A Note on Grade Disclosure at Haas…

NB: When you vote for your 2009 MBAA Officers you will also be voting on the grade disclosure policy for your class. Please see the note below from Sean Bornheimer, VP of Careers:

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

The Class of 2009 full-time MBA and joint-degree MBA students adopted a Grade Non-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 overt grade competition promotes a collaborative academic environment
- Students may be willing to take more risks with respect to academic coursework and workload – students can focus on learning new skills versus taking easy classes to inflate their GPA.
- Students may take on leadership responsibilities such as club leadership and event planning
- Students may be more willing to participate in nationwide case competitions and conferences
- Entrepreneurial students may be more likely to write a business plan and start a company
- Greater attendance at social and networking events
- Why should I be punished for being assigned to an ineffective team?

Reasons to disclose grades:
- Enables greater academic rigor, which may be lacking in the eyes of some 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 during first round interviews
- 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
- Students from other business schools with no policy may have a competitive advantage

Current Policies from Top Business Schools:
(Yes = has grade non-disclosure policy; no = no policy)

<table>
<thead>
<tr>
<th>School</th>
<th>Policy</th>
</tr>
</thead>
<tbody>
<tr>
<td>Haas</td>
<td>Yes</td>
</tr>
<tr>
<td>Chicago</td>
<td>Yes</td>
</tr>
<tr>
<td>Kellogg</td>
<td>No</td>
</tr>
<tr>
<td>Wharton</td>
<td>Yes</td>
</tr>
<tr>
<td>Duke</td>
<td>No</td>
</tr>
<tr>
<td>Stanford</td>
<td>Yes (not formal)</td>
</tr>
<tr>
<td>Michigan</td>
<td>No</td>
</tr>
<tr>
<td>Yale SOM</td>
<td>Yes</td>
</tr>
<tr>
<td>HBS</td>
<td>No</td>
</tr>
<tr>
<td>Tuck</td>
<td>Yes</td>
</tr>
<tr>
<td>NYU Stern</td>
<td>No</td>
</tr>
<tr>
<td>UCLA</td>
<td>No</td>
</tr>
</tbody>
</table>

Elections 2008
Candidates for MBAA President

(Candidates are listed in alphabetical order by last name)
From the moment I got the call from the Admissions Office, I have been pinching myself every day! I am so proud to be a part of this institution, not only because of its history, but also for what it represents—standing for something, and standing up for others. This idea is dear to my heart, as I have long tried to stand up for others in my community. For example, since 2006 I have raised over $100,000 for non-profits.

To me, making a difference means being proactive in life rather than reactive. As a consequence, I have been proactive within the Haas community, and have already made a difference in the following ways:

* ‘Walk home-ride home’* - After hearing how one of our fellow students was mugged, and as communications representative for the gold cohort, I implemented the ‘walk home-ride home’ program. Women within the class could email me with a request for a ride or a walk to their house, and I would link them up with a male volunteer in their area.

* Finance Hong Kong* - As the organizer for this year’s Finance Hong Kong trip, I wanted to help improve my colleagues’ opportunities by broadening their network beyond Haas. Aside from an alumni dinner, I have also organized a function in Hong Kong between Haas and the Columbia Business School. This function, the first of its kind, will allow Haas to strengthen its students’ networks.

* Business Week* - Perhaps the most important aspect of President is to promote the brand. Each year, Business Week selects several MBA students from the top business schools in the world to write for their website. Of the hundreds of applicants this year, I am proud to say that I was selected to write fourteen journal articles over the next two years about my experience at Haas. Using this platform, I will ensure that Haas’ message of ‘confidence without attitude’ will shine through in every article.

My goal as President is simple: to help the dean make Haas a top-five business school. After speaking with various heads of department, I feel my areas of focus should be based around the school experience, network, and the brand. I see the role of President as a listener among my classmates, so I will spend the next few months cataloguing all of your concerns and gauging areas for improvement. Similarly, I see myself as a facilitator within the MBAA – the VP candidates this year are an exceptional group of people so I only want to maintain their passion, and to help in every way I can to allow them to make a difference.

I hope my tone and achievements reflect how passionate I am about this school, and that I have not waited until January to start delivering change in the Haas Community. In the tradition of Berkeley, I want to stand up for something and stand up for others. Together, we can make a difference.
Christopher Giles
Candidate for President

Classes of 2009 and 2010,

Haas is truly remarkable. It encourages and enables us all to become what we have always dreamt of becoming, while building life-long friendships, giving to the broader community, and improving the world we live in. We were not invited to join the Haas community because we were already great. We are here because we have the potential for greatness. Haas saw the potential in all of us and made an investment. Our Haas experience will undoubtedly aid our ability to build companies, lead organizations, and shape nations. During our short two years, we have the opportunity to invest in Haas; to impact its ability to realize its own potential.

I am running for MBAA President because I am empowered by your potential and enthusiasm. I believe in the Potential of Haas and I love the Haas community. I am inspired to serve.

