



My There and Back Again

Stephen Ian Chan

Experiencing the adventure at Tepper.

*Carnegie Mellon University
Tepper School of Business
Class of 2011*

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About the Author...

STEPHEN CHAN, a junior at Carnegie Mellon University's Tepper School of Business, entered his undergraduate career with a certain passion for performance and intended to apply the business skills he'd acquire at Tepper towards the entertainment industry. Little did he know that his educational journey throughout the next four years in Tepper would immerse him in the many diverse fields of business such as operations, finance, marketing, statistics, graphic media, economics, communications, and information technology. Each track had its enticing appeals that led Stephen to consult with his invaluable academic advisors multiple times. After strongly considering nearly every business track imaginable, Stephen has settled with pursuing the General Management track to accompany his BS in Business Administration that he hopes to receive in May of 2011. He still intends to incorporate his developed quantitative analysis and communication skills from Tepper in the entertainment industry someday.

To
Dr. Milton Cofield
and
Ms. Lauren Silverstein

*“The dream begins with a teacher who believes in you,
who tugs and pushes and leads you to the next plateau”
~Dan Rather*

O

pening...

I've always thought of myself as being too nostalgic for a young adult, and it's been one of my personal goals to overcome my obsession with the past. I guess I considered my extreme case of nostalgia to be a sign of me not wanting to grow up. Now looking back at the person I was before college and comparing it to the new me after two and half years in CMU, I can safely say that my choice to attend Carnegie Mellon for my undergraduate education was the best decision I have ever made. Based on the infinite number of amazing experiences I've had, the incredible friends I've made, and the plethora of knowledge that professors and peers have shared with me, I have grown so much as a scholar, a leader, an artist, and a friend.

I need to emphasize how I feel blessed for my Carnegie Mellon experience. The Tepper School of Business only accepts around 80 students every year, and to have been chosen as the first accepted student from my high school in the past four years since I applied to Tepper still blows my mind. To be amongst some of the most talented, driven students and to learn from world-class professors has been a true honor. The emphasis on quantitative and analytical skills at Tepper can't be found at any other school. From the moment I started taking notes in Microeconomics and realizing that there was a mathematical way to explain the occurrence of consumers' preferences, I knew I was at a special business school. While my other high school peers attend other great, competitive business schools and learn qualitative methods to solve business cases, I know I will stand out with a strong background in quantitative analysis. I have the Tepper School and its faculty to thank for that.

While quantitative analysis is a large factor that Tepper stresses in its students education, it doesn't end there. The Tepper faculty has created a challenging curriculum that encourages students to explore other fields outside of business. I absolutely love the idea of combining my business skills with my passions in entertainment in performance. By applying my business education towards something that I love makes me appreciate the Business Administration major even more for its incredible flexibility. Tepper students are also strongly encouraged to get involved in student organizations and get the chance to develop skills that you can't learn in a classroom, such as leadership, communication, and people skills.

In this report, I will relate back to a majority of my involvements within the Tepper School of Business and Carnegie Mellon University as a whole. For each of extracurricular activity, I will break down how, through my involvement with that extracurricular, I've applied and developed business skills, grown as a leader, expanded my networking, and interacted with my communities. I've realized that students are in an ever-lasting growth stage throughout college. Even when they work to give back to the campus community and make contributions, they still benefit from every experience, learning new things every day and growing as a strong, accomplished individual.

Carnegie Mellon Business Association

“Leaders need to be optimists. Their vision is beyond the present.” ~Rudy Giuliani

The Carnegie Mellon Business Association, also known as cmBA, was the very first business club I joined in Tepper. The organization is based on hosting social and networking events that prepare students for the business world when they graduate. We also work to promote Tepper pride amongst business students and encourage interaction and cooperation between different business clubs. Project leaders are responsible for planning and organizing various social events like the etiquette dinner, the business fashion show, the Tepper Ball, and the Tepper Spirit Day. For my sophomore year, I took on the role as project leader and event coordinator for the 2009 Tepper Ball. From organizing this event, I gained an enormous amount of business skills and leadership experience, while getting to know and work alongside many adults and fellow peers. In the end, the event turned out to be a great success, and it was truly rewarding to feel that I had contributed something significant to my school. I still consider the Tepper Ball to be my most educational business experiences at Carnegie Mellon.

