

MARQUETTE UNIVERSITY

ITSO GOOD

Note from the President

Be Sure to Check Out

- BizNet 2008, a networking event for IT majors
- Ways to prepare for those upcoming Interviews!
- What is new in the world of technology
- The ITSO Executive Board

Welcome Back! This summer has been way too short as I am sure it has been for all of you, but it's time to get back into that routine. I am very excited for this year and look forward to meeting with you all. We have some great events lined up for this fall semester. Please see the schedule of events found in page 8 or visit our website at <http://muaitp.fateback.com/> for more information.

Since I may not have the opportunity to speak with you all face-to-face, I would like to give you a little background about myself. Throughout the past two years I have been at Marquette, I have switched between being an International Business, Marketing,

Human Resource, and French major. But thankfully, I had the direction and help of Professor Ow who guided me towards Information Technology. So now, I will be graduation in May 2009 with a major in IT and International Business with a minor in French. Coming to Marquette I had never heard of IT and had no clue what it was and now, it's what I'm going to be doing for the rest of my life (well at least the next few years). The switch to IT has definitely been one of the best decisions I have made.

If at any point you have any suggestions or ideas regarding ITSO, wish to write an article for ITSO Good, or would

Erica Gelvan - President



like to discuss IT in a casual setting please contact me by e-mail at Erica.gelvan@mu.edu. I hope you all have a great year and I wish you the best of luck!

~ Erica Gelvan

Inside this Issue :

Tips for Landing the Job	2
Company Spotlight - PWC	3
Greater than Google	4
Networking for a New Generation	5
BizNet2008	6
OLED and Flexible TV	8

Forging Ahead with Professor Ow

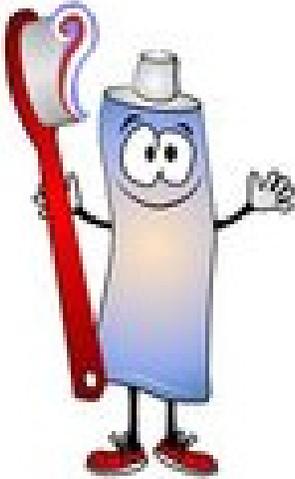


Professor Terence Ow
ITSO Faculty advisor

This summer I spent time with the recent graduates and many interns and I cannot help but be extremely proud of the success and achievements that all of you have been able to accomplish at work. For me, it is indeed gratifying to see the efforts of our IT faculty in preparing you with these challenges. We are proud of you and how you represent Marquette University.

The ITSO club, in conjunction with the OSCM club, has been organizing the fall networking event at the beautiful Wisconsin Club. I hope to see all of you there. The more students that we have, the more excitement and buzz it will create in the Milwaukee community of our majors and our students. This will in turn increase the number of companies who will want to

(cont. on p. 7)



Sometimes the most basic things are overlooked....do not forget hygiene!

"[Y]ou only have seven to 17 seconds of interacting with strangers before they form an opinion of you. Worse yet, it takes them three times as long to change their minds about you."



Dress the part!
Act like a professional and you will be treated like one!

Tips for Landing the Job: Grooming and Attire

College students and graduates specializing in IT are in high demand these days, and you need to know the skills and tips that will land you the job for which you interview! Each month, I'll give great suggestions on what to do and what to definitely steer clear of.

According to David Saxby, president of Measure-X, a company specializing in helping utilities improve their customer service and sales, "[Y]ou only have seven to 17 seconds of interacting with strangers before they form an opinion of you. Worse yet, it takes them three times as long to change their minds about you." Your personal appearance needs to be impeccably neat and appropriate so the interviewer can only be impressed by your professionalism.

Brush your teeth: The first thing you do is smile and shake the interviewer's hand.

You do not want them to see or smell what you had for lunch!

Have a firm handshake: Practice a firm handshake with a friend, and make sure you do not let someone turn your hand over when they shake it. Always be affirmative!