As MBAA President, I will:

- Listen to you. The Haas governing bodies will hear your voice and understand the vision that culminates from your ideas
- Inspire you to positively impact the Haas community and support your fellow classmates
- Collaborate with the MBAA VPs to ensure you have the best Haas experience possible
- Communicate the Haas vision and achievements with the Class of 2011 to drive continued enthusiasm

I will focus on 3 key areas:

**Communication**
- Collaborate with the newly appointed CIO and VP of Technology to execute plans for a centralized calendar and information sharing solutions
- Communicate student and faculty achievements throughout the entire Haas community
- Team with the 2009 MBAA officers to develop formalized succession documentation that will allow incoming officers to leverage the solutions and progress of prior leadership. This document will be maintained and passed on to future classes

**Brand Enhancement**
- Initiate a class evaluation survey given in the second lecture of each course. Student feedback will determine whether the course hosts visiting prospective students
- Convert application to ApplyYourself platform
- Improve enrollment yield by reforming the admit mentorship program to proactively reach out to new admits
- Work closely with the CSO and VP of Careers to build a non-traditional / non-bay area job search support system, that includes job postings, penetration strategies, contacts, and best practices

Alumni Relations
- Host student vs. alumni competitions and sporting events that promote the formation of sincere relationships without the awkward nature of the traditional cocktail event
- Ensure that the Alumni database is current and functioning properly, provide incoming students with training on how to leverage the database

_Haas is great because of the service of those who came before us. Fellow Bears, let's rally together to ensure we leave Haas better than we found it! Thank You and Go Bears!!!_

_Shauli Raz_
_Candidate for President_

Dear friends and colleagues,

I approach you in this platform since I have a very strong desire to represent our future common interests in school.

Since we started school two months ago, I have been eager to become more involved with the school's vision and resources, so I have decided to run for MBAA president in order to help push through many of the ideas for changes I've discussed with many of you.

I have very big plans for the school, and I believe that although we have Top-3 business school caliber students, we need to improve other aspects of Haas to the same level, while strengthening the Haas brand and reputation.

I will improve academic, social and professional issues that you feel need to be addressed by working closely with each one of the VPs, and conduct a group meeting with the students on a weekly basis.

I will create a more structural and tailored career-search process that will help each one of us to better utilize the school resources, alumni, and EW MBA and FTMBA students of all classes. That way we can focus on our career goals more efficiently and with greater knowledge.

I also plan to develop an “alumni mentoring program” that will create more intensive and continuous alumni relations, so we can better utilize them to get a better culture and day-by-day understanding of their companies, and allow each one of us to get our feet in our dream job company's door.

I will provide a better and faster professor response to constructive feedback. The academic improvements need to be on a real-time basis and not after the final evaluation when it is too late. The VP of Academics and I will work hard to provide immediate solutions to every academic issue.
The VP of Communications and I will establish an easier and more student-specific communication in order to prevent overload of e-mails and information. That can easily improve our quality of life.

I plan to dedicate myself to the other issues you raised during the Fall A semester, starting from international students’ relocation and visa issues, all the way to bicycle theft and much more.

I am a great believer in the slogan “work hard, play hard”. The VP of Social and I will work very hard so all of us will PLAY HARD, we deserve it!

Getting involved and helping my colleagues and friends achieve our goals is my passion, and a position I’ve held my entire life in every organization I attended.

I invite you all to speak with me and bring up new ideas and changes that you would like to put into practice. I'm here for you and will continue to be in the future!

Yours truly,  
Shauli Raz.

Liz Rockett
Candidate for President

Over the past few weeks, I have had the chance to hear from so many of you. Three areas stand out as the most impactful ways the MBAA could build on what makes Haas unique.

1. Strengthen the Haas Brand
With a new dean, the recent strong showings in MBA rankings, and the driven and talented students of 2009 and 2010, Haas is poised to secure a stronger name for itself as a leading force in business.
To strengthen the Haas brand externally, I propose the following

- Proactively reach out to alumni to serve on panels and as speakers, so that we could get the Haas name in front of new and wider audiences.
- Build new employer relations with the companies that we have each come from. My professional career has focused on building relationships and alliances, and I would love to bring this expertise to strengthen Haas’s relationships with non-traditional career opportunities.

Achieving a stronger brand will be the work of a team – a great MBAA President will enable the work of the MBAA VP’s and the administration by aligning our ideas toward a shared vision and driving towards it across 2009.

2. Pride in Your Haas Experience
I want to help each of you feel confident that you have had the best MBA experience possible, because you are our best ambassadors for Haas. What I’ve heard from you so far is that our "student-driven" environment is unique and highly valued -- however, the school could better capitalize on these student driven initiatives by providing more
support and structure. I would:

- Build a centralized infrastructure to coordinate amongst clubs with overlapping goals, speakers, etc.
- Lessen the logistical burdens around classes (e.g. time spent printing materials, locating course materials from study.net/catalyst/email, etc.)
- Improve the class of 2011’s understanding of club and leadership opportunities, so that our work can be sustained into the next year!

With a background in operational improvement, I can bring a “user-oriented” focus to improve the Haas experience. I want to institutionalize these changes to ensure that you can spend more of your time on the things that are important to you.

3. Connecting with Cal – Social Connections to Other Grad Programs
In speaking with our classmates, I found that you have embraced the social nature of our MBA experience, but would like to interact with the broader Cal graduate community, which is teeming with ideas and interesting people. As MBAA President, I would connect with other schools to increase social opportunities to meet and build stronger alliances for Haas within Berkeley.

I am fiercely proud of Haas and the experience and potential of our classmates. My first priority as President would be to continue learning from each of you about how we could best strengthen Haas. The MBAA can coalesce and prioritize these ideas to inform our budgeting and planning, and our conversations with the administration, to set a strong course for 2009.

Here’s to a great year ahead!
Candidates for MBAA VP Positions
(Candidates are listed in alphabetical order by last name)
Sean Simplicio  
*Candidate for VP Academics*

Haas offers us myriad opportunities to grow both professionally and personally, but the one thing we all share while we’re here is the academic experience. We have the ability to learn from top faculty and industry leaders, as well as each other. I want to serve in this position to ensure that we maximize that opportunity.

While incredibly strong, I believe there is room for improvement in this area:

- Reassessing the scope and method of the core curriculum.
- Ensuring that classroom sessions leverage both professor expertise and prior student experience.
- Facilitating student-to-student learning beyond our study groups and cohorts.

