

The Management Fellows Program E-NEWSLETTER

July 2014

From The Director

Michele T. Villinski, Ph.D.



July 21, 2014

I feel honored and delighted to be the newly appointed director of the Robert C. McDermond Center for Management and Entrepreneurship and the Management Fellows Program, a signature program of the University with outstanding students, dedicated faculty members, and an impressive pool of devoted alumni. I'm working with our staff and Board of Advisors and focusing on increased coordination across campus to build on our

long history of excellence and consider ways to make the Management Fellows Program even stronger over the coming years. With positive change and expanded programming we hope to further enrich our students' education and prepare them for the complex, dynamic world they'll face after graduation.

In August, we will enthusiastically welcome 50 first-year students to campus. See page 4 of the newsletter for a recap of our recruiting efforts and a few interesting details about the Management Fellows Class of 2018.

We are excited about many new events and opportunities for students to further engage with the Management Fellows and the McDermond Center in the next few months. Stay tuned for details about:

- New York career exploration trip during fall break.
- Investment Club enabling students to manage part of the endowment, sponsored by Brad Kelsheimer, Vice President for Finance and Administration.
- Management Fellows student leadership council with representatives from each class.
- Targeted events for the senior class, including seminars and workshops over topics such as: *Why Grad School?*; *Living on Your Own: How to Navigate*; *Know Your Loans: Student Loan Repayment*.
- Women in Economics and Business, a network supporting female students studying or interested in these areas with membership open to both men and women,

Management Fellows Program

The Management Fellows Program is one of five highly selective Honors and Fellows Programs. It was established in 1980 to build leaders through academic and real-life experience, all within a rigorous liberal arts environment. Today, Management Fellows are prepared, confident leaders at the world's top public, private and not-for-profit enterprises.

- Industry Overviews in finance, investment banking/banking, marketing and consulting.
-

Sandy, Rebecca, and I are eagerly anticipating an exciting and busy year for both the McDermond Center and the Management Fellows Program. We are looking forward to welcoming all of our students back to campus in August!



GRADUATION 2014

Twenty-three Management Fellows graduated from DePauw University on May 18. As a class they graduated with an average GPA of 3.55 and obtained degrees across six disciplines: computer science, economics, English literature, mathematics, political science, and religious studies.

Three Management Fellows were initiated into Phi Beta Kappa. Phi Beta Kappa is the oldest Greek-letter society in America, and the DePauw chapter was the first established at an Indiana college and is one of fewer than 250 chapters at distinguished colleges and universities in the nation. It is the oldest and most prestigious honors organization. Selection to the scholastic society represents the highest academic honor possible in the liberal arts and is based on students' scholarship. Other honors included four Management Fellows graduating with *magna cum laude* honors by earning a cumulative GPA above 3.70. Eleven Management Fellows graduated with *cum laude* honors by earning a cumulative GPA above 3.50.

Eighteen Management Fellows secured a full-time position prior to graduation with several more in the final interviewing stages. They accepted positions with Accenture, BMO Harris Commercial Bank, Cancer Treatment Centers of America, Cummins Inc., Deloitte & Touche, Eli Lilly and Company, Epic Systems Corporation, GE Oil & Gas, Golfstat, KA+A (Orr Fellowship), Milhaus Development (Orr Fellowship), Walker Information, WebLink International (Orr Fellowship) and West Monroe Partners.

The McDermond Center staff are proud of the graduates and offer sincere congratulations to these bright and talented students. They have excelled in the classroom, on the athletic fields and in numerous campus organizations. We wish them all the best and look forward to hearing about their success in their new careers.

Ayobamidele F. Animashaun

Branko Bibic

Brendan J. Bolander

Camron P. Burns

Adam W. Cecil

John T. Colton

Elizabeth R. Conley

Kyle A. Coronel

Leslie R. Fuqua

W. Hunter Goble

Paige W. Gooch

Mary V. Grady

Caitlin J. Hickey

Thomas C. Hiller

Adam G. Johnson

Erika L. Krukowski

Madeline A. Leclair

Eric A. Malm

Anh Q. Nguyen

Aashray Patel

Kelsey L. Smith

James B. Surpless

Jared M. Timmer

For updates on the Management Fellows Program, be sure to "Like" us on Facebook and "Follow" us on Twitter!



