

The MBA Association

Election Guide 2007

University of California
Berkeley
Haas School of Business



A Note on Grade Disclosure at Haas...

NB: When you vote for your 2008 MBAA Officers you will also be voting on the grade disclosure policy for your class. Please see the note below from Jeff Loman, VP of Careers:

When voting for your MBAA officers, you will also be asked to vote for or against the **Non-Grade Disclosure Policy** for the Academic Year 2008 - 2009.

The Class of 2008 full-time MBA and joint-degree MBA students adopted a Non-Grade Disclosure policy with respect to their grades and academic honors earned while attending the Haas School of Business. It calls for students to not disclose grades during the on-campus recruiting process:

- Student is NOT to disclose his/her Haas grades or GPA through any medium (i.e., resumes, cover letters, e-mails).
- Student is NOT to verbally or in any other way disclose his/her Haas grades or GPA during on-campus interviews (including informational interviews). This policy is officially limited to on-campus recruiting.
- Student agrees to the above points for his/her entire tenure as a Haas MBA student. Student applying to other academic programs may disclose his/her grades.
- Student may request for Haas to release his/her transcript after receiving a second round interview or job offer.

This is a student-initiated policy and is provided as a guideline to our recruiting contacts. Though students are free to agree among themselves not to disclose grades, a nondisclosure policy is not an official policy of the Haas School of Business. The Administration and Faculty believe that grades are an important source of information for employers about potential employees.

Reasons to continue the policy:

- Lack of grade competition promotes a collaborative academic environment
- Students may be willing to take more risks with respect to academic coursework and workload
- Students may take on leadership responsibilities such as club leadership and event planning
- Students may be more willing to participate in nationwide competitions and conferences
- Greater attendance at social and networking events
- Entrepreneurial students may be more likely to write a business plan and start a company
- Why should I be punished for working in an ineffective team?

Reasons to disclose grades:

- Enables greater academic rigor, which may be lacking in the eyes of recruiters and prospective students
- May promote better class discussions since students will be better prepared
- May reduce classroom use of IM, internet, email, etc
- Students who value grades are unable to publicize their academic achievements
- Grades are a form of differentiation and therefore should be used to help recruiters distinguish between similar students
- Business school is an academic institution and therefore grades should matter, otherwise why even give out grades
- Students from other business schools with no policy may have a competitive advantage

Current Policies from Top Business Schools:

(yes = has non-grade disclosure policy; no = no policy)

Haas:	Yes	Michigan:	No
Chicago:	Yes	NYU Stern:	No
Kellogg:	No	Stanford:	Yes (not formal)
Darden:	No	Tuck:	Yes
Duke:	No	UCLA:	No
HBS:	No	Wharton:	No

Candidates for MBAA President

(Candidates are listed in alphabetical order by last name)

Kevin Casey
Candidate for President



1) This is a **service position**. Namely the MBAA serving each of you. You are here because you are leaders. You do not need someone to lead you, you need someone to support your ideas, and improve our existing programs.

2) We have **ONE year** to do so.

My mission is to bring a concrete measurable impact to each of you within this tight timeline.

I was president of my college class. As such, I have represented others and I am comfortable with the role of representing you. I know that student government platforms are usually full of bold new ideas that never meet reality whereas the best accomplishments are usually marginal improvements on existing work. Therefore, I have set realistic goals that I will achieve within the next 12 months.

My first commitment is to make **at least one significant improvement** in your personal MBA experience. This idea is a direct result of the recent MBAA survey in which the #1 demand second years made from the MBAA is increased interaction with alumni.

I will answer this demand tactically. Through the use of a survey and by working with the 12 other officers - that's less than 20 students per MBAA representative - we will be able to do this. Lindsay Grimm, the current VP of Alumni met over 300 people in the alumni networking event alone. I will maintain a list of all students and work with the new VP of alumni to facilitate the interactions you want. This may sound ambitious, but my past experience qualifies me to do so. Prior to Haas, I founded a clothing company that required me to manage relationships with over 200 clients in 13 countries. I managed six sales people, four public relations people and nine people in our design office. This experience is a direct parallel to working with the twelve other officers to serve all 240 of you.

My second commitment is to **double** the money earned for **Haas for Students**.

Last year's efforts earned \$72,000 via hot dog sales, tailgates, and matching donations. This effort created an amazing opportunity for 12 students last summer. I intend to build on this momentum and double revenues to \$150,000. During current football games we miss the end of 1st quarter, half time, and the end of 3rd quarter. I will lead the initiative to open a second hotdog stand on the stadium rimway - where thousands of people wait to buy drinks. Imagine raising so much money that people are actually incited to turn down corporate jobs to volunteer for the summer.

My third idea is to plant the seed for making Haas the first **paperless MBA program**. Through the use of ebooks and tablet laptops, this is attainable. I will work with the VP of Technology and together we will begin this change.

If I am your president I will make a concrete impact for every student and you will walk away from here knowing what the MBAA did for you.

Mariah Funk

Candidate for President



We are incredibly fortunate. We were hand-picked to join an amazing institution with a history steeped in the traditions of innovation and challenging the status quo. At Haas, we work every day to become better people, leaders and global citizens. We represent diverse countries, cultures, genders, ideas and dreams. After Haas, we will found and lead companies, advocate for causes, shape the political landscape, and more. Whatever our individual path, each of us will make an impact on the world.

I am running for MBAA President because I love our school and believe passionately that the student government should enable every Haas student to realize his or her full potential. I spent the last few months getting to know the background and goals of as many people as possible, honing my ideas for improvements, and taking initiative to start and lead projects.

The role of the MBAA President is exactly this- to listen to the voices of the students, articulate a vision everyone can unite behind, and lead us forward.

Cliff Dank is an exceptional President and we are fortunate to have his leadership. I believe I could be a similar leader and servant while also bringing a new perspective to the office.

I believe an exceptional MBAA President should:

- Enable the best Haas experience for every student
- Motivate and inspire excellence, passion and trust
- Work with the faculty and administration professionally and confidently
- Collaborate with VPs to shape initiatives and implementation
- Embody the Haas spirit to the public

I plan to implement my vision through action in three key areas:

- Create a structure for exploration: We all need a strategy!
 - Create a roadmap for all career paths, including previous years' events, to enable strategy-setting and planning
 - Create an archive of materials from case competition winners and participants
 - Introduce a goal-setting workshop during O-week to use as guiding principles for time management
 - Continue the initiative for a centralized, intuitive calendar
- Focus on authentic relationship building
 - Initiate regular student lunches with MBAA officers
 - Provide further opportunity for faculty interaction through multi-study group dinners
 - Proactively include EWMBAs/BCMBAs in full-time social activities
 - Bring more Alumni to campus informally
 - Deepen relationships with other graduate departments

- Build a tool for ad-hoc anonymous student feedback
- Celebrate successes in case competitions, games, conferences and beyond
- Invest in the non-traditional MBA
 - Drive initiatives to help entrepreneurs start businesses in school
 - Recruit diversity: Create a hands-on workshop to strengthen applications for women, international and minority applicants
 - Magnify opportunities for social and environmental leadership

Classes of 2008 and 2009, we chose Haas for the same reason Haas chose us- we are unique. Let's move forward together, drawing on the power of that uniqueness. Let's make these years the defining years in our personal histories. Let's secure the position of Haas as the #1 MBA program for innovators. Let's accelerate our impact on the world. Thank you.

