

The Bottom Line

The Voice of the Students at Vanderbilt University's Owen Graduate School of Management

April 2006, Volume 5, Number 2

First Year's Get Fired Up in Clash of the Classes

CLASS OF 2007: SNAG COOPER CUP, UPSET SECOND YEAR CLASS

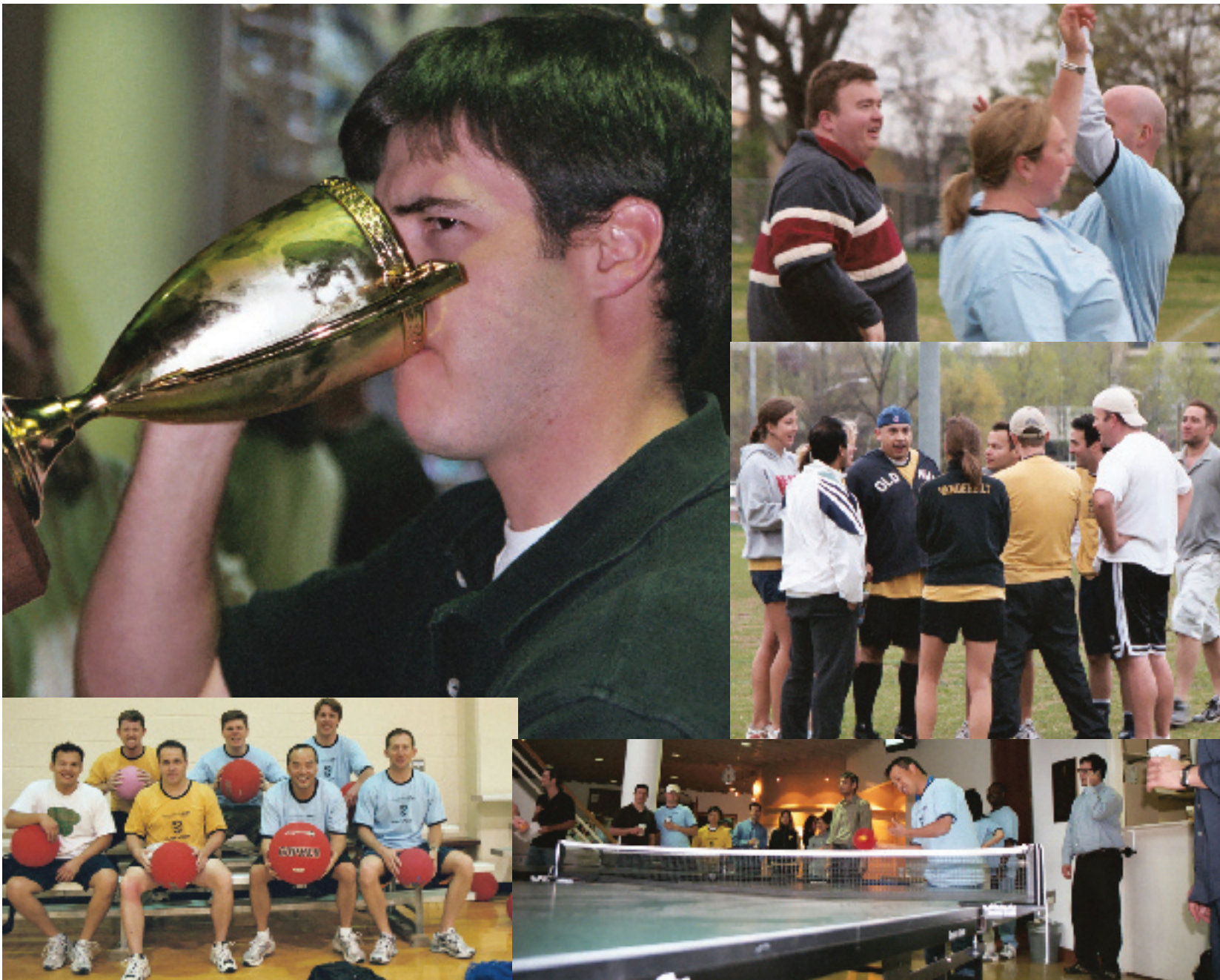
BY Jennifer Culbertson
MBA CLASS OF 2007

FEW THINGS from the 80's have been able to maintain their popularity through 2006: the Brat Pack has dissolved, side ponytails have migrated back to center, and game shows have evolved from MTV's "Remote Control" to CBS's "Survivor." (Clearly we still have a ways to go toward becoming civilized.) But the enthusiasm for Owen's Clash of the Classes has not waned in its 20 year history. This week-long event pits class against class in an attempt to win the coveted Cooper Cup and bragging rights. For the past 19 years, the second-year class has dominated the event.

THIS YEAR'S Clash included revered traditions, like the 100% Owen silent auction and class t-shirt sales, while spicing things up with new ideas such as the wildly while successful Cornhole, an education in itself to many students. Amid broken windshields, dented cars, and a torn ACL, the first-years dictated dodgeball, kickball, and volleyball, succumbing to the second-years' powerful performance in softball. (Which just goes to show that while the freshmen can dodge, kick, and volley, we ain't soft.) Going into Thursday night, it seemed the second-years would carry on their perfect record.

GAME NIGHT was a well-attended rivalry, with the foosball championship going to the second-year team of Schlesinger and Miller for the second year in a row. Air hockey, Cornhole, and ping pong went to the first years; particularly impressive were the ping pong games, where it was evident that the latent talent at Owen is a devastating cross-court forehand. (Undoubtedly, this skill should be better utilized at case competitions and mentioned on our Net Impact Conference application.) Ultimately, first-years swooped in at the buzzer to win by a margin of 800 points, relying on auction donations, t-shirt sales, and a bidding frenzy to garner points at the last minute.

UNDERNEATH ALL the hoopla and trash-talking of Clash of the Classes is a terrific cause: all money raised goes to the Boys & Girls Clubs of Middle Tennessee. Clash also brings life to Owen and enables different students to get involved, whether in games, bidding, or volunteering. The bottom line, though? Second Years - 4,298 points. First Years - 5,098 points. Maybe the blaze of competition in first-years is good, maybe not - who knows? But as Billy J. once sang, "We didn't start the fire. It was always burning since the world's been turning." Hey, some things from the 80's are timeless.



Clash of the Classes Photos: (Clockwise from top left) Nat Robinson '07 taking a drink from the Cooper Cup; Scott Smith, Heather Webb and Stephen Wickwire '07 cheering on their fellow first-years in kickball; Second-Year kickball team (Lee Ann Karr, Sangram Borkar, Ramon Merritt, Katie Wernert, Rodney Munoz, Nick Bartlow and Jeff Gowdey); Hiroki Yamamoto '07; Dodgeball at it's best!