DePauw Management
Fellows Program



@DePauwMgmtFllws

<http://www.depauw.edu/academics/honorsfellows/management-fellows/>

INTERNSHIP SPOTLIGHT

James Eric McMechan '15, Indianapolis
Economics major
Eli Lilly and Company, Indianapolis



“Having the ability to work on two different projects in two different areas of Eli Lilly was an amazing experience. I was exposed to and learned so much information about the pharmaceutical industry and Eli Lilly. My two projects enabled me to experience and understand how Lilly’s products make it to patients, as well as to understand and analyze the process behind deciding what molecules will be developed or not.”

As a financial intern at Eli Lilly, Eric was assigned two projects during his internship. In his first project working for the U.S. affiliate, Eric was responsible for using internal and external data to determine occurrences of duplicate discounts and identify potential savings. He analyzed seven Medicaid programs and was able to identify half-a-million dollars in potential savings for Lilly USA. In his second project, Eric was responsible for reviewing previous models and analysis of sourcing decisions for clinical trials. Eric worked with people from multiple business units connected to research and development to gain an understanding of the major inputs and cost drivers of clinical trials. At the end of each project, Eric presented his findings to members of Eli Lilly who had significant stakes in the project’s area of focus.

1. What type of company did you work for?

I worked for one of the 10 largest pharmaceutical companies in the world, Eli Lilly. The company is focused on developing and delivering drugs to improve and save people’s lives around the world. I interned in two areas during my time at Eli Lilly, their U.S. affiliate, and the finance department connected to their research and development.

2. What were your daily functions as an intern?

My daily functions as an intern revolved around working on the project I was given. Eli Lilly works under the belief that interns can gain better experiences and understanding working on a project that will deliver real results for the company rather than doing essential busy work that would not drive growth. The first eight weeks, I worked on a project for the U.S. affiliate that revolved around comparing internal sales data to Medicaid claims and identifying potential duplicate discounts. My second part of the internship revolved around analyzing and examining previous models and analysis related to research and development sourcing decisions. Alongside working on these projects, I set up meetings and one-on-ones to learn about the company and its culture.

3. What was your favorite part of the internship?

My favorite part of the internship was the meetings and connections I was able to make with people throughout Lilly. I learned a lot about different career paths as well as the culture throughout Lilly.

4. Now that your internship is over, is this something you would want to pursue after graduation?

Working for Eli Lilly would definitely be something I would consider pursuing. Lilly is a great company, and being a large public company, there are a variety of different opportunities and paths I could take if I worked there. That breadth of opportunity is very appealing to me.

5. Do you have any advice about interviewing for an internship that you would like to share with current Management Fellows?

I would advise any interested interviewees to research the company and be prepared to answer both personal and business-related questions. I would also suggest that you be prepared and confident when going into an interview because it will make a far better impression than being nervous and shy.

6. Do you have any advice about interning that you would like to share with present and future Management Fellows?

I would say that it is definitely never a bad thing to ask questions when you get stuck. It will work out far better to seek some help relatively soon after you encounter an obstacle than to stumble through for hours or days before finally giving up and seeking help. Your supervisor will appreciate your honesty and self-knowledge of when you need help.



CLASS OF 2018

We are happy to welcome the incoming Management Fellows Class of 2018. Fifty bright and talented students will travel to DePauw this fall to make up the incoming class. Since February, the Management Fellows Selection Committee has reviewed 125 applications for the Management Fellows Class of 2018. Applications came from students across 12 states and five countries: California, Illinois, Indiana, Kansas, Kentucky, Massachusetts, Michigan, Minnesota, Missouri, New York, Ohio, Oklahoma, China, India, Mexico and Ukraine. The majority of the applicant pool, 73 percent, was made up of students from Indiana, Illinois and Ohio.