Mike Lee

Candidate for President



We have each arrived here at Haas at an exciting time for the school and in our own lives. The Haas brand continues to grow stronger each year, and its programs sit at the leading edge of many of the most powerful trends in the world today, from technology to clean energy, digital media to socially responsible business.

For each of us personally, we have arrived at Haas from different corners of the globe with a dream for ourselves and perhaps, for the world. How do we nurture this dream and realize it during these two years? How do we build on the momentum created by those who came before us? What legacy will we leave? What community will we create?

I believe the role of MBAA President is one of leadership and of service. As President, I will partner with the VPs to serve you individually and collectively as we focus on major issues affecting Haas, including:

- Building a more diverse and inclusive community by improving Haas's ability to recruit for diversity and developing a cultural awareness and training program to help international students make a more seamless transition to their new home at Haas and help them take active involvement in the student community.
- Minimizing confusion and stress by integrating communication from the Careers, Academics, Alumni and Administration so that students can easily digest and plan for upcoming deadlines and requirements.
- Making career services work for everyone by developing more resources, workshops, and "spaces" devoted to helping students conduct off-campus and nontraditional job searches.
- Strengthening the Haas brand by building on past efforts to track and communicate the achievements of Haas MBA students (in case competitions and

beyond) and building awareness of Haas's strengths in critical areas (such as energy and social responsibility).

As President, I will also work to develop the Personal Leadership Program, an initiative that aims to give each Haas student the structured space to nurture and execute his/her dreams for business school and beyond. Core components of the program include a peer coaching program, workshops on visioning and time management, recruiting alumni mentors, and possibly even a capstone curriculum component.

I am excited to work with a group of talented VPs to help make your Haas experience as fulfilling as possible and to represent the school to our external stakeholders. I have met with Cliff Dank, Julia Min Hwang, and Dan Sullivan to discuss these ideas and will continue to work with this year's MBAA to build on their accomplishments and learn from their experiences. Most of all, I look forward to listening to and learning from each of you and supporting your efforts to make Haas even better.

In my short time here, what has amazed me about the Haas community and inspired me to run for MBAA president is that amidst the diversity of interests that we bring to Haas, there is a powerful ethos of collaboration and social responsibility. This is a community I believe in. Let us build and strengthen it together.

Thank you.

Michael Martin *Candidate for President*



Of all the organizations and people who I've had the privilege of being associated with none am I more proud of than the Haas School of Business and you, my fellow classmates. The passion, intellect, and authenticity that you exhibit on a daily basis is making Haas great. The question we must ask ourselves; nevertheless, is: ***“What else can we do to build upon the momentum?”*** It's not any one person's responsibility. Rather, it's our responsibility.

My goal in running for MBAA President is to aid and represent you, as I work alongside my MBAA colleagues, administration, student organizations, and the community at-large to help you efficiently make Haas a better place not only today, but tomorrow. The manner in which this can be accomplished rests on two principles:

- **Outreach** - It's beneficial to subdivide into cohorts and groups based upon career interest, origin, and so on, but we must not lose sight of benefits associated with having a cohesive community. I like you, came to Haas not only to learn in the classroom, but to learn outside the classroom. We have so much to teach one another, and so much to learn.
 - **Mentor Program:** Develop a formal peer-to-peer program among entering students that facilitates activity-based relationships outside of study groups and cohorts
 - **Q&As of Programming:** Develop a formal process to train event organizers, as to what questions to ask during planning stages to ensure all persons at

- Haas feel welcomed and comfortable upon arriving to the United States, California, Berkeley, and most specifically, the Haas School of Business
- **Family Care Network:** Create an internet-based networking site to help students with children identify childcare options before arriving to Haas, so they can take equal advantage of opportunities afforded to all Haas students
 - **Coordination** - Although we're inherently collaborative, support systems, both technical and non-technical, will increase our institutional knowledge and help us avoid schedule conflicts.
 - **Client Relationship Management:** Use a standardized, technical means to help student organizations work collaboratively to reach companies and outside organizations, improving data gathering, communication, and institutional knowledge
 - **Schedule Conflict Mitigation:** Develop course offerings that mitigate schedule conflicts, ensuring students receive a superior, holistic education by being able to partake in classroom-based, club-based, and company-based activities

Fellow classmates, I've had the opportunity to speak with you about the past, present, and future. I'm excited about the ideas you've shared with me. The realization of your ideas will make Haas, a place I have grown to cherish, better. Those before us graduated from Haas knowing that they bettered this wonderful school. I know we can do the same. We owe it to ourselves, the classes before us, and all future classes to build upon the momentum.

It would be an honor and a privilege to represent and champion your ideas and causes. I have no doubt that we can work together. I have no doubt that Haas will be better for it. Thank you.

Sanjit Mitra

Candidate for President



The business world today is extremely sensitive to internal and external pressures. To stay ahead and on top, it is important to constantly re-assess the criteria for success and follow-up with sound execution. It is no surprise that, given our strengths, Haas is poised at a unique place. However, with the celebration of a growing brand, we must not lose sight of the challenges that come along with protecting and further cultivating this image. My candidacy for President is based on the foundation of accepting this challenge and proceeding with the following two-fold mission:

- Attaining higher standards in internal administration and governance
- Communicating the true reflection of Haas to the external community

The first part of my mission requires working with internal management and administration to streamline process and operational execution within Haas. As President, I plan to communicate the right messages between the student body and the administration. I will take a proactive stance to challenge the administration in striving

for excellence in every possible way. For instance, I will advocate, and hold accountable, the same “Leading through Innovation” values to the internal administration just as we grasp those values amongst our student body.

The second part of my mission is to expand our external brand beyond what it is today. ‘Tech-focused business school’; ‘Small collaborative environment’; ‘Liberal Berkeley community’ are some of the sound bites that we hear about the Haas MBA program. While these are great virtues, I’ll press forward to tell the world that we’re exponentially more than that. As President, I look forward to interacting with external players in the business and non-business community. At the end of my term, I would like to see a shrinking gap between the real impact of our efforts and the perception of our school.

In addition to this overarching mission, I look forward to working with a diverse and extraordinary group of MBAA Vice Presidents. Prior to Haas, I worked in management consulting where I was often faced with the delicate task of successfully facilitating inter-departmental interactions to drive change for the client. I will employ these skills to coordinate efforts as each Vice President works toward championing his or her domain.

