As we move toward the close of the fall semester I am pleased to reflect back upon a number of important MBA Program accomplishments. There are two I would like to single out. First, the NYSE Euronext event in early September was a great moment for the school. I was very proud of the presence you and the school portrayed that day. It generated a number of marketing opportunities for us that are referenced in this newsletter. Second, many of the MBA10s have been working since LEAD week on the Goizueta MBA student brand statement. As is always the case when creating something new, this effort has required a significant amount of time and energy. It will be well worth it as we begin this fall to better understand and follow the aspirational messages it offers. The student-led effort will make a positive impact on the culture of the school and raise the quality of community life. My thanks to those who worked to create the vision. My thanks to all who shall embrace the vision.

While there is much to celebrate, there are also some significant challenges that we face. Clearly, the most difficult aspect of the fall semester has been the job market situation. History is likely to look back on 2009 as one of the most difficult MBA markets for decades. I ask each of you to find the energy, commitment, and resilience necessary to attack these difficult times. All of you at times are likely to get discouraged. What is important is that you fight the temptation to follow that discouragement towards complacency. Please remember there are many resources available to help you think, develop or revise job plans, and take action. Work with the CMC, faculty, alumni, peers, and others. In fact, I have talked with a number of faculty members recently and we understand these difficult times require us to also work harder to help you in your job search. There are smart strategies to get into the career-building positions we all want to find. This year, finding and getting these opportunities requires more effort than in normal economic times.

As I close, I want to look forward to the spring semester. I am very pleased to see the choices available to you for mid-semester modules and the Goizueta Advanced Leadership Academy (GALA). For the fourth year, the GALA capstone experience will be the sailing trip (as many of you know, I prefer to call it “the advanced, intensive leadership experience that happens to occur on water”). Despite the financial challenges facing us and all universities, we have more Atlanta-based (6) and international travel opportunities (5) than we have ever had. We are fortunate to have so many attractive options from which to choose.

Goizueta Traditions

Every newsletter, we highlight Goizueta traditions to provide a background on various programs throughout the year and to get everyone excited about upcoming events!

Section Feud gives students an opportunity to finally prove which section is the best…. at least when it comes to fun trivia about the classes of 2010 and 2011. Both classes integrate and compete as part of their Section- A, B, or C in a “Family Feud” style game. The evening involves tons of fun, laughter, and themed costumes (see picture for an example). 2011 Sections will be selecting section themes, so keep an eye out for information so you can dig out those suspenders and taped glasses. Section Feud is Thursday, December 3rd.
Lessons with Leaders
Lessons with Leaders is a roundtable discussion between an industry leader and 8-10 MBA students. This provides an opportunity to engage in candid conversations with high-level leaders on the topic of leadership. Our leaders spend a few minutes introducing themselves and then open up the conversation. Lessons with Leaders is co-hosted by Bill Holden, President of the Sandy Springs Community Bank and Goizueta Advisor Board member, and the MBA Program Office.

Here is the schedule for the fall semester:
- **Thursday, October 29, 1:00 - 2:15**: David Nour, The Nour Group - Consultant, Professional Speaker and Author
- **Tuesday, November 10, 8:30 - 9:45**: Rhonda Harper, RTM&J - Managing Partner and CEO; former VP of Marketing & Strategy for Wal-Mart
- **Tuesday, November 17, 1:00 - 2:15**: Anne Harris, VP of Human Resources for North Highland

To participate an RSVP is required via email to Kore Breault.

Warren Buffett
On **April 9, 2010**, Goizueta students will meet with Warren Buffett in Omaha, NE. This will be our third year having an opportunity to hear his perspective on current business issues that impact our world. Lisa Brown (MBA 10) is the student coordinator for this year’s trip. Please be on the lookout for additional information regarding this unique experience.

