

Graduate School of Management

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January

Students Association Newsletter

EDITOR'S NOTE

You will notice the absence of a large, functionally lettered envelope on the bulletin board. It died a slow, painful, and lonely death. I can only say it wasn't my fault (I swear I checked it once-in-a-while). Cremation services were held on January 14. The remains will be used to spice up my entry in the Chili Cook-Off.

Tim Keelan

** PMSA **

The Public Management Student Association has been active - planning happy hours, guest speakers, and panel discussions. Currently, the group is putting together a resume book for those interested in working in the public sector. The book will be an ongoing project to help students develop appropriate resumes, and is intended for information and networking purposes. Anyone interested in participating should leave his/her name and phone number in NANCY KAYES' or AMY YAMANE'S mailbox. You don't need a finished resume to be included!

ANNUAL CHILI COOK-OFF

GSM students who enjoy adventure, excitement, and exotic cuisine are reminded to attend the most important culinary event of the year--- the Annual Chili Cook-Off. This year's cook-off takes place on Thursday, January 24th, during Happy Hour, from 4:00-6:00. All offerings can be tested for a modest 50¢ "taster's fee". Prizes have been donated by businesses in the local community and honors will be bestowed on GSM's finest chefs. A big crowd is expected, so come early and be assured of the "best bits" before they're gone! For further information, contact CURTIS TANI or MAUREEN HARRITY.

ITS Colloquium - December 7, 1984

The Institute of Transportation Studies Colloquium for Fall was given on December 7th. It featured DR. K. NABIL A. SAFWAT of the University of Texas, Austin presenting "A Simultaneous Prediction of Equilibrium on Transportation Networks".

Dr. Safwat's work deals modeling the flows of transportation systems. He has developed a Simultaneous Transportation Equilibrium Model and solves it with an equivalent program through an algorithm, as you might have guessed, a solid background in statistics and operation research is of great assistance in dealing with the model.

Dr. Safwat has used his model to analyze flows within the Egyptian inter-city transportation system. His goal is to improve it and apply it elsewhere. It would certainly seem that Dr. Safwat's work is a good example of an interdisciplinary approach to solving business problems.

Bill Holmes

ATTENTION! ATTENTION! ATTENTION!

Any students who are interested in pursuing a career in management consulting or starting a business of your own are invited to help start a new organization in GSM which will be devoted to providing the information and help you may need to get started. It is hoped that many guest speakers from the local business consulting community will be able to share their experience and expertise to help prepare GSMers for a career in the highly expertise field of consulting.

So if you feel you would like to be involved or have any suggestions or questions, please contact GERRY GALLAGHER for further information. Please include what kind of activities you are most interested in and what career paths you would like to explore.

Positions Available as of 1/16/85:

Part-Time

- Communications/Marketing Intern
- Accounting Intern
- Administrative Intern (Fullerton)
- City Interns (La Habra, Santa Ana)
- County Aide (Orange)
- Educational Marketing Intern
- Telephone Research Intern
- FIP Associate
- Administrative Coordinator - Irvine Symphony Orchestra
- NYC Summer Management Interns

Full-Time

- Data Processing Supervisor
- Assistant Production Planner
- Operations Research Specialist
- Parts Pricing Administrator
- Technical Support Representative
- Senior Transportation Engineer
- Business Analyst
- Systems Analyst
- Programmer Analyst
- Associate Sales Representative
- Sales/Marketing Position(s)
- General Manager
- Client Executive
- Personnel Services Manager
- Public Administration Intern (Santa Ana)
- City Management Intern (Long Beach)
- Manager Development Program Positions (Pacific Bell)

Students interested in the Public Sector are encouraged to read the job board for recent Part-Time and Full-Time listings.

REMINDERS

2nd Year Students (Finishing up by June) who want to participate in on-campus interviewing must sign up for an orientation session in the Career Planning and Placement Center, IF you haven't already attended a session in the Fall.

Workshops are available this quarter on Job Search, Resume Writing and Interview Techniques. Sign up in SST 323.

Job Search: 1/28 12-1 p.m. SST 220
2/5 12-1 p.m. SST 342

Interview Techniques: 1/30 12-1 p.m. SST 220

We would like to thank everyone who helped make the color and image consultant's visit such a success, with a special thanks to model, BRIAN TENGWALD. Our next speaker will be GREG STOFFEL of the Irvine Company who will talk about marketing concepts being employed with respect to "The Marketplace" across from the campus. He will be here Wednesday, January 23rd, from 5:30 to 6:45 p.m. All students are welcome.