Students submitted applications in early February, and formal program interviews ran from February to late March. Once all interviews were completed, program decisions were made, and formal invitations were extended to 91 students. The final number settled at 50 students from eight states and Mexico. We are looking forward to all the students joining us and hope they enjoy their summer! A full list of incoming freshmen is below.

Management Fellows Class of 2018

Jonathan R. Azar: Munster, Ind.	Mary G. McGraw: Cincinnati
Noah W. Benckendorf: Deer Creek, Ill.	Dean A. Meucci: Morris, Ill.
Alexandra M. Boesel: Ottawa Hill, Ohio	Mary G. Moser: Hinsdale, Ill.
Leopoldo Burguete: Distro Federal, Mexico	Justin Palmer: Kalamazoo, Mich.
Samantha A. Carlin: Glen Ellyn, Ill.	Matthew A. Peirce: Saint Joseph, Mich.
Sean E. Carroll: Evansville, Ind.	Eric M. Petersen: St. Louis
Clifford Chi: Chesterfield, Mo.	Grant H. Potts: Terre Haute, Ind.
Kourtney P. Clark: Terre Haute, Ind.	David G. Prabhu: Oak Brook, Ill.
Samuel C. Comer: Brownsburg, Ind.	Ryan K. Raupach: Naperville, Ill.
Chelsea F. Conard: Indianapolis	Kyle A. Roberts: Columbus, Ohio
Miranda E. DaFoe: Lebanon, Ind.	Carlos A. Rodriguez: Indianapolis
Benjamin J. Davis: Columbus, Ind.	Grace B. Saint: Indianapolis
Mitchell R. DeShurko: Dayton, Ohio	Pierce R. Sheehan: Oak Park, Ill.
Brooke E. Ellis, Palatine, Ill.	Samuel B. Short: Webster Groves, Mo.
Timothy J. Graham: Clarendon, Ill.	Samuel R. Showalter: Fort Wayne, Ind.
Sarah B. Greenberg: Temecula, Calif.	Kyle J. Tebelman: New Lenox, Ill.
Hussain Habib: Fort Wayne, Ind.	Graham J. Thomason: Weldon Springs, Mo.
Elizabeth S. Hale: Indianapolis	Riley J. Thompson: Savoy, Ill.
Sarah E. Hall: Clarendon, Ill.	Jeremy H. Trudell: Highland Park, Ill.
Kaitlyn J. Holden: Louisville, Ky.	Jack T. VandeMerkt: Riverside, Ill.
Geoffrey C. Kenney: Decatur, Ill.	Caroline E. Wagner: Zionsville, Ind.
Kevin R. Kenney: Chesterton, Ind.	Jacob M. Widner: Lake Forest, Ill.
Thomas W. Kidd: Boyne City, Mich.	Lauren S. Widuch: Pasadena, Calif.
Connor M. Marshall: Minneapolis	Andrew M. Wright: Grosse Point, Mich.
	John A. Zera: Northbrook, Ill.

INTERNSHIPS:

Internships provide students with opportunities to work in challenging and responsible positions at large corporations, small businesses and not-for-profit organizations. An internship is a full-time position that lasts between four and eight months during the junior year. In addition to opportunities to apply classroom knowledge to real-world problems, an internship provides each Management Fellow with firsthand experience about the workings of a business. These profiles highlight students who completed their internships during spring 2013.

Nicholas A. Horn '15, Indianapolis
Economics and Spanish double major
DoubleMap, Indianapolis

"Working at DoubleMap, an entrepreneurial company experiencing tremendous growth, has afforded me the unique opportunity to work across a variety of departments, from sales to marketing to operations. On the sales front, I gained exciting and invaluable experience as I progressed into direct client interaction at every stage from outreach to contract/proposal finalization."