I give a lot of credit for my development of business skills to my time spent planning the Tepper Ball and leading committee meetings. Planning event projects opened up a new perspective for me. I needed to consider every fundamental of business. I learned to be fiscally responsible because the event ran on a tight budget. I was also heavily involved with operations management, preparing the logistics to ensure for an efficient, large scale event

that ran on schedule. Lastly, this was the first time I had to tap into my innovative abilities to come up with effective public relations tactics to market the event out to the student body.

For financials, I met with Lauren Silverstein, the academic advisor for undergraduate business students, and Brian Correia, the VP of Finance for cmBA last year, to construct a new budget for the Tepper Ball and strategize ways to minimize costs for the event. I kept records of every item and service spent on and sought out sponsors to subsidize the total cost that would be covered by the Undergraduate Business Administration. The total cost ended up being around \$7,000, but with sponsorships from the Business Opportunities Conference Committee, which I was a part of, the Economics Department and the Student Affairs Office in addition to the ticket revenues, the Business Administration had to cover the remainder of about \$2,300. I had learned how to approach people in influential positions and communication effectively when making a proposition. My negotiation skills were also put to the test when Carol Goldberg, the Head of the Economics Department, asked me, “Now, tell me why I should help sponsor your event.” I worked out a deal with her and, by the end of our conversation, she had agreed to contribute \$500 to our event, leaving both of us happy.

On marketing the event, I conducted a lot of brainstorming with my committee members, getting their opinions on the different ideas we had for public relations. Relating back to my Organizational Behavior course, we had to predict how business and economics students would react to our marketing strategies. Because our generation is big on technology and the Internet, we kept marketing costs at a minimum and relied on Facebook, mass emails sent out to the entire undergraduate student body of Tepper, and word of mouth, also known as viral promotion. We began these cost effective marketing methods ahead in advance as a means to build up anticipation and excitement for the Tepper Ball. Additionally, with the

help of the cmBA VP of Marketing, Denise Pang, my committee designed fancy, formal invitations to be placed in every business and economics student's SMC mailboxes. With that invitation, business and economics students could get a \$5 discount from the already inexpensive cost to buy a ticket compared to the previous year's ticket cost. By building up the prestige of the Tepper Ball, we attracted more business students than any of the previous years' Tepper Balls and sold out of tickets with 150 attendees. Considering that we didn't put up any posters or tabled for more than a few days, my efforts to effectively strategize with my committee members paid off and I realized that I'm very strong when working with a team. My personality and organization skills make me a fundamental team member for tackling problems. Marketing the Tepper Ball also provided me with my first chance to test out my creativity and ability to think outside of the box.

I really had to incorporate my communication skills when working on the logistics for the Tepper Ball. I had to form an image of the 'big picture' for my event so that I knew who I needed to get in contact with to put things together. There would have to be a spacious room with a dance floor, food for the guests, stylish decorations, popular music, non-alcoholic and alcoholic bars for students based on their respective ages, and security guards. I made contact with the Soldiers and Sailors Memorial's event coordinator, Marjorie Henderson, and the manager of the catering services The Chef & I, Denny Trozzo, to make reservations and determine how operations would run throughout the day of the event. Both of them were very helpful in informing me of any changes or updates regarding food supply, furniture arrangement, and other similar factors. Operations worked out smoothly – there was enough food to satisfy everyone, announcements and speeches were made thanking those responsible for helping to make the event happen, and there was great music and

dancing. Although the process was quite grueling and stressful, by the end of everything, I had developed a confidence as a planner and coordinator, knowing that I can actually accomplish as big of a project as the Tepper Ball. Organizing the successful event led me to pursue other opportunities at large-scale event planning and coordinating like the Business Opportunities Conference.

