

Sixth Street Journal 2.0

The Official Newsletter of the Illinois MBA

STUDENT LIFE

Students Feast at International Food Night

by Rita Lei, Class of 2007

The Illinois MBA's International Business Society (IBS) hosted its International Food Night event on March 11 at the Wesley Foundation in Urbana. More than 200 IMBA students, and their friends and families, enjoyed the world's delicacies all at once. Students served everything from the sour and spicy flavors of Thailand to the real homemade food of the South in the United States. Other cuisines included Indian, Korean, Taiwanese, Chinese and Japanese.

Besides the good food, IBS also led a World Trivia Game and National Anthem Contest at the event. This allowed IMBA students to test their world knowledge. The Latin American Business Society (LABS) also sponsored this portion of the event.

In the National Anthem Contest, IMBA students listened to the Jamaican, Indian and American national anthems. All participants received two extra raffle tickets to win an Apple iPod. And the World Trivia Game tested participants' world geographical knowledge.

Still more, students from Romania, Pakistan, Trinidad and Tobago, Taiwan, Jamaica and Japan presented their cultures via video clips and performances. Students viewed the traditional dances of Romania and Carnivale in Trinidad. They also watched, among other performances, Taiwanese students perform a pop dance routine dressed in school girl outfits.

Wonseok Choi, president of IBS, would like to thank all the participants for savoring the food and culture. He would also like to thank all classmates who dedicated their time to cook and volunteer.

NEWS

E-Commerce Class Visits Peapod

by Rahul Kalsi, Class of 2007

On Friday, March 9, Illinois MBA students enrolled in Judith Gebauer's Electronic Commerce class were treated to an exclusive tour of Peapod Online Grocery Shopping and Delivery's fulfillment center in Lake Zurich, Ill. The tour provided students with a glimpse of how e-commerce and order fulfillment come together to ensure that consumers are receiving exactly what they order online.



"This was a great opportunity to see an innovative business model in action," said Jonathan Brown, class of '07. Students toured the entire warehouse, which included an interlacing of conveyer belts that moved shopping baskets from the multiple grocery picking stations to its final stage on the delivery truck.

"Even though the online grocery business is often associated with the innovativeness of electronic commerce, we learned how much it really is a down-to-earth business that combines three parts: a traditional grocery business, traditional warehousing/logistics (including yield management) and new technology used in particular for product display, ordering and marketing," said Professor Gebauer. "All three parts need to work in sync for the business to be successful."



Students of the E-Commerce class enjoy lunch while learning Peapod's business model.

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UPCOMING EVENTS

- Apr 1:** MBAA Basketball Trip, Pacers vs. Spurs
- Apr 2:** Investigate Illinois
- Apr 4:** Fall 2007 Registration Forum
- Apr 6:** MBAA Spring Gala
- Apr 13:** Convocation Speech Competition
- Apr 14:** Volleyball Tournament
- Apr 14:** WiB & Partner's Club Spring Picnic
- Apr 26:** WiB Coffee Club
- Apr 26:** MBA2 Finale

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NEWS

MBAA Launches New and Improved Web Site

by David Payne, VP of Communications

The Illinois MBA Association (MBAA) has a new face on the Internet. Most students will realize this when they go online to buy



their tickets for the 2007 Spring Gala. The domain name remains www.illinoismbaa.org, but a very different Web page welcomes visitors to this URL.

The most prominent change from the old to the new is an animation that introduces the new Web page. Words and pictures also fade in and out whenever a user switches to a different section of information. This is because the new site has been designed completely in Macromedia Flash. Beside the ability to animate transitions, Flash was chosen because it is more compatible across Web browsers than basic HTML. It also utilizes an object-oriented programming language that is easy to learn for anyone familiar with this type of programming.

The Web sites for the MBA student clubs will be posted soon and are based on the same template as the new MBAA site. By sharing the same starting point, each club's Web page will maintain a consistent presentation that represents the unity of our program and our students. However, each club is free to personalize its site by changing elements such as color, animation and features.