Since the full-time MBA is one of the six programs at Haas, we must be realistic about what we can change, and in what timeframe. I intend to work closely with Julia Hwang and Dan Sullivan to represent our interests and to make certain that our needs are understood and met as fully as possible. I would also look to ways that we can progress towards some of these goals using the resources that we currently have at our disposal, including coordinating with other student organizations and faculty to align interests and facilitate information exchange.

By taking steps to improve the academic experience here I believe we can both improve and cement Haas’ reputation as one of the finest MBA programs in the country; in the long run, we would all benefit. Thank you for your consideration!

Alison Zander  
*Candidate for VP Academics*

We have all chosen to take two years of our lives to obtain an MBA in order to gain the knowledge that we need to take us to a new phase of our careers. I want to ensure that all of our classmates are getting the most they can out of our time in that classroom while at Haas.

I am very passionate about serving Haas and representing the students to the faculty and administration. I think there is a great opportunity to leverage our interactions with the faculty to be more than just what is stated in the curriculum. As VP of Academics, my primary goals will be:

- To actively seek out the thoughts of students as it relates to the curriculum and quality of experience in the classroom.
- To constructively provide student feedback to the faculty and administration.
- To coordinate activities that promote interaction between students and the faculty such as the faculty lunch program in order to foster a stronger community at Haas.
- To ensure that feedback on electives is easily accessible to students and the right mix of electives are available in order to meet student demand.

I served as a the student representative to the curriculum committee for my undergraduate business school and feel that I have the right skills to effectively communicate with the faculty and administration and accurately represent the voice of the students at Haas.

**Tim Durbin**  
*Candidate for VP Admissions*

Classmates and Friends:

Along with our great faculty and staff, we are what makes Haas special. From the time I attended Days at Haas, I knew that I wanted to come here. Each of us has brought something unique to Haas which allows us to remain a top business school. While the admissions process may not have major flaws, in order for Haas to keep its reputation as a top business school we must continue to reexamine our admissions approach to find new and creative ways to attract students. Based on my past experience leading a recruiting team, I believe I can be successful in helping the admissions team improve the process.

As your VP of Admissions, I will seek input from each of you in addition to working closely with the VP of Diversity and VP of International to make sure we continue to attract prospective students from all different backgrounds and countries. We each have great ideas and I want to tap into them to make our admissions process the best in the country.

Additionally, part of the reason we each came to Haas was the personal connection that was developed during the admissions process. I want to continue to spread our culture to prospective students to ensure that they want join us. However, I want to evaluate and modify programs like the mentorship program to make sure each program is utilized effectively.

All of my experiences in these short two months have meant a great deal to me. I would be honored to serve as your VP of Admissions to ensure Haas continues to attract great students well into the future.
Brian Ellis
Candidate for VP Admissions

I’m just gonna say it: Our class rocks! During O-Week we were told that our class of 2010 is one of the brightest, most diverse groups to ever attend Haas. We’ve set a new standard for academic excellence and we represent over 35 countries worldwide. I am honored and humbled to be part of such an amazing class, but my goal as your VP of Admissions is to ensure the class of 2011 is even better. I want to recruit a class that we can all learn from; a class that can add increased value to our academics, our community and our esteemed reputation at Haas. Recruiting the best starts with positive first impressions, therefore I plan to improve the following:

- Making the application process more user-friendly and professional by using an online application system such as ApplyYourself or Embark.
- Revamping the new-admit website to ensure information is up-to-date and easy to find.

Furthermore, in my mission to recruit the best, I hope to provide some stress relief to our applicants by improving admissions communication with candidates through the following:

- Providing a direct link between the admissions committee and applicants by ensuring the admissions blog is updated on a weekly basis.
- Proactively contacting waitlisted applicants to offer feedback and provide regular updates via personal emails and phone calls, putting the responsibility on Haas to attract these candidates to our program.

I’m excited about the opportunities that lie ahead! Let’s continue to raise the bar together!

Bernie Lin
Candidate for VP Admissions

Days at Haas, Mentors, and HSAs... OH MY!

I believe those personal touches in the admissions process are what differentiate Haas from our peer schools. As your VP of Admissions, I want to make this personalized experience a unique part of the Haas brand.

To achieve this, I will:

- **Expand promotion of Haas on the Internet:**
  In the age of social networking, we need to expand our presence on the web to promote Haas’ brand. Working with Admissions, we can increase personal interactions on more
MBA application forums (e.g GMATClub, ChaseDream) and social networking sites (e.g Facebook, LinkedIn) to differentiate Haas.

- **Personalize outreach to diverse applicants:**
  Working with the VPs of International and Diversity, we can add Haas’ “personal touch” to our international and minority outreach programs. Student blogs written in overseas students’ native languages and by minority cultural clubs, and involving alumni in extra admissions events will help diverse applicants experience the Haas culture and entice them to matriculate. This increased diversity will further benefit everyone’s MBA experience.

- **Increase personal interactions with admitted students:**
  I will expand the admitted students mentoring program by automatically enrolling all new admits. Also, setting clearer expectations for mentors and recruiting alumni mentors across the world for in-person mentor-admit interactions will help encourage students to commit to Haas.

I would be immensely honored to serve as your VP of Admissions. I promise to combine my Google Groups passion and six-year corporate recruiting experience to attract the top talents from around the world through our uniquely personal admissions experience.

**Dan Perl**  
*Candidate for VP Admissions*

As VP of Admissions, I would focus my efforts on reinforcing what I believe our admissions process does best: identifying the most exceptional, well-rounded candidates and creating experiences that illustrate why so many of us are so passionate about Haas.

I would pursue this goal by concentrating on the following key areas:

**Increase yield through personal connections:** The ‘which school’ decision is a highly personal one, but I believe we can improve our yield (% accepted vs. % enrolled) by introducing a *Mentoring Mixer* at DAH. Admits and 1st years would discuss their career interests with the goal of creating relationships that will continue after admits return home.