Pride, Economic Growth, and History: Owen heads to China



Pictures provided by Caroline Brejley

CHINA: WHAT I LEARNED

BY PAGE MENGE
MBA CLASS OF 2006

I FOUND China to be fascinating. Many restrooms didn't have actual toilets, but the sinks were fully automated. The people were extremely concerned about cleanliness, yet it was common to see spitting on the street. Exercise and healthy eating were a universal concern, but smoking was an almost universal habit. It gave me an understanding as to how a communist country can be the most attractive entrant into the global marketplace and manage to straddle that ever-thinning line with capitalism. For businesses, it represents the land of opportunity. However, the possibilities for success come

with numerous challenges that can't be ignored. Some of the first to consider are:

- ALTHOUGH China has a billion consumers, you may have to devise a billion different campaigns to win them as customers. The regions of the country each have distinctive customs and preferences, not to mention government officials (which are essential to have on your side), business practices, and distribution methods.
- BECAUSE China is suddenly bombarded with new brands, the consumers have almost no loyalty. Even if they try your product and love it, you have no assurance that they will purchase it again.
- THE Chinese have more national pride than any country I've ever seen. It's almost hard to put into words. You must constantly respect

their traditions, cultural beliefs, and political history as well as show your faith and confidence in the "New China." They are so honored and proud to be hosting the 2008 Olympics as well as the 2010 World Expo to showcase their incredible past and tremendous potential.

OVERALL, MY trip to China was one of the most incredible experiences of my life. All of the classroom discussions and readings in the world could not have replaced being in the country and learning directly from the Chinese people.



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CLASS OF 2006 GRADUATION ISSUE!!!

On The Street:

100% Owen
YEAR IN REVIEW

- RAISED over \$6,000 for Boys & Girls Club of Middle Tennessee
- RAISED over \$2,500 for Katrina victims

Dane Honhart's calendar goes straight from March 31 to April 2...

Nobody fools
Dane Honhart.

Survey: Class of 2006 - Would you do it all over again?

YES  88%

NO  12%

<http://www.owen.vanderbilt.edu/studentclubs/social-community/bottom-line/>

Owen Clubs and Student Organizations

International Depth at Owen...or Lack Thereof

It's Time to Truly Embrace a Boardersless Economy

BY NAT ROBINSON, MBA 2007,
GBC PRESIDENT

Over spring break I ran into a group of 30 Belmont MBA students in the Atlanta airport who were on their way to Santiago, Chile. After a little discussion, I discovered that this was just the first of many class trips offered by Belmont in 2006. These offered trips included Singapore, Prague, Spain and the Czech Republic. I fired back by telling them about our famous Spring Break trip to China, but no one was impressed. Most of them already went to China last year. I then started to wonder if we should be doing more to broaden Owen students' MBA international exposure. Why shouldn't we? Especially when we are training for life in a business

environment that is more internationally focused than ever before?

We are all familiar with the Wall Street Journal's famous comment on Owen's "lack of international knowledge." Many students were shocked at this criticism. The truth is that this statement is not only true, but also old news. The U.S. News and World Report dating back to 2003 identified the same void of global education at Owen. The standard Owen response is: we make up for our lack of international programs with the 40% international student body. So this makes us global...right? Maybe not. What is the point of having international diversity in our student body if no learning is exchanged?

This year we have seen moderate success integrating international students with domestic students with

organizations like Owen Voices or events like the Japanese Business Club night and the Global Food Festival. The student body obviously enjoys

"the sure fix to breaking through cultural barriers is to physically place someone in another country and let them see how the clothes fit for a change"

- Nat Robinson

learning about and interacting with our wealth of diverse cultures. I suppose the sure fix to breaking through cultural barriers is to physically place

someone in another country and let them see how the clothes fit for a change.

The title of the 2002 Owen Magazine stated, "Global Business - Owen's World Class Ticket to Success." The issue outlined how of Professor Dewy Daane and David Parsley created multiple internationally focused courses. As a result, students were doing business around the world and the Global Business Club was the hottest show on campus. Four years later I don't see this vision any longer. I keep thinking, if Belmont University can offer so many international experiences during the school year why can't Owen? I am not one to just complain and I do seek to solve this issue before next year. If you care or have some solutions, I am all ears.

MSF: THE BEST OF THE BEST AT OWEN

"We're coming for you!"
BY BLAKE DOW
MSF CLASS OF 2006

If you have ever decided to burn the midnight oil at Owen, then you may have noticed that a select group of students seem to make a regular thing of it. Who are these students, you may ask? They are none other than the MSF class, the newest addition to the Owen Graduate School of Management. If you are a typical MBA, you may have tried to call an emergency group meeting to determine why these select students are always spending their evenings at Owen and how, by God, can they think independently. Well friends, there is a simple answer to that quandary: the MSF students have more difficult schedules and are simply harder workers.

Now that the school year has come to a close, you may ponder why you didn't get to know us better. The answer is this: pure intimidation. MSF students have higher average GPAs and higher average GMAT's. Don't feel ashamed! Most people are, in fact, afraid of change. I really feel for all of you. Not being the top dog at a graduate school has to be one hell of a tough thing to swallow.

I will close with a simple warning. You have a limited amount of time to get to know us, befriend us, and kiss up to us. Take advantage of it, for this will certainly be your last chance. We will be working for the same companies that you are and our superior intellect and analytical skills are sure to guarantee that one day you will work for us. Do you hear the footsteps?

All jokes aside, we have enjoyed our time here and we wish there was more interaction between both of these admirable groups. I speak on behalf of the 2006 MSF class when I say, "God speed!"

The Distinguished Speaker Series

Window to the Business World

BY KAT BUCKSPAN
MBA CLASS OF 2007

THE DISTINGUISHED Speaker Series (DSS) is committed to expanding classroom learning by bringing C-level executives to the Owen community. Speakers draw upon on-the-job experiences to offer insights into today's business environment. Hailing from a variety of industries, they provide an opportunity to compliment the Owen curriculum with current, real world business challenges.

THE 2005-2006 series capped its prestigious list of speakers with "Alcon—Seeing Beyond Today" from Cary Raymont, Chairman, President and CEO of Alcon, Inc. As a leader in the ophthalmic industry, Alcon's mission is to provide a comprehensive mix of eye care products. The company takes a holistic view of this industry definition with a product offering ranging from pharmaceuticals and ophthalmic surgical products to over-the-counter consumer eye care products. Mr. Raymont provided his audience with a rare view of the dynamic retail side of the Health Care industry. In this increasingly competitive environment, Alcon is poised to respond quickly to changes in consumer needs and technology while simultaneously managing extensive research and development teams. This strategy has proved fruitful; in 2005 Alcon saw a 12% increase in revenue, a 7% increase in net income, and has maintained a 21% global marketshare.