I have spoken in depth with several current MBAA officers, including the President, Cliff Dank, to get a better sense of the President’s role and the Association in general. I am inspired to build on the strong platform that Cliff and the entire team of VP’s has constructed. In the spirit of stewardship, I am confident that I will lead the new team with passion and energy to leave the class of 2010 with similar heritage.

Having lived and worked in eleven cities across three continents, I have learned to appreciate the value of an all-inclusive environment. As your Ambassador, I plan to service and lead the Haas community with the same philosophy. Fellow classmates and seniors – let’s take on the challenges together. Let’s continue to celebrate our successes together.

John Woods

Candidate for President



I’d like to congratulate Clifford Dank and his team for their tremendous achievements in 2007. Our School has made great advances though their elegant stewardship. The fact that so many candidates seek to add value to the school this year is a testament to their achievements.

But, this is no time to for complacency. Just as the successful businesses we aspire to work for cannot afford to stand still, we must continue to drive Haas forward into the twenty-first century.

As President, I will bring **vision, passion, and determination** to confront the new challenges Haas will face. I see opportunities for advancement in both the macro and the micro - opportunities that will improve our lives today, as students, and others that will serve us as alumni in years to come. Here’s how I will work together with the Vice Presidents to advance our School:

The Big Picture:

- To forward the cause of women in leadership by working at the grassroots with other top-tier business schools to encourage more female MBA applicants.
- To foster greater long-term unity at Haas between the Evening & Weekend MBA students and the Full-time MBA students through a number of new initiatives.
- To continue to add value to the Haas brand and communicate that for which it stands, domestically and globally.

The Campus Picture:

- To establish a new program for MBA students to mentor undergraduate Haas students.
- To develop a clear communications strategy that addresses critical issues such as on-campus safety and natural disasters, as well as a short presentation on the subject during orientation week.
- To introduce a three-day weekend break between Fall A and Fall B.

The position of President has no place for egos - the title must be bestowed upon the person best able to advance the values we represent. After all, it's those same values that have made us number two in the Wall Street Journal employer rankings and will, with teamwork, take us to number one. With this in mind, as your President I promise to listen to every suggestion, no matter how bold or ambitious, in order to further our cause.

Someone recently referred to the election of the MBAA President as a competition. I couldn't disagree more. With so many candidates, these elections provide a wonderful platform for us to debate the best ways for Haas to continue its momentum and to address the new challenges we face. This is the adventure of progress.

My friends, whether it is in the position of president, or not, I will strive to make Haas a better place. So, whomever you may choose to lead, I am with you - head and heart.

Thank you.

Will Wright***Candidate for President***



Haas is on the rise. We have an amazing opportunity to cement ourselves among the leading academic business institutions while staying true to the core values of Haas: creativity, diversity, academic excellence, and responsible leadership.

The position of MBAA President requires a student who can articulate and mold this vision and who is committed to its service, a leader who is both a workhorse and "Standard Bearer" for our class. This person should also be a collaborator, someone who can help the students, administrators and faculty at Haas - Haas' greatest strengths - continue to make a distinct, positive mark on the world together.

After taking the pulse of my fellow classmates and discussing the state of the school with president Cliff Dank and the administration, I see great potential for this year. In rising to the role of MBAA President, I will pursue the following three objectives:

1. Establish programs to maximize collaboration between students, administrators, and faculty by
 - Encouraging student-faculty research projects and case writing.
 - Improving the value of the Career Management Conference and the career search process from the student perspective.
 - Leveraging the contacts and experience of our administration to streamline the work of student-run clubs.
2. Reinforce Haas as the business school of choice by
 - Promoting the upcoming Graduate Business Leadership Conference (GBC) this spring. The Haas Leadership Club won the bid to host the GBC knowing that this annual conference, which rotates through 40 top business schools, offers a rare opportunity to showcase Haas to the global business community and reinforce our presence as an elite school.
 - Continuing to define our brand - Leading through Innovation - and what it means for us as students.
3. Simplify and energize our lives by
 - Facilitating the initiatives of MBAA VPs and students through collaboration and consensus.
 - Maximizing the performance of study groups through best practice sessions.
 - Continuing to integrate EWMBAs with full-time students while coordinating their impact on our experience.

Previous classes have passed on a great legacy. A year from now, I hope to pass on a Haas community that is working better and smarter, receiving more of the accolades it deserves, and integrating more tightly with the strong faculty and students across the entire Berkeley campus.

This is a time of great change and great opportunity at Haas. I look forward to representing you all to Haas and the larger Berkeley community. Class of 2008 and 2009, please vote Will Wright for MBAA President! Thank you.

Candidates for MBAA VP Positions
(Candidates are listed in alphabetical order by last name)

Lauren Bergeson
Candidate for VP Academics



While the transition to being a student again has not been the easiest, I have been excited by the opportunities to learn at Haas. I see the position as VP of academics as primarily being an advocate for student interests to make sure we receive the best and most relevant education possible. As the VP of academics, I would work on the following issues:

- Expand learning opportunities
 - Increase supply of highly desired elective courses to meet student demand
 - Continue to advocate for spaces in IBD and study abroad programs
- Enhance quality of education
 - Act as sounding board for students and provide feedback to faculty and administration
 - Advocate for top-ranked teaching faculty to teach Haas courses
 - Advocate for student interests when evaluating new-hire faculty decisions
 - Work with math camp to ensure what is being taught is relevant to classes and ensure students have correct basic skills to succeed in the core curriculum
- Ease administrative burden on students
 - Continue to streamline Study Net / Catalyst and work to reduce printing burden placed on students
 - Continue to support initiative to bring case data in excel format
 - Advocate for online faculty and course evaluation forms

I look forward to the possibility of serving as your VP of Academics. Let's make this school the best that it can be!

Catherine Cho
Candidate for VP Academics



Hi Classes 2008 and 2009!

Sharpen your pencils! Together we can enhance the Haas academic experience. As members of a premier MBA program, your input on the learning process is vital and valuable. I'll make sure you get heard! Specifically, I'll work with you and our faculty on the following:

Study Groups

- As first years, many of us did not know what to expect from study groups. Let's unlock the mystery by providing a formal orientation to first years on study group best practices by leveraging research from our OB professors.
- I will survey students to determine the appropriate number of people per study group to maximize group effectiveness.

Discussion between Students and Faculty

- Academics are an integral part of the Haas experience, yet sometimes our classwork conflicts with other extracurricular and career-related activities. I will coordinate open forums in which students can voice opinions on issues like class attendance requirements. When appropriate, I will implement polling of students to develop policies that reflect our values and priorities (e.g., our grade non-disclosure policy).

Elective Feedback

- Every semester we spend a significant amount of time selecting the best courses in terms of content and teaching. I want to reduce your due diligence hours by building upon current efforts and by working with the VP of Technology to start an online, easy-to-use database that compiles course feedback from year to year.

With your support, I will do my best to improve the learning experience at Haas.

Thank you!