In addition, I grew so much as a leader. As I delegated responsibilities and assignments to members of my Tepper Ball Committee, I also consulted them on event matters such as marketing, decorations, and ordering food. I made sure people participated at meetings and tried to involve everyone in discussions to show that I valued their thoughts and opinions. You really have to value each committee member's opinion and know that each person can make a significant contribution to the project. Especially because I have little knowledge about decorations and popular foods and desserts for events, I often consulted my committee at our meetings to see what they had to say on the matter. You'd also be surprised by the connections your committee members can have. One of my committee members, Megan Durbiano, told me her mom specialized with party planning and decorations, and they also had membership for Costco. Because I respected each committee member, especially the dedicated ones like Megan, they offered help and services that I would have never known they had, and very likely may have never known had they decided to keep that information from me if I was a self-serving, disrespectful, and boring project leader.

As a leader, I realized that you need to have excellent motivating abilities to really get your team to stay enthusiastic about what they are doing, in addition to supervising them so that they complete their tasks on time and keep the quality of their work high. Keeping a positive attitude at meetings while making sure you are prepared to not waste people's time

will encourage team members to show up and participate at meetings. Having a negative atmosphere will get very little done, and people will never develop an interest and strong passion for the team's project.

As a responsible and effective leader, I had to demonstrate strong, professional communication skills and timely organizational skills. When you're the leader, while you cannot ever take full credit for a project, people associate your face with the project and will usually come to talk to you if they have any questions, suggestions, or concerns regarding the project. Even though the Tepper Ball was being covered by the Undergraduate Business Administration, I acted as the liaison with the Sales & Room Rental Director of Soldiers and Sailors Memorial and The Chef & I Catering Services for the UBA. Because I am still a college student, I had to make sure I was always very professional and responsible when working with the managers of the room reservation and catering while remaining confidently articulate and knowledgeable. I also made sure I was pleasant to work with because have that balance of mutual enjoyment from the professional interactions along with the mutual respect leads to successful planning and organizing.

After one of the most successful Tepper Balls that cmBA and the UBA had ever seen, I was appointed to be Vice President of Programming along with Denise Pang, known for her expertise with coordinating the cmBA business fashion show. Our jobs are to act as supervisors over this year's set of project leaders but, at the same time, to also serve as a program consultant with our knowledge and experience from prior projects. I also by the cmBA president and UBA was asked to write up a Tepper Ball "How-to" Guide for future Tepper Ball project leaders. They can study it once they're appointed as project leaders and use it as a general substitute mentor for the Tepper Ball once I graduate.

I really feel like I owe the Carnegie Mellon Business Association a lot for helping to develop me as a business student and leader. I was able to make my first significant campus-wide contribution to the Tepper School of Business, giving me purpose at this great business school. As mentioned before, during and after the Tepper Ball, I heard many of my junior and senior peers talking about how they had such a great time at this year's ball and it was the best they had ever attended. I have befriended most of my committee members and fellow executive board members of cmBA, and I still maintain friendly relationships with the various departments and peoples that helped me make the Tepper Ball happen. This has given me the necessary confidence to pursue more administrative opportunities to further enhance my business, communication, and leadership skills.

Dancer's Symposium

"To watch us dance is to hear our hearts speak." ~Hopi Indian Saying

DANCER'S SYMPOSIUM

I joined Dancer's Symposium at the beginning of my sophomore year and was fortunate to get into two fantastic pieces, one being a jazzy hip hop piece and the other having elements of swing, blues, funk jazz, and hip hop which ended up being the closing number. I am so grateful that my first set of choreographers had faith in me to have me start off their dance numbers and place me in the front for a majority of the entire pieces. That gave me great exposure of my dancing abilities and gave me the self-assurance to continue to challenge myself as a dancer and study all sorts of different styles of dance, including contemporary, musical theater, and afro-jazz. Over my summer 2009 in Shanghai, China, I studied lyrical and modern jazz in addition to a few hip hop classes at an international dance studio called Jazz du Funk. After a full year of dancing and studying various styles, I had enough confidence to take on the role as a choreographer for this fall semester's production for Dancer's Symposium. This new leadership experience has truly been a fun and exciting time, but it has also taught me leadership skills that are quite applicable to my performance in the business world. From choreographed dancing, I've also gotten a truly strong sense of teamwork. Lastly, I have discovered a strong passion in dance that spiritually satisfies me and provides a fun, healthy balance with my quantitative business education.

