



THE CLOCKTOWER CHRONICLE

THE MBA/MS NEWSLETTER OF THE ROBERT H. SMITH SCHOOL OF BUSINESS ■ MARCH 2001

Mr. Smith Goes to Georgetown

By Melyssa Fratkin
Staff Writer

On January 26 & 27, a handful of students from R. H. Smith attended the Georgetown Capital Technology Summit, held on the campus of Georgetown University. The two-day summit included keynote speakers each morning, interesting panel sessions and a small career fair on Saturday afternoon.

On Friday morning, we were



Ted Leonsis, President of AOL Interactive

treated to a keynote speech given by Ted Leonsis, President of AOL Interactive (and part-owner of the Washington Capitals, Wizards, Mystics and the MCI Center, where all his teams play). He spoke about the power of “viral marketing” and community building, both at AOL and major league sports teams. An en-

gaging speaker, Mr. Leonsis stressed two concepts above all in building a company: Moore’s Law and Metcalfe’s Law.

Moore’s Law states that each successive computer chip that a company (such as Intel) produces is twice as fast, is built in less time and costs less to the consumer. The speaker contends that we are building a generation that *expects* this to be the case; thus, AOL continually offers more services to its customers, while charging less for them.

Metcalfe’s Law states that the usefulness, or utility, of a network equals the square of the number of users. Obviously, this concept has been tremendously useful to AOL. The power of viral marketing has also helped in generating interest and ticket sales for the Washington Capitals – the Caps’ email list contains over 30,000 names, and sixty percent



of their ticket sales are online! Leonsis and the Capitals management were able to build a

community of local hockey fans, who have in turn become part of the marketing effort for the team. His final question was one that is key to companies such as Coca-Cola, Disney and AOL: Is it better to be *needed* or *loved* by your customers?

At the panel sessions, attendees were able to choose from a variety of

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Cyberposium 2000: The New Golden Rules for Playing Online

By Andrew Federici
Contributing Writer

I'm sitting between Jeff Biedell '02 and Kevin Hung '02 in HBS's Burden Auditorium among nine hundred MBA students from top schools around the world. Thomas Newman's score for AMERICAN BEAUTY is playing out of the PA system. On both sides of the cavernous arena and high above steep rows of comfortable yellow chairs, hang chime-like sculptures of a hundred dangling copper leaves casting shadows on the walls. Tim Koogle (T. K. to his peers), Chairman, CEO and Director of Yahoo!, has just finished his speech.

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THE CLOCK TOWER CHRONICLE



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interesting subjects, including: Privacy Concerns of Cyberculture, Direct Marketing in the Post-Information Age, the Job Market for MBA's in a Changing Economy (this one was very popular!), Internet Policy and Governance, and Women Tech Entrepreneurs. Panelists included Georgetown MBA graduates, professors, government experts and local businessmen and women.

On Saturday morning, the keynote speaker was Tom Gardner, co-founder of the Motley Fool. Wearing his trademark jester's hat, Mr. Gardner told personal stories and imparted to us his seven "golden rules" for starting your own business:

you get the opportunity to go next year, don't miss it. One final note: we were disappointed to find that R. H. Smith was the only local business school that rejected the offer to be a sponsor of the sum-



Tom Gardner, Motley Fool cofounder

mit. We hope the school will support this fantastic event next year!

While Saturday afternoon's career fair was a bit lacking, overall the conference was informative and thought provoking. If

Tom Gardner's 7 Golden Rules for Starting Your Own Business

1. Know how you will make money.
2. Preserve your capital – make sure you have a secure foundation.
3. Keep your expectations in check. (Happiness = reality/expectations)
4. Strive to be #1.
5. Embrace Change – know how much you can endure.
6. Love what you do! (read Peter Drucker's essays on management)
7. Consider staying private as long as you can (you can make mistakes if you're private!)

Cyberposium 2000.....

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He aptly described the scene like "being at the MTV Music Awards." The event is being broadcast live around the world on the Internet.

Flash back to the guidelines posed to us by Matt Lemp and Michael Parks during the Cybersmithers' logistics meeting:

- #1 "If you're going to ask a question, make sure it's not stupid."
- #2, "If the situation calls for it, you can mention that you are a student at R. H. Smith."
- #3, "Please do not disobey Rule #2 and Rule #1 in that order."
- #4, "If in doubt of any of these rules, say you are a student at Vanderbilt."

There is only time for a few questions while this impressive audience's attention span is held and the CEO of an online giant stands waiting. I decide to go for it. I stand up and approach the mike and grip it like it's the head of a cobra ready to strike. The moderator says something and looks at me from across the room. The camera swish-pans and stares at me. At the time I couldn't have told you what I said, but I remember saying I am a student at The Robert H. Smith School of Business of the University of Maryland. After that is was a blur. But did it matter? Was anyone listening? I suppose so. My fear subsided shortly after when I heard a colleague say "good job." Was it? Well, you can check it out at Cyberposium.com and see the replay.

Mr. Koogle is all at once a creative genius and scientific wizard. Donning the essential creative black pants, turtleneck and blazer, his presence is overwhelming and he gave a speech with the help of a massive video screen filled with slide after

slide of complex diagrams about the birth, ascendance and accomplishments of Yahoo! Since Mr. Koogle took charge in 1995 after nine years at Motorola, Yahoo! has seen revenues climb to over half a billion dollars in 1999. It serves 180 million individuals every month, and is the leading guide in terms of traffic, advertising and household and business user reach. I won't attempt to recount all of T. K.'s wisdom, but two items stand out. The first that Yahoo! is capable of conducting a "real-time" 50,000 person worldwide market research study, the kind would have been impossible only a few years ago. The second, that Yahoo!'s ability to gather data from its users is the equivalent of a team of CIA agents spying on a client for a year. With online activity growing, individual's tastes, wants, needs and addictions can be tracked, documented and utilized not only by Yahoo!, but also presumably by its partners. It really is as if a camera is following you through cyberspace.