Calendar for Spring 2010 Registration:

<table>
<thead>
<tr>
<th>Dates</th>
<th>Events</th>
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<tbody>
<tr>
<td>Week of October 12, 2009</td>
<td>Schedule of Spring 2010 classes sent to students</td>
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<tr>
<td>October 21, 2009 - 4-5 PM:</td>
<td>MBA10 Enrollment Information Session</td>
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<tr>
<td>October 26, 2009 - 4:30-5:45 PM:</td>
<td>Spring Elective Preview with Faculty Location: W330</td>
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<tr>
<td>October 27, 2009 - 12:30-1:30 PM:</td>
<td>MBA11 Enrollment Information Session</td>
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<td>November 4, 2009:</td>
<td>MBA10 Enrollment Day in OPUS</td>
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<td>Round 1: 8:00-8:25am</td>
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<td>Round 2: 8:30-10:00am</td>
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<td></td>
<td>Round 3: 4-10pm</td>
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<td>November 5, 10am - November 6, 10am</td>
<td>Waitlist Window for MBA10 students</td>
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<td>November 19, 2009:</td>
<td>MBA11 Enrollment Day in OPUS</td>
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<td></td>
<td>Round 1: 8:30-8:55am</td>
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<td>Round 2: 9:00-10:00am</td>
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<td></td>
<td>Round 3: 5:15-10pm</td>
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<td>November 20, 10am - November 21, 10am</td>
<td>Waitlist Window for MBA11 students</td>
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<tr>
<td>November 23, 2009</td>
<td>Drop/Add Period OPENS</td>
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<tr>
<td>January 21, 2010 at 4:00pm</td>
<td>Drop/Add Period CLOSES</td>
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Case Competitions
Students test their business analysis and presentation skills through team Case Competitions. These intense experiential learning exercises provide an opportunity for a rigorous academic exploration of critical business issues while competing against MBA teams from business schools around the world. Teams analyze a complex business issue, develop recommendations, and present their solutions to a panel of senior business leaders for their evaluation. Goizueta has a rich tradition of participation and success in case competitions. More information on case competitions sponsored by the MBA Program Office will be posted to your class conferences.

Case Competition Teams- Congratulations!
Congrats to the Emory team of Ronke Adebiyi, Lisa Brown and Daniel Graham placed second in the National Black MBA Case Competition. In addition, Emory’s full-time MBA team took the silver in the prestigious Deloitte Human Capital Case competition: The team consisted of Shreya Baliga, Greg Barnes, Gary Bernau, Nichelle Evans, Parul Lahoti, and Moyra Wright.

Real World Conversations
Real World Conversations provide an opportunity for the Goizueta Community to convene and discuss today’s business topics. The most recent session provided an in-depth look at the healthcare system in the United States and was conducted by Professor Ray Hill. Last year’s topical areas included the effects of the financial market on our society, strategic marketing of Super Bowl advertisements, and the impact of the governmental bailout plan. Future sessions have been planned for this semester and are scheduled to take place on November 11 and November 30. Watch for forthcoming emails with topic and time information.

Admissions Announcements
Overview of Admissions Events

Winter Break Coffee Chats
In November, the MBA Admissions team reaches out to current students for volunteers to meet with prospective candidates during the Winter Break. We then publish the city locations and the students’ names and emails on our website. Our students control when, where, and the number of prospective students they will meet during the break. For students that volunteer for this recruitment effort, it is a wonderful opportunity to share their personal MBA admissions story and their Goizueta experience on a one-to-one basis. For the prospective student, it is one of the best ways to judge if a program is the right fit. It is also an opportunity for prospective students to get their questions answered in a relaxed and informal setting.

We encourage you to consider participating in this important recruiting initiative. The MBA Admissions Office will be in touch soon via email requesting your participation. Please sign up!

……………………………..Continued on next page
Admissions, continued

Super Saturday Events
Our next Super Saturday will be held on Saturday, December 5th. We are grateful for the leadership of our Ambassadors in our recruiting events and the strong student involvement in our previous two Super Saturdays. Sincere thanks to everyone who has assisted us with our recruiting events. Our annual Inside Goizueta recruiting event will be held November 12-13th. This two day event is designed to encourage candidates of color to apply to Goizueta. This event includes interactions with faculty, students and alumni and is designed to give prospective students a good overview of the Goizueta MBA experience.