As a member of the team at DoubleMap, Nick was able to work directly with co-founder and current president, Peter SerVaas, on exciting projects across all departments. Throughout his experience, he was given increasing amounts of responsibility as he gained independence in client interactions. His sales effort eventually culminated in a business trip to South America, where Nick and SerVaas worked remotely with the goal of exploring new markets. Some of his larger-scale projects included the creation of a third-party website for outside investors, on going account negotiation/review, streamlining of the DoubleMap Intern Program and successful application to the 2014 Mira Awards resulting in DoubleMap being named the Tech Startup of the Year and also receiving this year's Mobile Tech Award.



Hope S. Jordan '15, Bremen, Ind.
Behavioral economics major
BrandEra, Inc., Fort Worth, Texas

"BrandEra is a small marketing company with big ad agency capabilities in the heart of cowboy country. That being said, it was always fast-paced and never the same. My comfort zone was annihilated (in a good way), and I am grateful for it."

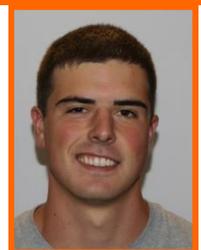
As part of the BrandEra team, Hope was able to take part in countless projects for a variety of clients, from Texas Ballet Theater to Guardian Roofing and Construction. She created and proofed online surveys, Facebook ads, newspaper and radio ads, numerous types of collateral, market research reports, RFPs and media kits. The most exciting days of the internship involved preparation and execution of special events, such as the Boots, Chaps & Cowboy Hats fundraiser for Arlington Urban Ministries, grand opening of Chisholm Trail Community Center and season launch for Texas Ballet Theater.



Sam K. Rumbach '15, Jasper, Ind.
Economics major
Cummins Inc., Columbus, Ind.

"Cummins, in particular the Corporate Treasury department, provided me the opportunity to gain experience across a vast array of finance functions. I was able to develop my technical skills, as well as my communication and networking skills. Overall, Cummins equipped me with an environment that paved the way for a great internship experience."

As a Corporate Treasury intern at Cummins Inc., Sam gained exposure to various areas across the corporate finance function, including capital markets, foreign currency and commodity exposure risk management, commercial financing, cash operations and liquidity management, and corporate credit. Sam had daily tasks among each of the departments within Corporate Treasury, as well as more in-depth, long-term projects. His supporting efforts on a six-month project, Cummins Financing Initiative resulted in a 75 page global commercial financing analysis to be presented to the chief financial officer.



EXPERIENCE

Jacob M. Rust '15, New Castle, Ind.
Economics major
Independent Purchasing Cooperative, Miami

"IPC allowed me to take on projects and ideas that challenged me. It also exposed me to so many progressive and new tools and ideas in the business world. I was exposed to things such as Six Sigma and the GS1 initiative, which allow me to think about the future of the business world. Overall, this internship was such a rewarding experience to my professional development."

As a member of the quality department at IPC, Jake had a variety of responsibilities while working under the guidance of the quality project manager. He was an important part of the team that is currently working on launching IPC's GS1 initiative for improved item traceability. He was responsible for working on IPC's GS1 data synchronization project which consisted of him comparing and analyzing data and interacting with IPC's suppliers and distributors on a daily basis. To conclude Jake's internship efforts, he compiled all the data he had been tracking, comparing and analyzing through his time at IPC and this data was used by logistics to calculate potential savings.



DanAnthony L. Sansone '15, St. Louis
Communication major and economics minor
Independent Purchasing Cooperative, Miami

"Working a wide array of projects under a few different supervisors at Independent Purchasing Cooperative has allowed to me to see the ins and outs of the company. I have learned how vital preparation, hard work and data analyses are to making decisions, which bring ultimate success to a company."

As a member of the purchasing department at IPC, Lan had a major task in creating an analysis of the egg industry in the United States to prepare the leadership team for the upcoming bid on SUBWAY'S eggs. This assignment required weeks and weeks of diligent research and analyses of the major players in the industry in which he had to contact potential suppliers to determine if they had capacity and ability to make the SUBWAY omelet. In addition, Lan created a working Excel spreadsheet that showed whether or not SUBWAY packaging items (napkins, cups, lids, boxes) in the United States and Canada were being mapped by Distribution Centers to IPC's tracker (Itrade).