Besides Mr. Koogle, at least three other speakers deserve mention. James Barksdale, formerly of Fedex and Netscape Communications and currently of The Barksdale Group, offered, among other insights, three golden rules about business:

- #1 If you see a snake, kill it.
- #2 Don't play with dead snakes.
- #3 All opportunities start out looking like a snake.

Mr. Barksdale and his wife are also great philanthropists in their home state of Mississippi, where they donated \$100 million to create a state-wide reading institute. And as Mr. Barksdale pointed out, the more people that can read, the more likely that

they will become users and customers of the Internet.

Two divergent views about cell phone internet use emerged from NTT DoCoMo's Takeshi Natsuno, who gave an impassioned yet humorous lecture on the incredible success of I-Mode, an Internet Gateway service from cellular phones that reached almost 7 million subscribers in 14 months. Users receive news, stock prices, e-mail and can shop on modified cell phones. 160 financial institutions joined online banking through I-Mode. However, a lecture by Ben Waldman, a VP of Mobile Devices Division at Microsoft had a different take. He argued in a sardonic tone that the potential for widespread cell phone use to read email is preposterous. He stated, "you can't even see the full name of the sender on the little screen." He did have some high-tech gadgets with good size screens, but maybe not as sophisticated as Takeshi's.

Of the several panels that took place over the weekend in various HBS classrooms, some proved better than others. Panels that stood out included "Content To Go: Delivering Content to Mobile Devices", which included a UM undergraduate alum who went on to HBS named Tim Dunne. He is currently Vice-President of BisDev at Nextel Communications. Other great panels were "The Future of Bluetooth" (a short-range wireless technology) which included John SanGiovanni, a Technical Evangelist from Microsoft. (He used to be a performer at Walt Disney), "How to Build a Wireless Application that Creates Value" led by Dominic Endicott, a partner at DiamondCluster International, and

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“How to Build An M-Commerce Presence”, presented by Himesh Bhise a principal at McKinsey & Co in DC.

One of the best sessions was hosted by our very own Matt Lemp, '01. The topic, “How to Use Financial Modeling and Knowledge Management in E-Commerce” was presented by Mark C. Waters, Director of Internet Strategy at Manugistics. The discussion targeted constraint-based development models of e-commerce and focused on the financial, technical and business process constraints which are shaping the B2B environment.

The career fair showcased companies such as AOL – Time Warner, Dell, Yahoo!, Citigroup, RealNetworks, and Bertelsmann AG as well as AMEX Interactive, Exodus, Siebel Systems, EMC and Ericsson. Many first years had the chance to submit resumes to recruiters for summer internships and this was by far the most valuable part of the weekend.

Needless to say, it wasn't all work and no play. It was no surprise that Boris Lymborsky led a group including Nathan Tibbits, Andrews Silverman and Dowd, Jeff Biedell and others to a walking tour of various Harvard Square joints what seemed like gallons of beer. All in all, it was an exciting event even in the wake of the current technology typhoon. We were thrilled by the turnout of R. H. Smith students, and our presence was felt. We decided that next year we would brainstorm a truly transcendent question to ask at the opening event. Let's make it a knock-out!

ClockTower Elections

The Clocktower will be holding elections for the following positions:

Editor-in-Chief	March 15th
Managing Editor	early April
Layout Editor	early April

Contact the ClockTower at clocktower@rhsmith.umd.edu for further information.

First-Years' First Impressions of R. H. Smith

By Paula Cecere

Staff Writer

Well, we made it through the first semester! At some points, it wasn't apparent just *how* we'd make it through, but our many sleepless nights did pay off – and we're here to tell the story. In response to a variety of questions, a group of first-year students shared their opinions on the first-semester experience.

In terms of the revamped curriculum structure, there is no consensus regarding its effectiveness, as some first-year students are in favor of it, while others question the new 7-week structure. For example, Roberto Silva commented, "In general, I think it is good to have 7-week courses. We not only have the chance to cover more subjects and start electives earlier, but we also learn to handle the courses as real-life 7-week projects."

On the flip side, Andrew Dowd remarked, "Professors really do care about their courses and were very responsive to student concerns. The new 7-week curriculum was challenging for both faculty and students and I feel there is obviously some room for improvement. It's just not enough time to really understand the content."

So, have we found the academics challenging? Overall, yes. Responses ranged from "somewhat chal-

lenging" to "very challenging." Many students, like Nathan Zubrzycki, feels the time constraints is the most difficult element of b-school. "The biggest challenge is not the course material, it's managing your time and coordinating everyone's schedule to do all the group projects."

Sau Thong Lee had similar sentiments when asked about extracurricu-

"I have absolutely no doubt that I have made the best decision in my life. I don't regret a single minute of being here."

-Robert Silva

lar activities here at Smith. "I am happy with some of the activities organized so far, if only we had the time to go for more!"

One of the reasons many of us enrolled in the R. H. Smith School of Business, beyond getting a top-notch business education, is the culture here. Cooperative, smart, and helpful are adjectives often used to describe fellow classmates. Virginia Lee thinks her peers are "[a] really great, diverse, interesting group. I don't know too many second-years but those I do know are very helpful."

Daniele Ionova-Swider added to that sentiment: "I think we have a

very bright, talented, and diverse student body...Also, I like the fact that there are quite a few female and international students. Students come from a variety of industries and have different experiences...This only enhances the learning experience for all of us."

