare industry, Gleghorn advised his audience to be leaders in everyday life and to subscribe to the mission of self-realization. He recounted his days as an orderly in a small community hospital and how he now tackles new challenges in his organization and community by continuous improvement. He described how he has applied knowledge gained in business school to weed out inefficiencies in his organization and has directed the energy and resources conserved toward improving patient care.

Gleghorn addressed questions from students on diverse topics ranging from trends in the healthcare industry to strategies for managing a large and successful enterprise. He wrapped up with the recommendation that students should develop strong relationships with their mentors and peers.



**Illinois MBA Alumni Awards Banquet**  
 Saturday, February 7, 2009  
 Chicago, Ill

Click the link below to register:

[www.illinois.edu/goto/mba\\_alumni\\_banquet](http://www.illinois.edu/goto/mba_alumni_banquet)

## ADMISSIONS

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### Prospective Students Receive “Exclusive” Look at Illinois

by Ben Moreland, Associate Director of Admissions

After traveling around the country and throughout the world to search for next year’s class of MBA students, the admissions team finally stayed at home to host their first on-campus recruiting event of the year - Illinois MBA Exclusive - on Friday, November 14. This year’s event brought together 22 prospective students who discovered what makes the Illinois MBA strong and unique. A tour of the new Business Instructional Facility and its environmentally friendly and student-centric features was only the beginning.

Illinois MBA Exclusive was organized along with the “Conversation with Leaders” series, where a successful alumnus is invited to share their career path and ideas on what it means to be a leader. Current and prospective students joined to hear Alan Gleghorn (EMBA ’03), CEO of Christie Clinic, share his experience as a leader in the healthcare industry. One attendee noted that Mr. Gleghorn’s presentation “was inspiring and informative.”

Professors Tiffany White, Gopesh Anand and Hayden Noel joined alumni Chris Mulh (’07) and Rashedul Din (’07) for lunch with prospective students, where they offered advice for getting the most out of their MBA experience. Current students Jasen Schrock, Lauren Lee, Henry Palomino and Lauren Johnson served on a Q&A panel, where they provided perspective on the day-to-day life of an MBA student.

To conclude the event, Associate Dean Mary Miller spoke candidly with these future MBA students about their career goals and interests. As they communicated their own hopes for future success, Dean Miller spoke from her knowledge of how previous students have made the most of the opportunities available at the Illinois MBA to go on to successful careers.

The feedback from attendees has been strong, and the admissions team sees this event as a catalyst for a successful admissions cycle – the first admissions cycle in the new building.

## STUDENT AFFAIRS

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### Illinois MBA Team Reaches Finals at ABI/Kellogg Case Competition

by Courtney Hainline, Assistant Director of Student Affairs

The Illinois MBA sent a team of students to compete in the American Bankruptcy Institute (ABI)/Kellogg School of Management Corporate Restructuring Competition for the second consecutive year. The competition took place November 6-7, 2008, on the Chicago campus of Northwestern University. The purpose of the competition was to provide an opportunity for students from leading business schools to solve a hypothetical, but realistic, business case of a distressed company.

After receiving the case one week prior to the competition, students had to prepare a 20-page deliverable and three PowerPoint presentations for three separate panels of judges. The team, composed of first-year students Loren Friedman, Jonathan Grubb, Travis Green and Nitin Verma, advanced to the final round and finished in third place behind Northwestern and Dartmouth. Illinois also competed against teams from top business schools; including University of California at Berkeley, University of Notre Dame, University of Pennsylvania, University of Virginia, New York University, Purdue University and Stanford University.

All participants had the opportunity to network with Chicago bankruptcy judges and ABI members at a dinner the night before the competition. Judges in each of the rounds consisted of panels of experts from the turnaround, crisis management, distressed debt, DIP financing, legal and bankruptcy advisory industries.

The team received a \$2,500 cash prize and a trophy. The team spent hours practicing with competition-experienced second-year students, Professor Kathryn Rybka and Professor Jim Gentry. The Illinois MBA is very proud of their performance!