Morgan M. Shaner '16, Mamaroneck, N.Y.
International political economy major
Threeview, Munich, Germany

"As the first Management Fellow intern at Threeview, I was given the opportunity to work within a multitude of departments and complete a wide range of tasks. I learned the importance of adaptability, clear communication and attention to detail, among other skills. I am also very grateful for the exercise in independence I have had living and traveling in Europe."

As a member of the Client Services and Business Development teams at Threeview, Morgan gained invaluable experience in the realm of international marketing. She was charged with various tasks, ranging from media planning to website content management. Morgan's most significant task at Threeview was a competition analysis for Threeview's largest client in which she analyzed the marketing and communication strategies of the client's seven main competitors over the past year.



Alexis N. Wiltermood '16, Martinsville, Ind.
Philosophy major
Fusion Education Group, Grand Rapids, Mich.

"My internship with Fusion Education Group was an extraordinarily rewarding experience. During my time with Fusion, I was able to experience the operations of each of the five departments located in Fusion's corporate office. Working in the corporate office allowed me to see the bigger picture of the company and to understand the ways in which a young and fast growth company operates."

As a DePauw intern working in Fusion's corporate office, Alexis had many responsibilities that allowed her to work with each department. Alexis would carried out tasks that a so-called "normal" intern would not. She had the responsibility of completing reports that told the Executive Team and investors how well the company was doing and whether or not the company was meeting budgets. Other tasks included inputting cash receipts into the accounting system, and after cash receipts were posted she generated a company tool called "The List." Then she would work on various projects assigned to her.



Junior Panel



Jan. 30, 2014
Erika L. Krukowski '14

On Thursday, Jan. 30, 2014, students gathered in the Pulliam Center for Contemporary Media to listen to upperclass Management Fellows share their internship experiences. Below are the panel of students who spoke about the key responsibilities and highlights of their internships:

Christopher C. Bertolini '15

Major: Economics
Hometown: Carmel, Ind.
Internship: Consulting Firm in Buenos Aires
Key Responsibilities/Highlights:

- Promoted the development of Argentine companies by increasing their exports and overall competitiveness.
- Guided clients through the process of exporting product to a foreign country.
- Immersed in a completely Spanish speaking company.
- Adapted to an entirely new culture and lifestyle.

Margaux A. Flescher '15

Major: Economics
Hometown: Westfield, N.J.
Internship: Rent the Runway, a fashion e-commerce startup located in New York City
Key Responsibilities/Highlights:

- Business development
- Developed a training manual for more than 100 affiliated schools.
- Merchandise buyer for the spring collection.
- Created the “look-book” for the spring collection.

L. Elise Nguyen '15

Major: Economics
Hometown: Hanoi, Vietnam
Internship: Tortoise Capital Advisors in Kansas City, Mo.

- Key Responsibilities/Highlights:
- Business development.
- Presented 15c data to the board of directors.
- Updated product offerings based on performance data.

Molly A. Wilder '15

Major: English Literature
Hometown: Batesville, IN
Internship: Safe Passage, Inc. in Indianapolis
Key Responsibilities/Highlights:

- Exposure to a nonprofit organization.
- Worked directly under the executive director.
- Donor development and funding.
- Execution of domestic violence awareness programs during Domestic Violence Month.
- Planned various events in the community to spread the agency’s mission.



Isaac R. Seppel '15 (above) spoke about his experience at Eli Lilly and Company, while Adam G. Johnson '14 (right) shared some advice from his internship at Angie’s List.



Vladimir T. Stankov '15 (above) interned at SVM in Chicago and shared his story with students.

McDERMOND CENTER LECTURE SERIES

Elizabeth “Beth” Owens ’89 Co-founder and marketing strategist BrandEra



March 6, 2014
Erika L. Krukowski '14

Beth Owens, co-founder and marketing strategist of BrandEra and 1989 graduate of DePauw University, returned to campus on March 6 to present the Robert C. McDermond Honorary Lecture. Her lecture explained to students “How to Maximize your DePauw Experience.”