Finally, don't we all occasionally question our decision to return to school full-time? To this, Roberto Silva said, "I have absolutely no doubt that I have made the best decision in my life. I don't regret a single minute of being here."

Wayne Kirkman may have put it best when asked if he'd rather be here or back at his previous job: "Here, definitely. I left for a reason, and there are no regrets. I'm starting to think that I really meant what I said in those essays!"

NEW BLOOD WANTED!

New blood wanted to take charge of the Clock Tower. Positions open include: **Editor-in-Chief, Managing Editor, Layout Editor, Business/Marketing Manager, and Webmaster.** Email clocktower@rhsmith.umd.edu by *March 12* with your position choice and brief statement.

Internship Edge Program Launches Summer Job Search

By David Evans

Contributing Writer

Would you like to dine with some of the top recruiters of R. H. Smith School MBAs? If you are a first-year MBA candidate, the answer is probably – YES! As part of a two-day training seminar held in Van Munching Hall on January 26th and 27th, Internship Edge program participants used this opportunity to extend their career search networks. A catered dinner helped over seventy full and part-time MBA students unwind after an intense day of presentations, resume and cover letter writing workshops, and panel discussions.

Assistant Dean Richard Feldman and event organizer, second-year MBA candidate extraordinaire, Kelly Nelson kicked off the first day, which included Dr. Rhonda Reger's enthusiastic talk titled "*Career Management Advice from a Strategy Professor*". "In building a business network, alumni, employers, clients, even your fellow students are great resources," explained Dr. Reger. "It naturally follows that the best way to get what you want is to help others get what they want."

A highlight of Internship Edge, modeled upon the successful EN-GAGE program, was Dr. Violina Rindova's presentation on *Personal Branding*. First-year MBA student and I-Edge participant Roberto Silva echoes Dr. Reger's words: "The presentation was invaluable in reminding us that, in order to brand ourselves as a premium product, we

must have our life objectives, both personal and professional, clearly defined. Then our positioning in the job market will be a natural consequence."

Networking advice in the afternoon segued to dinner at the Stamp Student Union Atrium, where students parlayed their learning into new relationships with recruiters and alumni from such prestigious firms as: Marriott International, Goldman Sachs, Booz Allen Hamilton, NVR, McKinsey & Co., Commerce One, and Arthur Andersen. Dean Howard Frank welcomed the guests and awarded appreciation plaques to company representatives. With uncanny timing, Dean Frank announced the R. H. Smith School's rankings in the January Financial Times survey of top world business schools. The news was greeted with enthusiastic applause, and helped energize students for the following day.

The next day was intense; groups of students rotated through behavioral/resume interviews and case interviews. "The mock interviews especially helped me understand what I did and didn't do so well. The opportunity to hear four other interviews gave me insight into different interview styles, and forced me to think about additional questions I may be asked. I also thought that I-Edge was a great way to meet some first- and second-year students I hadn't interacted with during the fall semester," explained Paula Cecere. Another first-year student, David Tallent, asserted, "I learned some important insights during case inter-

viewing, such as what a value chain is, even before finding out about these things in class."

Many thanks go out to the numerous second-year students, Smith alumni and faculty, recruiters, and GCMC staff that helped prepare the Class of 2002 for the summer internship search. Most of all, Kelly Nelson deserves high praise for her organization and coordination of the inaugural Internship Edge program. Kelly started it, made it happen, and set a fine leadership standard for the Class of 2002. It's up to us first-years to follow her lead and make it happen next January!

CLUBS UPDATE

The Black MBA Association

By Nurisha Rush

Staff Writer

The Black MBA Association has remained busy this winter season with a stream of on-campus and off-campus community building events! During the holiday break, the Black MBA Association displayed its commitment to serving the local community with a clothing drive and community volunteering. The BMBAA Coat & Sweater Drive raised bundles of warm clothing for families in need. Joining forces with DC Cares, a local group that assigns volunteers to work with various community service or-

ganizations, the BMBAA members are working to support programs for at-risk youth, the elderly, and community improvement.

From February 19-24, the BMBAA hosted a week of activities in celebration of Black History Month. Everyone was invited to join in the celebration. The theme for the week and scheduled activities was: **"A New Millennium of Blacks in Business: Breaking Barriers and Breaking New Ground."**

EVENTS

Monday thru Wednesday (Feb. 19 – 21):

Executive Speaker Series

Thursday (Feb. 22):

Cultural Evening of Dance and Spoken Word

Friday (Feb. 23):

Night of Fun & Games at Jillian's

Saturday (Feb. 24):

Cheered our Terps on at the Maryland vs. Oklahoma basketball game!

BIO|PhARMA

By Lou Cantolupo

President of the BIO|Pharma Club

BIO|PhARMA has been busy this semester. Response outside of the Smith school has been overwhelming. Many individuals, including alumni, have said, "It's about time."

Up and coming events are tours of local biotech organizations (Martek BioSciences, Celera, Gene Logic, and GenVec) to give MBA's a close up look at the biotech lab experience. In addition, The Institute for Genome Research, where Craig Ventner was before Celera, has agreed to take a few MBA's and actually put us in the lab to perform a DNA extraction – from a calf thymus.¹ The best way to understand biotech is to get your

hands dirty.

Work has begun on planning the very first BioBusiness conference to be held here at the Smith School later this spring, which will be open to all students and faculty. Topics of discussion are biotechnology valuation and market opportunities. We're lining up some really interesting, big name speakers, as well as arranging internship opportunities, and working to get several electives in the curriculum next year on biotechnology. Stay tuned for more details.