LOOKING AHEAD after this successful season, the incoming board is excited to continue bringing poignant speakers and topics to Owen. Launching the new series on Tuesday, September 5, 2006 is Scott Stuart, Owen alumni and current Corporate Vice President and Chief Information Officer for Microsoft, Corp. Mr. Stuart is a champion of IT as a value-added company business and leads the business transformation and Six Sigma initiative for Microsoft worldwide. Partnering across Microsoft, Scott and his team identify opportunities, structure IT solutions and deliver measurable returns to the business. Responsible for the design, development, and application of Microsoft's IT systems, Mr. Stuart manages one of the largest technology entities in the world.

THE DSS—INTRODUCING you to some of the world's greatest business leaders, companies, and advice.

Clarcor Impact Award Winners

4 MBAs, 1 EMBA Awarded Leadership Scholarships

Story from the Owen Graduate School of Management Website

CLARCOR IMPACT Award scholarships were awarded to four first year MBA students and one first year Executive MBA student who have demonstrated leadership. This year's award winners are:

CHRIS BAXLEY, MBA Class of 2007. Since his election as OSGA President, Chris has worked diligently to communicate OSGA's plans for this year and next and he is working with the administration on some new initiatives to help build a better community. Chris also leads the Healthcare sector of the Max Adler Student Investment Fund.

REHAN CHOUDHRY, MBA Class of 2007. Rehan was also recently awarded the Unsung Hero Award as a result of his commitment within the Owen community. In addition to holding leadership positions in OSGA and 100 Percent Owen, Rehan serves as the managing editor of Owen's student newspaper, The Bottom Line. Rehan continues to shape Owen's future by serving as a recruiter host and prospective student host.

COREY SMITH, MBA Class of 2007. Corey is the Director of Event Planning for the Operations Club and President of the Owen Black Student Association. As President, he organized the first-ever discussion forum through the Vanderbilt Black Cultural Center to introduce Owen MBA candidates to Vanderbilt undergraduates. Corey was also a member of Owen's national championship Key Bank Case Competition team and earned the Top Presenter award.

MARIANNE SECKEL, EMBA Class of 2007. Marianne is in the Active US Army Reserves as a Major, having



Clarcor Impact! Leadership award winners: (from left) Christopher Baxley '07, Corey Smith '07, Karin Thul '07, Marianne Seckel EMBA '07, Dean Jim Bradford

earned this recent promotion after serving 12 years active duty including Operation Iraqi Freedom. Along with military and IT roles, she is simultaneously pursuing year one of the Executive MBA Program of 15 credit hours a semester. Marianne is a master at multi-tasking and organization, and never appears rattled by the demands of being fully employed while a full-time executive student and active Reservist. She still finds time to volunteer heavily in Nashville, with a love of home improvement projects put to good use at Habitat for Humanity, energy for Team Green, and a strong commitment to her EMBA study group and to roles her class can have in our community—like

an upcoming Habitat Challenge to other EMBA classes.

KARIN THUL, MBA Class of 2007. Karin is involved with the Global Business Association, Net Impact, the Health and Organizational Performance Association, and the Leadership Development Program, among others. Through Karin's dedication, the Leadership Development Program has grown from a 40-student initiative to a school-wide program. She has developed a class on "coaching skills" and successfully recruited a broad array of faculty that provides students with techniques for developing and growing emerging leaders.

OSGA: Moving Forward

Town Halls Create Open Forum for Owen Students

BY CHRIS BAXLEY, MBA 2007,
OSGA PRESIDENT

Shortly after the current OSGA Executive Council took office we hosted two Town Hall meetings; one each for the First and Second Year classes. The purpose of these meetings was to create an open forum for the students to voice concerns to the OSGA council, and for the council to update the student body on the status of any action items/projects currently being worked on by OSGA. By any reasonable measure these meetings were a success. The volume and quality of great ideas that were generated from these meetings far exceeded our expectations. As a result of the meetings the OSGA has refined its list of initiatives to pursue in the coming year. For those of you who were unable to attend I just wanted to highlight some of the ideas that our peers put forth:

- [Owen] needs to work on coordinating the core. It has an "out of sync" feel to it.
- Students should create a best practices guide for professors. By making note of what professors are doing to excel in the classroom and telling the entire body of faculty what we think works best we can engender a more cooperative atmosphere in the classroom and enable professors to learn from each other.

• Seek out more opportunities to involve other professional schools in what we do here at Owen.

• Work harder to inform alumni of what we are doing at Owen.

• Course evaluation results are not useful in their current form. Find a way to make them more useful to students.

I would like to highlight one success that we have achieved and that will be in place for students beginning this summer. After working with the administration and faculty we have received the commitment from the administration to create the necessary web tools to allow us to search the results from past course evaluations as we make our course schedule selections. This represents a step forward in Owen's service to students. The faculty demonstrated their commitment to serving the best interests of students by voting in favor of this initiative. Achieving success in this one area gives rise to the optimism that the student body and administration will continue to work together to advance the interests of students at Owen.

Lastly, on behalf of the Class of 2007, I would like to say Thank You to the Class of 2006. From the beginning of our time here at Owen the Second Years have made themselves available to us in many ways. From resume revisions, to mock interviews, to advice on courses to take, all of you have added significant value to our experiences here at Owen. Godspeed.

“I Will Always Remember...” : Class of 2006 Memories

MBA, EMBA and MSF Classes

MASTERS OF BUSINESS ADMINISTRATION

Neema Mehta

I WILL ALWAYS REMEMBER...

THE LADIES night dinner at Houston's. The end-of-mod blowouts at Bar Twenty3. The last inute cramming for accounting, finance and those econ classes. B-day parties at Lay'La Rul. Most of all...the amazing friends i have made here.

Pakorn Petrakard

I WILL ALWAYS REMEMBER...

THANK YOU from the bottom of my heart for everyone to be friends with me here. You guys make my two years at Owen meaningful, enjoyable, and unforgettable. Despite being far away from my hometown, there is no time for me to feel lonely because of all fun and crazy activities we have done together. I feel like I have been included in the Owen community since day one I came here. I will treasure our friendship deep in my heart. Godod luck my friends :)

David Buscaglia

I WILL ALWAYS REMEMBER...

GREG ZOLMAN striking out in the Clash of the Classes softball game. Patrick Burke striking out at the Clash of the Classes softball game. James Sater's run-n-dive on Spring Break 2006. The seersucker suits in the infield at the 2005 Kentucky Derby. The cookouts at the Village at Vanderbilt pool.