Have an open face: Smile! Speak with confidence even if you do not feel confident. Look the interviewer in the eye to show him/her that you take this interview seriously and you are truly interested in the job available.

Shower: Shower the day of the interview. You want your hair, face, and hands to look especially clean. Men: Shave or groom your facial hair.

Err on the conservative side: This goes for clothing (especially neck and hemlines), jewelry, makeup, hairstyle, hair color, and nail



polish. Stick with more neutral colors. You want the interviewer to notice how great you are as a potential employee, not your matching blue nails and eye shadow!

Ultimately, the most important tip I can give you is be confident and affirmative. You will present yourself as a strong person capable of new tasks and responsibilities to the interviewer, which might just be enough to land you that job!

~Emily McGough



These interviews have the potential to change your life forever! Be sure to make a great impression!

A Student's Perspective:



PriceWaterhouseCoopers is one of the world's largest accounting and consulting firm with 140,000 individuals working in 150 countries. Originally incorporated in 1898 as Lybrand, Ross Bros. & Montgomery, the firm formally became PriceWaterhouseCoopers in 1998 after a merger between accounting firms Price Waterhouse and Coopers & Lybrand. While PwC is best known for their accounting practice, the Firm also provides an extensive array of services including a growing technology advisory practice and systems & process assurance for those with both a technology and finance background.

Over the years, Marquette and PwC have formed a unique relationship with one another thus affording MU students a "foot in the door"

with a progressive firm. While there is an office located right in our backyard, potential interns or new hires have 149 other offices from which to choose.

The mission of PriceWaterhouseCoopers goes beyond the services the firm provides; PwC consistently encourages its employees to participate in firm-wide volunteer events throughout the year. This summer, the interns were provided the opportunity to rehabilitate schools in Belize. In addition to its "help inspire change" mentality, the Firm is also renowned for its minority, women, and LGBT circles.

For those interested in interning with PwC, consider visiting www.pwc.tv. If this does not convince you, check out Business Week

magazine's 2007 rating of the Firm's internship program: number one in the country. Did I mention that upon receiving a full-time offer, the Firm rewards its interns with a week paid vacation to the Walt Disney World parks and resorts?

If you would like more information, feel free to reach out to PwC's local campus recruiter, Angela Helbing, at angela.m.helbing@us.pwc.com.

Please be sure to visit PriceWaterhouseCoopers at BizNet on September 23rd; for those interested in working on the east coast, recruiters from the Washington D.C. office will be present to meet with interested candidates.

~ Evan Montague



Evan Montague had the opportunity to intern at PwC in Washington D.C. over the summer.

"Over the years, Marquette and PwC have formed a unique relationship with one another thus affording MU students a "foot in the door" with a progressive firm."

The screenshot shows a PwC website page titled "ch3 Learning annex: Covering current business issues". It features a navigation bar with "Home | PwC 411 | Apply | Internships". The main content area includes a "ch3" icon, a sub-header "Learning annex: Covering current business issues", and a paragraph: "The business world is constantly changing. Here's where you can get the latest insights to stay on top of current issues." Below this are three sections: "IFRS Ready" (Learn about International Financial Reporting Standards (IFRS) through PwC's IFRS Ready program), "Thought Leadership" (Read our points of view and insights around key business topics and emerging trends that our clients face today), and a small chart titled "The technology industry is beginning to...". At the bottom, there is a link: "More PwC IFRS Resources. Investigate more about IFRS."



Be sure to visit with representatives from PriceWaterhouseCoopers at BizNet on September 23rd!



Is this the end for Google?

"No matter what I entered I had to sift through 2,000 pages to find enough sites to get all the information I needed. Let me tell you those times are through..."



What do you find when you search for pirates?