The BIO|PhARMA website is also up and running. Check out www.rhsmith.umd.edu/organizations/biopharma/ to see what's up in the near future. If you'd like to be added to the BIO|PhARMA mailing

list, send an e-mail to: biopharma@rhsmith.umd.edu.

¹*The best and most popular source is salmon sperm - no kidding. But we're not in the Pacific Northwest and we don't want our MBA's putting that on their resumes as a productive skill.*

Update continues with Net Impact..., Page 10

It's the Economy Stupid! (Well, Sort of)

By Lumas Kendrick

Staff Writer

"The Harmattan" in Ghana is the West African version of winter. During this season, the nights are cool and still, dry winds blow down from the Sahara desert. Sand fills the air, leaving a thin red film of dust covering every surface.

The Harmattan marks the end of the election season here in Ghana. Like the U.S., Ghana held presidential elections last year and the incumbent party was thrown out of office by a razor thin margin. Ghanaians followed the U.S.' elections very closely. I was asked a dozen times, "How can America elect a President someone who did not get the most votes, whose brother was the Governor of the state where they did not allow all votes to be counted, and whose father was the ex-president and former head of the CIA?" I tried to explain that this was American democracy at work, but I'm afraid I was not sufficiently convincing.

On January 7, 2001, Ghana inaugu-



*Asieh Ho! Ghanaian Voters at the polls.
(Picture Provided by Lumas Kendrick)*

rated J.A Kufour as the first president to be elected from the opposition in Ghana's 40-year, postcolonial history. For several weeks, Ghanaians were euphoric about "Asieh Ho", which means "Down There" in Twi, the local language. The government elections commission, in an effort to stave off

the potent challenge from Oxford-educated Kufour, placed his name at the bottom of the seven-candidate ballot, obviously hoping to confuse the many illiterate voters in the countryside (sound like Florida?). The demand for change was so massive that when the people caught wind of the ploy, the universal rallying cry became "Asieh Ho!" or, "look down there!", directing voters to look to the bottom of the ballot.

In Ghana, the voter inks a thumbprint next to the photograph of the candidate of choice, eliminating some of the issues found on the infamous Florida voter ballots.

But now, that election season is over, it is time to move on to pressing issues of the economy. While the world watches the cooling U.S. economy, no one (except Ghanaians) seems to notice that the Ghanaian economy is in deep trouble. The combined effects of a 20% inflation rate, a 40% prime rate, and a steadily declining exchange

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Want an Easy Way to Improve Your Grades? We Can Help!

Excellent writing and speaking skills are absolutely essential for success in the business world. The Smith School offers a free, easy-to-use resource to all MBA students, to help you improve these critical skills.

- ✓ **Improve Your Assignment Writing:** We will peer review and edit your writing, from case write-ups to research papers.
- ✓ **Polish Your Presentations:** We will critique your presentation skills, helping to ensure that you are expressing your ideas clearly and effectively, as well as keeping your audience engaged.

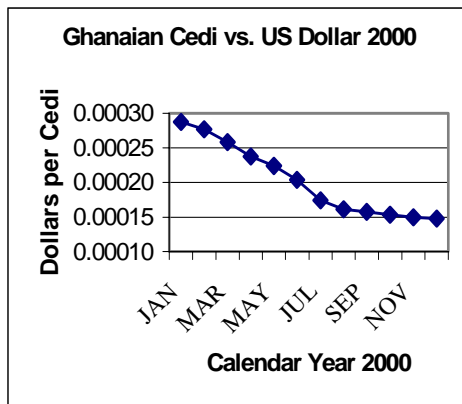
For information on our office hours and how to get **fast, friendly feedback**, look for the flyers in the graduate lounge, email Kerry-Ann Betton or James McKinney for details.

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rate have dragged the Ghanaian standard of living steadily downward. The chart below shows the unabated collapse of the Ghanaian cedi (the local currency “¢”) against the dollar during 2000.

Adding insult to injury is Ghana’s incredibly low wage rate. The official Ghanaian minimum wage is ¢4,200/day, which at current exchange rates is about \$0.60/day. To illustrate this, on the day-to-day level, one of my first tasks as an M.I.S. consultant was to sit on the hiring committee for a new M.I.S. staff member. The position required someone with a university level degree in computer science, programming experience, proficiency in Microsoft Of-



fice, and expertise in spreadsheet analysis and database design. After several rounds of interviewing we found the ideal candidate, a recent computer science graduate from the University of Ghana Institute of Science and Technology. His starting salary was equivalent to \$70.00 per month! Using the *Economist's* “Big Mac Index”, a day’s pay at this rate would not get you a Happy Meal!!!

Astounded, I began doing a little research and found that this was more than a local issue; international corporations took advantage of this incredi-

ble imbalance. I placed a call to a well-known international consulting company with offices in the capital city of Accra. This firm regularly recruits at R. H. Smith and pays new MBA graduates over \$70,000 per year. I asked the Ghanaian recruiter for the starting salary of a Ghanaian with a CPA, MBA, and five years of relevant experience. The answer: less than \$7,000 per year! One may argue that the cost of living here is low, but my last five months has shown me that prices for most consumer goods is at least on par with world standards, and imported goods come at a significant premium.

Additionally, the former government, at the behest of the IMF, introduced a 12.5% Value Added Tax (VAT) to help Ghana pay back its massive \$3 billion foreign debt. IMF had heralded Ghana as an international success story for its handling of the Structural Adjustment Program in the 1980s. It denounced the government’s efforts to introduce a 20% increase in civil servant salaries, already some of the lowest paid civil servants in the world, as inflationary.

However, in spite of all the obstacles, Ghanaians are extremely resourceful. In the face of clearly daunting economic circumstances, they manage to have productive and happy lives. In the late afternoon, the haze filters out nearly all of the sun’s rays. It hangs low, cool, and languid in the sky. It disappears from view, it is obscured by haze long before it finds the evening horizon in the cloudless Harmattan Sky.