Khoa Nguyen

I WILL ALWAYS REMEMBER...

DIFFICULTY BOOKING a room in the library, especially if you are not an early bird. Free beer from every Thursday's kegs. It's awesome. Some very interesting and usefull classes such as: corporate valuation, pricing strategy, strategic alignment of human capital, etc. How resourceful the Walker Library is. I can borrow more than 30 books, up to 2 months. All of my freinds who help me a great deal to adapt to a new environment.

Kathleen Wernert

I WILL ALWAYS REMEMBER...

...WHEN IN core strategy, Abhinav Bhargava made a claim about Wes Murray while doing a game theory excercise. Abhinav "could smell the treachery" from Wes - a.k.a. Abhinav has amazing smelling abilities and two, be very leery of Wes Murray.

Tripper Briggs

I WILL ALWAYS REMEMBER...

LATE NIGHTS at The Stage, sunny afternoons at The Coop, and happy hour buckets at SatCo. Oh, and of course, Prom 2005: I don't know which was better - Chris Raabe's mustache or Pat Buysse's dance lesson.

Norman Chin

I WILL ALWAYS REMEMBER...

I WILL forever be scarred by the memories of my bad teammates (who now make me laugh), the ridiculously expensive classpaks, the poor urinal in the men's bathroom by the front lobby, the inappropriate tunnel-vision in the hallways, and the lack of good Chinese food around Owen. But, seriously, I will always remember my dear friends who consistently made me a part of their lives, the crazy exchange students who pushed me out of my comfort zone, and the Class of 2006 whose talents and social abilities are wonderful works of art.

Brian Whisnant

I WILL ALWAYS REMEMBER...

"NO guts, no glory. Nickel to you."

Kate Reid

I WILL ALWAYS REMEMBER...

GAZING AT the stars from 5000 feet in the Smokie Mountains over Fall Break 2004. The awesome food at Global Food Night. Duct Tape Wallets and purses at Marketing Madness 2005. Ilka, Kendrick & I's snow-bound weekend in Boston. How generous and caring all my classmates have been.

Rajeev Gupta

I WILL ALWAYS REMEMBER...

...THE GOOD time, the people, the opportunity to explore and feel young again :-)

Christopher Raabe

I WILL ALWAYS REMEMBER...

BEING PROFESSIONALLY photographed to appear in the Owen marketing literature only to be shunned in the final selection process for having what some would consider "inappropriate facial hair". Proudly dawning a sparsely grown mustache is nothing short of my Constitutional right, and I intend to fight this blatant act of discrimination on behalf of all men who actually believe their mustache looks good..

Ana Diaz

I WILL ALWAYS REMEMBER...

I WILL always remember my friends, groups, and trips from Owen. I will always remember my closest friends from Turkey, Thailand, Korea, Mexico, Honduras, Peru, and US. I will never forget all the fun I had working with my Managing and Improving Processes team and all I learned from my Pricing strategies and Doing Business in China teams. Above all, I will always remember my trip to CHINA with my Owen classmates and my super project partner. Visiting China was something I did not expect to do while at Owen; it was the most rewarding experience of my MBA. That is the way Owen is. It offers you endless opportunities to pursue!

Oya Dadayli

I WILL ALWAYS REMEMBER...

I WILL always remember that I always found someone to talk to whenever I come to Owen. It is a very lively school and building.

Nathan Bradford

I WILL ALWAYS REMEMBER...

I WILL always remember the impressive quality of my peers and how I was constantly amazed by their work experiences before coming to Owen. I truly felt surrounded by the very best and that my education was enhanced because of the caliber of my peers.

Nisha Oza

I WILL ALWAYS REMEMBER...

I WILL ALWAYS REMEMBER MY SUMMER INTERNSHIP POKER GAMES AND SOME OTHER UNFORGETTABLE THINGS FROM THAT SUMMER THAT WILL STAY WITH ME FOR A LONG TIME...JUSTIN AND GWEN, YOU KNOW WHAT I MEAN!

Lyle Kendrick Carlin

I WILL ALWAYS REMEMBER...

MARC HOCHMAN wearing a suit and tie to class everyday. John Roesle's mass emails to MBA 2006. McCauley Pendergrast's wrinkled dress shirts and khaki pants tucked into his boots. The semester Neema went back into the closet. Zack Markwell before skin cancer.

Cindy Biddle

I WILL ALWAYS REMEMBER...

I WILL always remember the excitement I felt during orientation, studying for stats camp, Thursday kegs, the trips to Brazil & China, the many coffee trips to the 8:10 Cafe, drinking on Demonbreun, but most of all the friendships I made as well as the classmates and professors who challenged me and truly made a difference in my life. Thank you for such a wonderful experience, Class of 2006!

Joseph Pollaro

I WILL ALWAYS REMEMBER...

I WILL always remember the STAR DINER.

Adam Schlesinger

I WILL ALWAYS REMEMBER...

I WILL always remember Rehan's annoying emails...

Priya Saba

I WILL ALWAYS REMEMBER...

THE DYNAMIC Duo. Mitch's surprise birthday party. The Germany trip: licking pillows with Matt and Brett!. SB'06 China: dumplings and crazy shopping! All the wonderful friendships I've made over the past two years

Keith Lui

I WILL ALWAYS REMEMBER...

"I WILL always remember... St. Patty's day party 2005, Halloween parties 2005 & 2006, and my birthday celebrations at Buffalo Billiards (on the property and off the property) and Ru San's with the guys November 2004 & 2005 ... wait... no I won't... but I was told I was there.

Mark Levin

I WILL ALWAYS REMEMBER...

I WILL always remember the people and deep, longlasting relationships I have made here at Owen. An excellant education, a break from work, and a new look at a wide range of career paths were all expected, but a whole new group of great people that are now long-time friends was not something I thought about when coming back to school.

Sharon Wijangco

I WILL ALWAYS REMEMBER...

I WILL always remember the wonderful and sincere people I met the past two years. The lifelong friendships I've made compensate for the heavy course load, numerous group works, and late nights spent in the library. Owen made me realize that I could accomplish more than I thought I could; that I could be more than what I was two years ago.

Ramon Merritt

I WILL ALWAYS REMEMBER...

I WILL always remember my three weeks in Brazil, drinking Cachaca, going to the "Charles Edwards", watching Burke masterfully talk to all of the ladies....that Tyler was talking to, and standing up in class time and time again standing up in class performing the "Girl from Imponema" for. I will always remember wondering everyday where Dake would go during each class. I will always remember making new friends, drinking with new friends, drinking getting drunk with new friends, and graduating with my new friends. I will always remember chocolate chip muffins in the 810 cafe.