Like coming up with a business idea where you need to have an idea of the “big picture”, you need to have the same creativity and mind set to have a vision for a dance before you have your dancers do anything. The day of dance auditions is much like an interview with an applicant for a position being offered. At rehearsals, I am essentially delegating tasks to each one of my dancers to contribute to your dance piece. By showing them the techniques and movements that I want one, some, or all of my dancers to do at a specific time during the song, I am leading by example. I need to spend a significant amount of time dancing with my dancers as the song is played so they can see when they need to be doing certain moves, in case they ever forget. At the same time, I need to often step back and observe my dancers dancing my routines without my guidance to see what they remember and can perform nicely. In essence, I am stepping back every now and then to see if my dance piece is coming along as I wanted it to. Is it fulfilling the vision I had in my mind for this song before I recruited my dancers? I also need to occasionally watch the dance being performed because I need to place myself in the shoes of the audience, which is the crowd of customers. I notice things from the audience’s point of view that I normally wouldn’t when I’m dancing.

As a choreographer, it brings me great satisfaction to see the piece come together at the end and witness how much my dancers have grown. To me, choreographing is one of the ultimate leadership roles because you are starting a project with your dancers and showing them what to do, while helping them grow as dancers. You are leading by example when you dance in your piece with them, and, by the end, your dancers don’t need you anymore to show them what to do – you’ve showed them the door and now they can go through it. There’s also that mutual respect and appreciation for each other, between dancer and

choreographer, because we're all a team and I need to make sure that all of my dancers cooperate and work together to make the piece look great while they want to be a part of a great piece and perform well for their friends and family that come to support them on Dancer's Symposium's performance nights. With the envisioning, demonstrating, and teaching, I've enjoyed choreographing so much that I plan to continue choreographing for the rest of my semesters here at Carnegie Mellon.

On a networking level, I can confidently say that I've made my best friends through Dancer's Symposium. What I love about this organization is that it has a combination of students with the most diverse majors like Architecture, Business Administration, Chemical Engineering, English, Biology, and Computer Science, yet we're all united by our love for dancing. Unlike a lot of the cultural organizations that tend to attract students of certain backgrounds based on race or religion, Dancer's Symposium also has an extremely diverse mix of students of different religious backgrounds and nearly every race. Having college friends of different backgrounds really means a lot to me, coming from a Catholic, all-white, all-boys private high school. In addition to all of the dancing I've learned, I've made life-long friends and learned so much about other peoples' backgrounds. I really owe Carnegie Mellon a lot for opening my eyes to new worlds.

Dancer's Symposium makes the effort to constantly interact with the CMU and Pittsburgh communities. First off, all Dancer's Symposium performances are open to all members and non-members of Carnegie Mellon. Friends and families of the dancers come to support them, and the shows normally sell out. To provide dance opportunities to CMU students who are not part of the organization, some of the choreographers offer dance classes every week where people can just sign-up on the spot and participate for the day. We also

have a friendly relationship with “The Pillow Project” which a professional dance company located in Pittsburgh, and they occasionally send some of their dancers to teach intensive dancing classes for Dancer’s Symposium members. Lastly, as of this year, one of our best male dancers, Raymond Ejiofor, started a Dancer’s Symposium Company for the most dedicated and skilled dancers in the organization. The company specializes in random acts of dance in various locations on campus, from performing on the stone steps of the College of Fine Arts to dancing by the “Walking to the Sky” monument. Their performances usually start with no music, to witness the reactions of students passing by. Once the music starts playing, there is a large audience of students pausing on their way to class to witness a beautiful company dance.

Business Opportunities Conference

“I have found no greater satisfaction than achieving success through honest dealing and strict adherence to the view that, for you to gain, those you deal with should gain as well.”