And just as the clubs' Web pages will continue to evolve, so will the new MBAA site. This launch represents only the first version. New features will be added, the design will be refined and the animations will be enhanced. Any suggestions for changes in the look, interface or content are welcome and likely to be included.

www.illinoismbaa.org

STUDENT LIFE

First-Years Battle for Global Tycoon 2007 Victory

by Judy McDermott, VP of Social Programs

Last month, all first-year IMBA students entered the intense "Global Tycoon" computer-simulated corporate competition. Ten teams of 10–11 students each were required to run a company for three years (12 quarters) in four real-time days! Students held various roles within their respective companies, such as CEO, CFO and VP of Marketing, etc. And, after reporting to "work" at 8 a.m. every morning among team cubicles set up in the Illini Union, teams had to manage the production, marketing, regional operations, sales and finance activities of their CD/DVD companies via business decisions entered on the computer and submitted to the Global Tycoon coordinator, John Ehlers. Some quarters, or decision periods, ran as short as one and a half hours, which made for some intense working conditions.

But in the end, students said they thoroughly enjoyed the competition. Some even said they learned more about themselves and their class-

mates during this week than they had all year until that point. Others said they felt it was rewarding to be able to apply several skills they had learned earlier in the year, such as financial statement analysis and just-in-time production methodologies.

Besides running the businesses from the "cubicles," the competition experience also included various instructional sessions led by Ehlers and Professor Kathryn Rybka, and an ongoing print ad competition. Companies also had to present their final results in a panel presentation on a fifth and final day of the exercise.

Overall, only two companies from two "industries" were declared Global Tycoon winners (with baseball caps to show for it), but every student said they felt the experience was rewarding.



First-year Alex Spektor (CEO; fifth from left) and his winning Global Tycoon Team enjoy their success.

MBAs Overcome Law Students in Trivia Contest

by Judy McDermott, VP of Social Programs

They were considered the underdogs, but that didn't matter to the two MBA teams that went against 24 UIUC Law School teams in the Battle of the Brains Trivia Challenge at Guido's bar in Champaign on March 12. Teams of four answered several rounds of questions about various trivia facts.

Questions included naming the four Commonwealth states in the United States, and naming the worst American professional sports team – by total number of losses – in existence. But the final question – "How many James Bond movies are there?" – was the one that led

to the MBA win by team "Four MBAs and a Dork," which comprised first-year students Eric Marshall, Matt Arient, Jon Miller, Mark Lewis and Brett Klinker. Their prize for winning was a \$100 gift certificate at local restaurant Jim Gould's...and bragging rights! (There are 21 James Bond movies, by the way.)



Eric Marshall, George Kritikos, Jon Miller, Mark Lewis and Brett Klinker celebrate the MBA victory.

STUDENT LIFE

Graduate Finance Association Hosts Site Trip to Chicago

by Chris Malabver, Executive VP of GFA

A group of 18 members of the MBA program's Graduate Finance Association (GFA) traveled to Chicago on March 16 to spend a day designed around learning more about the financial services sector and effective networking.

The first stop was the North Wacker Drive office of Bloomberg in Chicago. Bloomberg is the leading global provider of data, news and analytics. The BLOOMBERG TERMINAL™ and Bloomberg's media services provide real-time and archived financial and market data, pricing, trading, news and communications tools in a single, integrated package to corporations, news organizations, financial and legal professionals and individuals around the world. The trip's attendees were introduced to the BLOOMBERG TERMINAL™ and told about the current applications of Bloomberg's vast information database. There was a special focus on the equities training process. The attendees will use this training as the springboard to certification, which is available through terminals located at the University of Illinois' Business Library.

After Bloomberg, the next stop was the Chicago Board of Trade (CBOT). Attendees observed the commodities and financials trading floors and general closing bell activities.

After the visit to CBOT, attendees went to a networking activity hosted by the CFA Society of Chicago. The Society's CEO, Jill Epstein, provided a very warm welcome to the members and gave a brief

overview of the value of the CFA designation and highlighted benefits available to student members. The majority of the time was spent networking with the members of the CFA Society present including CFA Society board members. Overall, the day of activities was a success and the GFA hopes that this will now be a yearly event on the GFA calendar.



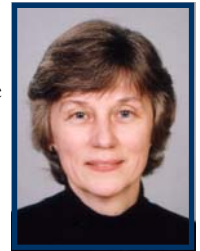
Graduate Finance Association members kicked off Spring Break with an educational trip to Chicago.

NEWS

Message from the Associate Dean

by Mary Miller, Associate Dean

We have new staff working on the fourth floor of DKH, so please help me welcome them to the Illinois MBA.



Courtney Hainline (hainline@uiuc.edu) joins the MBA Admissions team. She received her undergraduate degree in marketing from UIUC and has done marketing for the Champaign-Urbana Radio Group, Sports Publishing LLC and the Champaign County Convention & Visitors Bureau. She is an avid sports fan, likes to cook and bake, and attend rock concerts. She will be using her marketing expertise to help us recruit and admit great students.

