

Graduate School of Management

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Students Association Newsletter

***** Fall Quarter News *****

PRESIDENT'S MESSAGE

Welcome Back!

I hope you had a fantastic summer and are looking forward to a great year. If you attended orientation, you should know all about the "goings on" in GSMSA over the summer.

The coming year looks very good indeed for GSMSA. The officers have worked diligently through the summer to insure the continued success of GSMSA's activities and programs. I urge you to take the time from your schedules to become involved in GSMSA activities. The benefits of involvement include meeting other students, faculty members and alumni, and establishing rewarding academic and career contacts. The GSMSA officers this year are:

President	Nate Franke
Vice President	Eileen Schaefer
Treasurer	Mike Benvenuti
Master's Rep.	Jim Glover

We are all looking forward to meeting you and working with you.

Currently GSMSA is working hard on several activities scheduled for this quarter. Jon Peddie and Tony Seymour have ambitiously coordinated numerous Day-on-the-Job visits. Eileen Schaefer, besides putting this newsletter together, is starting to assist in the coordination of the annual Alumni Career Night.

In addition, all of the GSMSA officers are working to put together our weekly Happy Hours. With all the new faces on the 3rd floor these days I would urge everyone to take some time out of their busy schedules to get to know those "strangers". Happy Hours are a great place to do this.

By the way, if any one has suggestions for Happy Hour speakers or on any other matter let the GSMSA officers know. Even if you don't have suggestions, go ahead and stop by the GSMSA office to say "Hi".

NATE FRANKE

DEAN'S MESSAGE

There seems to be little question that as we move toward 1990 managing organizations of the future will be a complex and demanding phenomenon. The futurists tell us that rapidly changing technology and the changing face of the social profiles in the United States and abroad will require leaders who are far sighted, skillful data gatherers, and have the ability to work in temporary systems with people who have diverse perspectives.

This future is challenging, demanding and stimulating. As Hermand Kahn was supposed to have said, "The future ain't what it used to be".

So on behalf of the Graduate School of Management, welcome to an exciting profession and welcome to what promises to be an exciting and fulfilling year. We invite you all to participate with us beyond the classroom. There are colloquia, Executive Education Seminars, new faculty recruiting, and a variety of student oriented activities that will be enlightening and productive. Most important, however, is that we are all part of the GSM community and what we get is dependent of what we give.

Have a good year. NEWTON MARGULIES

(Continued next column)

ALUMNI CAREER NIGHT

What is Alumni Career Night? Alumni Career Night is the event in which a number of GSM alumni are invited back to share with students the experiences they've had in pursuing their careers. Discussion topics include: How they have obtained their jobs, what GSM courses best prepared them for their careers, internship opportunities, and current developments within specific management fields.

Participating alumni will be divided into groups according to specific areas of interest. Students will then have the opportunity to visit with several groups over the course of the evening. A reception will follow to allow students and alums to mix and mingle on a more informal basis.

This year's Alumni Career Night will be held on November 14, at 6:00 p.m. It is the first major event of the year for GSM. Be sure to mark it on your calendar because this one is a "must attend". Don't miss out on the valuable information that will be offered; not to mention the chance to establish some contacts in the business community!

If you're looking for an involvement opportunity, first and second year students are needed as discussion facilitators. If you are interested, leave a note with your name and phone number in either EILEEN SCHAEFER's or BRIAN TENGWALD's mailbox.

GSM ANNUAL POTLUCK PARTY

Every year one faculty member hosts the Annual GSM Potluck Party which gives students faculty and staff members a chance to meet each other in an informal setting. This year's party will be hosted by JUDY ROSENER at her house on exclusive Lido Island! The date is set for October 19, 1984 so be sure to mark it on your calendar. This is also a GSM must! The party will begin at 8:00 p.m. and will last until???? First year and Ph.D. students are especially urged to attend this event. Carpool signs will be posted so no one has an excuse for not coming. Make it a date, this party may help you graduate!

DAY-ON-THE-JOB

Day-on-the-Job is an activity in which students go to different companies and firms throughout Orange and Los Angeles counties and spend a day on the job learning about the firm and possible career opportunities in the industry. TONY SEYMOUR and JON PEDDIE have worked very hard this summer lining up companies in an effort to make this year's Day-on-the-Job program the best ever! A number of visits have been scheduled for Fall quarter already, with more firms committed.