~Alan Greenspan

The Business Opportunities Conference is an annual campus-wide social networking event that takes place early in the fall semester. Representatives from large-scale companies come to meet Carnegie Mellon students who are interested in working for them and business cards and college resumes are exchanged. Every year, a new BOC Committee is formed and starts planning and working in the beginning of spring semester. For the most recent BOC in fall 2009, I received the position as Student Relations Director with Emily Anderson at the beginning of the spring 2009 semester. We were responsible for conducting various researches on the student body to get their opinions on the types of firms they'd like to see at the BOC, to observe which majors seemed more interested in the BOC, and to determine the general interest of BOC information sessions. We also had to work with the Marketing Directors to start creating awareness of the BOC by setting up advertising tri-folds at popular business events like the Tepper Ball, holding information sessions for freshmen interested in volunteering, posting flyers around campus, and handing out free BOC T-shirts to students in front of Doherty Hall.

On top of drawing upon our statistics, regression analysis, and organizational behavior courses to help research and organize the BOC, we worked on teamwork and coordinating. There are two directors for each director position, and both directors are

expected to work side by side in fulfilling their designated responsibilities. I met with Emily on a weekly basis to prepare presentations and reports for the rest of the committee with information on student relations news. We organized a street team to help out with research by collecting surveys, tabling for public relations, and being our managing assistants for the volunteers during the day of the event, since Emily and I couldn't be everywhere at once.

As the Student Relations Directors, we often had to work alongside other directors since we were responsible for human resources. We supplied our Research Directors and Recruiting Directors the necessary information on which types of companies the committee had to recruit for the BOC, based off of our student surveys' feedback. We worked with the Marketing Directors, as mentioned earlier, to conduct public relations with the student body. Since we were in charge of the man power, the Operations Directors kept us updated and informed on the operations schedule plan for the BOC and where volunteers would be needed, including set-up to tear-down of the booths, helping company representatives settle in, registering people for check-in, and coordinating parking. Over the summer and at our weekly committee meetings, we strategized ways on how to deal with companies being more reluctant than previous years to attending the BOC due to this year's economic recession. The overall turn out of volunteers, students attending the BOC, and company recruiters coming to meet with interested students was much greater than expected, considering the stress of the economy at the time.

To be in charge of up to 100 volunteers definitely added on to my leadership development experience. This was my first experience working with such a large number of people, and the task certainly intimidated me. It helped to have Emily as my co-director to make communicating to such a big crowd easier. Through various means of electronic

communication—Facebook, emails, phone calls and text messages—and information sessions, Emily and I designated tasks to volunteers based on their schedule availability and the number of hours they were willing to commit to helping out at the BOC for the day. In total, we reserved Simon Auditorium and Mellon Auditorium in Posner Hall to hold up to three information training sessions for the volunteers.

The prior Student Relations Directors warned Emily and me that our job gets exhausting and difficult on the day of the BOC because many volunteers don't show up to their hourly shifts when they're supposed to. Our main concern with 100 volunteers was that only half would probably show up to help on the day of the BOC, and Emily and I would end up spending the entire day tracking down missing volunteers that should be on duty for their shifts.

After much planning between Emily and me and our discussions at meetings with the rest of the BOC Committee, we came up with several incentives that worked for motivating our volunteers to show up and help out. First, we offered every volunteer a BOC shirt designed by our Marketing Directors to wear to help promote awareness of the upcoming event. Second, we informed the volunteers that helping out at the BOC would be a great way to witness how a large-scale networking conference works and observe how the upperclassmen juniors and seniors networked with the company representatives. Especially during the recession, companies were only looking for juniors and seniors and had little interest in having informal interviews with freshmen, and sometimes even sophomores. Being a volunteer was a great way to interact with the representatives and maybe give them a copy of their resume. Lastly, our BOC Committee will be losing several seniors and will need to recruit new members to join the committee. Especially because the volunteers were

interested in the BOC event and helped make our event successful, the committee was interested in getting to know the volunteers and will consider applicants who volunteered as a serious plus in their application. Turned out to be an almost 100% turnout in volunteer attendance for Emily and me, and we mainly spent the day checking for attendance and directing volunteers to their positions that they'd been assigned to work at. What we anticipated to be an extremely stressful day with poor attendance resulted in a smoothly managed event with the great service for the representatives and efficient operations.

