ITSO GOOD

Java and Jobs 2010

One morning early in the spring, you can walk around the Alumni Memorial Union ballrooms to smell the mellow scent of rich and russet java saturating the air and luring students, as well as business professionals. Much like ants at a picnic, students trail in one by one early in the morning and flood the ballroom in the AMU as a pack once the java begins to fully percolate.

The ITSO students are, however, far from ants. The ITSO students show up hungry not for dropped picnic food, but hungry for the opportunity to distinguish themselves. These young professionals have always aimed to illustrate that they are what makes Marquette such an amazing place, and why they are qualified for the positions the recruiters are looking to fill.

Java and Jobs 2010 at Marquette University continued that legacy, successfully networking students and business professionals.

This year close to a hundred students came to showcase their skills and professional manner to over twenty companies.

> "These young professionals have always aimed to illustrate that they are what makes Marquette such an amazing place, and why they are qualified for the positions the recruiters are looking to fill."

Many of the recruiters I spoke with commented on how impressed they were with the students in attendance and the enthusiasm that they brought. They remarked that it was great to see that many of the students had a good idea of where they wanted to try and take their IT careers.

Several qualified seniors were in attendance searching for full time positions, and shared their career aspirations. The event even had eager students as young as freshman and sophomores looking for internships to launch an early start to their careers.

Attending Java and Jobs for the first time can be an intimidating situation to walk into for students because many do not know what to expect or sometimes how to prepare. Students should do some preparation before the event by going through the company packet sent out by the ITSO e-board and researching the positions that strike their interest. Many common topics recruiters pose to students are their major, what positions they are interested, career goals, current events

Make sure you read:

- JAVA AND JOBS
- HCL EMPLOYEE BENEFITS IN INDIA
- TRANSPORTATION INFRASTRUCTURE - A MAJOR CONCERN
- GOOGLE'S DR. JIM LAUDON PRESENTS AT MU
- MARK YOUR CALENDARS; IT'S CLEAN-UP TIME!

This month in ITSO:

Missed out on Java & Jobs? Join ITSO and learn about our networking events!

Java and Jobs 2010 (cont.)

in business, how current events affect their company, and general conversation.

Students should be prepared to answer those questions, but also bring their own questions about the company or position they researched. Aside from that, be bold and introduce yourself!

From my interactions with other students, there seem to be common elements to every student's first experience surrounding this event.

ITSO members discussed future career paths with each other and recruiters, strengthened - all over delicious coffee and scrumptious breakfast goodies.

The Night Before - Time to Java (9 hrs)
I better set my alarm extra early so I do not show up late. (5 minutes later) Double check alarm is set for AM instead of PM…deep breath. Sleep.

Morning Preparation - Time to Java (1-1.5 hrs)
Alarm Blares….Wake up… Sigh in relief because I woke up early to prepare for the event. Showers…rehearse elevator speech LEAD 1 forced us to know. Dress up, comb hair and on the move.

The Walk - Time to Java (.25 hours)
Boy is Milwaukee really cold and windy. I thought it was suppose to be spring soon. I just have to make it to the event without hitting a puddle or a lot of snow salt. Almost there…

Java Time - Time to Java (Now)
Walk up the AMU stairs and smell the java. I grab my name tag from the ITSO e-board members and scope the room to see if there is anyone I know at the event. I see people from IT class hanging out at a table, walk over, and they recommend the orange juice and coffee. Stand and drink my orange juice nervously waiting to jump in and talk to one of the recruiters. Coyly look down at my company listing handout. Check shoes for snow salt.

Students joke to each other how they feel like swarming sharks around the recruiters. Professor Ow walks by, "Hey you, why are you hanging out here at the table?! Come with me, I have to introduce you to someone." Introductions and my first opportunity to talk to a recruiter; instincts and mental practice kick in. The elevator speech surges out with success and the nervousness that initially group entering students together starts to dissipate. I ask questions and exchange cards, success! Now time to repeat.

Post Java and Jobs 2010
Walk out, follow up, and check with Professor Ow for some career advice.