**Promote campus events to attract more applicants:** The Diversity and WIL Conferences, and GSVC, are excellent examples of how special events can showcase Haas to prospectives. I would work with club leaders and conference organizers to develop more strategic admissions tie-ins in order to broaden our applicant pool.

**Improve outreach:** With applications expected to surge and staff burdened by an increased workload, I believe the VP and HSAs can improve outreach to applicants by driving time-sensitive content for the website (updates, facts, and figures on where we stand in the process) and personally reaching out to waitlisted students.

My favorite campus pastime is learning about you all – where you’re from, why you’re here, and where you might be headed. I would approach this position with that same energy, spirit, and natural curiosity in people. Thank you for your consideration.

---

Elections 2008
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.

**Gary Coover**
*Candidate for VP Alumni*

Although the heartbeat of the Haas community is found on campus, the pulse is carried on through the amazing work of Haas alums around the world. As your VP of Alumni, my primary responsibility will be to make the interaction between students and alumni more frequent and more valuable. I plan to achieve this by building on current VP Nora Tucker’s successes and focusing on the following initiatives:

- **Bringing More Alumni to Campus** – More face to face interaction means more real connections. I will help achieve this by making our regular events (tailgates, Alumni bar of the month, etc.) more inviting to alums, adding smaller industry-focused events, and increasing the visibility of alumni once on campus.

- **Heighten Awareness & Education** – In addition to clearly communicating Haas alumni-student events, I will also identify relevant opportunities throughout UC Berkeley. Furthermore, I will provide information sessions for more effective use of the soon to be updated Alumni Database and other useful career and networking tools.

- **Utilize Our Own Connections** – The simplest and most effective networking we can do is with one another. Therefore, I plan to create a searchable database of current students that lists any companies in which students have strong connections, which will broaden networking opportunities by better utilizing relationships we’ve already created.

I am an enthusiastic and passionate member of the Haas community and as your VP of Alumni I look forward to enriching your Haas experience by enhancing your alumni interaction.

**Natalie Melamed**
*Candidate for VP Alumni*

I have experienced the strength of the Haas alumni network first-hand. One year after graduating from Haas with a Bachelors of Science, I secured my dream-job through an alumnus whom I had met at a Haas career fair several years earlier. My goals as VP of Alumni will be to **educate my classmates on the available alumni network resources** and to **prepare you to become an active member of the Haas Alumni Network**. I will serve you by continuing successful programs because we need continuity in our practices as we develop strong alumni culture. In addition, I will make the following enhancements:

- strengthen the collaboration between **international** alumni
chapters and current Haas students interested in international careers. I will encourage this connection during students’ international travels by allocating a budget for gatherings with alumni.

- launch more cross-degree events. As a Haas undergraduate degree holder, I value undergraduate alumni’s skills and eagerness to contribute to Haas. I will encourage attendance of alumni events by all Haas degree-holders (BS, BC Executive MBA, EWMBA, MFE, and PhD).

- introduce structure to alumni events. I will dedicate at least one alumnus per industry to facilitate industry tables at the alumni events.

Our Haas education will not end when we receive our degrees. As your VP of Alumni, and through my work with the Haas Alumni Network, I will enable you to continue to develop your business expertise, professional contacts and friendships well beyond our graduation.

Jacqueline Yuen
Candidate for VP Alumni

Let’s face it, this is going to be a tough year for securing internships and full-time jobs. Now more than ever, we should take advantage of every opportunity that Haas offers so that we can reach our goals. One of these opportunities is leveraging our extensive alumni network. As the VP of Alumni, I am going to make alumni connections easier and more meaningful so that we can take advantage of Haas’ diverse alumni network.

Ease – Connecting with the right alumnus is difficult and requires time that we often do not have. By making it easier and more convenient to connect with alumnus, they can become a much more integrated part of our Haas experience. One way I would accomplish this is by working with clubs to provide a list of alumnus that are specific to an industry. That way, instead of students individually scouring for this information on CareerNet or Haas@Cal, it is thoroughly done once and then provided to us.

Meaning – In addition to having large, alumni events, we also need more intimate events that have an industry or interest focus. This will allow students to make more meaningful connections with alumnus and also allow them to interact in a casual environment where they can really get to know each other. Furthermore, by having these events planned, students can connect with right alumnus without having to proactively contact and arrange a similar meeting.

In summary, I know we would all welcome additional interaction with alumni. As the VP of Alumni, I will focus on providing this by making the connections easier and more meaningful.
Karan Dua  
*Candidate for VP Careers*

The Dow has dropped more than 25% since August. Is our economy in a recession? It sure feels like it. This is a fascinating, intimidating, and challenging time to be in business school. In this market, we not only have to work harder to land our dream jobs, we have to be extremely creative. As your VP Careers, I will work with you to make your career search a success by:

- Focusing more of our efforts on **off-campus recruiting**. I will increase funding for industry conferences and other networking opportunities and maintain a bulletin board for these opportunities.

- I will also work with the VP Alumni by starting an **Alumni Buddy Program** and by designing industry-focused events with our Alumni.

- I would work towards formalizing **Peer Career Mentor Program** to help us switch careers, provide a support network, and to keep each other accountable.

- Based upon your feedback, I will work with other members of MBAA and the new CIO to create a **knowledge-base**, where we can share resources, insights, and recommendations and be a sounding board for one other.

I am running for this position because I am passionate about taking leadership roles at Haas. I have helped organize Ideas@Cal and am also serving as a class-rep. As the VP Careers, I would want you to dictate what I should work on. I am committed to ensuring that you find your dream job and it would be an honor to serve as your VP Careers.

David Rutenberg  
*Candidate for VP Careers*

Haas is a special place. We’re a small program, but incredibly diverse. We’re confident, but without attitude. Yet what makes Haas such a unique program also poses challenges, particularly in our current economy. I want to be your VP of Careers so that we can work together to build on our current services, and develop a program that is the envy of other top business schools.