David Bartley

I WILL ALWAYS REMEMBER...

PAYING A dollar - getting a 5 minute window.

Ramon Montano

I WILL ALWAYS REMEMBER...

I WILL always remember the special sense of community here at Owen. Where professors, staff, friends, and classmates helped me every day to learn new and different things. These last two years of Business School have been challenging, but in this supportive and collaborative atmosphere, I really enjoyed every single moment at school.

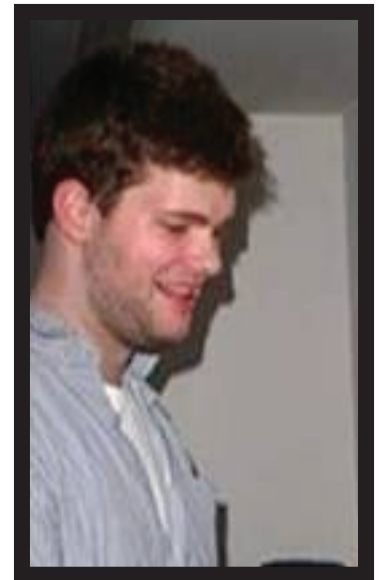
Caroline Breyley

I WILL ALWAYS REMEMBER...

I WILL always remember when McCauley ran for OSGA President with the following platform:

MCCAULEY PENDERGRAST, MBA 2006, Running For OSGA President

"AS OWEN transitions into the second half of this decade, we need to come together in a socialist utopia. I am running for president (also known as party secretary). As "el presidente", I will hear the problems of you ("the students", henceforth referred to as "the proletariat") and will rule with an iron fist. We will rise in the b-school rankings by ridding ourselves of the decadent bourgeoisie class that corrupts our school. We will reach new heights as a "collective". The beautiful vision of society outlined in Orwell's 1984 will become a reality at Owen. I promise that I will keep these promises." (quote attributed to McCauley Pendergrast)



Ramon Merritt

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I WILL always remember my three weeks in Brazil, drinking Cachaca, going to the "Charles Edwards", watching Burke masterfully talk to all of the ladies....that Tyler was talking to, and standing up in class time and time again standing up in class performing the "Girl from Imponema" for. I will always remember wondering everyday where Dake would go during each class. I will always remember making new friends, drinking with new friends, drinking getting drunk with new friends, and graduating with my new friends. I will always remember chocolate chip muffins in the 810 cafe.

Nicholaus Bartlow

I WILL ALWAYS REMEMBER...

I WILL always remember Smoot-Hawley. Thanks you Professor Fitzgerald.

Peter LaMotte

I WILL ALWAYS REMEMBER...

...THE BARTLEY administration! The regular outbreaks of Keaver Fever within the local cougar population.

“I Will Always Remember...” : Class of 2006 Memories

MBA, EMBA and MSF Classes

MASTERS OF BUSINESS ADMINISTRATION

Matthew Baker

I WILL ALWAYS REMEMBER...

I WILL always remember the fast paced, dynamic nature of my two years at Owen. From creating a paradigm for the business world, to achieving career goals, to creating meaningful and lasting relationships with my classmates, the past two years have brought with them a whirlwind of varied experiences that will always serve as an enormous influence upon my life. Beyond these experiences, I will always remember the friends, faculty, and staff that played such an essential role in my achievement of this major milestone.

Gwendolyn Murray

I WILL ALWAYS REMEMBER...

I WILL always remember Ashley and Lee Ann battle rapping in Freddy T's class.

Taku Kawaguchi

I WILL ALWAYS REMEMBER...

IT WAS great experience I came to Nashville from Japan and met fantastic people in Owen. I will always remember my experience here with my friends. Thank you everyone!

John Macomber

I WILL ALWAYS REMEMBER...

I WILL always remember ...Pong describing the naughty places in Thailand to Professor Stoll, buckets of beers at SatCo, and Smoot-Hawley. I will try to forget late nights at Owen doing value chains, and instead remember late nights at the Stage, shows at the Ryman, and teaching my clueless classmates how to eat mud bugs. The Owen 8, trips to Tunica, NY, Vegas, and KY, playing poker with professors, classmates snorting salt, will always be remembered. May everyone leave Owen with memories of fun, and futures of prosperity.

Ken Kuet

I WILL ALWAYS REMEMBER...

I WILL always remember the friends I made and K K K K - UNIT!!!

Sangram Borkar

I WILL ALWAYS REMEMBER...

I WILL always remember the program for number of companies, industries and business problems I analyzed making me review the ideas I earlier accepted as truths and consider new ideas with an urgent need for innovation. The Owen program helped me experience a variety of cultures, viewpoints, experiences that opened my mind and transformed the way I see myself and the environment around me.

James Sater

I WILL ALWAYS REMEMBER...

I WILL always remember.... McGinnis and the infamous cigars and whiskey at Thursday night kegs, Nathan's end of the year DSS comments, and studying at the village pool.

Joe Jatupornpakdee

I WILL ALWAYS REMEMBER...

I WILL always remember Management Hall, the place we called home for the past 2 years. I had a great time here!!

Deborah Neff

I WILL ALWAYS REMEMBER...

... HOW amazed I was that you could run into anyone you needed to see just by planting yourself at the table at the bottom of the stairs... the blessings (or curse) of a small school!

Karen Gooch (Talla)

I WILL ALWAYS REMEMBER...

"I WILL always remember when Sater knew a bitch called Wanda"

Katrice Branner

I WILL ALWAYS REMEMBER...

I WILL always remember my LTO group. The individuals in the group were so different; I just knew we would stay in the "storming" stage forever. Fortunately, we got our act together by the end of the Mod and I used these experiences as a guide the rest of my time at Owen. Thanks to the LTO group of Heath, Gilroy, Monteforte, Gupta, and Branner.



EXECUTIVE MASTERS OF BUSINESS ADMINISTRATION

MSF

Jake Hester

I WILL ALWAYS REMEMBER...

BRUCE COOIL'S "Oh No!!" Movie night in New Harmony. Cheeseburgers in Shanghai. The "live bait" department in the Shanghai Wal-Mart.

Ali

I WILL ALWAYS REMEMBER...

"EMBA GROUP 6: Not much to look at but we keep you warm at night"
"MY NEWS years resolution is not to drink anymore ... I don't drink any less either" - scott muir "Skoutt (or Scott with an emphasis on the o)... why do you drink so much!" - reita agrawal

Tim Slicker

I WILL ALWAYS REMEMBER...