Greater than Google

With school back in full swing now it is time to brush up on some of those skills that you forgot over the summer. These skills include how to text under the desk with out seeing the keys so to avoid detection, sleeping through your alarm even though it is loud enough to wake the girls in Cobeen two blocks away, dominating in Mario Kart and most importantly remembering what to enter to get the correct information on Google so you can finish that ten page paper that is due in 4 hours. The last one always seemed the hardest for me. No matter what I entered, I had to sift through 2,000 pages to find enough sites to get all the information I needed. Let me tell you those times are through and not just because I am three and a half months from graduating but because of a brand new search engine named Cuil. The major problem with Google is that its algorithms use the popularity of sites to determine in what order they appear and if certain sites ever appear. The designers of Cuil noticed this too and decided that the web needed a search engine that ranked sites on their content. So they designed a new complex algorithm that searches for user imputed keywords on web pages and when the key word is found Cuil stays on the page and then analyses the rest of its content, concepts and coherency. To test this new algorithm I decided to do research for a pretend paper on pirates.

When I typed in pirates and hit search on Google I got the official site for the Pittsburgh Pirates, two Wikipedia articles on pirates (not always a reliable source), the official site for a college basketball team names the Pirates and the official site for Pirates of the Caribbean the movie for the first five results. When I tried this on Cuil three out of the first five results were about famous pirates and the history of pirates. Cuil doesn't stop there either, after your initial search you can then select a category to refine your search and then you can have each category appear in its own tab. Cuil also searches more than three times the number of pages than Google. Cuil does not just have better algorithms, it also provides better privacy. Since Cuil does not rely on popularity there is no need to track what people are looking at. This means that no one can find what you have been searching for or looking at on the web.

Google does the exact opposite and has come under scrutiny recently for doing so. Unfortunately Cuil has one large hurdle to clear before it can fully compete with Google, popularity. I admit to write this article I immediately went to the web so I could Google Cuil. I know it is kind of like asking the Republicans to vote for Obama but I couldn't think of a better way to do it. The other thing I noticed while writing this article was MS Word readily accepted Google as a word but a red line appeared below Cuil every time. There is no reason why Cuil shouldn't surpass Google unless Google really is trying to take over the world. It was also just bad timing really and I guess at that time my professor will have to accept my paper on why Suzy-Q and the readers of her blog think Jonny Depp is the hottest pirate.

~ Erik Olson



Networking for a new generation: Be authentic

You've heard the axiom, "You're only as good as your network," but how do you get one? It used to be that a network was a Rolodex: A flip-book full of beer-stained business cards collected at an industry brew-ha. Today, your network is the people you truly connect with, and their friends.



Isabella Tsao understands networking. She is an information technology project manager, who enjoys salsa dancing. With the ten or so dance partners she has each night, there is an immediate connection, and there is no pressure to engage in small talk. Tsao says that "you make friends in a wide variety of fields and you get a different perspective."

Keith Ferrazzi, coauthor of the book, [Never Eat Alone: And Other Secrets to Success, One Relationship at a Time](#), says you cannot get anywhere alone. "Everything you've achieved has been done with the help of other people — parents, teachers, friends, family," he says. For those people who think networking is for the obsequious and desperate, he advises, "they need to give up their ridiculous sense of John Wayne rugged individualism."

When Ferrazzi talks about networking, he talks about being liked. If people like you, they will help you, so instead of concentrating on getting favors, focus on being likeable. Otherwise, he said to me, "you'll wake up when you're 40 years old in a cube and upset that a 30-year-old is your boss. And you'll say

to yourself that the person got the job because the boss likes him better. And the answer will be, right."

How does one become likable? Ferrazzi recommends you project yourself as confident, interested, experienced, and excited. But ultimately, you need to create a connection. To this end, share your passions so the other person will feel comfortable sharing his. After you've established positive rapport, share your struggles and the person will share his; the more you understand about someone the better you can connect.