Here are a few ideas for your consideration:

**More user-friendly experience**
- No recruiting during midterms and finals
- Faster business card process for students (current wait – 4 weeks)
- Better communication regarding the CMC: what, when, why and dress code

**More robust “traditional” recruiting**
- More opportunities for Haas students at top-tier banks, consultancies, etc.
- Training on etiquette, industry and firm before any recruiter interaction
- Better alumni engagement to prepare current students

**More support for “non-traditional,” non-Bay Area and international careers**
- Road map for each industry (e.g., cleantech, private equity, social ventures)
- Better integration of current student and alumni support into search process
- More thoughtful support for international students

I’m passionate about serving my fellow students in this role. I have already shared many of my ideas with the CSO and our current VP of Careers. Through my service on a task force to improve Haas’ brand, I’ve also spoken with the administration. I ask for your support and good ideas so that together, we do everything possible to make sure that we have every opportunity to pursue our dreams.

**Rumana Hussain**  
*Candidate for VP Clubs*

As enterprising students, we take initiative to execute on big ideas, providing a preview of the impacts we will make after Haas. Clubs undertake many such diverse endeavors, and I am enthusiastic for the opportunity as VP Clubs to support the development of ourselves and the Haas brand.

In addition to **increasing sponsorship for club activities**, I plan to leverage my background in IT (no, seriously, I’m a programmer by trade) in the corporate world to pursue two main initiatives:

- **Club-level Alumni Management and Outreach.**

  Clubs have a ripe opportunity to make targeted connections with key alumni who were once active in their clubs. Unfortunately, most of the historical rosters are lost or on fragmented spreadsheets….

  With the VP Technology, VP Alumni, and club leaders, I’ll **systemize useful alumni data**, and **facilitate stronger interactions** between students and alumni – not only from Haas, but from the greater UC-Berkeley community, as we **encourage increasing inter-departmental collaboration.**

- **Knowledge Management.**

  We need to share best practices from one year and club to another to avoid reinventing the wheel.

  With the VP Technology and club leaders, I’ll create a **central repository for information** such as throwing Consumption Functions and **club calendars to facilitate collaboration** and combined events. At General Mills, I actually developed such a system in the technology Haas is in the process of adopting.

I am absolutely motivated to make sustainable improvements for our clubs in this upcoming year and in the long term. I want to hear your thoughts and ideas, pain points and solutions, and generally be accessible to you. Thanks for your support!
Kazu Kanairo  
Candidate for VP Clubs

Clubs are incubators for innovation and collaboration. Our diversified Student Clubs and their exciting activities attract current and prospective students, professionals and citizens across the globe. My personal experiences with multiple Haas clubs have exceeded my expectations and exposed me to variety of new ideas. As your VP of clubs, I will impact the clubs in the following dimensions:

- Become a knowledge hub to provide best practice ideas
- Effectively balance resources across clubs
- Enhance collaboration with the greater Cal community

I will gather and provide best practice ideas to reduce transactional burden, when club leaders make schedules, seek sponsorships for events, and coordinate alumni invitations. I will develop useful knowledge base for club leaders, working with VP of Technology, Alumni, Admission, and Student Services.

I seek to open new clubs to engage the Haas community. To do this effectively, I will layout clear guidelines, allocate overall budget and resources to maximize overall impact. I will also have regular discussion with Haas boards, MBAA, and club VPs and students.

I am eager to develop more interactions between Haas clubs and UC Berkeley system. Based on my experience of launching the UC Berkeley Japanese Club, I found many students eager to collaborate with the Haas community to exchange innovative ideas. I will reach out to clubs in multiple departments such as engineering, science, medical and public policy.

I look forward to serving the entire club community as a primary counselor and enhancing your club experiences. GO BEARS!

Usama Gill  
Candidate for VP Communications

What troubled you most in your initial days at Haas? Academics, Problem sets, or MANAGING YOUR CALENDER?

It isn’t easy to juggle between the courses, career events and the extremely important social activities. Midst all of this, alerts from Charlene Chen save the day!

VP communications has a critical role in providing you with up to date information about the activities and events, and ensuring that your achievements are properly advertised and communicated across the Haas community, which is the passion behind me running for this position.

My foremost plan as VP communications is to coordinate with VP technology and Haas administration to automate the MBA alert. I will continue the efforts initiated by Charlene and explore the possibility of creating an online version of this alert, making
efforts to link it with information sources such as CareerNet and Haas Newswire. This will enable all stakeholders to update events directly on the web, with only the headlines emailed automatically to the Haas community, and reminders generated to interested stakeholders for specific events.

I will initiate ways to keep you more informed regarding external news related to Haas in particular and UC Berkeley in general. The focus of communication will be across the Haas community, and will encourage cross-cohort communication specifically. Also, I feel we need to promote student-faculty communication, especially with faculty of elective courses, which can help the first years decide well in advance which electives interest them.

I am excited about finding ways to make communication across Haas more effective, and look forward to building cohesiveness in this brilliant community through this effective position.

**Champa Gujjanudu**  
*Candidate for VP Community*

I believe in the power of community to drive change! We have a great legacy of driving change within Berkeley and the broader Bay Area communities. But I want us to aim higher – we need to showcase the community impact of Haas on a global scale!

Haas students and alumni perform incredible work in our society. Just imagine the collective influence of such a diverse group on a global level which is going to be extremely critical in today’s environment.

The role of VP of Community is one of service! I spent the last few months getting to know your community involvements, representing us at events and taking initiative for new projects. I passionately believe that Haas can influence change on a more global scale and hope to serve you in doing so by focusing on areas such as:

- **Strengthening the global identity for Haas**
  - Track and promote community achievements of students and alumni
  - Increase global presence - community blog featuring students, thought leaders etc.