Urvi Parekh

Candidate for VP Academics



I love great teaching. Knowledge gained in class with a fantastic professor adds value beyond what can be gained from textbooks. In committing to two years of rigorous education, each of us has recognized the value of the MBA and the role that academics play in that experience.

I'm passionate about improving academics at Haas. Our classroom hours are opportunities to gain knowledge and skills that will serve us when we leave Haas. As the VP of Academics, my primary goal will be to productively enable a better classroom learning environment by:

- Giving candid and constructive feedback to the Administration on the quality of teaching and classroom experience. With our logged classroom hours, we are developing expertise in assessing great teaching and identifying what works well in the classroom.
- Expanding the faculty-student lunch program to include professors who are well-known in fields of interest to students. Getting to know professors, especially those who we might meet in electives later on in our MBA, makes for a more engaging learning environment and fosters a stronger academic community at Haas.
- Creating a post-course opportunity for professors and students to interact and discuss how the course could be improved. We can raise the bar on courses by constructively evaluating the effectiveness of course topics and structure.

I believe that great teaching is important to Haas' reputation and I will use my advocacy skills to ensure that we remain focused on a productive learning environment. See you in the classroom!

Morgan Eckles

Candidate for VP Admissions



Greetings Classmates...

I am absolutely thrilled to be running for VP of Admissions! We've made great strides in national standings and are poised to secure a top five business school ranking. As VP of Admissions, I will perpetuate this forward momentum with passion, purpose and fresh ideas.

My mission: Make the admissions process more interactive, personal and experiential by engaging candidates in meaningful connections throughout the process. I will leverage current programs- such as "Pack Your Haas" and the Business Week forum - and am eager to cultivate my own ideas:

- **Personal "Thank you" notes after DAH**
Remember how jazzed you were after the Napa trip, small group dinners and first BOW? For many, DAH is a critical component of the decision making process. I will harness this positive energy with immediate and personal follow-up notes from HSA's.
- **Student interaction on Admissions website**
Our people are our greatest asset, so let's showcase our diversity of interests and experience. I will partner with Admissions and VP Technology to create student podcasts and live chats on topics such as CSR, career switching and international students.
- **"Fall A Survival Guide" for first years**
Wish you'd been forewarned about study group cold calling in Micro? Told about the Boalt café sooner? Instructed on how to reserve a room? Let's pool our insights and help first years navigate Fall A.

I am vigorously committed to attracting top-notch candidates to our program through personalized initiatives like these and would be honored to serve as your VP of Admissions.

Wellesley Fraser
Candidate for VP Admissions



During the MBA application process, I was first attracted to Haas based on the program's excellence - Berkeley's reputation, strong faculty, and the ability to tailor your experience to meet your goals. However, it is the people that convinced me that Haas is the perfect fit. It is the collaborative and creative culture that makes Haas the top choice to many prospective students.

To further develop the Haas brand, we need to attract the strongest, brightest and most diverse group of individuals that maintain the same collaborative spirit that we pride ourselves to have. To do this, as VP of Admissions, I will specifically work on the following:

- **Build on the strengths of the Admissions process to better reflect the culture of Haas.**

Our outstanding culture can best be delivered by current Haas students. I will work to maximize applicant interactions with current students, faculty, and alumni as well as strengthen communication tools such as the new applicant website and outreach material.

- **Increase diversity in applicant pool.**

I will work with Admissions, VP of Diversity, and VP of International to increase the quantity and yield of diverse applicants to Haas.

- **Improve mentorship program.**

My goal is to accelerate the current mentor program to begin when applicants are first admitted. This program should facilitate strong relationships with admitted applicants to ultimately improve the prospective student yield.

This is an exciting time for Haas, with its many recent accolades. Please join me in shaping the future of Haas for years to come. I would be honored to have the opportunity to serve as your VP of Admissions.

Hilary Seling
Candidate for VP Admissions



This year Haas has achieved remarkable recognition for the strength of its program, its faculty, and its graduates (soon to be us!). We should all be incredibly proud of the work that has been done to reach this point and inspired to further promote our school's amazing reputation.

I have been incredibly impressed with the intelligence, breadth of experience, strength of character, and friendly nature of everyone that I have met at Haas, and it is my goal as VP Admissions to

attract a new class of students who possess these same characteristics. To achieve this goal, I will focus on these key areas of the admissions process:

- Furthering the “Demystifying Admissions” program by providing additional detail about major areas of concern:
 - The interview process (Super Saturday, on versus off campus, timing)
 - The waitlist process (statistics from years past, frequent status updates)
- Improving prospective student’s connection with the school by:
 - Developing a “year in review” video of current students discussing the experiences they most valued while at Haas
 - Allowing waitlisted applicants to attend DAH to gain familiarity with the program
 - Highlighting accomplishments and diversity of current students
- Extending the mentorship program by “grouping” admits with similar backgrounds and interests to provide networks during DAH and O-week

We have a great opportunity to build upon our past successes and make our program and reputation even stronger. I would be honored to serve as the VP Admissions to help shape the future of our school.

Ryan Stanley

Candidate for VP Admissions



Dear Haas Community,

As we continue to jump in the rankings and find new sustainable sources of funding to fuel our ever-increasing stature amongst top business schools, there is one unique resource that can never be replaced with new technology or a change in academic pedagogy:

You.

It’s all about the people. Our extremely diverse and accomplished yet down-to-earth personalities have positioned Haas as a great place to be. That is exactly why I want to serve as your VP of Admissions for 2008. To build upon our success I plan to:

Streamline communications. Submission and decision deadlines are some of the most stressful moments for prospectives. Clarity in expectations and next steps can go a long way to increasing candidates’ image of a well-run admissions process.

Leverage resources. Work with Admissions, VP of Alumni, and VP of Diversity to reach out to an even more diverse and talented group of students, utilizing our recent success of great alumni speakers to further enrich Days at Haas about the value of a Haas MBA.

Build Community. Each one of us is essential to our community. I would further build the mentorship program to give each incoming student that extra personal touch and resource they need to make a successful transition to this great program.

It is time for us to build on our incredible assets and make Haas even better. I would be honored to serve as the VP of Admissions and help make us the number one program in the world.

Lissa Wilson

Candidate for VP Admissions



The congratulatory phone calls made to welcome new admits exemplify the personal touch and excellence that are hallmarks of the Haas Admissions team. At each point in the process, VP Admissions Kathy Barris represented the spirit of Haas and reinforced the school's reputation as a warm and supportive environment. I want to be that representative for the incoming class of 2010. I plan to continue Kathy's momentum while focusing on:

Building relationships before O-Week

- Integrate the mentorship program more fully into the Haas experience and pair current students with admitted students immediately after "the call" to improve yield
- Initiate pre-O-Week trips for new students organized by 2nd years

Communicating to waiting applicants

- Increase contact between Admissions and applicants during the period between application deadline and interview invitation via email updates
- Improve communication with waitlisted applicants via personalized email updates and phone calls

Reaching out to broad applicant pools

- Join forces with WIL, VP Diversity, and VP International to connect to underrepresented groups
- Implement a summer program to promote Haas within companies employing Haas interns to showcase Haas to potential applicants

I bring both passion and experience to the VP Admissions role. Prior to coming to Haas, I was deeply involved in recruiting and represented my undergraduate university at college fairs and admitted student receptions. I would be honored to apply my skills and passion to help shape the next generation of amazing Haas students and continue our impressive upward trajectory in rankings and brand.