Most students I have spoken with have experienced something similar to what is described in the above passage. The exposure that this event provides is not only valuable to the students, but the companies as well. Students see how technology can be woven into the fabric of all types of companies. This new perspective often inspires students to examine and pursue positions and career paths they would not have realized had many of the companies not attended the event.

Java and Jobs at Marquette has increased my ability and opportunity to network. Attending this event more

"Attending this event more than once has helped me to become more comfortable with walking up and sharing the knowledge I have gathered, as well as the person I have become during my time at Marquette."

than once has helped me to become more comfortable with walking up and sharing the knowledge I have gathered, as well as person I have become during my time at Marquette. Java and Jobs really gives Marquette students the opportunity to distinguish themselves as well rounded potential employees. The world has an ever increasing need and demand for well trained business professionals. The training they receive must include the proper technical skills, as well as a sense of moral responsibility to use that knowledge properly.

Marquette University has taught all of the ITSO students the necessary business knowledge to succeed in today's business community and the importance of using this knowledge properly. This "whole person" perspective on the business professional is what makes a Marquette ITSO student very different from others, and events like Java and Jobs provide the perfect opportunity to see that in action.

~ John Kendzior

A trip to India
(GTE Experience)

Students of Marquette University and MDI Guargon discussed the roles of outsourcing, economics, politics, hobbies, and sports.

This cab driver taught the travelers a lesson on cultural differences.

Undergraduate and graduate Marquette students in front of Zensar Technologies.

Zensar Technologies is a globally focused software and services company with offshore dedicated centers (ODCs) spread across eighteen countries.

HCL - Employee Benefits in India

One of the major risks associated with offshoring IT or business services to India is the high rate of employee attrition. Given the competitive nature of the Indian BPO (business process outsourcing) and IT outsourcing industry, employees are often willing to switch jobs just to earn a few hundred extra rupees each month.

This competition has resulted in attrition rates of between 20 and 40% in the BPO and IT Oursourcing industry. These high attrition rates are a big problem for U.S. companies who are sourcing IT work and business processes to India because new employees on the account increases the risk of mistakes due to lack of familiarity with the company's processes.

However, some BPO companies have reduced their attrition rate to under 15%. One such company, HCL (Hindustan Computers, Ltd.) has reduced its attrition rates by implementing a variety of employee benefit programs designed to make employees more satisfied with their company as well as their work. In fact, their well-publicized program that puts employees first (above even clients) has created quite a stir in the Indian outsourcing community and has become a point of pride for HCL. HCL stands behind their "employees first" policy by

"HCL's "employees first" focus is unique in the Indian outsourcing industry and seems to have had positive results, both from a productive perspective and from an attrition perspective."

sponsoring several different employee benefit plans.

HCL's *Genie at the Workplace* program is an employee concierge service that allows employees to engage someone to take care of those mundane tasks that take time and energy to complete. In India, simply paying bills can involve standing in line for hours, so having someone available to perform this function is a huge benefit for employees at HCL. This program is available to employees free of charge (although employees do have to pay the cost of the benefit being received).

HCL has an employee assistance program called Mitr (which means "friend" in Hindi). Employees can call this program and receive counseling services confidentially and free of charge. In addition to EAPs, HCL also offers career-oriented programs such as the Employee First Council, which is composed of employees and allows employees to set policies across the corporation.

HCL offers an employee recognition program called Xtra Miles where employees can accumulate "miles" for good reviews and meeting various other goals. Employees then cash-in these miles for gifts and other benefits. HCL also offers a Women First group that provides mentoring specifically geared towards women and their careers.

Finally, HCL likes to celebrate its culture with Fundoo Fridays where employees are able to get together on Friday afternoons (from 4pm to 6pm) to celebrate birthdays, anniversaries and other important accomplishments.

HCL's "employees first" focus is unique in the Indian outsourcing industry and seems to have had positive results, both from a productivity perspective (HCL's financials have improved every year) and from an attrition perspective (with HCL having a lower than average attrition rate in the Indian outsourcing industry).