## CAREER SERVICES

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### Career Services Establishes New Initiatives for Recruitment

by Charles Kim, Assistant Director of Career Services

Despite the struggling economy, we remain proactive in our efforts to generate job opportunities for Illinois MBA students. Our response to the shrinking job market is not only to maintain our current recruiting relationships, but to increase the number of companies that are considering our students. One of our new initiatives is to make office visits to companies in the Chicago, St. Louis and Indianapolis metropolitan areas in the coming months. Our goal is to create potential job leads for students, as well as to streamline the recruiting process for companies by delivering fully customized resume books.

If you are working in one of the cities noted above and are able to assist us in securing a discussion with your human resources department, please contact us at [MBACareerServices@illinois.edu](mailto:MBACareerServices@illinois.edu). Our alumni have been great advocates for us in the past, and we rely heavily on you in our mission to improve the program.

Another project we have already begun to implement is expanding the resources we provide to assist students in their job search. More and more companies and organizations are using Facebook as a means to provide information and reach target groups, and we are following suit.

We have recently created an Illinois MBA Career Services group on Facebook to provide students an arena for peer-to-peer interaction and collaboration. Our hope is that this group will be an outlet for students to share job search experiences and push one another to persist in their pursuit of a full-time job or summer internship. We have also launched a Facebook fan page as a space for students to ask questions, access videos, get interview tips and stay updated on recruiting trends.

## NEWS

### IMBA Veterans Travel to Career Conference in Chicago

by Sean Egan, Class of 2009

Illinois MBA veterans traveled to the Symphony Center in Chicago, Ill., on November 7 to attend the Midwest MBA Veterans Career Conference. The event was the first of its kind as it brought together corporate partners and over 50 MBA military veterans from top programs across the Midwest.

Universities represented by their students included Northwestern University, University of Michigan, Ohio State University, Notre Dame, Indiana University, University of Wisconsin, Purdue University, Washington University, the University of Chicago and, of course, the University of Illinois at Urbana-Champaign.

In the morning, students had an opportunity to interact with a panel of six military veterans from a variety of corporate backgrounds, including Sears Holdings Corporation, Credit Suisse and Morgan Stanley. The panel offered advice based on their military and professional experiences and answered questions from students.

After the panel, the conference broke for lunch and students had an opportunity to meet and network with each other. The second half of the conference consisted of a career fair where students had an opportunity to meet recruiters from a variety of industries. A few of the companies in attendance included Procter & Gamble, GE, Northrop Grumman, PepsiCo and Booz Allen Hamilton.

Overall, the conference was a huge success. A portion of the proceeds raised was donated to the Wounded Warrior Project to aid military veterans and their families. It was made possible largely through the vision and initiative of the Illinois MBA. Veterans Chris Petersen and David Chonowski, both second-year MBA students at Illinois, served as the conference co-chairs.

### Illinois to Host Strategy Case Competition in 2009

by Sneha Nair, Class of 2009

The Illinois MBA will start the second half of the year by hosting its inaugural "Strategy Case Competition" in January 2009. MBA students from Illinois and five other Big Ten schools will have a chance to showcase their skills and business acumen in solving real-world problems. The preparations for the event have been in the works since the beginning of the year, but recently all the hard work of the organizers has started to take shape. The competition, which will be held on January 30-31, 2009, will be the first competition held in the new Business Instructional Facility.

Along with the organizers, this competition was made possible in part by Cisco Systems, the competition's lead sponsor, and The TriZetto Group. The second-place team will be receiving \$2000, and the grand prize of \$4000 will be awarded to the winner of the competition. We are looking forward to fierce competition, expecting the determined and talented IMBA students to perform well and continue to add to the success of Illinois in recent case competitions.

Further detailed information about this case competition can be found at:

[www.mba.illinois.edu/M/IMBA+Case+-+Main](http://www.mba.illinois.edu/M/IMBA+Case+-+Main).