Thank You- Goizueta Ambassadors
The Admissions Team would like to recognize the Goizueta MBA Ambassadors who are doing a terrific job with class visits, lunches and tours for prospective students. Ambassadors volunteer their time to help showcase the Goizueta MBA experience. They coordinate visits, participate in Super Saturdays, answer emails, and accompany visitors around campus. The Admissions Team could not recruit the great talent that it does without the help of the Ambassadors and all the current students who reach out and welcome our visitors, letting them absorb the class experience and sense of community we have here at Goizueta. Thanks to all.

CMC Updates
Key Info and Dates from the CMC

The semester is well underway and things have been extremely busy in the CMC. We have had many on-campus recruiting events including company presentations, office hours, interview preparation sessions and interviews. Additionally, there have been several off-campus career-related events such as the various diversity conferences, where Goizueta has been well-represented.

According to a survey that we sent out about diversity conference attendance, the following numbers of students attended/will attend the respective conferences:

- Asian MBA Leadership Conference and Career Expo (New York, NY) - 20
- National Black MBA Conference (New Orleans, LA) – 127
- National Society of Hispanic MBAs Annual Conference (Minneapolis, MN) - 45
- Reaching Out LGBT MBA Conference (Atlanta, GA) - 73
- National Association of Women MBAs National Conference and Career Fair (Anaheim, CA) - 10
- Net Impact Conference (Ithaca, NY) - 8

CMC Week will be held on November 2 – 6, 2009 where first-year students will be participating in a variety of career related events such as:

- Crack the Case
- Training the Street
- Behavioral/Case Interview Practice
- Cover Letter Feedback
- Atlanta TREKs- (Finance, General Management, Healthcare, Marketing and Real Estate)
- New York TREKs- (Finance and Marketing)
- San Francisco/Bay Area TREK- (Technology)

Mock Interviews

Mock interviews for first-year students will be held December 4 – 5, 2009. In addition to the activities listed above and coaching/recruiting activities, we will continue to focus on engaging companies to provide you with access to additional opportunities.
Landing the Job
In these trying times, landing a job or internship, well to most, seems almost impossible. As many of us buckle down, put our game faces on, and head over to the CMC for this first wave of interviews, what’s really going through our heads? Some of these questions may sound familiar to you: Am I really prepared for this? Will they like me? Who is my competition? Is the company even hiring??? The good news is, that although we cannot read into the future, and look at companies’ budgets to assess their hiring needs for 2010, we can definitely prepare for the first few questions on this list.

In doing some research on this topic, and hearing the voices of our fellow classmates, here are a few pointers which anyone, regardless of IQ, GMAT score, GPA or general knowledge can do. This may help boost your chances of moving on to a second or final round: (Although these are all extremely important, they are force ranked in order of importance.)

1) **Be confident from the second you step foot into the CMC.** Here’s a tip: even if you are slightly unsure about yourself or your preparation for the interview, leave that part at the door. In speaking with several recruiters this year from prestigious companies, as harsh of a reality as it may seem, many of them make their decisions in the first few minutes of the interview. (Does this remind anyone of several cases we have all read for LOS??) Now, this doesn’t mean that you can’t end strongly, however, if you want to give yourself the best chance right off the bat, act like you own the room. Here’s another tip: confidence for people comes in several forms. Many feel better about themselves if they are presentable. So dress well and maintain excellent hygiene and that’s half the battle right there. In addition, when answering questions, stick to, and justify your answer. Many times there aren’t right or wrong answers, the recruiter often times just wants to see your thought process. In addition, if you don’t understand a question, it is perfectly ok to clarify. Don’t go down the wrong path for several minutes and wait for the interviewer to correct you.