~ Greg Gulick

The World From MDI Students' Point Of View

One of the highlights of my trip to India was visiting the campus of the Management Development Institute. MDI is a business school in Gurgaon, near New Delhi, that is ranked as one of the top 10 business schools in India. We had the good fortune to meet up with a number of MBA students and spend an afternoon with them talking about everything from business and economics to hobbies and sports.

One major difference between the MDI students and the Marquette MBA students is that the MDI students typically had little to no work experience before starting the MBA program whereas the Marquette students are actually required to have at least 2 years of work experience (and most have more), and a large majority of the Marquette students work full-time and go to school part-time. MDI did have part-time students, but they were in more of an Executive MBA type program.

After introductions, the MDI students put on a skit to demonstrate some of the challenges that occur in a BPO/IT outsourcing situation between India and the U.S. They identified three common misconceptions they believe U.S. firms, and the public in general, have in regard to outsourcing with India. The three misconceptions they identified were exactly what I initially thought would be mentioned.

"By outsourcing, U.S. firms can take advantage of cost savings and use that freed up capital to reinvest in the company and grow. This growth will create more jobs in the United States."

They brought up the point that our business managers have concerns that they will not get top quality people working on their projects in India. I believe this concern comes from the fact that most people in the U.S. don't understand how competitive the Indian education system is, especially in terms of IT, India is producing a very high number of technically qualified students every year.

Students of Marquette University and MDI Guargon are able to discuss the roles of outsourcing, economics, politics, hobbies, and sports. Many in both parties left with a changed perspective of the world in which we live.

Another important concern is the perception that outsourcing to India is taking away American jobs. The truth of the matter is that if this work was done in the U.S. it would be so expensive most firms couldn't afford to take on development projects. By outsourcing, U.S. firms can take advantage of cost savings and use that freed up capital to reinvest in the company and grow. This growth will create more jobs in the United States.

The third concern is security. Managers in the U.S. are sometimes concerned about handing over large amounts of sensitive data to outsourcing firms; they are also concerned the BPO firms may divulge information regarding what the vendors are working on to the firm's competitors. Security is a big priority to Indian BPO firms, without it, they would lose credibility and would not be able to succeed as a business. Thus, security is

Three Outsourcing Common Misconceptions
1. Lack of top quality people on the project
2. Outsourcing to India is taking away American jobs
3. Security and information divulgement

just as important to the vendor as it is to the client.

After the skit, we had the opportunity to discuss these issues with the MDI students and give them a little background as to what we believe some of the challenges of working with India are, in addition we discussed how U.S. politicians have discussed legislation to limit the amount of work that can be sent overseas.

Overall, I felt the MDI students had a very good understanding of both Indian and American economics. The MDI students even had a good debate amongst themselves as to what the role of the U.S. government should be in the time of a recession. I was extremely impressed by how well they were able to see the situation from both sides of the fence. The conversation was very interesting and informative, and I left the lecture hall with a high degree of respect for these students.

After the lecture we spent some time with the students and they showed us part of the campus, which was very similar to what you'd expect to find at a small university in the U.S. I had a good conversation with one of the MDI students and another classmate of mine; discussing the economic future of both of our countries, but we also talked about our hobbies, sports, and other everyday things.

This was a very enjoyable experience; I wish we could have spent more time with the students, but we were off to Mumbai that night to continue our adventure.

~ Paul Lawson

Transportation Infrastructure - A Major Concern

"We know the distance; we just don't know the time."

This quip, made by our tour guide in Delhi, describes travel in India: a person can know how far it is from point A to point B (in kilometers, of course), but it's impossible to gauge the travel time. This quirky characteristic of transportation in India is partly due to unpredictable weather and traffic patterns, but is greatly compounded by the lack of transportation infrastructure.

A few interesting facts from a December 13th, 2008 report in *The Economist*: India has the second-largest network of roads in the world with approximately 3.3 million kilometers of roadway. But only two percent of these roads are highways and of these highways, only 12 percent are two lanes.

The average speed in Delhi has fallen from 27 kilometers per hour (kph) in 1997 to 10 kph in 2008. This metric speaks to the increasing urban congestion.