I WILL always remember the night at New Harmony when I first spotted that lonely laundry cart. It was like love at first sight. Little did I know at that time, that this plastic cart on wheels would so prolifically shape the destiny of the historic EMBA Class of 2006. Our resourcefulness as a class and our resolve to have fun while still accomplishing the mission are no better represented than by that laundry cart that will most likely never serve as high a purpose as it did that humid Indiana August night in 2004."

Pornthira Ratananakin

I WILL ALWAYS REMEMBER...

I WILL always remember that I had wonderful classmates and friends. I will remember that I took courses with notable professors, enjoyable and grueling courses. I will remember that I had to study and do homework or cases every single day, and when I woke up in the morning during winter break and spring break, I felt so guilty that I was just sitting down and shopping online. Finally, I will remember that I met the most fantastic guy in the world!!!

Jim N Jiris

I WILL ALWAYS REMEMBER...

I WILL always remember the long hours, the "aha moments", losing entire files in "Groove" finals week and having to start over, eating sea cucumber bathed in 'WD-40', the "no Joke price", Professor Froeb's shy, inhibited manner, Starbucks coffee runs during class breaks, swapping eraser board marker caps to frustrate Professor Cooil, and last, but not least...Rick Marsh's introverted class demeanor

Mark Levin

I WILL ALWAYS REMEMBER...

I WILL always remember the people and deep, longlasting relationships I have made here at Owen. An excellent education, a break from work, and a new look at a wide range of career paths were all expected, but a whole new group of great people that are now long-time friends was not something I thought about when coming back to school.

Alejandro Quitana

I WILL ALWAYS REMEMBER...

I WILL always remember the fun times in Shanghai and all the good times with my MSF class.

Luqman Soorma

I WILL ALWAYS REMEMBER...

I WILL always remember Prof Mike Shor conning me to bid \$30 for a \$20 note, graduate professional students scrambling for free pizza, smoking under the canopy with 8 other people huddled together when raining, calling classmates in class to get free cookies for next class and being the best darn Resident Advisor in Vanderbilt's history. Most of all, I will always remember being a member of the First Class of Owen's Master of Science in Finance program.

Congratulations to the Class of 2006

Barry. Froeb. The Great Debate of Our Time



Promotional Flyer: Courtesy of the Owen Democrats in Business Club, (Susan Strayer & Wesley Wilson)

Review of the First Annual "Great Professorial Debate"

BY WESLEY WILSON, MBA CLASS OF 2007

DEBATE IS at the heart of any civilized nation's claim on freedom, bringing together citizens in healthy, impassioned, yet respectful dialogue on issues that matter most. We think back to the times of Jefferson and the Continental Congresses when America was in the grips of unjust taxation and dictatorial national leadership and we count our blessings that so many before us have engaged in such debate as to ensure that following generations would not have to endure the misappropriation of power. It is in this great tradition that the Owen Democrats in Business held the first Great Professorial Debate.

THE STAGE was set Thursday by two of Owen's most demure faculty, Profs. Barry and Froeb. Fueled by their personal beliefs (as well as Thursday night kegs) and moderated by the director of the Cal Turner Program for Moral Leadership in the Professions, Bart Victor, the topic was "Corporations are held insufficiently accountable, legally and morally, for the adverse affects of their products and services." Mr.

Froeb, a Libertarian and former Federal Trade Commission Economic Bureau Chief, believes in the Nirvana Fallacy which states that while market self-regulation may be flawed, governmental regulation only makes things worse. Mr. Barry, a Democrat, believes that the market self-regulation is a contradiction in terms and that the FTC is an acronym of a different phrase. After brief remarks by our intrepid moderator ODB's VP of Debates, Susan Strayer, the game was afoot.

MR. FROEB took the helm first, describing the adverse effects of regulation born from a "benevolent government dictatorship." For example, in 1994 the FTC sued Mr. Coffee over the untruthfulness of a "chlorine-free filter" advertising claim. In response Mr. Coffee pulled its advertising, reducing the chance consumers would know about the 99% reduction in chlorine it actually did provide. Mr. Froeb believes there are two worries politicians make with respect to trade: Republicans are worried about stopping good practices and Democrats are worried about letting bad ones through. Mr. Froeb concluded that "if we screw it up

and start regulating good practices, we will be poor."

THEN WITH characteristic flair, Mr. Barry took the floor to argue three points: managers of corporations have an impulse against honesty, integrity and transparency, corporations have an imperative to reduce their accountability and that markets and politics don't cure the problem by reducing that impulse and imperative. Giving examples of McDonald's and KFC's vast adjustment of the amount of trans-fats in french fries depending on what country those fries are sold, Mr. Barry demonstrated the impulse against transparency. In defense of his reduced accountability claim, he points to the contradiction of corporate lobby for tort reform claims to the actual litigation statistics. To conclude, Mr. Barry insisted that unregulated markets do not provide the incentive to act with integrity but rather the incentive to mimic integrity.

IN THE end it was a toss up as to who actually came out on ahead which was most likely determined by the audi-

*"I know a lot of people who lost their fortunes because of Enron, and the [market] did not do a f***ing thing to help them."*

- Prof. Bruce Barry

ence members' own regulatory inclinations. In our minds however, the outcome was not as important as the discussion itself. As future business leaders, these issues will soon become very real and we feel there should be some preparation in our education for what we will encounter - no matter how entertaining the format. I just can't wait for the rematch...

Get Real: Career Advice

Career Questions Answered

BY SUSAN STRAYER, MBA CLASS OF 2007

Q: "NOW that I am getting ready to graduate, what should I remember before heading back to work? How can I start off on the best foot since I have been out of the corporate world for awhile?"

--2ND YEAR, Finance

A: YOU may be eager to head out the Owen doors and into that esteemed job or internship, but jumping into your new job the same way you jump into a class project may not be the best idea. Company cultures, policies and politics are different. First impressions are the most important, and research shows that most professionals make their mark with the first three months on the job. So set some goals for the four most important milestones: day one, week one, week three and month three.

DAY ONE

IT'S SURPRISING how many people forget the basics. On day one, make sure you know where you are going, how to get there, and what to wear. For you full-timers, you should also ask who had the job before you and why they left. Finding out that the person who last had the job left a mess for you to clean up is not something you want to be blindsided with on your first day. It's also good to know if anyone else inside the company wanted your job. You may have enemies or skeptics before you even walk in the door. Finally, make sure you know what to expect on your first day. Will you be filling out paperwork, or sent out on the road immediately? You don't want to be caught off guard when your boss tells you you're expected in Phoenix tomorrow.