2) **Do your research on the company…and do it well.** So being sure of yourself is extremely important, however, if you don’t know about the company or the position, recruiters will lose patience quickly. As I’ve spoken with companies this year, this is a point they will not compromise on. You may ask, why? Well, they generally do their research about you before you enter the room, so besides from all the other important reasons why you should research any position you are applying for, they just ask that same courtesy is returned to them.

3) **Sell yourself to them, not them to you.** When asked “why do you want to work for Company X?” candidates often tend to stress the great-ness of the company. While this is important, don’t forget that the interviewer across the table knows all about his/her company and how great it is. They already know you think its great, that’s why you applied, right?? (in most cases at least). There is a delicate balance here, and the focus should lay more on why YOU are so great for Company X. This sounds simple and intuitive, however, its often overlooked by students. We can even break this down utilizing professor Shanken’s core finance class (he will be proud); remember that you are an investment the company is considering; will you be a positive or negative NPV project? The only way for them to know which one it is, is if you tell them.

4) **I’m not sure if you’ve noticed, but people are very into themselves.** During the question and answer period, it is important to ask about the job function and the company; however, recruiters know that you’ve been to the company presentations, and these questions have most likely been answered. What you don’t know however, is very much about that person sitting across the table from you. By asking a somewhat personal question (not something about the recruiter’s mother), you tend to create a slight bond. So in addition to job related questions, ask them their story as it relates to the company, and how they’ve become so successful, and what channels they took to get there. Successful people, in general, love speaking about how successful they are. They will remember you for this, and you also then have the opportunity to write something slightly personal in those nice (kind of odd) thank you cards at the end of the interview.

Of course, many other factors come into play in the decision making, such as your knowledge in the field you are applying for, your previous experience, and life experiences in general. However, taking the points above into consideration, regardless of which job function you are applying for, will set you on at least a level playing field if not even give you an advantage in these hard times.
Clubs & Events: In the Spotlight

Goizueta Business School 5th Annual Diverse Leadership Conference

The Goizueta Black MBA Association is proud to commemorate our 5th annual Diverse Leadership Conference. This exciting event will take place on Saturday, November 7, 2009 from 8:30 am to 4:00 pm on the Emory University campus in Atlanta, Georgia. We invite you, our GBS Community, to join us for the celebration!

This year’s conference theme, “DLC 2009: Leveraging Your Diverse Talents in the New Business Environment,” focuses on the importance of utilizing one’s unique skill sets and talents to successfully achieve personal & professional goals given today’s economy. As an attendee, you will have the opportunity to participate in:

• Panel Discussions Topics: Women Entrepreneurs, Personal Branding and Leveraging Diversity globally
• Workshops: Diversity Case Workshop
• 2nd BBA Scholarship Awards
• Professional Networking Post Event Reception
• Recognition of Past DLC Chairs and Goizueta Black MBA Presidents.

Goizueta Business School is honored to host as our keynote speaker, William H. Roach, Jr. Mr. Roach is a member of the Advisory Board of the Goizueta Business School of Emory University. Mr. Roach is the President of GLOBALT Inc., a subsidiary of Synovus Financial Management Services. GLOBALT manages over $1.3 billion in assets in domestic equity, fixed income and asset allocation strategies for corporate and public retirement plans as well as endowments, foundations, Taft Hartley plans, individuals and families. Before joining GLOBALT, Mr. Roach was a Vice President of Marketing and Client Services for Western Asset Management and prior to that was a Vice President of Institutional Fixed Income Services for Security Pacific Merchant Bank. Mr. Roach started his career by completing Goldman Sachs’ extensive training program and provided financial advice on a broad range of fixed income securities to public funds, insurance companies, and investment managers. He received his B.S. in Chemical Engineering from Purdue University where he earned academic excellence awards from Inland Steel, Dow Chemical and Procter and Gamble. He received his M.B.A. in finance/marketing from Columbia University Graduate Business School where he was awarded the Johnson & Johnson Leadership Fellowship.