Vandita Lakhani
Candidate for VP Alumni



Fellow Classmates:

Take a second to look around. What you see, what I see, is a community with a level of excellence unlike any other. Many classes came before us and many will come after; each possesses the same level of excellence that you and I are lucky enough to be surrounded by everyday. As your VP of Alumni, I will work to better leverage the connections and excellence of every person who has ever been part of the Haas community. Specifically, I want to:

- Organize more accessible and formalized training sessions with the CSO on how to utilize the Haas Alumni Database. These sessions need to be both during O-week and later in the semester so that students can better absorb and make use of this information;
- Design the Alumni Networking Events to facilitate interaction between students and alumni by providing profiles of attending alumni, as well as creating 'speed dating' dialogues which will allow for more focused one-on-one interaction;
- Coordinate with industry focused clubs to create databases that house industry specific contacts who have been successfully leveraged by previous students. These databases will serve as useful starting points for students as we begin our career searches.

The connections we make at Haas are amongst the most valuable aspects of our MBA experience. As VP of Alumni, I will do everything I can to enhance the quality of our relationships, so we can benefit now as students and give back in the future as alumni.

Holly Shelton
Candidate for VP Alumni



We as Haas students know that our most powerful allies are those who have come before us. Although we understand this, it can be daunting to connect with the people who can relate most to the choices we are facing. As your VP of Alumni, it will be my top priority to improve the ease and depth of the relationships between students and alumni.

I will:

- **Implement new programs to foster connections between alumni and current students**
 - Start alumni mentoring program: Recruit a group of recent alumni to serve as mentors for current students. Work with VP of Clubs and Careers to facilitate more intimate interactions with alumni through group lunches and dinners.
 - Expand involvement of alumni located outside the Bay Area.
- **Provide easy access and information on how to reach out to alumni**
 - Publish best practices for informational interviewing.
 - Create and distribute a list of actively engaged alumni segmented by industry and function.
 - Coordinate communication efforts between clubs and our alumni to prevent overlap and inefficiencies.
- **Increase representation of alumni at existing events**
 - Ensure alumni are present across industry and function.
 - Provide a list of alumni who will attend events prior to the event.
 - Ensure women alumni are well represented at events.

I am passionate about the Haas community and want to increase the involvement that I've had thus far as the Gold Social Rep. As your VP of Alumni, I will improve your Haas experience by helping you connect and utilize the knowledge and strength of graduates who understand the value of the Haas MBA every day.

Nora Tucker

Candidate for VP Alumni



The collective resume of the current Haas student body is truly amazing, but Haas' real strength and diversity of experience lies with the thousands that have come before us. One of the numerous benefits to a Haas education is gaining access to, and eventually becoming a part of, the Haas alumni network.

As VP of Alumni, my primary goal will be to simplify and facilitate the process of student interaction with alumni. I will achieve this goal through the following initiatives:

- **Convenience** - Alumni encounters expose us to new ideas and uncover some of the most promising job opportunities. But, it's sometimes difficult to find the time. I will work to increase alumni participation at our pre-existing social events, such as tailgates, so that these alumni encounters can happen without an additional time commitment on your part.
- **Education** - Did you know there is an online database you can search to connect you to Haas alums and jobs postings worldwide? If you did, good. But the better question is - are you using it? I will work to ensure that every student knows

about the alumni resources available to them and how best to utilize these resources both now, and as future alums.

- **Continuous Improvement** – As technology changes, so does the way we prefer to communicate. With the help of Alumni Relations, I plan to conduct an audit of the current resources to ensure that they are modern, comprehensive, easy to find, and easy to use.

Sean Bornheimer

Candidate for VP Careers



“Haas ranked #1 by the WSJ.” I expect to see this headline next year based upon our collective efforts over the coming term. Our success with recruiters is a driving force behind the school’s overall performance. Recruiters are recognizing what we know and love about Haas—Our uniquely talented and diverse students. I feel compelled to leverage this momentum to drive further positive changes. I’m excited to pursue the role of student voice in the career process and would be grateful if you’d place your trust in me.

Focus Areas:

- **Enhance the usefulness of experiential learning opportunities (Haas@work, IBD, Business plan competitions etc.) which increase our competitiveness for full-time positions**
 - Solicit student feedback on career aims and target firms/projects/speakers which align with these aims. Our external learning opportunities should support our career goals.
- **Increase US opportunities for internationals and international opportunities for all**
 - Target firms that recruit internationals and bring them on-campus
 - Increasing representation of firms that recruit/encourage international-assignments
 - Collect/share knowledge on firms that recruit/encourage international-assignments
- **Increase the effectiveness of off-campus recruiting efforts**
 - Implement structure/tools to encourage knowledge sharing and formal dialogue between students with common interests. Collectively we can accomplish more than individually.

I'm passionate about serving in a leadership role within the Haas community. I've already started work on several initiatives:

- Creating the Corporate Strategy/General Management Club along with Holly
- Worked with Boaz to save the UNIDO Fellowship for future Haas students.

The career search is possibly the most important part of the MBA. I'm committed to ensuring we all find that dream job.

Sumeet Verlekar

Candidate for VP Careers



Dream Career! That's why most of us are pursuing our MBAs and it is understandably critical to get the right first job. My job as your VP-Careers would be to ensure that each of us is well-prepared and supported to get there.

As the VP-Careers during my Masters, I handled both American and international opportunities and bring this experience to achieve success in my role at Haas.

Based on your feedback, I'll focus on the following concerns:

1. How do I effectively switch careers?

Given the academic rigor/settling time that most students need, it's daunting to acquire the necessary skills to make that switch by the start of recruiting. I'll initiate a **Focused Skill Building Program, a one-stop initiative** that would:

- Phase I:** Identify and **teach** skills required for your desired role (e.g. Advanced Excel/Fin. Modeling/Case-Interview)
- Phase II:** Provide projects in your chosen field to practice these skills (resume building)

2. How can I network with my choice recruiters?

I'll help students court recruiters yearlong through 'skill building camps', 'ensuring recruiter presence at club events', 'guest lectures/projects' etc.

3. How do I make that final impression?

I'll initiate 'Focus Camps', an advanced training exercise that provides practice/feedback at an *advanced stage of your career search*. In the past, we used this to improve McKinsey/GS recruitment.

4. Other value additions?

- By partnering the CSO and MBAA, I'll:
- Incorporate your suggestions to improve processes/'CareerNet'
 - Create a user-friendly alumni database

I am committed to improving your career opportunities and look forward to working with you.