Happy Ghanaian Couple (Picture provided by Lumas Kendrick)



Harmattan sky at sunset (Picture provided by Lumas Kendrick)

Net Impact Starts Internship Fund

By Bonnie Kornberg & Gwen Appel

Contributing Writers

Many top business schools subsidize students who take internships in public, nonprofit, or socially responsible organizations. At Stanford, Darden, and Yale, for example, students pledge a percent of their salaries to help first-years who take low-paying internships with social value.

Until now Smith has not had such a program. As a result, some students have had to turn down resume-building summer experiences because they couldn't cover their living expenses. This year, we have the opportunity to create the R. H. Smith Internship Fund.

If you want to make a difference, contributing to this fund is a great way to do it. The R. H. Smith Net Impact chapter is sponsoring a fundraising drive with a goal raising \$7,500. As you receive your offers for full time positions, if you're a second-year, or for internships, if you're a first-year, celebrate by helping out a fellow student. You can become a Terp Friend for \$25, an MBA Partner for \$45, a Net Impact Venture Capitalist for \$75, or a Grad Lounge Angel for \$100 or more.

Net Impact's goal is to collect funds by Friday, March 30. A chart showing contributions and following the fund's growth will hang in the Graduate Lounge.

Last year, several students decided to forego higher paying internships to gain solid, business experience in organizations with social value. People who choose such internships can apply

their skills to traditional MBA career paths, to non-profit careers, to future positions on non-profit Boards of Directors, or to businesses with dual financial and social bottom lines.

Some students would have liked to take internships in socially responsible organizations last year, but the lower pay precluded them from accepting the offers. Mimi Sur was offered a position with California-based start up Virtual Philanthropy; however, faced with the expenses of living in San Francisco on a minimal salary, Mimi had to turn down the offer. Similarly, Tim Stockert was offered two positions with socially responsible companies: in one case, working with a company that was a social responsible Internet start-up, that couldn't afford to pay him at all, and the other with an organization in the Silicon Valley area where his rent could have exceeded his paycheck.

First-years interested in being subsidized by the fund can apply by submitting a copy of an offer letter, a description of why the internship is socially responsible, and a budget stating their expected expenses and sources of income to Net Impact club officers. More information on the application process will be available in March, with the first deadline for applications being March 30. The second deadline will be April 30.

For those interested in pursuing socially responsible internship opportunities, the national Net Impact organization is advertising internships on their web site (www.net-impact.org). Organizations are looking for interns who will prepare marketing plans, develop business plans, investi-

gate venture capital deal terms, review and recommend changes to capital structure, and develop private-public partnerships, among other activities. In other words, the same types of internships you would get in other business settings are available in socially responsible contexts.

According to The MBA-Nonprofit Connection, nonprofit employers say that the best things about hiring MBA summer associates are the students' "fresh perspective," valuable business skills, and entrepreneurial spirit. They also frequently mention that the benefits of that MBA student's contribute continues long after the student has returned to school.

To find out more about the internship fund or socially responsible internship opportunities, contact Ameer Shah, Gwen Appel, Suzanne Pardue, or Bonnie Kornberg.

Hasta La Pasta: Reflections from a Smith Student's Final Semester In Italy

By Chris Tarro

Contributing Writer

I am currently spending my last semester in the MBA program abroad. During the flight to Italy, I began to reflect on my time in Maryland and my experiences at R. H. Smith. I wanted to share a few thoughts with everyone hoping that you will find them humorous and/or insightful:

- I know it's been said before, but I can't emphasize it enough, *micro-waved fish should be banned*. As a dishwasher at a seafood restaurant during high school, I thought I had experienced the worst of fish smells. I guess I was naïve. The memories of the first day I walked into the graduate lounge and smelled micro-waved fish still keeps me up some nights.
- Over the last year, R. H. Smith has an Olympic record for new hires. I think it's around 18 new faculty members. Now the big question is, "How many of them can teach?" Based on my experiences last semester and those of other students I talked with, the verdict is still out. We need a recount!!!
- Was it an accident that the classes I enjoyed the most were those with the most demanding workloads?? (Excluding -- of course -- HR with Kovach) I think the best professors demand a lot from their students and themselves. Professors Peters and Sheinin were prime examples!
- Now that the e-commerce and technology sectors have lost their glow, how does this affect R. H. Smith's campaign to focus on IT? Isn't it ironic that even though R. H. Smith wants to be recognized internationally, its focus on IT has made it more of regional school because we are in an IT corridor?
- It is evident that the reason Van Munching needs expansion is because the original architect only included 8 classrooms in the building! *Now if the people who designed Parking Lot 1E had been the architects, they would have found a way to fit at least 72 classrooms in the building!*
- Speaking about IT, where are all the IT majors anyway!!! I don't think I know more than one. It seems that we should keep pushing the core majors that seem to include the majority of MBA students. I remember talking to one recruiter who was weary of students who focused only on IT and e-commerce. He seemed to think that you'd pretty much be obsolete before you even graduated!
- The best thing about R. H. Smith is most definitely the *STUDENTS!!!* Many (unlike me) were accepted into top tier schools but chose R. H. Smith because of the area, value, and program. To that end, it seems that most of the people who knew what they wanted to do after school have already received offers.
- It seems that undergraduates don't know what those peep holes in the classroom doors are used for. Maybe the administration should consider incorporating a session on "*How to check if a class is still going on*" as part of *their orientation*.
- The internal computer system at R. H. Smith needs some big help! Hopefully the wireless program expansion cures the problem this semester. I'm not quite sure where to lay the blame, Technology Resources or lack of resources for upgrades, but I am glad Computer World ranked us on other criteria other than do we have computers that actually work.
- If you are not an active member of the Sport and Social club, you are missing out on some fun time (No, Mike and Amy did not pay me to write this). While the MBA program is obviously more serious than most of our undergraduate programs, you can still have some pretty good college bonding experiences.
- The most efficient worker in College Park must be the meter-maid in the WAWA parking lot across from Corner Stone. *Rumor has it that the city is trying to finance the basketball arena with proceeds from the parking lot alone*. (Just an aside – if you have a handful of nickels and an ax to grind, wait for the meter-maid and put coins in the expired meters just before s/he can get to them. From personal experience, I know it's a rush!)
- Signs that the school is moving in