The deadline is fast approaching for those interested in attending next month's "Night at the South Coast Repertory Theater". Mr John Molledoux, Marketing Director for the theater will meet with students and give a short presentation after which students will attend a production of Oscar Wilde's "The Importance of Being Earnest." Tickets are limited and are \$9.00 to members (\$10 to non-members).

Plans are also underway for many future events including: a focus group session, D.O.J. with a major ad agency and a major market research firm, and a field trip to A.S.I. Plans are also underway for Spring quarter to meet with a representative of the U.S. Census Bureau, who will explain how Census information can be used in market research.

Finally, first year students are needed to ensure that the good work of the association can continue in 85/86. Any questions should be addressed to CHRIS JACKSON, who is very interested in receiving input from any GSM students who would like to learn more about the Marketing Association. Don't forget, our next meeting is Wednesday, January 23rd at 5:30 p.m. in room 342. Be there!!

NOTES

GERRY GALLAGHER is interested in starting a club centering around the consulting field. JONE PEARCE has agreed to be the faculty advisor for the group. If you have an interest in this area - let him know.

Anyone interested in forming a Health Care Management Association please contact: PATTI CONNER at 856-1103 or through her mailbox.

If anyone is planning (or willing) to take Business Strategy (215), or Macroeconomics (205) this Summer or in Fall '85, leave a note in ANN JENNINGS box A.S.A.P!!

C A L E N D A R

Wednesday, January 23

10 a.m. Free Computing Class "Graphics on CP6" CS 342 - (registration required, 856-5153)

Cooperative Outdoor Program Pre-Outing Meetings for:

5 p.m. Beginners' bike tour to Featherly Park, Wilderness Warehouse, for info. call Pat Young 966-8529

7 p.m. Cross Country Ski Class, 101 University Center, for info. call Jeff at (818)303-2932 or (213) 582-0921

Thursday, January 24

DOJ at MONEX

11 a.m. Lewis Petrinovich, UCR, speaks on "Representative Sampling of Environments and the Quality of Scientific Generalization", Social Ecology 112, info. 856-5574

4 p.m. Happy Hour: CHILI COOK-OFF; Last chance to submit entries for this month's Mr. Big Bucks Investment Game

7:30 p.m. Newton Margulies speaks on his personal career path and hopes; to open the three part series "Search for Knowledge: A Personal Journey" University Club Lounge. Students \$2, info. 856-6379

Saturday, January 26

9 a.m. "Women and Change" Keynote by Majorie Hansen Shavitz, author of "The Superwoman Syndrome", plus panel discussions on dual career marriages, child care, careers. Mesa Court Gold Room. \$25 fee includes lunch, info: 856-7128

Monday, January 28

12 noon Hans Bethe, nobel prize winning physicist who helped develop the atomic bomb, speaks on Star Wars. Heritage Room, Univ. Ctr, info. 856-6410

C A L E N D A R (cont.)

Tuesday, January 29

7 p.m. Prof. Mark Baldassare, study director for UCI's Orange County Annual Survey, will present findings from Fall 85 survey of 1,000 O.C. residents. Doubletree Inn, Orange. Sponsored by the American Marketing Association; prepaid members \$23, non-members \$27; at door \$30, info. call 974-0309

Wednesday, January 30

12 noon Resume Writing Workshop, SST 220

12 noon Dr. Spencer Olin, UCI History Professor, speaks on "Orange County: Agriculture to Post-Industrial". Heritage Room B, University Center.

Friday, February 1

DOJ at SECURITY PACIFIC

Recommended

Interview with Stephen Jobs (of Apple Computer) in the February issue of Playboy.

The Two Faces of Management: An American Approach to Leadership in Business and Politics by J.L. Bower (Houghton Mifflin: \$20)

The Change Masters: Innovation for Productivity in the American Corporation by Rosabeth Moss Kanter (Simon and Schuster: \$20)

POLTERGEIST UPDATE

The Poltergeist was successfully exorcised over the break. This is not an excuse for complacency, a second danger is lurking -- its name is apathy -- BEWARE.