Eliot Bencuya
Candidate for VP Clubs



One of the strongest assets of the Haas MBA community is the tight network fostered among students. At the core of this community are the various clubs that span a broad range of interests, academic pursuits, and career objectives. To keep the heart of Haas beating, it is imperative that we continue to cultivate a more comprehensive club experience. This will require managing coordination between clubs, working with the administration to encourage new activities and expand club offerings, and helping clubs fulfill their funding needs. We can make this happen.

Initially, I plan to implement several initiatives towards achievement of these goals, followed by more specific action as we learn what works best. These include:

Inter-club Events

As diverse as the clubs may be, there are numerous opportunities to bring clubs together along tangential lines of interest, leveraging their efforts and finances, and integrating students with complementary backgrounds.

Alumni Involvement

There is no better resource for club leaders than the alumni who only recently occupied those same shoes. I will work with the VP of Alumni to increase club interaction directly with this important segment.

Fundraising

It's just never enough. Let's face it, an MBA's ability to make money is rivaled only by his/her ability to spend it. More club activities demand more cash, and I will seek untapped markets to originate new sources of the almighty dollar (Euro?).

I am excited to help enhance the experience of MBA students and look forward to serving you as VP of Clubs.

Rachel Wolan
Candidate for VP Clubs



Clubs drive creativity and innovation at Haas. They give our students a platform to launch big ideas and accomplish even bigger goals. Our rich, diverse collection of Student Clubs show the world what matters to Haas students now and where we will make an impact in the future.

As your VP of Clubs, I will enrich the Club experience at Haas by serving as a resource for Club Leaders and Members while continually enhancing the Haas brand.

Specifically, I will:

Coordinate collaboration amongst Student Clubs. I will work with the VP of Technology, VP of Alumni and Student Services, to create a hub of information, enabling Club Leaders to:

- Reduce scheduling conflicts across Clubs
- Increase corporate sponsorship for Club events
- Provide a voice to and find a place for every great idea at Haas
- Coordinate alumni invitations for events to avoid over-taxing important alums

I will create a nucleus of online and offline knowledge management resources. By developing this resource, the MBAA will increasingly provide persistent resources for current and future Haas Student Club leaders.

Tap the greater UC Berkeley graduate community. Haas Clubs have so much to offer and so much to gain by further integrating into the UC Berkeley system. Events such as the BERC Mixer and the >play Conference are great examples of this intersection. As VP, I will encourage and facilitate inter-departmental connections between our Clubs and the broader Berkeley community.

With your support, I would be honored to serve as your Student Advocate for the Haas Student Clubs!

Charlene Chen

Candidate for VP Communications



Why am I running for VP Communications?

- I am passionate about providing you with information about meetings and events in and around the Haas community quickly, concisely, and accurately.
- I am excited to serve as your liaison to Haas' Marketing and Communications Office, ensuring that your accomplishments (awards, conferences, participation in case competitions, etc.) are publicized within and outside of Haas.

Why am I qualified?

- I currently serve as Communications Rep of the Gold Cohort, which includes sending a bi-weekly "Gold Alert" email that includes important announcements and fun cohort news.
- At Deloitte, I served as VP of Communications and Community Outreach for the New England Diversity Council, which included sending out monthly events bulletins, maintaining the online calendar, writing articles for a quarterly newsletter distributed to the entire office, and writing articles published on DeloitteNet (the company intranet).

What do I hope to accomplish?

- Continue to publish the weekly MBA Alert and encourage consistent use of the Haas calendar and MBA Program Calendar in order to avoid scheduling conflicts.
- Bring back use of the bulletin boards and whiteboards in the MBA Lounge, which will provide an organized space for you to post flyers and information about club events, conferences, and general classifieds.
- Continue to support the initiative to rebrand and redesign the Haas website.
- Train next year's Cohort Communications Reps to promote effective and efficient communication within cohorts.

I absolutely love Haas and look forward to promoting **community through communications!**

Omar Garriott

Candidate for VP Community



I see the scope of this position as two-fold: Fostering a deeper sense of community within Haas, and improving integrations with both the UCB and broader Bay Area communities.

The two are intertwined. Enhanced dialogue and service to others—and to *each other*—are the key links. The extension of this is that, in my view, the VP of Community is central to:

- Creating meaningful linkages and relationships with other graduate schools here
- Raising the profile of—and money for—Haas for Students (which I'm passionate about as a nonprofit guy)
- Planning community service events (including but not limited to O-Week!) and actively supporting C4C
- Creatively/collaboratively brainstorming additional ways for us to get to know each other, and our communities, more deeply by rolling up our sleeves together

As for building bridges outside of Haas, we have incredible resources, perspectives and brainpower at our disposal. UC-Berkeley's graduate schools are friggin' ridiculous. To fail to fully tap into our University community does a great disservice to both our experience here as well as our plans post-Haas. Let me be your ambassador for that. I assure you I'll take that charge very seriously.

For starters, I'll develop the inter-grad. school lunch program and set up more frequent and strategic mixers with other grad. schools (top of my list: Goldman, Boalt, and Engineering).

But my first priority will be to pick your brains (fyi, electing me will probably entail yet another Survey Monkey—but I promise to keep it brief). Quite simply, my priorities for building community inside and outside of Haas will be dictated by *your* priorities.

My fellow Axers know I'm all about spreading love. I hope to be able to do that on your behalf.

Jenny Xu

Candidate for VP Community



We have an incredibly talented, diverse and collaborative community here at Haas. Whether we're looking for career advice, a partner to start a company, or a new hobby, we have all the resources we need at our finger tips- the people around us.

As VP of Community, I'm committed to **establishing lasting programs to connect Haas full-time students with those in the Evening & Weekend and Berkeley-wide graduate programs**. I will compile a database of students by interests and promote ongoing match-up lunch programs. I will also serve as the Haas liaison to work with other graduate programs to host mixers and outings.

With all the opportunities and obligations we're surrounded by, we often find ourselves sacrificing our physical and mental well-being. I'm passionate about addressing this need by **embedding health & wellness in the Haas Community**. My goal is to ease your internal guilt, and monitor the state of "health" in our community through:

- Health seminars, "friendly" boot camps
- Raise money for a cause through group training programs
- Incorporate wellness: a stability ball in the MBAA lounge, healthier food in FIFO, health tips in the MBA Alert, etc.

I'm committed to **empower the "student-led" culture and continue to grow the community spirit**. I will continue the great momentum of "Haas for Students" and partner with existing service initiatives and nonprofit organizations in the greater Bay Area.

Together, we can strengthen the sense of collaborative community both inside and outside of Haas!

Daisuke Tanaka

Candidate for VP Diversity



Who did you hang out with last Friday night? Who did you hang out with Saturday night? Chances are you were out with the same people on both nights, and you will probably hangout with them again next weekend. They're in your speed dial, you email them regularly, and you know their daily schedule. Wow, it's like high school - there are cliques at Haas!