- **Reinforcing our network of communities**
  - Informal gatherings – I piloted a casual group dinner to get to know more of you and hope to expand it even further
  - Community events engaging alumni

- **Investing in creative fundraising efforts to grow Haas for Students**
  - Events involving wider Bay Area communities
  - Partnerships with community agencies

- **Planning fun and collaborative community service events** (e.g. Habitat for Humanity Builds!) and active support for C4C

As we move forward in our personal and professional lives, one thing will remain constant – the community we nurture during our time at Haas. We can join forces today in our spirit of collaboration as we propel our school to the forefront of community leadership.
Jason Hirshhorn  
*Candidate for VP Community*

I believe community is our most precious asset at Haas. I am running for VP of Community to protect, enhance and expand our community. How we define and shape community is an important question that I am passionate about working on for our class. I see an opportunity for us to expand our definition of community by engaging more with our larger Berkeley and Bay Area community as well as coming together as a student body more often to discuss issues.

I pledge to seek diverse opinions from our class, to listen carefully, and to bring some of my own ideas to this role. Specifically, I would like to have the chance to make the following ideas realities as your VP of Community:

- Monthly community alerts focused on raising awareness about different social issues facing our larger local community with monthly volunteer/learning treks organized to relevant local organizations
- Periodic community forums and small group discussions where we come together as students to discuss critical issues facing the Haas community ranging from the financial crisis to Haas traditions

I am passionate about the role MBAs can play in the nonprofit sector and I will continue to organize great tailgates and other fundraisers that support Haas for Students Fund. There is also an aspect of this role that is about getting things done. Whether teaching in Boston, helping to build culture and community at FSG, serving as the Oski Community Rep, or as President of my undergraduate class, my previous experiences have prepared me well for the “do-er” aspect of this role.

I am eager to roll up my sleeves and help facilitate the journey of building community during our short time here. Thank you for your support.

Michelle Florendo  
*Candidate for VP Diversity*

For me, diversity has been a way of life. Growing up, ongoing interaction with people with different viewpoints has shaped how I learn, think, respond, and lead. In undergrad, I was on the staff of the Diversity Dorm where I helped create a safe environment for students of various backgrounds to learn about and challenge each others’ views. Here at Haas, I’ve worked with Daisuke Tanaka and Abhay Nihalani on organizing the Diversity in Business Conference, which I encourage you to attend ([http://diversity.haas.berkeley.edu](http://diversity.haas.berkeley.edu)).

I would like to serve as your VP of Diversity to enhance the sharing of diverse perspectives both inside and outside of Haas by:
- **Improving the diversity of Haas' pool of applicants.** To ensure that we are attracting students from both traditional and non-traditional backgrounds, I will work with the VP of Admissions to better communicate to applicants Haas’ growing support of mothers, veterans, LGBT, international students, and other under-represented groups.

- **Supporting small-group sharing of our diverse experiences.** I will work with VP of Social, VP of Community, and other students who have initiatives focused on learning more about the unique viewpoints in our class.

- **Connecting Haas with the diversity of perspectives in the greater UC Berkeley community.** While some clubs have successfully reached out to students from other programs, having a Haas MBA Delegate to the Graduate Assembly would improve other graduate students’ ability to reach out to us.

I am honored to be a part of such diverse school, and want to make sure that everyone benefits from it as much as possible.

**Valeria Guirola**  
*Candidate for VP Diversity*

Dear Classmates,

I am very excited to be running for your VP of Diversity!

I am passionate about this position because diversity enhances our MBA experience at a professional and personal level. I feel really fortunate to be part of such a diverse group and grateful that we can all share our cultural and personal experiences.

I believe in hosting events where we are able to share, appreciate, and learn from different perspectives and backgrounds.

As VP of Diversity I plan to:

- Organize monthly events that focus on specific diverse backgrounds that will foster environments where we will be able to interact with each other in different settings.
- Work closely with the VP of International, Q@Haas, and cultural clubs to increase the representation of backgrounds at Haas.
- Coordinate the Haas Diversity in Business Conference and increase the participation of under-represented groups.

Diversity has played a key role in my development as an individual. I grew up in El Salvador and moved to California after completing high school. One of my favorite things about California is the mix of people. This is my favorite aspect of Haas as well.

I have always enjoyed having a diverse group of friends and love learning about other cultures and meeting people from different backgrounds.
Diversity is important to all of us. I would be honored to be your VP of Diversity and help us all learn more about each other!

**Howard Qiao**  
*Candidate for VP Diversity*

I am running for VP of Diversity because I believe that diversity@Haas is about inclusion, empowerment, and value. First, diversity is about including each one of us in our collective Berkeley MBA experience. It about including those whose voices we don't hear that often, and those who don't come to the big parties or football games.

Second, diversity is about empowerment. We need to empower the less powerful or less visible groups on campus who feel like outsiders, who speak a foreign language, who come from a different culture, and who hold a lonely position.

Third, diversity is about value. I don't need to lecture you about the value of diversity, which is scientifically proven. What I want to point out is that the value of our collective Berkeley MBA experience will not be maximized unless each one of us maximizes his or her value at Haas, through contributing to classroom discussions, volunteering for the community, and helping each other succeed.

As such, If elected I plan to launch new diversity initiatives in addition to the Diversity Conference and other programs that are already in place. For example, I will establish an initiative called the Quiet Parties, whose goal is to bring people out of their regular social circles: participants of this party will invite 2 other Haas mates they are not familiar with. There will be no loud music, no costumes, and no beer pong; just each other's company, intelligent conversations, good food and a lot of alcohol.