Working on the BOC Committee, there were a lot of opportunities for networking as we made a significant contribution to the school community by organizing the largest business networking event on campus. The whole theme for the BOC is networking between the students and companies. I had the chance to ask questions and share information about myself with representatives from companies like VistaPrint and State Street. Surprisingly, it turned out that one of the representatives of State Street was the father of one of my best friends back at home. Unlike the rest of the directors, I also enjoyed the chance to really get to know some of the new freshmen in Tepper in addition to working with the Career Center's business advisor, Jennifer Frick. Within the BOC Committee, we all made the effort to establish a friendship basis amongst each other, relaxing and going out for dinner every now and then to just get to know each other. I believe I can safely say that after working for over three quarters of the year with the committee, the volunteers, and the Career Center, I've established stronger connections with them more than with any of the company representatives I have met during the actual BOC event, and I am happy with that.

Undergraduate Marketing Organization

“A business that makes nothing but money is a poor business.” ~Henry Ford

With the Undergraduate Marketing Organization, I became involved with a campus-wide community service project, called “1 in 150”, to help raise money and awareness for autism through marketing tactics. This project was headed by Risa Masuda, the VP of Community Service for UMO, and she recruited me to be on her committee to help with devising and running various marketing events throughout the month of April. We had determined April to be the Autism Awareness Month. Instead of conducting the standard marketing strategies, our committee had to tap into our entrepreneurship and innovative skills to think of more unique and creative ways to attract students to get involved with our events.

Throughout April, there were fun events like the “Pie a Professor” where UMO recruited volunteer professors who were willing to get pied in the face by a student if the student donated money for autism. There was also a day where families with autistic children brought their children over and CMU students could play board games, eat snacks, and watch a movie with them. To further raise awareness on campus, we showed a film depicting a musical performed by autistic youths. We tabled and sold more exciting pastries along with “1 in 150” wrist bands and pins to raise money for UMO’s cause. Some of committee members, myself included, drafted letters to send out to the Pittsburgh

community to request for donations and raise awareness on the prevalence of autism and how this disease affects people and their families.

Besides forcing ourselves to think outside of the box to help procure creative ideas to get students involved with participating during Autism Awareness Month, I had to tap into my classroom experiences in the Business Communications course to write up captivating and convincing letters to Pittsburgh residents and families and friends of the Carnegie Mellon community.

Throughout Autism Awareness Month of April, the committee successfully raised \$1,401.29 and significantly increased awareness of autism amongst the CMU student body. We got to meet one of the founders of the Autism Center of Pittsburgh and AutismLink during one of our events, who was really touched and grateful that students in the Tepper School of Business were dedicated to helping her non-profit organizations during a tough recession. Out of three nationally college marketing service projects recognized by the American Marketing Association, the Undergraduate Marketing Organization's "1 in 150" Autism Awareness community service project was one of them.

Participating in UMO's large-scale community service project helped me realize a truly important thing as a business student. Overwhelmed by the numbers of Tepper students who already knew what they wanted to do in business and the companies they were looking at applying to for jobs and internships, I fell under the false impression that the only place for business students to go after their undergraduate education was to work for a Fortune 500 company in a specific analyst field, like finance or marketing research. To be honest, none of these business intensive fields really attracted me. Coming into the Tepper School of Business as a freshman, I had planned to incorporate the business skills I'd develop

towards career fields where my passions and interests lied, such as the entertainment industry. Witnessing how business students can take what they learn in the classroom and apply the skills towards a passionate cause reminded me of why I first came to Carnegie Mellon as a business student. It is because of the flexibility of business and its prevalence in all career fields that I love my major and what constantly drives me to push myself for excellence.

Closing...

On beginning this semester, the idea that I am already a junior really aggravated and disturbed me. Three years of college passed by in a flash it seems. Now, after writing this professional report and reflecting on what I've done during my years in college, I believe I can say that I have made the most out of my extracurricular activities outside of the classroom and my involvement within the Carnegie Mellon community.