All of us at Haas are diverse and worldly. We come in different shapes, sizes, colors, backgrounds, ages, and beliefs. We're all snowflakes, and our diversity is one of the reasons that make us a top school in the global business community.

Yet, I think we can do better to make Haas a more diverse experience. I think we can challenge ourselves to get out of our comfort zone to meet new people, experience something new, and see things in a different light.

Class of 2008 and 2009, I want to work for you as the face of diversity at Haas. I want to make sure none of us graduates regretting that we didn't get to know someone better. I want to increase awareness and make diversity something we can talk about.

Lastly, I am extremely passionate about Haas's Diversity in Business Conference. I have been working closely with Otto Williams, Laura Lee, and Charlene Chen to promote the Conference, so even if you don't vote for me, please attend on November 16th. The CEO of Virgin America is the keynote speaker!

Buy tickets at <http://diversity.haas.berkeley.edu/2007/registration.html>.

Jennifer Vanroeyen *Candidate for VP Diversity*



Our success as future business leaders depends on our ability to thrive in many different environments. Diversity at Haas matters.

I have benefited tremendously from working with diverse people and am committed to focusing on diversity issues at Haas over the next year. My mission is to enrich your Haas experience through diversity. I plan to do that by focusing on the following:

- Our classmates - Let's celebrate what makes each of us unique. I will work with the VP of Communications to feature a few students each week (until we get through everyone) to showcase our diverse backgrounds and experiences.
- Our future - Many of you commented during O-week that you were surprised by the lack of under-represented minorities in our class. I was too. As VP I will work with students and the administration to attract underrepresented minorities to Haas. We must fight to keep the Black Business Students Association on campus and create sustainable recruitment solutions.
- Our conference - Thanks to Otto and his team the Diversity Conference this year is going to be a world-class event (Join us on Nov 16th <http://diversity.haas.berkeley.edu/2007/index.html>). I want next year's conference to have as many students attend as >play.

In addition to focusing on the issues above, I look forward to connecting cultural associations, clubs, and affinity groups to the broader Haas community (loved the Q@Haas t-shirts!). A committed VP of Diversity is essential to ensure we get the most out of our MBA experience.

Diversity at Haas matters.

Trey Clark
Candidate for VP Finance



Love makes the world go around, but money pays the bills.

Like many of you, the availability of funds this year for MBAA sponsored events has surpassed what I had anticipated. This availability relies on the judicious allocation of limited funds to events that will have the greatest positive impact on the greatest amount of students.

The VP of finance is essentially the CFO of our MBAA, working behind the scenes to manage the books, make difficult decisions about how and when to fund events and projects, and keep a detailed and scrupulous eye on the day to day financial position of the club. Many of you will come to the MBAA in the year to come in need of short-term loans, partial sponsorship, and club funding. My duty is to maintain the financial strength of the MBAA so that your needs will be served.

As it turns out my years as a spreadsheet jockey have made me an excellent candidate for this role. In addition to the general duties of VP of finance, I will focus on the following:

- Build on the efforts of my predecessor to make the process for funding as transparent as possible
- Continue to search for ways to co-sponsor events to free up money for other activities (e.g. current MBAA's success in finding sponsors for Consumption Functions)
- Work with clubs' leadership in constructing and managing club budgets

Thank you for your consideration.

Daniel Mayo
Candidate for VP Finance



I'm running for the VP of Finance position because I want to help the MBAA to make the most out of its resources and because I want to pay with my work for the amazing experience that the Haas community is already giving to me. As your VP of Finance, I will make sure the MBAA budget is distributed in a way that is consistent with our goals and that brings perceivable benefits to the whole Haas community.

I had the opportunity to manage the finances in two student organizations before coming to Haas. The first one was an Industrial Engineering student association and the second one was a consulting company managed by students. These experiences taught me that it's fundamental to have a very organized and transparent management of the money. At the same time, I learnt how

rewarding it is to give something back to your community. I'm very excited with the possibility of facing new challenges and serving the Haas community with my work in the MBAA. If I'm elected I will work hard to:

- 1- Design a budget that is consistent with the MBAA objectives and priorities, with the participation of the interested parts.
- 2- Use clear funding policies to give everybody equal opportunity to obtain MBAA sponsorship for student organized events.
- 3- Make the MBAA's financial information available to any member who wants to see it.

I'm looking forward to serve as your VP of Finance.

Manoj Warriar *Candidate for VP Finance*



The support that the MBAA provides for student activities has been one of the “wow!” experiences for me at Haas. I want to help out in this effort - supporting the Haas student community - by becoming an officer in the MBAA executive body.

I am running for the VP of Finance, which is a position that I have held before in other graduate student organizations (in my “other” graduate career in Chemistry, at Tulane University). If elected as the VP of Finance, my goal is to make sure that MBAA has all the financial resources needed to support the activities planned for by our student body.

I plan to accomplish this by:

- Budgeting and allocating our financial resources in a systematic fashion.
- Supporting and encouraging (financially) new activities that will further enhance our experience at Haas.
- Being a responsible member of the MBAA office, and making sure that the financial perspective is maintained in all decisions enacted by the MBAA.
- Maintaining the finances in an orderly fashion, so that MBAA's financial viability is sustained for the incoming class.

At Haas, we take pride in creating student run initiatives that enhance our own learning experience. My goal, as a part of the MBAA committee, is to provide resources that keep these initiatives going. I look forward to serving you as the VP of Finance.

Usman Khalid

Candidate for VP International



The forty eight hour journey from Lahore to Berkeley gave me enough time to build expectations about what I would gain from an international MBA program at Haas.

Immediately after arriving here, I started seeing the value that I could add to the program myself being an international student. As the VP of International, I would focus on these two simple aspects of the program, i.e. what international students gain from it and more importantly what they add to it.

Haas is not just one of the top business schools in the United States; we stand among the best business schools in the world. It is up to us how much we wish to gain from the diversity of the international community at Haas. The global village we live in will continue to get smaller and smaller in the future, which makes it essential to equip ourselves with knowledge and skills to develop business solutions that apply universally. There won't be a better opportunity to train ourselves than here at Haas.

I'd also like to see us focus on some of the critical international issues the world faces today. Haas claims to develop leaders and it would be wrong to restrict the definition of a leader to a "profit maximizing" CEO. It would be great to see more forums discussing issues that our community at Haas feels strongly about. The purpose can range from simply creating awareness of an international concern to developing concrete campaigns to make a direct impact.

Oliver Strutyunski

Candidate for VP International



Haas is a truly international business school. My first three months in Berkeley after moving here from Germany have inspired me to serve our diverse and international community. Maiken, our current VP of International, has done a great job since our arrival to make international students feel at home in Berkeley, to offer opportunities for American students to mingle with international students and to improve Haas' visibility to prospective international students.

If elected I will continue to work on these ongoing initiatives to help international students integrate into our community. In addition, I commit to working on two key programs over the next year:

- I will work with the VP of Admissions and the international clubs at Haas to improve Haas' visibility abroad and to further improve the quality of the international applicant pool to ensure the continued success of our graduates and to maintain the tremendous reputation of Haas and the Berkeley Brand.