Mary McElvain (mcelvain@uiuc.edu) joins MBA Student Affairs. She also received her degree from UIUC, but from the College of Agricultural, Consumer and Environmental Sciences. Prior to coming to the Illinois MBA, Mary worked with students in the College of Communications and in undergraduate admissions at UIUC. She likes to travel and is planning a trip to Europe this summer. She is looking forward to getting to know all of our students and to getting involved in MBA events.

Tracy Loschen (tloschen@uiuc.edu) also joins the MBA team. She has a degree from Eastern Illinois University in speech communication. She has been a human resources professional at UIUC, but also at ThyssenKrupp Crankshaft and at Carle and Christie Clinic. Tracy is married and has two children who keep her very busy. We will take advantage of Tracy's communication skills as she works on enhancing our alumni relations, getting positive stories about the Illinois MBA in the media and improving our data collection for surveys.

We are very pleased to welcome these three talented young professionals to the Illinois MBA. They are enthusiastic about their new responsibilities and look forward to getting to know you.

PRETERM 2007 SUNSET CRUISE ON LAKE MICHIGAN



Mark your calendars now for the exciting PreTerm 2007 cruise. Alumni, current students, faculty and administration will come together on the fabulous Kanan to launch a new class of MBAs. The two-hour cruise will begin at 6:30 p.m. on Monday, August 20, and will offer an opportunity for you to enjoy the magnificent Chicago skyline and lake-front views.

Check the May issue of this publication for more details.
You do not want to miss this event!

ALUMNI

Alumni Perspective

by Todd Labinsky, Class of 1997

Todd Labinsky is a JD/MBA graduate of the University of Illinois and now works as an M&A transaction attorney for Freeborn & Peters LLP in Chicago. Here he shares his perspective on the benefit of using multi-disciplinary attorneys when buying and selling businesses and the role his MBA played in helping him succeed in this role.



Parties buying and selling businesses benefit from the counsel of deal professionals during their preparation for the sale or acquisition process. Representation by a multi-disciplinary attorney can further help to bridge the gap between legal and business teams.

With smaller publicly traded companies looking to go private due to the high costs of being Sarbanes-Oxley compliant, and a high number of strategic and financial buyers vying for a finite number of deals, a frothy and competitive M&A market has been sustained. Because success favors those with efficient and polished deal teams, teams that include attorneys with business training have an edge over the competition. Beyond providing a solid foundation for my M&A practice, the Illinois MBA has afforded me a competitive advantage over many of my legal counterparts.

Although much of my day revolves around making sure that deal documentation codifies the understanding of the parties involved, my competitive advantage lies in the fact that I may more easily navigate the key components of my clients' businesses, including financial statements, accounting and bookkeeping, marketing processes, supply and distribution networks, manufacturing processes and intellectual property, just to name a few. My education at Illinois provided me with the tools necessary to digest all of this information and to ensure that pertinent deal terms are properly reflected in our negotiations.

FACULTY PROFILE

Kreuzbauer Brings Real-World Product Development to Class

by Rita Lei, Class of 2007

Before coming to the University of Illinois, Robert Kreuzbauer had been an Assistant Professor of Marketing at the Salzburg University of Applied Sciences in Austria. But after having crossed paths with former UIUC marketing professor Abbie Griffin, who has published his research about product design and brand perception in the *Journal of Product Innovation Management*, Kreuzbauer discovered the chance to teach new product development in the United States.



In coming to the United States, Kreuzbauer found UIUC's abundance of research resources to be particularly appealing. In addition, he found the more dynamic pedagogical style for teaching students in U.S. universities to be rewarding. Unlike in European schools, which tend to have just one large project due at the end of the semester, U.S. students are used to breaking down the process and having progress reports throughout the semester, he said. Moreover, students in the United States have higher learning expectations for their classes, which Kreuzbauer welcomes as a new challenge in teaching.

Formerly a visiting scholar in Copenhagen and Milan, Kreuzbauer brings European cases and examples into his Illinois MBA classes. Plus, he advocates site visits, such as his class's corporate visit to Motorola, where students got in touch with real-world, new product development examples and interacted with professionals.

Other than his New Product Development class, Kreuzbauer also teaches Marketing Management. His research interests lie in industrial design and brand management. He also works on topics of cross-cultural aesthetics.