Owens received a Bachelor of Arts in Spanish from DePauw University and a Master of International Management from the Thunderbird School of Global Management. She and her

husband, Dr. Joe Owens and son, Grant, live in Arlington, Texas. With over 20 years in brand management, Beth Owens is a results-oriented marketing and sales professional skilled in developing both regional and national campaigns.

Beth began her lecture by explaining the important role that DePauw has played in her life. Beth pledged Theta at DePauw with her cousin, went on a European tour after graduation with some of her sorority sisters, and met her husband on a jaunt from DePauw through Nashville. She expressed that DePauw is for a lifetime and has shared many of the benchmark moments of her life with DePauw people.

Beth featured a number of ways for students to maximize their DePauw experience, specifically their internship experience. One of the main things she told students is to ask for it. Beth had never hosted an intern until Management Fellow, Becky, told Beth that she wanted to work at her marketing firm. Since Becky’s confident ask, Beth has hosted an intern every year since and appreciates that interns keep her young and engaged in the DePauw community. Beth also suggested that students they treat their internship like an entry-level job. She told students to embrace the 9-5 job and learn to recalibrate their time: no more naps between classes. She advised students to put in the time, go the extra mile, and leverage connections. Be intentional about developing a mentor within the organization and keep in touch with them. Learning how to live on your salary is also an important aspect. Students should be mindful of their spending and focus on learning how a budget works. Beth has had interns that have held side jobs and done moonlight work at event companies—both highlight a drive and desire to be well rounded. Beth also recommended that students immerse themselves in the local culture, and make a bucket list of things to do while on their internship.

Beth also spent time explaining network protocol and the importance of building your portfolio. There are certain guidelines that students must follow when networking. If students are going to put a former internship mentor as a reference, they need to alert their mentor and provide them with a description of the position as well as a current resume so that they are not blindsided by a call. She advised students to treat their networks like gold. Students can also increase their marketability in job interviews by creating a portfolio of their work product such as projects or a case study. She told students that they typically undersell themselves, but should be able to articulate their features and benefits to a company. Beth provided students with very timely and applicable advice to maximize their DePauw experience.

At the end of the lecture, Larry Stimpert, Vice President of Academic Affairs presented Beth with The Robert C. McDermond Medal. This medal is awarded to individuals who have played a key role in the formation or growth of an entrepreneurial business venture and/or assisted others in establishing entrepreneurial businesses and who have displayed creativity and innovation in entrepreneurial leadership.



Candace DeBarger '86 Vice president and team lead Mastercard Worldwide National Accounts Group

April 3, 2014
Erika L. Krukowski '14

The Life Lessons I Wish I had Learned in College-How to Move from Student to Grown-Up in 10 Steps

Candace DeBarger delivered a lecture to Management Fellows imparting wisdom from the business world that she wished she had learned in college. DeBarger, who earned a Bachelor of Arts degree from DePauw is the vice president and team lead for the MasterCard Worldwide National Accounts Group. Since joining MasterCard in 1989, she has held a number of key management positions, many focusing on debit cards.

DeBarger stated that the goal of her lecture was to help students emerge into the working world as the most promotable people they can be. While it used to be okay just to do your job well, now the requirements of high-performance have increased. She described 10 things that students can do now at DePauw to be promotable and get noticed:

- 1. Travel:** Travel brings sophistication, independence, maturity, and makes you more interesting as a candidate. In addition, most bosses have the means to travel, and this can serve as a conversation piece for students to connect with their superiors.
- 2. Hobbies:** Develop interesting hobbies. Ms. DeBarger holds a black belt in Thai kick boxing and is an avid runner and skier. She told students never to underestimate the business that you can do over golf or at a bar. Business is all about relationships, so demonstrating an interest in clients' hobbies bolsters the relationship.
- 3. Exercise:** Exercise is vitally important for people to stay healthy and maintain a positive outlook on life. You can't be a productive economic contributor if you're always sick.
- 4. Food:** Learn to order (and like) sophisticated foods and beverages. DeBarger explained that it doesn't look good from a professional standpoint if you only like hamburgers.
- 5. Social Media:** Beware of your social media presence. Companies will look at your Facebook and Twitter accounts before making a hiring decision.
- 6. Community Involvement:** Find ways to get involved in your local community through clubs, community service or leadership positions.
- 7. Work Involvement:** Get involved at work and stand out by joining a young professional group. DeBarger explained that people who just do their jobs don't get promoted anymore; show that you are actively involved in the workplace.
- 8. Dress Appropriately:** Mirror the dress of the people two rungs above you.
- 9. Network:** Create internal and external networks of professionals.
- 10. Welcome Change:** DeBarger conceded that change is difficult, but talented people in any organization find ways to benefit from change.



McDermond Center Lecture Series

Melissa Boggs, senior vice president, human capital Adam Basch, senior financial analyst, acquisitions, PR & IR Kite Realty Group

April 29, 2014
Erika L. Krukowski '14

Tips and Strategies for Landing the Job you Want- What Employers Are Really Looking for in Employees

Kite Realty Group executives Melissa Boggs and Adam Basch offered tips and strategies for landing the perfect job. The duo discussed everything from how to make the best first impression with a potential employer to how to present yourself on social media. Because Kite Realty Group is currently undergoing a merger that will double the company in size, Boggs and Basch have spent a large amount of time recently hiring new employees. Their personal experience with the hiring side of the process offered valuable insight for those of us who will enter the work force in the next few years.

As young professionals caught up in a fast-paced world, we often lose sight of what employers are really looking for when hiring a new employee. Boggs and Basch suggested taking the time to pay attention to every detail when preparing your résumé, writing correspondence, and engaging in an in-person



meeting or interview. For instance, when looking at your résumé, an employer should be able to easily determine what direction you want to go career-wise. Boggs continually emphasized the importance of transferrable skills—skills such as leadership, flexibility, adaptability, solution-driven, conflict resolution skills, passion, compassion, etc. Basch added, “Convey your value-added. Reflect on your transferable skills and explain to your potential employer how you can add value to the company as a whole.”

After the initial connection and résumé phase, the next step in the process most likely is the in-person meeting. On this they stressed, “When in an in-person meeting, you should be able to let the “real you” shine through with enthusiasm and drive for the particular position.” Additionally, they touched on the importance of an interviewee having sufficient background knowledge about the company—its history, current happenings. After going through the first and second impressions, Boggs and Basch noted how to best present yourself post-meeting via a short follow-up note and how to best portray yourself on social media.

How to land the job you want? The best-received potential employees have the transferrable skillset for the position, and most importantly are polite, energetic, humble, and driven throughout the interview process. They are people who can sell themselves most effectively. Simple as that.



Procter & Gamble

Senior capstone students worked as digital media consultants for Procter & Gamble again this spring. They traveled to P&G in May to make their final presentations and recommendations following a semester of research and collaboration.



From left: Vladimir T. Stankov '15, Isaac R. Seppel '15, Ashlyn B. Myers '15, Eric R. Vannatta '15 and Tazree A. Kadam '15 stand outside P&G in Cincinnati after their senior capstone presentation.

Commencement 2014



Branko Bibic '14 gives a thumbs-up after receiving his diploma.



Graduates cheer as President Brian W. Casey and Vice President of Academic Affairs J. Larry Stimpert pass East College.

Senior Dinner 2014



Paige W. Gooch '14 receives her cords and certificate from Sandra B. Smith and Rebecca M. Grivas at the senior dinner.



Jared M. Timmer '14 and Mary V. Grady '14 pose for a picture at Almost Home during their senior dinner.

Congratulations, Seniors!



The Management Fellows Class of 2014
(Not Pictured: W. Hunter Goble)