- I will work with the VP of Careers to increase the number of international job opportunities for both American and international Haas graduates and to improve the visibility of Haas in the international job market.

Together with the European Business Club I have already started an initiative to improve Haas PR in Europe and I am currently looking into possibilities to revive the career trek to Europe. I look forward to serving the entire international community here at Haas and to helping internationals and Americans alike start international careers after graduation.

Ashley Wang

Candidate for VP International



Surrounded by 479 students coming from roughly 40 countries, I am constantly amazed by the cultural diversity in the Haas community. Globalization is taking the world by storm, and these two years at Haas are a crash course in global leadership training. I want to leverage all that Haas has to offer and encourage students to be more global in their thinking, and at the same time create a fulfilling cultural experience!

As the VP of International I have four initiatives:

Culture -

- Expand “Holiday around the world” consumption functions featuring different regions, introducing culture diversity to the Haas student body through food and fun!
- Recruit students as “culture mentors” for international students to organize local social activities. Think globally, but act locally.

Career -

- Work with Career Services to identify countries students desire to work. Once the list of countries is established, invite alums and current students as panelists for experience sharing. Organize international treks to match the most popular interests of the students.
- A “how to talk to the hiring manager” workshop designed for international students on how to have the difficult conversations of the H1B work VISA situation and salary negotiations.

Networking -

- “International alum mixers”. Invite international alums from the Bay Area to network in a stress-free environment.
- Close the gap of limited networking between local and international students by further integrating the activities of various student clubs.

Academics -

- Work with VP of Academics to create tutorial program for students with English as second language to better navigate their classes.

- Organize group lunches with professors to discuss relevant international topics students are interested in discussing.

Having gone through the challenging stage of being an international student myself seven years ago, I am looking forward to the opportunity to help shape the future of global leaders here at Haas!

Justin Parker

Candidate for VP Social



Classmates,

“If you do what you love, you’ll never have to work a day in your life.” Well, I love to party. Oh, and I would also love a chance to be your next VP Social.

Many of you may be thinking, “Oh great, two more years of toga parties with Parker standing on a table screaming out ‘You’re my boy!’ while trying to sneak in undergrads.” Well...yes...but to me, this is also an opportunity to play a crucial role in strengthening and expanding our community.

Reach out. 97% of Cal’s graduate programs are ranked in the top ten. These are people we want to know, and I want to create opportunities for more involvement with other programs through: mixers, physical challenges, and joint-interest events. The same goes for some of our less debauchery-inclined classmates. 10pm-2am keggers aren’t everyone’s style, and I am going to work hard to create alternative events with less intimidating themes to bring out different faces.

Recruit and motivate. I possess neither the awesome break dancing skill nor super human stamina of Newton. We have seen inspired efforts from many of our classmates, and I feel that motivating our already strong core of social planners is the best way to maintain high levels of excitement, quality, and participation.

Build on what’s good. Enthusiasm for our social events is high, and I plan to keep pushing the limits by finding new ways to ~~embarrass~~ challenge each other, and aggressively pursuing more event sponsorship.

It’s going to be a great year. Bottoms up!

Barry Ames
Candidate for VP Technology



It is with great pleasure that I announce my candidacy for VP of Technology.

Technology at leading business schools is evolving from homegrown and point solutions to business-caliber, scalable applications. As an IT consultant for 5 years, I helped organizations make many of the same types of technology decisions facing Haas today, and I am eager to continue this work at Haas.

Specifically, I am excited to champion several initiatives:

- Email and Calendar synchronization for several cell phone and PDA platforms
- Single-Sign On project which will consolidate logins for all systems into a single login and password entered only once by the user
- AirBears wireless 802.11n Upgrade - Faster AirBears!
- Mac Support - Over 20% of us use an “unsupported” platform. I support a plan to incrementally move to full Mac Support through manageable pilot programs targeting the most glaring incompatibilities.
- Consolidation of disparate coursework and calendaring applications

As your VP of Technology, I will continue the work I have started as a cohort Technology Rep. Thus far, I have met weekly with Michael Badalov, the current MBAA VP of Technology, and the MBA Program Office to discuss ongoing projects, voice your technology comments, and explore solutions. Moreover, I have used the weekly cohort newsletter to provide insightful if not downright readable progress updates and tech tips.

As Haas continues its meteoric climb in the Business School rankings, I ask for your vote to ensure Haas technology keeps pace.

Thank You.

Buzz Buzko
Candidate for VP Technology



Hello folks! Here’s your faithful tech slave ☺ I’m happy to run for the office of VP Technology, and hereby ask for your vote.

Why me?

I know stuff. (I have every possible IT-related activity in my portfolio, and this gives me great overall understanding of how things operate and how to make them work better.)

- **I speak English** as fluently as geek-speak. I will hear your needs and expectations and will communicate them properly to Haas Computer Services.
- **I have the drive to do it!** I don't want to be "a VP Tech"; I want to be The Best VP Tech. I want to make awesome new things happen - for you guys.

What will I do?

- Firstly, of course, "**be your liaison**". All things aside, I'm here to be your voice to Haas - and Haas' voice to you. And I'll make sure Haas cares about your needs.
- Secondly, my big initiative would be "**redefining collaboration at Haas**". All of us know how painful the gazillion scattered tools are. I strongly believe that unified collaboration platform - file sharing, discussion, web publishing, and more - can add tremendously to our productivity, and I will fight to death to make it happen.
- And finally, I'll put my work to resolve the Great Pain of Haas - **event management**. We NEED a centralized calendar.

Having said all that - thanks in advance for your votes. I really look forward to working for you.

P.S. Oh yeah, and I didn't forget about Mac users. ;)

Rags Srinivasan

Candidate for VP Technology



I am excited about announcing my candidacy for VP of Technology. For the past 8 weeks I have been serving as Tech Rep for Blue cohort and helped HCS prioritize issues that are common across all cohorts. These include Study.net issues, Facebook enhancement, unified calendar and to find means for all of us to publish podcasts. I have had several conversations with our current VP, Michael Badalov and understand clearly the role and the responsibilities. If I can summarize these to two words: Listen and Act.

Technology should be transparent in our life. It should be means to our ends and not the other way. We cannot expect people to adapt to the tools but aim for tools that fit our needs. Be it creating a club blog, newsletter, monetizing your club website, or collaboration you and I shouldn't be disadvantaged by the complexity of available tools. We should have a set of usable tools that lets us focus on our goals.

I believe in an iterative change process rather than making big-bang changes. In the coming year I would like to focus my efforts on:

- Rolling out a common collaboration platform for groups and clubs. For example, simplify the process of signing up for a club.
- Single logon service and unified calendar and events management.

- Explore ways to accommodate the diversity in computing platforms and mobile devices

I hope you will see value in my goals and I look forward to serving you as the VP of Technology.