**Andrew Geisse**  
*Candidate for VP Finance*

I want to give back to the Haas community in ways that best fit my abilities. For Fall semester, this meant becoming the Social Rep for my cohort; for the next year, I want to be your VP of Finance so that I can make our budget serve our interests as best as possible. In this capacity, I will ensure that:

- Funds are used in such a way that each person's Haas experience is maximized
- The budgeting process is transparent and fair, including input from all interested parties
- Corporate sponsors are aggressively pursued, freeing up more funds for your use
- Financing is not a barrier for new clubs or activities
- The financial viability of the MBAA remains intact
- I have Andrew Gibbon's locker combination (see last HaasWeek)

**Why you should vote for me**
Experience. I have run the budgeting process for my undergraduate fraternity, two non-profits I am currently involved with, and for many companies as a consultant.

Connections. I have strong ties to corporate sponsors in the area that will be willing to donate. For example, I secured Deloitte as a sponsor for Gold’s tailgate.

Transparency. You will have purview into all of the budgeting processes.

Dedication. You will have a VP of finance who is serious about the position because I believe I can use it to make sure the next two years are two of your best.

Thank you for your consideration. Go Bears!

Dan Park
Candidate for VP Finance

When banks and financial systems do not function properly, the entire economy suffers as we are currently witnessing with the global credit crisis.

As the administrator of the "Bank of Haas", the VP of Finance is effectively responsible for the smooth flow of funds to implement the initiatives of the Haas community. The primary role of the VP of Finance is not necessarily to implement new and innovative ideas and strategies but rather to ensure that the 40+ student-run organizations have transparent and efficient access to the MBAA’s resources to painlessly carry out their functions.

Having worked closely with CFOs to manage liquidity and having witnessed the negative impacts on my client firms as the credit crisis unraveled during my last year as a restructuring consultant, I fully understand the need for efficient financial management. As VP of Finance, I intend to focus on:

- Coordinating with the MBAA leadership and club leaders to establish and implement budgets.
- Continuing to provide a transparent and efficient distribution of funds for activities to clubs and students throughout the year.
- Ensuring that the needs and goals of the Haas community are met and reflected in the management of the MBAA fund.

Thanks in advance for your vote of confidence!

Rochan Raichura
Candidate for VP Finance

I'm excited and honored to run for the position of VP of Finance and potentially represent and serve on your behalf as part of the MBAA. This is a vital role within the MBAA and there will be many challenging decisions to make, but I am confident that I will be able to handle this responsibility and act in the best interest of the Haas community.

I believe that I am excellent candidate for this role as I’ve had experience in preparing, managing and enforcing budgets in the corporate environment as well as in leadership positions during
my undergraduate experience. I am very organized and proficient in Excel, so I will meticulously and accurately manage the books and monitor the funding levels throughout the year to ensure our objectives are being met. Even with a high level of preparation, where will be some unexpected situations that arise throughout the year; however, I am prepared to work quickly and decisively.

Additionally, I look forward to making the following contributions:

- Communicating directly and openly with the MBAA and clubs to ensure that we continue to operate in a fiscally sound manner as ad hoc request for funding arise
- Streamline administrative functions (e.g. transferring funds, check writing, etc.) where possible to ensure the most efficient processes are in place
- Work closely with the student body on promotion of the Haas brand and fundraising efforts for various activities/events

Thank you for your support.

**Jamal Nasir Ahmed**  
*Candidate for VP International*

- American job market down $150,000 (lost future earnings)
- Stock market collapse $50,000 (401K down the drain)
- Girl/Boy Friend runs away with a doctor $30,000 (Psychiatrist costs)
- Knowing your classmate can get you a job in Dubai PRICELESS

39% of our class is international. Due to globalization the remaining 61% are increasingly internationally focused. As a result, exposure to a cultural/national mix is not only a great benefit that we enjoy at Haas but is also a necessity for the success of this program.

I was raised in both England and Pakistan spending equal portions of my formative years in both these countries. I came to the United States for my undergraduate education and after graduation spent the last four and half years working as litigation consultant in Europe, Asia and the Middle East. I believe that my personal experiences and background place me in strong standing to ask for your support to be your representative as VP International.

As VP International I will endeavour to increase the Haas brand name visibility in the emerging markets of Asia Pacific, the Middle East and Africa while not forgetting the continued need for promotion in established areas such as Europe. We already have some great initiatives at Haas which expose our students to the international market and with me as your VP you will see improved coordination amongst 36 nationalities in our program to promote more treks to more countries. In addition, I will endeavour to ease the integration of new international students into the American culture by coordinating more mixers and events with the International house as well as the MBAA.

Look forward to serving you as your VP international! Allah Hafiz. Au Revior. Arrivederci. Ma 'Alsalam. Adeus. Sayonara…
Bastian Bort  
*Candidate for VP International*

The Berkeley MBA program is a truly international experience. Shortly after arriving here in Berkeley, I had the pleasure to meet great people from all over the world. This has inspired me to serve the entire Haas community as VP International. Having a global perspective is of ever growing importance in all aspects of life. Oliver, our current VP International has done a great job to make international students feel at home in Berkeley, to offer opportunities for American students to mingle with international students and above all he succeeded to improve the visibility of the Berkeley MBA Brand abroad. If elected, I will continue the successful work of my predecessor and will focus my efforts on the following three key initiatives:

1. I will cooperate with the VP of Admissions and the cultural clubs to ensure a strong international applicants pool. I already shared my thoughts with the European club to organize events in several major cities for prospective students.

2. I see great international opportunities for Berkeley MBAs and will work closely together with the VP Careers to smoothen the process of finding job offers and summer internships abroad.

3. I will team up with the VP Alumni as well as the international clubs to maintain and strengthen the value of the Berkeley MBA Brand worldwide.

With your support I would be honored to serve as your VP international. I absolutely love Haas and look forward to further enhancing the global reputation of this great and unique school.