Continued on the following page…………………. 
In the Spotlight, DLC continued……

Our 2009 Conference promises to be a huge success, but we need your help! We have a NEW “Connecting the Community” Post Conference Reception from 5 -7 pm on Saturday, November 7, 2009. The goal of this reception is to connect full-time MBAs with evening, part-time and Executive MBAs.

Speakers and panelists will share strategies and ideas regarding talent development and the effective use of diverse talent in today’s struggling economy. Registration for the event includes breakfast, lunch, panels, workshops and a networking reception, as well as a celebration of the 5-year anniversary for Goizueta’s Diverse Leadership Conference. For additional information and to register, please visit our website at: www.goizueta.emory.edu/dlc09

About Goizueta Business School’s Black MBA Association – The Black MBA Association works in conjunction with Goizueta Business School to promote academics and diversity throughout the Goizueta community while adding value to the broader Atlanta community through charitable service events, leadership development, and expanding the network of both the Black MBA and Goizueta Business School.

For more information please visit: https://community.bus.emory.edu/club/BlackMBA/default.aspx

Contact:
Kristin Bolton Keys
2009 Diversity Leadership Conference Chair
Goizueta Business School
Kristin_BoltonKeys@bus.emory.edu
www.goizueta.emory.edu/dlc09

In the Spotlight
Microfinance Club and Fund

In September 2009, Goizueta’s Microfinance Club & Fund welcomed new Club members from the new full-time and one-year MBA class. As we have seen over the past few years, enthusiasm for learning about microfinance has consistently increased at Goizueta. Several of these new members also stepped up to fill various Club leadership roles. We have a busy year full of initiatives and events ahead of us, and so we are very grateful.

In the coming year, we plan to focus on two main projects. As part of our first project, we have entered into a partnership with a local NGO that aims to provide entrepreneurial opportunities to refugees. Under this project, MBA students will help local entrepreneurs with their marketing and sales plans, and also conduct business skill workshops. We invite students to participate in this project.

Our second project is to increase fund donations so we can invest in microfinance institutions and continue providing affordable loans to disadvantaged entrepreneurs worldwide.

We would like to thank the Goizueta community for its continued support and hope to see many of you at future Microfinance events, including our annual fundraising dinner in Spring 2010. Please continue to check our website at http://www.bus.emory.edu/microfinance for calendar updates.
In The Spotlight

GMSC

Goizueta Marketing Strategy Consultancy, also known as GMSC, is a semester-long experiential learning course in which student teams are hired as consultants to solve real-life marketing strategy problems for leading organizations. All concentrations are welcome to participate.

Please join us on **Tuesday, October 27** at 6:30PM in W300 for an information session and **Thursday, October 29** for GMSC-sponsored KEGS. Network with current clients, alumni and past participants. For more information about the program, please visit the GMSC website [www.bus.emory.edu/gmsc/](http://www.bus.emory.edu/gmsc/) or contact a member of the leadership team.

Calendar Corner

A Highlight of Key Events

In addition to the dates listed in this newsletter, please visit the **Master Calendar** in First Class for detailed information on company presentations, club events, social activities, and all other important dates pertaining to the Full-Time Program.

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<th>Event</th>
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<td>October 27, 2009</td>
<td>Business Casual</td>
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<td>Social Enterprise Social</td>
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<td>International Potluck</td>
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<td>CMC Week</td>
<td>November 2-6, 2009</td>
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<td>Diverse Leadership Conference</td>
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<td>Inside Goizueta</td>
<td>November 12-13, 2009</td>
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<tr>
<td>Semi-Formal</td>
<td>November 14, 2009</td>
<td>Buy Tickets!</td>
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<td>MBA11 Enrollment</td>
<td>November 19, 2009</td>
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<td>Holidays Around the World</td>
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<td>Thanksgiving Break</td>
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<td>CMC Mock Interviews</td>
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<td>Super Saturday</td>
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<tr>
<td>Final Exam Week</td>
<td>December 7-11, 2009</td>
<td>Info from Admissions</td>
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<td>Winter Break Coffee Chats</td>
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