Hasta La Pasta..., Page 13

How You Can Help Move R.H. Smith Up in the Rankings?

By Mario De La Garza

Contributing Writer

Step back in time: It's the "big day" and someone named Sabrina White is going to contact me. I wait at home, staring at the phone, asking everyone to stay off the line since I'm expecting this very important call. Right on time, Sabrina calls. She introduces herself and the interview starts, and it goes well. Then, all of a sudden she asks, "So why do you want to come to R. H. Smith?" To answer this question, I admitted "because of its large population of international students."

I am pretty certain that one of the reasons many of us picked R. H. Smith was because of the student body composition. Yet, I realized that after I finished my first semester that I spent the majority of my time with people who shared my same culture and customs. Considering that we tend to seek out what is familiar to us, I think this is understandable. As a new student you want to create certain bonds and seek familiarity, and it is easier to do that with people who speak "your own language," but didn't I pick Smith because of the student mix?

I do not want to repeat the same mistake this semester or next year. So, the question is what can we do to improve the interaction between all the different cultures in our own b-school program? Some people have come up with the idea of creating a new club, one that takes advantage of the diverse multicultural backgrounds of R. H. Smith students and *promotes the exchange of culture and ideas academically, professionally and so-*

cially.

The idea? Invite students (domestic and foreign), students' families, faculty, staff and embassies to create an environment where all of us can learn from the experiences of others' and their cultures.

Why all these entities? I have heard some of my classmates say that their **families** need them to spend time with them, especially if they are from another country and have no friends in town. This club wants to help these people meet others in the same situation and help them create new friends, faster and easier. The



ROBERT H. SMITH
SCHOOL OF BUSINESS

idea of including students' families is a new idea, so we are creating something very innovative and differentiating R. H. Smith even more! From **the faculty and staff**, we receive a lot in terms of service and knowledge. Inviting them into this organization is a small token of our appreciation, but it also provides them some benefits from cultural exchange. Additionally, the life and classes at R. H. Smith will be even richer than what they are today.

And last, but certainly not least, are the **embassies**. How many B-schools in the U.S. can presume to have so many embassies in their own backyard? Not many! We could invite them to speak about their country's current situation, the development of IT, current trends in local markets, etc. These insights would benefit us as future business people. It would also expand our networking circle to include the world.

What do we have to gain by doing this? A great deal! First, one thing that moves MBA rankings is how much activity or involvement exist among the students to create a more global and diverse environment in their schools. Second, the world is increasingly becoming "A Global village" and we -- such a diverse group of people -- at R. H. Smith should be its Leaders.

If you are interested in this effort and want to participate, please send me an email at:

mdelagar2002@rhsmith.umd.edu

What is Hollywood Really Like?

By Andrew Federici

Contributing Writer

It was one of those rare, Hollywood moments of glory - the ones you read about in *People*. Everyone is seemingly congenial, happy, full of life and loving it. Success is in the air, and smiles are as wide as a Hummer. Instead of kicking and screaming like they were only a few days ago about changing the ending to the film, tonight everyone is stroking each other's ego like it was all a bad dream. Such is the euphoria at a Hollywood premiere, and *Bounce* was no exception.

Working on *Bounce* was a terrific project from the start. Don Roos,



Don Roos (left), Writer and Director of "Bounce," with Andrew Federici (right), 1st year student

who directed *The Opposite of Sex*, and wrote films such as *Single White Female* and *Diabolique* is one of most gracious and talented people in Hollywood. As quick witted and funny as any comedian you know,

Don works magic without the traditional façade and phony smile/knife in your back one becomes accustomed to in LALA land.

What's it like working in Hollywood? Difficult, impossible, frustrating, demeaning, exasperating, suicidal -- oh, but no self respecting studio executive would ever tell you that he's or she's getting his or her boss' dry cleaning on a Friday night. Oh no. We mustn't let anyone know we are treated horribly and abused every minute of the day. That would make us seem unimportant and spineless, and that would just crush the

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Hasta La Pasta.....

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the right direction:

- 1) The new curriculum.
 - 2) **Joyce Russell's Business Simulation during the 1st year orientation**
 - 3) Moving the case competition to the first year
 - 4) Positive change at the GCMC
 - 5) **The new building!**
 - 6) Perhaps the FT rankings (I'll hold of my cheers until I see the next U.S. News ranking)
- A couple more things that still need improvement:
 - 1) **Student input on GFP assignments!!!**
 - 2) Building and strengthening the alumni network.

Being away from school this semester has made me realize how easy it is to move on with our lives and forget about R. H. Smith. **I really**

think us second years need to make an effort to keep working on improving our school. Maybe we can think up some initiatives before we leave.

I guess that's about it (for now). In closing, I must say that overall I found my experience at Smith very positive on a personal and career level. In the end, the positives do far outweigh the negatives!! Any and all complaints about this article must be made **in person** to the author within one week of publication. **Ciao tutti!**

Hollywood.....