It is not your immediate friends, though, who will be the most helpful to you in a crunch. It's your friends' friends. Ethan Watters, author of [Urban Tribes: A Generation Redefines Friendship, Family and Commitment](#), told me that when you have a difficult problem to solve, like finding a job in a new city, the group of people you know has the same information. "But the people just outside this network are the most helpful: It is the strength of weak ties," he says.



The current generation intuitively understands this lesson, hence the rip-roaring success of Rolodex-replacing online services like [LinkedIn](#), [MySpace](#) and Instant Messenger's Buddy List. These community-building tools seem more like ways to keep track of friends rather than to get a job. But in fact, for tech-savvy generations streaming into the workforce, networks of friends are not distinct from networks of career helpers.

Says Watters, "This generation doesn't make distinctions like 'we're friends



outside of work.' Friendship ties are mixed up in all aspects of life. Asking a friend to recommend you to an organization for a job is like asking a friend to move a couch." So many of you have a wider network and more effective skills than you even realized. And now, the inevitable question: "What if I'm shy?" The good news is that shy people aren't bad at networking, they are just obsessed with what they sound like.

[Bernardo Carducci](#), professor of psychology and director of the [Shyness Research Institute at Indiana University Southeast](#), told me, "Shy people need to be more other-focused and less self-focused. Think about what you can do for the other person. Shy people worry that their opening comment will not be smart enough or witty enough, so they never get started. Instead, remember that when initiating contact you don't need to be brilliant, you just need to be nice."

(reprint with permission)

Penelope Trunk the author of the book *Brazen Careerist: The New Rules for Success*. She is a career columnist and her syndicated column has run in more than 200 publications. Read her blog at <http://penelopetrunk.com>

Penelope Trunk's
Brazen Careerist
 Advice at the intersection of work and life



BizNet 2008

INFORMATION TECHNOLOGY &
OPERATIONS AND SUPPLY CHAIN MANAGEMENT
NETWORKING EVENT



Join us at the beautiful Wisconsin Club for an evening of food and networking. Employers from the surrounding area will come to meet and greet with students of Marquette to discuss future opportunities in IT and OSCM.

Tuesday, September 23rd
5:30pm - 7:30pm
Wisconsin Club
Milwaukee, WI

If you are interested in attending, please e-mail MUBizNet@gmail.com

Sponsored by:

Information Technology Student Organization
Operations and Supply Chain Management Club

Supported by: MUSG



Prof Ow (cont.)

increase the number of Marquette hires for this coming year both for internships and full time positions. The seniors from last year will say that this is the one event that they remember most. It opened many of the doors and opportunities as evident by a successful placement rate of above 85%. Many companies have written back anticipating the event with hopes of helping with their organization's recruiting efforts. Whether



you are looking for full time positions, internships or even just networking, you need to make yourself available and meet the IT professionals on September 23rd. So get your resume and business attire ready.

Some exciting news for you. We now have a mobile lab where any classroom in the college of business can be converted into a computer classroom. This will eliminate the inconvenience of not having a computer classroom. I think with the one mobile lab as a test run, several courses (both IT and non-IT) may



A mobile lab where any classroom in the COBA can be a converted computer classroom

now be delivered differently to take advantage of this new resource. I hope you will get a chance to use this resource in your various courses. Also, you will realize that all the computers in the business lab have Adobe Professional so you can create PDF files or use Photoshop on anyone of them instead of only 8 machines last year.

There are several goals that I have for the club and I hope ITSO can forge us ahead. We, IT faculty, are working very hard to continue to grow our program with our innovative classes and improving our curriculum. Perhaps, someday we will have a hundred seniors in IT. You might think it is a tall order but we have doubled and grown very fast in a short time despite the general consensus that most schools are still lacking in terms of number of IT majors in the business school. I think the news of the success of our students getting internships and their search for full time employment has started to spread and hopefully every student will ponder and ask himself/herself "Why not IT?". It is safe to say that the students are noticing the benefits of having IT as one of the majors. This past year, there was a diversity of organizations both regionally and nationally that hired our graduates. So don't be shy that you are an IT major. Let your friends and classmates know. Wear the ITSO t-shirt proudly. The goal is to increase another 20-30 more majors in IT especially after they have taken the introductory course in IT.