There are definitely other college activities and opportunities that I've engaged in but didn't mention in this report, such as being an Orientation Counselor for the class of 2013, working for the Fellowships and Scholarships Office, acting with the Scotch 'n' Soda Theater group, and studying abroad for summer 2009 in Shanghai, China. I focused on my experiences with the Carnegie Mellon Business Association, Dancer's Symposium, the Business Opportunities Conference, and the Undergraduate Marketing Organization because I feel that I've truly grown as a business scholar and leader from these involvements, and I believe they, in fact, define me and my Carnegie Mellon experience as a whole.

As the new year of 2010 approaches, I have begun to apply for summer internships where I can hopefully be given the chance to test my business skills and aptitude on a higher level than college organizations. Tepper has done a miraculous job at guiding me down the right path towards the best academic development and personal growth I can attain, and I am really looking forward to where this path will take me in the next few years. I can only imagine!

"When I stand before God at the end of my life, I would hope that I would not have a single bit of talent left, and could say, 'I used everything you gave me.'" ~Erma Bombeck

Appendixes

Appendix A: BOC 2009 Survey

Appendix B: UMO Letter to Pittsburgh Community

Appendix C: Tepper Ball 2009 Final Budget

Business Opportunities Conference 2009

Andrew ID: _____

Major: _____

Year: _____

Have you heard of the BOC? _____ YES _____ NO

Did you attend the BOC last year? _____ YES _____ NO

If not, why not?

Why did you attend the BOC? _____ Internships _____ Full-time Jobs _____ Experience

How helpful was BOC for you? _____ Not helpful _____ Somewhat _____ Very helpful

What would you improve?

What type of companies would you like to see?

- | | |
|-----------------------|--------------------|
| _____ Finance | _____ Operations |
| _____ Marketing/Sales | _____ Consulting |
| _____ Accounting | _____ Web/IT |
| _____ Purchasing | _____ Other: _____ |

Please list 5 companies that you would like to see at the BOC:

1. _____
2. _____
3. _____
4. _____
5. _____

Would you take advantage of... YES NO

Workshops to prepare you for the BOC? _____

Career Center internship/cover letter workshops? _____

Have you heard of... _____

BOC Resume Drop? _____

Senior Networking Reception? _____

Student Information Sessions? _____

Additional Comments & Concerns:

“1 in 150: Autism Awareness”
Letter of Appeal for the Pittsburgh Community

Dear Family and Friends of the Pittsburgh Community,

During these harsh economic times, companies and organizations are struggling to survive. While we are all affected by the economic downturn, nonprofit organizations are hit the hardest, and those working selflessly are less able to aid the less fortunate. In Pittsburgh, AutismLink and Autism Center of Pittsburgh are having difficulties in continuing to provide services of the same quality that they have been since their foundations.

Autism affects 1 in 150 children. It is a brain development disorder that hinders communication and social interaction, and is characterized by restricted or repetitive behavior. Children show signs of autism by the age of three and must cope with it for the rest of their lives. AutismLink and Autism Center of Pittsburgh provide information, support, and resources about Autism Spectrum Disorders and offer various therapeutic and developmental exercises to ease the hardships for autistic people. They also alleviate the emotional and psychological strains that families and loved ones of those with autism must bear.

At Carnegie Mellon University, the Undergraduate Marketing Organization, with the help of the American Marketing Association foundation, (UMO) is raising awareness and donations for the only two autism centers in Pittsburgh through a marketing project called “1 in 150: Autism Awareness”. Through the CMU website, the campus newsletter, the local newspaper, radio, and other various means of public communication, UMO plans to reach out to the local Pittsburgh and campus communities, raising awareness of autism and generating a goal sum of \$5,000 to donate to AutismLink and Autism Center of Pittsburgh. We will start our “1 in 150” kick-off event on April 4th 2009, have an April Autism Awareness Month of activities, and hold a closing ceremony on April 26th 2009.

We strongly urge you to visit the Carnegie Mellon campus during our event days in April to learn more about this surprisingly common disorder, and meet local parents and family members of people with autism. Any donations to this noble cause will be greatly appreciated. Checks can be made out to Carnegie Mellon University.

We sincerely thank you,

Stephen Chan
Carnegie Mellon University
Undergraduate Marketing Organization
5032 Forbes Avenue
Pittsburgh, PA 15213-5403