From Page 13

fragile skeleton of self-esteem that we can barely muster on a given New Year's Eve or Oscar party. I was in development, which is considered the darling of the film business. What do you do in development? Read scripts or books trying to find the next *Perfect Storm*. I did get to work with some great people, including Mark Andrus, writer of *As Good As It Gets*, and Adrian Lyne, the director of *Lolita*, *Fatal Attraction*, and *Indecent Proposal*.

Hollywood is not the orgy/coke fest that it claims to be. Many studio executives, producers and actors (hello Hugh Grant) resort to the only option they have - prostitution. And hey, at Sony they paid for them with company money! No wonder it lost \$3 billion. It takes at least four prostitutes to stroke the Himalayan ego of a studio exec.

But let's say despite all this, you still want to begin a career in Hollywood. It doesn't have to be so bleak. If you can get used to the vacuous cultural abyss in Los Angeles, the mindless architecture and if you can remember you are much less important than even the most unpopular soap opera starlet (especially when it comes to restaurant reservations), then you should have no problem. Just remember that you are NOBODY trying to become SOMEBODY. If you have an MBA from Harvard, you may get a slight turn of the neck for about two seconds at most, before that person loses interest. Wharton may be a tough sell. I mean who has ever heard of Wharton in Hollywood, for God's sake. They'll think it's a new hot script.

There's this great myth in Hollywood: if you're too smart, we won't hire you. Part of that is, we are not

smart and there is no way we are going to be outsmarted in a development meeting by some smart person. After all, our jobs don't really require us to do anything other than a) come in late b) be mentally abused and c) share abuse stories with colleagues.

The second part of the myth is that if you're too smart, you won't come up with ideas that will connect with BUBBA out there in the Arkansas. The third part is that why should we hire anyone? We like firing people and we're good at it. I know a studio president who was fired on his birthday! However, the secret is out. MBAs ARE hired by companies that market products for the bottom of the barrel! Wow! How about that! It's been going on for decades at Pepsi and Coke, why not for entertainment?

Seriously folks, the point is that if you want to work in Hollywood, you have to absolutely love it. For example, when they hold a gun to your head, you should be spewing up-and-coming actors' names like Johnny Galecki, Billy Zane, Guy Pierce and Vin Diesel. That is all that will keep you going. How do you get a job? I could help you get a job as an agent trainee (yes, I had this job) - it's hell, but Ovitz started there and look at him now! You could join business development at Disney, but you will NOT be a part of the Hollywood club. You have to start at the bottom and be promoted to have any credibility at all. You have to learn the hard way like everyone else. Many have tried to get in from the top. Edgar Bronfman is one. He bought a studio, but believe me when I tell you that that does not a Hollywood broker him make. The key takeaway is that you have to love it and work hard at it to earn respect and make your way up to

the top.

What about the stars? Don't you get to hang out with them all the time? Well, the most I mingled with was at the Dreamworks/Paramount Oscar party in 1999 (the year *Saving Private Ryan* was nominated and won for its 1998 release). The funniest part? This guy comes walking into the party right after Tom Hanks and Steven Spielberg (holding his Oscar - I could have grabbed it right out of his hand) - nobody pays attention. I hear someone say, "is he from the X-files?" "Isn't he an exec at Dreamworks?" No guys, that's Gray Davis. Anyone? Governor of California.

Mysterious and Serious Disease at R. H. Smith !!!

By Investigative Reporters

Larry Giventer & Macarena Janninck

Authorities at the University of Maryland School of Medicine appeared stunned today by findings that students at the RH Smith School of Business are being afflicted with a **rare and esoteric brain disease**. The Department of Infectious Disease has given the condition the preliminary name of **Student Spongiform Encephalopathy Syndrome**, or **SSES**. The malady is characterized by the abrupt onset of disorientation, loss of focus, lethargy, and bad breath. Physicians state that appearance of the first cases seemed to coincide with the onset of the spring academic term. In a desperate attempt to stop this pernicious epidemic before it causes more serious damage, such as a lowering the School's *Business Week* ratings, your fearless *Clocktower Chronicle* reporter has risked life, limb and brain to compile the following investigative journalistic report.

Your intrepid reporter began by performing a statistical analysis of the confirmed cases. Determining the profile of each of the 40 victims revealed data shown in Table # 1.

Employing commonly used MBA business skills such as the two factor ANOVA test, the Kruskal-Wallis Chi squared test, the chukuluck test, and the student's dummy variable variance, it became statistically clear that this diabolical disease threatens R. H. Smith's presently emerging class of future *elite* managers. Abundant additional information is depicted in the following three graphics.

Bar graph #1 above shows the number of second year students at the

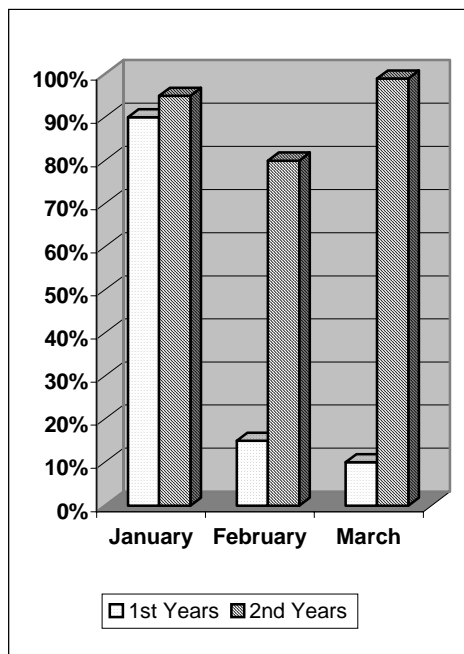
Table #1:
Data for Fourty Cases of SSES

Characteristic		
Gender	Female 20	Male 20
Brushes and flosses teeth religiously	Yes 20	No 20
Wears eyeglasses	Yes 20	No 20
8 Hrs. sleep/night	Yes 20	No 20
Watches <i>Survivor</i>	Yes 20	No 20
Year in MBA program	First 0	Second 40

Cornerstone Bar on Monday night since the start of the spring semester.