Sonsoles Navarro  
*Candidate for VP International*

Dear classmates,

I am really looking forward to serving as your VP of International!

My town, Madrid, is 9,500 miles away from here, 9 hours time difference, 16 hours of flight and 2 more of paperwork to enter the US. I would like to work in removing those borders and to help creating opportunities to learn, grow and expand for everyone.

**Culture beyond borders**

I want to take advantage of having students from more than 30 countries in Haas. I will select an ambassador for each country to maintain information sessions with students interested in learning about the culture of that country, tips for everyday life and specific professional opportunities.
Careers beyond borders
Global job search is a tough thing to do up till now. I plan to work closely with Career Services to increase opportunities for internationals in the US and international opportunities for US citizens. I want to organize an international firm night at Haas ONLY about international opportunities.

Partners beyond borders
Family is the most important part of our life and yet sometimes they feel left out of the Haas community; this cannot happen!

Partners will receive valuable advice in job search and in other activities. I plan to increase their presence in Haas events such as orientation week, open speaker series, partners club BOW and more.

Although I am an international student, I have never felt left out of the community at Haas. My goal as VP of International is to make everyone, from prospectives to students and alumni feel valued, supported and included.

Andrea Siciliano
Candidate for VP International

Dear Classmates,

Studying at Haas is an amazing learning experience and an incredible adventure for all of us. We live in a collegial, diverse and truly friendly environment and this helps us give our best and become better individuals.

Since I moved here from Italy, I have lived this International experience with growing enthusiasm and I have decided to offer my contribution as VP International. If elected, I will work to foster deeper integration and cultural exchange in our Class. I will focus my activity on the following initiatives:

- Networking @Haas. I will launch initiatives to build bridges with international students of the EW MBA and BCM BA programs. New contacts and new ideas will help our community create new business opportunities;

- International Clubs. With the objective of building an even stronger Haas brand, I will work with the VP Clubs to help the International Clubs in sharing practices and approaches in the organization of Conferences and Career Treks;

- Admissions. New admitted international students will need our support to organize their move to Berkeley. Working with the VP Admissions and the Admissions office, I will offer a first contact and practical ways to help the new admitted students.

Exchange of different perspectives can have a great impact in accelerating our learning experience and making us better global leaders, especially in these times of worldwide crisis. Serving as VP International, I would be honored to facilitate the cultural integration process and help in further improving the reputation of Haas in the World.
Prentiss Nelson  
*Candidate for VP Social*

If we didn’t care about being social we would have all gotten our degrees online from The University of Phoenix.

Some of you may have seen the sheer volume of blood, sweat and tears previous VP Socials have committed to the social advancement of this fine institution. Some of you might also ask, “Who the hell would volunteer for such a demanding and thankless job?” I’ll tell you who. Prentiss Nelson is who!

Haas differentiates itself from the majority of its rivals in both the extraordinary student body and that student body’s love for life and all things social. I want to continue that legacy and build upon it, making Haas the most social business school in the country. I plan to accomplish this by including as much of our community as possible in each and every Haas social event.

TNABL, BOW, and other debaucherous initialisms will remain staples of our already social routine. What I aim to do is include the more responsible and mature side of our family in our social three-ring circus. I hope to get input from the many segments of our population that are not regularly included in the social scene to make these two years the most memorable time for everyone.

Many of us may be against “big government” and wonder why our MBAA feels like it has the right to tell us how to be social. Prentiss Nelson aims not to govern, but to represent you in the MBAA. Go Bears!!

Jeff Gordon  
*Candidate for VP Technology*

A great VP of Technology should have the heart of a techie and the vision and voice of a leader: the vision to help us see how we can use emerging technologies to help our class and all of Haas reach new heights, and the voice to ask the right questions, involve the right people, and incite action when necessary to improve the school’s technology resources. In my career, I’ve worked with Microsoft, Palm, Cisco, and others honing this balance between my tech-geek-at-heart and the vision and voice my clients needed to achieve their business objectives. I’ve also spent the past six weeks as the Blue cohort Tech Rep, listening to students’ needs and concerns while building social capital with Haas Computing Services and school administration – all of which will help me hit the ground running and make an immediate impact as your VP of Technology.

Some of the issues I plan to champion include:

- Continue working with the Haas Computer Lab to fix problems with slow and broken print drivers (some near-term solutions are already in progress!)

- Examine ways to improve cellphone coverage in the BofA Forum and across campus
- Improve support for Mac and Linux users across the board
- Promote tablet PC technology as a learning tool in the classroom

...And a whole lot more. In sum, I’d be honored to represent you as the VP of Technology to ensure each of us has a voice in building and evolving Haas’ technology resources.

Saket Misra
Candidate for VP Technology

Hello Friends,

From my first day at Haas, I have felt that the quality of computing services do not match the reputation of Haas as a top business school of the world. We deserve better services.

Most of you know me as a nonprofit guy, but I am also an engineer with three years of work experience as an IT professional where I specialized in software quality assurance for several critical projects.

I understand that there are no quick fix solutions to problems such as improving the staff competence and resources of HCS, the copyright issues which impede the integration of Study.Net and Catalyst, the pesky vulnerability scans, slow speed of AirBears and a unified calendar system. Fortunately, things are not as bad as they appear. I learned from Rags, our present VP of Technology, that there will be a new CIO with a $1MM budget presenting tremendous opportunity for improvement if we could come up with the right ideas. To this end, other than being a great listener and innovative leader I want to focus on:

- A special initiative: “Haas Technology Enhancement Plan Competition” to tap the wisdom of tech visionaries (read nerds) of Haas to present concrete action plans for overhauling the computing services.
- Increasing Speed (of computers, connections and printers).
- Integration leading to single log-on service and a unified calendar.
- Support for Mac users.

I need your vote to make technology work better for everyone at Haas.