Those that have been set up so far include: Arthur Anderson on Oct. 10, Bank of America on Oct. 19, McDonnell Douglas on Oct. 12, Baker International on Oct. 25, Cherry Textron on Nov. 1, and TRW on Nov. 9. Please remember in order to attend a Day on the Job, you must have submitted your resume to the DOJ coordinator beforehand.

For additional information on existing DOJ visits, resume deadlines, or future DOJs, please see the GSMSA bulletin board in the main hallway, under the heading "Day-on-the-Job". Attending a Day on the Job will give you better insight on possible career paths. Many people have also been hired on the spot by firms, while attending a Day-on-the-Job. So make an effort to attend them, it could be the key to your career goals. If you have any questions or would like to coordinate a Day-on-the-Job visit please see Tony or Jon, or leave a note with your name and phone number in one of their mailboxes.

GSMSA DUES

If you have not already joined GSMSA, just put a \$10.00 check in GSMSA Treasurer MIKE BENVENUTI's mailbox. He will see that a membership card is then returned to you via your mailbox. Membership revenues are used to support all GSMSA functions, for example, the Alumni Career Night, the Employer's Reception, and the Student-Faculty-Staff Happy Hours. Thank you for your support.

FINANCE ASSOCIATION

The Finance Association at GSM is gearing up for a great year and we hope you plan to be a part of it. Members of the Finance Association have the opportunity to:

- attend club meetings & meet other students with similar interests
- participate in Finance Association sponsored activities and events
- meet Finance professionals from the local business community
- become a student member of the Financial Management Association (FMA), a national organization
- learn about career alternatives within the area of Finance
- develop leadership skills
- get involved in GSM & make a difference!

If you missed our first meeting please contact DEBBIE SPINDEL for information on how to join.

PRODUCTION MANAGEMENT STUDENTS ASSOCIATION

Do you have a technical background or are you interested in pursuing a career in production management? PROFESSOR CRAIG GALBRAITH says there is a growing demand for quality production managers in U.S. industry. If you are interested in finding out more about a career in this field or would like to organize some activities involving production management, drop a note in Craig's mailbox and let him know you're interested in forming a Production Management Students Organization.

MISA

Are you interested in pursuing a career in management information systems? PROFESSOR NICK VITALARI would like to revitalize the Management Information Systems Association (MISA) to plan some activities. For those interested in knowing more about a career in this field and would like to get involved with MISA, leave a note in Nick's mailbox.

AMERICAN MARKETING ASSOCIATION

Those students with an interest in marketing should be pleased to learn that the marketing association is back at GSM. As an affiliated member of the American Marketing Association (AMA), our collegiate chapter will join approximately 300 other collegiate chapters and 87 professional chapters across the United States, Canada, and South America. Membership in such a professional, international organization offers a foundation of support and the dispersion of new ideas. The AMA makes available films produced by companies such as Jack Daniels and Pepsi Cola; provides contact in the way of prominent marketing practitioners who speak before local chapters; and host an annual International Collegiate Conference for student members to attend, this year to be held in New Orleans.

At the local level, we wish to first establish an active membership group, and welcome any interested student with a desire to become involved. Other goals include the establishment of close working relationships with alumni, other chapters of the AMA, and the establishment of ongoing relationships with area businesses. These contacts will set environments conducive to both learning and networking. Lectures, presentations, and visits to nearby marketing firms are also being planned.

The many activities being planned indicate that the Marketing Association will be developed into an active organization, with much to offer those who in turn take an active part. If you would like further information, please contact either CHRIS JACKSON or SUSAN ALDANA.

PUBLIC MANAGEMENT STUDENTS ASSOCIATION

There are quite a number of us GSM students who are interested in pursuing a career in the public sector. Let's get organized and form the Public Management Students Association. Possible activities can include hosting a happy hour with a speaker, or attending discussions on public-oriented issues. To kick off the membership drive JUDY ROSENER is hosting a party at her house Nov. 7 at 6:30 for a buffet supper. Directions will be posted later on, so keep an eye open for them.