Outside of the classroom, Kreuzbauer enjoys rock climbing, even though he is still looking for a good climbing wall in Champaign. He also enjoys the many offerings of U.S. public libraries, such as movies of all genres.

CAREER SERVICES

Report on Spring Recruiting Season

by Charles Kim, Assistant Director of Career Services

It is turning out to be another fruitful spring recruiting season as we have hosted 13 companies this semester for on-campus interviews. This time around, our internal job board seemed to be the recruiting method of choice as we have had 68 new job postings since New Year's Day.

Newcomers to campus include HCL Technologies, Cisco Systems, Mittal Steel, HOK Advance Strategies and MAS Consulting. It has been an exciting semester working with and building new relationships with these companies as they look to establish a presence here on campus with MBA students.

A good number of our students have already accepted or are considering offers for full-time jobs and summer internship positions. However, employers are continuing to post jobs on our board and on-campus interviewing is still not over – we even have a few scheduled for the month of April.

If your company would like to consider MBA candidates for internship or full-time opportunities please contact MBACareerServices@uiuc.edu or login to your employer account in EASE (<http://www.easemba.com/mbaiuc/>) for more information.

CLUB ROUNDUP

Deans, Students Jump into Very Cold Lake for Charity

by Mark Lewis, MSA President

The MBA Service Association (MSA) recently organized students and staff to participate in a “Polar Plunge” for the Special Olympics of Illinois. The MSA decided to put together two teams to raise funds and then to participate in the local plunge.

Team 1 was comprised of seven students and one staff member in a contest to raise as much money as they could in order to send the four who raised the least into the cold lake. Mark Lockwood, Min Ju Lee, Ben Moreland, Chris Mulh, Mark Lewis, Pablo Barreda, Ed Austin and Varun Aggarwal all reached out into the MBA community, as well as their family and friends for donations. When the final tallies came in they raised in excess of \$2,000!

Despite this success, there were still four who were committed to taking the plunge: Mark Lewis, Min Ju, Pablo, and Varun all went into the cold lake. Actually, all of the members of Team 1, with the exception of one, opted to plunge and show their support.

Meanwhile, the MSA was challenged to raise a minimum of \$2,000 extra to get Team 2 to take the plunge. Who was Team 2? Dean Avijit Ghosh and Associate Dean Mary Miller! It was challenging and came down to the wire, but in the end, the minimum amount was raised, forcing the both of them to honor their promise to jump into the lake. In the end, the MSA raised in excess of \$4,500 for the Special Olympians.



Students and administration take the plunge to show their support for the Special Olympics.

OTMA Announces IT Panel Series

by Vivek Verma, Executive VP of the OTMA

The Illinois MBA’s Operations and Technology Management Association (OTMA) will host a student-faculty operations panel discussion on April 5. And prior to that, it announced the March 26 kickoff of the information technology (IT) speaker series.

This five-speaker series is an initiative led by Professor Mike Shaw, who teaches the 505 IT elective. Keynote speakers include Mickey Vaja, Partner at Grant Thornton; Philip Abruzzi, Chief Procurement Officer at UIUC; Mike Graen, IT Director at Procter & Gamble; John Seral, Chief Information Officer at GE Infrastructure; and Scott Whitsitt, CEO of One-To-One Service.com.

All MBA students are invited to take advantage of this opportunity. The discussion schedule is posted on First Class and further information can be obtained from OTMA President Arhant Rawal or Professor Shaw.

Students Shake their Stuff at LABS Salsa Night

by Anna-lisa Peter, Executive VP of LABS

The Latin American Business Society (LABS) held its semi-annual Salsa Night on March 13. In pure LABS tradition, students indulged in a beautiful selection of spicy Latin dance genres. Salsa Night began with an hour-long lesson of the Salsa, Merengue and Bachata dances at Soma night club in downtown Champaign. Soma holds its Salsa Night every Wednesday, and after the lesson, students were able to practice the moves they learned all night long.

Salsa Night brought about a feeling of nostalgia and joy for IMBA Latin American students in attendance. For example, second-year MBA student Monica Belalcazar, from Colombia, was able to celebrate her birthday with *musica tropical*, dance and her IMBA family.

The night also brought about many surprises, as Korean students Tae-Hee (Henry) Lim and Younhee (Erin) Ha danced with great skill and grace, thus making it difficult even for some of the students from Latin America to keep up!

With the growing popularity of Latin dances, LABS plans to show members even more moves in the future – until the next LABS Salsa Night when students can dance the night away, again.