Your reporters were astounded at the shocking increase in bar usage depicted in the bar graph, and suspected that this might be related to the outbreak of student encephalopathy.

Bar Graph #1:
Students Going to the Bar on Mondays



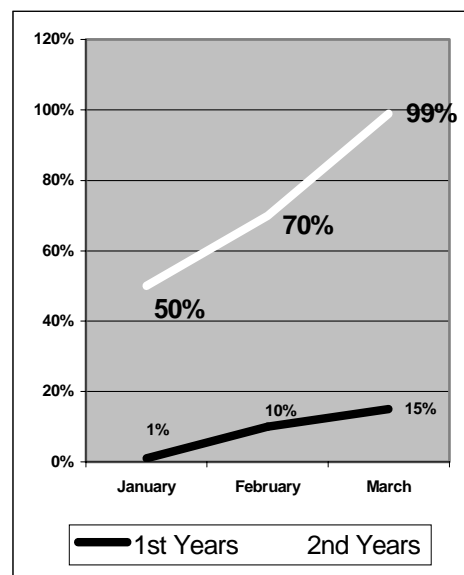
With this working hypothesis in

mind, we surveyed 23 R.H. Smith tenured and visiting faculty members, inquiring about the incidence of second year MBA students employing the old student line, **"I was just about to print out my project when my computer crashed."** The results are shown in the line graph below.

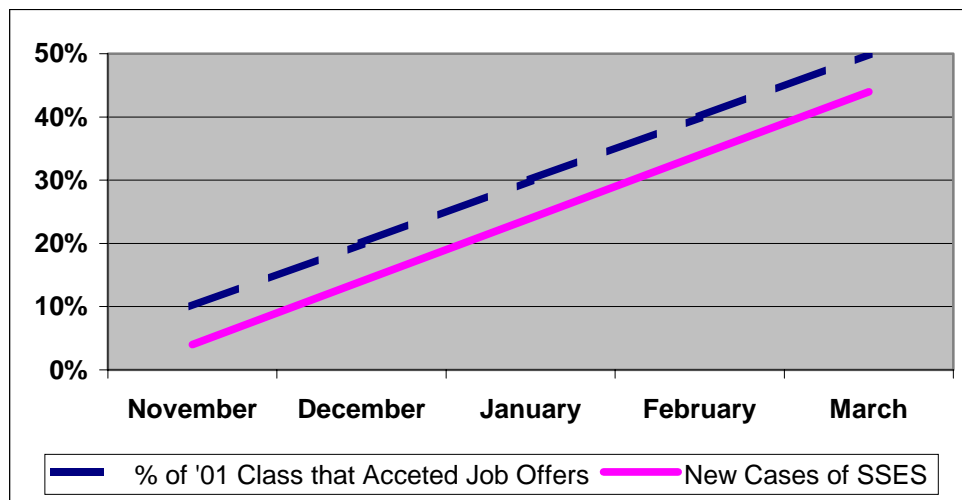
As we suspected, the line graph demonstrates a shocking increase in usage of this line, again concentrated in the second year students.

Still confused, we wandered into the GCMC. The alert vigorous students there were seeking internships and showed no signs of SSES. About ready to leave, we suddenly spotted a graph showing job offer acceptances by second year student. Something clicked in us. The graph of job offers corresponded perfectly to the incidence of cases of SSES. Could there be a causal relationship. We superimposed the two graphs as shown above,

Line Graph #1:
Lame Excuses Used



Disease at R. H. Smith.....



but correlation studies that we performed were inconclusive. So close by yet so far away. We were demolished.

Your dejected reporters returned to the Clocktower Chronicle office suite. Reluctantly, we began to admit the distressing possibility that our beloved Corner Stone Bar was the cause of the epidemic. Suddenly, the case was broken open. Out of the blue, we received an anonymous tip. The tipster, who called from a payphone and with a husky whisper, told us to check the source of beef at Rudy's Cafe.

We left at once for a surprise nocturnal inspection. After showing our press credentials, the night chef proudly told us that Rudy's had stopped serving pet food to Smith students shortly after a muck raking article in this publication some months ago. Feeling somewhat sheepish, we nevertheless nosed around. We weren't prepared for what we discovered, was the fact that Rudy's has since employed an unsavory substitute.

Discarded English shoe leather is first boiled in large copper vats for several hours to soften it and then finely shredded, to be sprinkled on luncheon dishes as a beef garnish.

Armed with this new knowledge, your intrepid reporters are convinced that Smith School of Business presently faces a possible epidemic of *Mad Student Disease*, caused by the ingestion of bovine prions related to Mad Cow Disease. These prions are



"DA" Doctor,
Lawrence Giventer, MD

recently discovered tiny indestructible bits of protein that drill small holes in the brains of their victims, both bovine and human. They strike most often when the subjects have been lulled into a sense of false security, as for example, students with job offers in their last semester of business school.

Fortunately, your reporters have uncovered some good news. It appears that SSES symptoms are not new at R. H. Smith. Last year's graduating class appears to have suffered a similar epidemic that went unreported. The mysterious illness vanished almost completely as soon as the class graduated and left the hallowed corridors of Van Munching Hall!

Our careful analysis is based on fictitious data using creative statistical methods not yet taught at R. H. Smith.