The second goal is that I want members of the club to be more involved with the community. Plans are already in place and I hope you make yourself available and volunteer in these events. I hope we get a chance to do two events this year. Community service and social responsibility is just as important as coursework in develop-



Community service and social responsibility is just as important as coursework in developing you ...

ing you to be a successful professional. I know Stephanie Rau has been working very hard to get this going and this will be something that I want the club to reach out and give a helping hand this year.

Finally, I hope the club will continue to help increase the awareness of technology among the college of business students that are non-IT majors. An increase in IT knowledge among all business students will only benefit Marquette in bringing more recruiters. Demonstrations of software, speakers and short tutorials for specific skills are some of the activities that I hope will achieve this goal. I hope that in a short time every Marquette business student, regardless of their major, will be tech-savvy.

Feel free to drop by any of the IT faculty's office if you have any questions or to share with us your passion and aspirations. If you prefer, we can always meet at Starbucks for coffee. I know all of us IT faculty care deeply of your well-being at Marquette and we strive to prepare you for a successful career. Good Luck with your classes, interviews and job search. For seniors, even though the end of the tunnel is quite near, continue to work hard and at the same time enjoy this part of the journey of your college career.

~ Professor Terence Ow

OLED and Flexible TV

Today thin is in, and I'm not talking carb counting or the Og Trans fat thing. I'm talking Mac Book Air, Motorola Razr, 3mm thick TV thin. That's right I said 3mm TV's. A technology that has been around for about 15 years is starting to make a splash as the newest TV technology. OLED stands for Organic Light Emitting Diode, being its own light source, having superior color, clarity and the ability to display true

black images (LCD's always have their backlights on) it far surpasses LCD and plasma. Imagine a television as thick as wallpaper, or being able to roll Google maps up and take it with you, OLED can do this and more. OLED displays are also greener than today's TV sets in they are not requiring a backlight. Unfortunately that 3mm thick set I mentioned has a \$2,499.99 price tag on Amazon.com.

This technology is still in its infancy and practical TV sets won't be on the market for a few years, however look for this new technology in handhelds and phones soon.

~ Josh Connor



Are these old television sets long gone?



Screens that are 3mm thick? Does it get any better than that?



Upcoming Events:

Monday, September 8th

First General Meeting
DS 105, 6:30-7:30
Free Pizza and Soda

Tuesday, September 23th

Biznet Networking Event
Wisconsin Club, 5:30 - 7:30

Wednesday, September 24th

Marquette University Non-Technical Career Fair

Thursday, September 25th

Marquette University Technical Career Fair

We are on the Web:
muaitp.fateback.com

Thinking of Joining ITSO?

Do it today! Fill out the online application at muaitp.fateback.com and bring it to the next ITSO meeting with a check to ITSO for \$15 or \$20 (includes T-shirts).

Recruiting Zone

This space is available for job or internship postings. Please contact Allison.cooney@mu.edu for more information.



Suggestions

Do you have any ideas for articles you would like to see in ITSO Good?

Email: Allison.cooney@mu.edu



Executive Board (2008-2009)

Erica Gelvan: *President*
Calvin Tessmann: *Vice President*
Stephanie Rau: *VP of Community Service*
Allie Cooney: *VP of Communications & Chief Editor of ITSO...Good*
Evan Montague: *VP of Finance*
Emily McGough: *VP of Publicity*
Erik Olson: *VP of Membership*
John Mazurek: *Editor of Publications*
Sara Abdul Rahman: *VP of Website*
Josh Connor: *VP of Programs*
Prof. Terence Ow: *Faculty Advisor*