DAY SIX Advice: Your next major turning point comes on day six. As you start your second full week of work at your new job, you may be getting to know your colleagues, but if they mention an acronym or person you don't recognize, speak up. If you don't understand something, better to learn it now instead of being confused later. Day six is also a good time to begin forging relationships. Since people love free food, set up lunches with the people in the company who are both key to know and close to your level. It's also time to start saying "thank you."



Susan Strayer, MBA 2007

You probably already have, and will continue to ask for help from peers and managers. Don't forget to thank anyone—from executive to administrative—who helps you, even if just for a moment. Finally, if you haven't already, now is also a good time to make sure you get a copy of the company performance evaluation for your position. It's crucial to how you will be evaluated and your performance measures.

WEEK THREE Advice: By week three, you've gotten your feet wet, know your way around the office, and may even be doing some actual work. But before you get in too deep you want to make sure you've covered the basics. Have performance goals been set? It's dangerous to go more than a few weeks without knowing where you are headed. Managers and bosses get busy and may forget you need some direction. Also, while it's good to get comfortable with your colleagues, don't forget you're still the new kid on the block. Surely they will welcome fresh ideas, but they'll also get sick of you saying "at my old job we did it this way," or "at Owen I learned how to..." Offer up suggestions carefully and constructively.

MONTH THREE Advice: If you're a full-timer, your last major turning point comes at the ninety day mark. You're settled in, plugging along and crossing things off your "to do" list.

But before you get too comfortable, there are a few final checks. Are you on track to meet the performance goals you've set with your manager? Performance goals are only as good as the effort you make to reach them so leaving them in buried in your desk drawer sure won't help your career. Another important question to ask yourself is "what have you done for your boss lately?" Sure, there's a fine line between sucking up and doing the right thing. You don't want to offer to take your boss' dry-cleaning, but you can offer to buy him lunch once in awhile. Month three is a great time to catch up on how you are doing and ask for any advice going forward. You've learned the ropes, but may be making some missteps you hadn't even realized. Lunch with the boss is a great time to figure that out before you get too comfortable.

END OF the road?

IF YOU'RE a first-year, month three may be the end of your internship experience. Make sure you have a performance review scheduled and have all of the loose ends tied up on all of your projects. You don't want to scramble last minute to finish your assigned work and give the impression of being a procrastinator. If you're eager to get a full-time offer from the company you have been interning with, make your wishes known to your current manager. You don't need to skywrite it, but a simple statement of gratefulness will do: "John, I have really appreciated the opportunity to work here this summer, and I would be excited about the chance to come back after I graduate."

JUST THE beginning

IF YOU'RE a second year, month three is hopefully just the beginning of a long, fruitful career. But if by this point you don't feel comfortable with the work you're doing or your future with the company, take a step back and ask yourself what it would take to feel that way. Many people choose jobs that they later realize aren't the best decision. And there's nothing wrong with that unless three years later you are still in the same job with the same frown on your face. Always think about where you're headed next. And if the position you're in won't take you there, it's time to find one that will.

WHERE'S OUR SOFTBALL?!

BY RICK MARSH
EMBA CLASS OF 2006

A million years ago when I began the EMBA program, I saw a sign for a 2nd years versus 1st years softball game. I remember thinking, "Hmm, maybe I should have quit and gone here full time! It sure does sound like they have more fun." By that point I had already succumb to the fact that Owen would be all work and no play for me. That was my first semester, and during the second, I began dating a 2005 day student (we are now engaged) which allowed me to pretend that I too was full time. It was a harsh reality though when the Thursday night kegs fell on a night before I had class, and I couldn't "tag along". The nagging voice in my head questioning my decision to enter the EMBA class was getting louder.

In the end do the day students get a better experience? From the fly on the wall view I got via my fiancé, I would have said "yes". They get more face time with the teachers, more time to be a part of clubs and more time to party with each other. But now that I'm at the end of my degree, I've come to appreciate some things that the EMBA's have. Such as the fact that it is easier for us to continue enjoying the relationships we've made since we are all based in Nashville, or at most one city away. Or that our lives have been so busy over the last two years that the experience felt more like boot camp which pulled our class even closer together and was something we'll never forget. Or that we already have our jobs and get to forgo the added stress of finding one upon graduation. Or best yet, the reduced/non existent school loans that come with company subsidies!!

No, we didn't have organized sports, or even get a chance to know the other EMBA classes at all, but we did connect with each other. From our week-in-residence in nowhereville Indiana all the way to our class trip in Shanghai... we bonded and made the most of our time at Owen. In hindsight, I wouldn't have wanted it any other way.

ETHICS, MORALS, AND HONOR

BY DANE HONHART
MBA CLASS OF 2007
HONOR COUNCIL CHAIRMAN

Today, ethical implications are imbedded in virtually every decision that we make. For some, the idea of decision making based on ethical criteria is a paradoxical quandary; however, the moral values behind them have longer lasting implications than the immediate results of the decision itself. While ethics provide the constructs for social norming, morals provide for a "gut check" - a self guiding compass to determine a proper course of action. In fact, though, ethics and morals are no more than fanciful terms used to describe the overarching idea of honor.

Honor is defined as a strong sense of principled conduct, where one's word is given as a warranty for performance. Synonymous with honesty, it is borne from the Latin root Honos, which means "public respect" - a mind-set of "I will do what I say". A person's honor comes from personal choices that are and cannot be dictated by another individual; as well, different cultures demarcate honor differently. As with most concepts that portray complex social behavior, the idea of honor is best describe by using examples.

And within the constructs of a community, such as Owen, codes of conduct establish the rules by which the community at large must operate, much the same as the citizens of the United States abide by those established by the U.S. Constitution. Ultimately though, to act honorably is an individual decision best expressed by Thomas Jefferson who states that no one "can acquire honor by doing what is wrong".

Carrying this forward, as we embark on our summer ventures, we should keep in mind that as representatives of the larger Owen community it is our duty to adhere to the code of conduct that defines our honor.

2005 - 2006, The year in Photos



“None of your Business”: The Right Side of the Brain Speaks

Summer Advice

BY DAVID BARTLEY

AS YOU first years venture out into the vast unknown world of internships, I thought I'd take a moment to share a few words of wisdom on how to get the most out of your internship.

NOW, COMING from me, you're probably expecting to hear something like 'assert yourself', 'represent your school well', or 'give 110%'. Nope, not what I was thinking. While those things are important, in terms of advice they are a) givens and b) not funny.

NO, I am thinking more along the lines of survival tips. First off, take advantage of every opportunity to go to lunch with various managers around the company. Not only do you appear interested in finding out more about what they do, it's a great way to get free lunch. And your options will most likely be a little more robust than SATCO, Panera, or Wendy's.