First-years Henry Lim and Penny Chu show off their Latin dance moves at Soma night club in downtown Champaign.

CLUB ROUNDUP

Partners' Club Holds Potluck Dinner

by Erin Lin, Partners' Club Treasurer

Forty IMBA students and their families recently joined together to enjoy the Partners' Club Potluck Dinner. Students and their spouses prepared their traditional cuisines, such as American, Japanese, Korean, Thai and Chinese food.

Joohee Lee Son, first-year MBA student Edward Son's wife, prepared KimBab (Korean roll); Asako Okabe, first-year

MBA student Taihei Okabe's wife, prepared sushi; and Erika Holbrook, Casey Holbrook's wife, prepared pasta for all Partners' Club members. Meanwhile, Pam Tarasak, the ex-president of the Partners' Club, brought Thai-style green curry paste. And Yun Ju Eum Kim, first-year MBA student Jimmy Kim's wife, (who had a baby a few days later!) prepared traditional Korean food for all participants.

Spouses and students introduced the name of each dish they brought and shared a little bit about what the ingredients were and how they made it. Besides enjoying the food, children also played together and watched the animated movie "Cars."

MBAA President Ed Austin attended the event and encouraged students and their families to get more involved in the IMBA and the local community.

Partners' Club members are now looking forward to the upcoming cooking class and picnic to be held in April.

SPRING BREAK NOTES

Students Regroup over Spring Break

by Judy McDermott, VP of Social Programs

IMBA students enjoyed a week off of school last month for Spring Break. While some students headed home to see family, others headed to the beach, out of the country, or to interviews to secure jobs or summer internships.

First-year MBA Anthony Washington spent the week at a beach resort in Negril, Jamaica, while first-year Mirela Muresan stayed domestic and hit the beaches of Miami.

Second-year MBA Chris Mulh, Rahul Kalsi, Paul Johnson, Mark Lockwood and Dan Remsen headed west to ski at Lake Tahoe, while first-years Varun Aggarwal and Bhavik Rathod took a road trip across America (see related article).

First-year Maura Gill went to the Far East, to Japan. She visited family in Tokyo and Kyoto.

And other students took care of business over break. For example, second-year MBA Matthew Cuff left the kids with Grandma to go house hunting with his wife in the Detroit suburbs, while first-year MBA Judy McDermott headed to New York City to interview for internships.

Surprisingly, some students even found time to get married; first-years Marsha Silvera and Graham Clarke, both from Jamaica, tied the knot over break.

An American Road Trip Experience

by Bhavik Rathod, Class of 2008

Among a span of 6,000 miles, 11 states, four different cars, and 10 days and nights, fellow first-year MBA student Varun Aggarwal and I had quite the adventurous spring break. We started our journey from Champaign in Varun's car at 6 p.m., only to find ourselves riding in a tow truck at 2 a.m. in St. Louis.

After a fairly entertaining night in St. Louis, the next day we were forced to rent a car as Varun's car would take five to six days to repair. From St. Louis, we drove through the arid lands of Oklahoma, Texas and New Mexico to arrive at the doorstep of heaven on earth – Viva Las Vegas.

After a helicopter ride over Lake Mead and the Hoover Dam, a limousine drive through The Strip and attending various Vegas shows, we found a new home at the Bellagio Hotel and Casino. Needless to say, we enjoyed Vegas so much that we plan to return over Thanksgiving Break in the fall!

We then drove to the beautiful city of San Francisco to spend a day at the Bay. After eating chocolate at Ghirardelli Square, we began our journey along the scenic Pacific Coast Highway, passing through the land of the rich and famous (i.e. Santa Cruz, Santa Barbara and Santa Monica). A night in Santa Barbara and a quick American breakfast got us all charged up for the drive along the coast to Los Angeles. We spent two days in L.A., where we had a nice Indian lunch at Artesia and drove down the scenic Mulholland Drive through Bel Air.



First-year students Bhavik Rathod and Varun Aggarwal stop for a photo atop the Hoover Dam.

We also had fun at the Hookah bar, as well as at Universal Studios. We shopped in Pasadena on our last day in California and then set out for the return trip to Champaign, via St. Louis to pick up Varun's car. The trip back was no less dramatic as we raced back to the repair shop in St. Louis (before it closed) on an empty tank of gas!

After picking up the car, we made an "educational" pit stop at the Anheuser-Busch Brewery and then went back to Champaign. Now, back at the University of Illinois, we are all charged up for the home stretch of the semester.