Wolfgang Schweppe (left) and Aaron Zimmerman (right) attended the first Midwest MBA Veteran's Career Conference in Chicago where they met and networked with veterans from several major corporations.

## STUDENT LIFE

### IMBA Students Celebrate Diwali

by RJ Diokno, Class of 2009

One of the unique qualities of the Illinois MBA is its cultural diversity. This fall, Indian MBA students shared a piece of their culture with the rest of the program. On Friday, October 24, over 75 first- and second-year MBA students gathered at the Melrose Apartment community room to celebrate Diwali. Translated as the "Festival of Lights," this celebration signifies victory of good over the evil within an individual and is celebrated on the new moon day of the month.

Those who attended the prayer ritual, or Puja, received the *tikka* or *bindi* (red dot) on the forehead. The *bindi* can be worn as a decoration, by women of any religion, or as a Hindu religious observance. Greetings of "Happy Diwali" were exchanged throughout the night as students enjoyed the food, music and dancing. As second-year MBA student Sneha Nair explained, "It was a great opportunity to welcome the IMBA family to be a part of the most-celebrated Indian festival."



IMBA students gather to celebrate Diwali the Indian "Festival of Lights." The celebration was the most heavily attended social event of the semester.

Season's Greetings and Happy  
New Year from the Sixth  
Street Journal staff.

Next issue: February 2008

## STUDENT LIFE

### Interview with an Intern

by Sarah Calhoun, Class of 2009



*Name:* Erin Mitchell  
*Company:* Roundtable Media, Inc.  
*Location:* Champaign, Ill.

**Q:** Can you briefly describe the company and internship program that you were involved in?

**A:** Roundtable is a marketing and ad agency that develops websites and advertising materials for clients in Champaign, Springfield, Bloomington, Chicago and Canada. I worked with an undergraduate intern primarily developing marketing plans and doing strategic development for the company. Roundtable is currently working with the university to develop an intern program so that they can have someone year round.

**Q:** Tell me about your primary or most successful project

**A:** My primary project was for the State of Illinois, building a networking website for the eight research parks across the state. The goal was to position Illinois as the leader in technology research parks in the entire country. I spent my time meeting clients, interviewing their target audience, approving copy and actual layout and design and I also created some trade magazine advertisements.

**Q:** How does your work over the summer relate to the classroom?

**A:** On my first day at Roundtable, I was in a meeting talking about target market, target audience, positioning the brand and was excited to be using words and concepts that I had learned in class. I used several basics from communications to marketing, but the most valuable learning that I took from the classroom was the confidence to actively participate in meetings and freely give my own opinions. I also found that I could transfer much of what I learned in Organizational Design and Managing People in Organizations to discussions about culture, mission and values with clients.

**Q:** Was there opportunity to network within the company?

**A:** Roundtable only has ten employees, so everyone knows each other well. Every quarter the company has a team-building day, and they often have company-wide lunches together. I was able to work with many different people and learn different aspects of the company. On many days I would work one-on-one with the CEO and occasionally with the President/CFO.

## CLUB ROUNDUP

### MBA Group Visits Chicago Mercantile Exchange

by Jareer Oweimrin, Class of 2009

On October 24, the Graduate Finance Association (GFA) led club members on a visit to the Chicago Mercantile Exchange and the Chicago Board of Trade. The learning activity included a guided tour by Curt Zuckert, Associate Director of the Group's Trading Knowledge Center and Product Education. The students experienced live trading action on the floors of the Chicago Mercantile Exchange and the Board of Trade! The trip included an informative presentation about the intricacies of trading at the facilities and also a trading simulation of commodities with futures or options.

The event ended with a talk by James E. Oliff, a member of the Board of Directors at CME group. He explained many of the strategic outlays that are in the pipeline at the organization and their initiatives in the face of the growing economic crisis. The trip was a great learning experience for the MBA students as they enhanced their knowledge of the different facets of the financial industry.



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