SECOND, REGARDLESS of what hours you were told you have this summer, you officially start 5 minutes before the boss gets there and work until 5 minutes after the boss leaves. Let's just hope that your boss is not a workaholic.

COCKTAIL HOURS...NEVER miss them. No, seriously.

HOOKING UP with full-time employees, NO! Hooking up with the other interns.... FAIR GAME! Again, refer to the previous piece of advice. Keeping your stache will most likely not help in this endeavor.

FOR THE guys, be sure to back up anything important on your computer before you leave. I know you think that viruses can't happen to you, but trust me, you'll be standing in that IT line at the first of the year, "wondering" how it happened.

AND FOR those who have become way too addicted to IM, you may start to shake at the thought of having a corporate computer with no IM on it. Don't fret, there's a web-based version - www.aim.com/get_aim/express. Learn it, use it, love it.

AND FINALLY, don't linger too long in your internships. There will be a fresh crop of your years eagerly awaiting your return and their chance to experience the Owen Community.

OH YEAH, and don't forget to work hard and get lots of job offers (had to say something remotely responsible)...

Join the Team @ The Bottom Line

The Bottom Line Staff is Looking for:

Staff Writers, Photographers, Break Dancers, and Landon Davies!

Interested? Email us at: bottomline@owen.vanderbilt.edu

WOODY: CONVERSATION W/ A DEAN AND SOME STUDENTS

NOTE TO ALL: This work is entirely fictional. This conversation did not take place... Or did it?
BY WOODY WILSON

DEAN: HI, how are you guys doing?

FINANCE: YEAH, yeah. How you doin! So which do you favor, diversified portfolios or high risk, high yield scenarios? Capital Gains Yield!! It's all about yield baby!!

MARKETING: BRAND management is key!! We must change our brand image!

HEALTHCARE: ALL smokers should be tarred and feathered. Damn smokers!!

DEAN: SO how did you guys enjoy this year?

FINANCE: YEAR shmear!! Dividend Yield!!! So which do you think is the most important statement measure, cash flow or net profit margin?

MARKETING: CASH needs flow as much as possible. Flowing cash is perfect Feng Shui. We must flow!! Flowing is good in general. I often think that when we die, we just flow you know?

OPERATIONS: I'VE got a bottleneck if you know what I mean? So I'm finding it hard to concentrate.

HEALTHCARE: I'M not sure if we can insure that, it seems to be a pre-existing condition.

FINANCE: WHAT? Private wealth is the least rigorous of financial careers, it's almost like sales? What do you think?

MARKETING: THAT'S nonsense. Wealth should always be private. If it's private then how can it be sales. Sales people are extroverts, whereas "Private" that's all about introversion. If it's sales then they should call it Private Flow. Feng Shui. Feng Sui. Feng Shui.

HOP: I got an internship!! I got an internship!!

HEALTHCARE: HUH?

HOP: BENEFITS are essential to peak performance. We must provide ways for people to feel appreciated.

MARKETING: YEAH, I slave and slave making powerpoints. And does anyway ever even give a word of encouragement!! Nothing!! I need a cigarette.

HEALTHCARE: YOU'RE Fired!! You're Fired!! Damn Smokers!!! Damn you Smokers!!

FINANCE: WHAT?!!

MARKETING: GOKU, M& M's, Hershey's!!

DEAN: WHAT are you talking about?

MARKETING: BRAND Management, Brand Management, Brand Management!!

FINANCE: NET Present Value on this yahoo is slim to none!! I mean just look at him!! And that's not even considering advanced depreciation!

HOP: TRUE, he looks pretty bad. We need an intervention. No judgment. No Group think. Just unconditional consideration.

DEAN: WHAT?

HEALTHCARE: INTERVENTIONS are too costly. We must fire all interveners!! Damn interveners!! The healthcare system is in a shambles because of all this carrot based intervention and smoking.

MARKETING: FOCUS groups suggest that 1 out of 10 Americans complete surveys in mini-malls.

FINANCE: WHAT the heck is your problem man?

MARKETING: WHEN I was a child my mom used to spank me really hard. And I would cry.

FINANCE: BRO, I'm gonna get you a doctor.

HEALTHCARE: NO way!! A doctor isn't necessary, we need no more supply driven nonsense. Damn whiners!!

MARKETING: IT was the strawberries!! Yeah, the strawberries!! They knew that I would catch them with the strawberries!! They called me a yellow belly!! They called me a coward!! That damn toe line!!

FINANCE: OH my God!! Man!! You've got to calm down!!

MARKETING: THE Horror, The Horror, The Horror....

The Bottom Line

Vanderbilt University and the Owen Graduate School of Management
proudly presents...

Graduation 2006

MBA * MSF * EMBA * MBA * MSF * EMBA

To the Class of 2006

This is an important time for you. It is time to celebrate your success and reflect on your personal growth, the friends you have made and the opportunities that will surface from your time here at Owen. You have worked hard in the classroom and in your teams. You have been influential in student clubs and service organizations and we are honored by your efforts and your talents. Now, new goals will be formed and you will make an impact in your new environment. We salute you for what you have achieved and we will follow you in this next phase of your life. Thank you for being here and for making your mark at Owen.

Warm wishes,

Kelly Christie

MBA * MSF * EMBA * MBA * MSF * EMBA

COMMENCEMENT CALENDAR

Wednesday, May 10

9:00pm - Midnight - **The Party:** Celebrating all Vanderbilt graduates, their families and friends
Kool and the Gang, Peabody Mall (Tickets required - TBA).

Thursday, May 11

8:00am - 5:00pm - Pick up your rental cap & gown (Branscomb Hall)
9:00am - Senior Class Day Speaker, Alumni Lawn, Tix Required
(Info to be emailed this week from Commencement Office)
3:00pm - 4:30pm - **Day Student Graduation Reception** for MBA and MSF graduates and their families in the Lobby of Management Hall

Friday, May 12

7:45am - **Class pictures** for ALL Owen graduates on the steps of Management Hall (Law School side). Gather in the lobby.
8:30am - **Owen graduates proceed to Alumni Lawn** to join all Vanderbilt Class of 2006 degree candidates for the main Commencement Ceremony at 9:00am.
10:15am - **Owen students are excused from the main ceremony and proceed to Magnolia Circle Lawn on the Peabody Campus for the Owen ceremony at 10:30am where you receive your diploma.** (Ends approximately at 12:15pm)
12:30pm - **Champagne and Strawberry Reception** in the courtyard and lobby of Management Hall for all graduates and their guests.
Remember to return your cap and gown to Branscomb Hall before 5:00pm

CLASS OF 2006 GRADUATION ISSUE!!!