"The lack of infrastructure is even affecting how business process outsourcing firms are growing."

In 2007, 130,000 people died on India's roads--60% more than in China, where there are four times as many cars. The takeaway is that India's transportation infrastructure is a major concern.

Although Delhi's infrastructure is being rapidly improved in preparation for the Commonwealth Games, decades of underinvestment have left the country's infrastructure crippled, according to a December 16, 2009 article in the Financial Times. Manmohan Singh, India's prime minister noted in a November 2009 meeting of the US-India Business Council that "hard infrastructure remains a critical bottleneck in [India's] aspiration to achieve nine percent growth."

The lack of infrastructure is even affecting how business process outsourcing firms are growing. At our visit to Deloitte's offices, for instance, a company representative noted that Deloitte is shifting away from opening new offices in hub cities (like Bangalore) because the infrastructure in such places is already saturated.

It has become easier to establish offices in smaller cities and seek government aid for developing the necessary infrastructure.

Clearly, developing infrastructure will remain one of India's most pressing issues in the coming decade. We have a pretty good idea of how far the country needs to go; we just don't know how long it will take.

~ Steve Lazniak

MU Students Take a Trip to Zensar Technologies

Zensar Technologies is a globally focused software and services company with offshore dedicated centers (ODCs) spread across eighteen countries. Zensar provides end-to-end services from IT development to Business Process Outsourcing, and consulting to implementation.

With more than 5000 associates and sales plus operations presence across US, UK, Germany, Sweden, Finland, Middle East, South Africa, Hong Kong, Singapore, Australia, Japan and Poland, Zensar delivers comprehensive services in mission-critical applications, enterprise applications, e-business, BPO Services.

Zensar focuses on associate job satisfaction and has found the rotation of work tasks and responsibilities rejuvenates individuals and helps them find their interests. They specialize in manufacturing and retail and derive their name from "Zen", "knowledge" and "Sar", "essence".

They pride themselves on industry knowledge and refer to all of their employees as associ-

Undergraduate and graduate Marquette students in front of Zensar Technologies.

ates. They sell packaged solutions from Oracle, SAP, and Microsoft and work within a shared services model.

~ John Cary

Zensar Campus

Personal Space - Or Lack Thereof In India

Personal space as we are used to in the USA is not relevant to those in India, and I think the main reason is the size of the population –almost a billion, 24 million just in Mumbai. I was preparing to really experience this phenomenon on the train to Agra, but the fog was a bit heavy and the train was running about 3 hours behind.

Personal space doesn't only include my usual two foot invisible circle around me for strangers, but also staring. I felt that as we were walking around different areas many people tended to stare, and not just for a moment or two, but very obviously.

Also asking questions about personal information was pretty interesting. One cab driver asked if we were married or had children, and when everyone responded "no," he reminded us, "without a wife, is no life"...clearly different than the USA! What are considered personal questions here in the USA are fair game in India. But, "why is it someone else's business?"

I was prepared for not being able to have as much personal space in India as I do in the USA, but our visit to SpiderLogic in the conference room almost made me uncomfortable, and I really have never been claustrophobic in my life. After a short Q & A session with the lead of the center, we (13) and the rest of the office (25) all gathered in a room the size we would have in the USA for 10-12 at a conference table to listen to a half hour presentation by Dr. Kate Kaiser.

The chairs were packed in together and people were standing in the doorways. This was definitely a fire hazard, but the employees did not appear to be uncomfortable at all. I knew the time that we

This cab driver taught the travelers a lesson on cultural differences.

would be so crammed would be short, so it did not make as nervous as possibly the train would have for a longer amount of time.

I think that if you are prepared for having little personal space while traveling in India, you will be better off, but I must mention how I love my space and peace of mind back here at home.

~ Jenny McGaver

IT's Global — Experience the Indian Information Technology Industry

" Globalization of business has resulted in cross-border specialization of business functions. For the past decade, information technology has been a significant beneficiary of this trend. As an IT student and, subsequently a professional, you will be increasingly exposed to the opportunities and challenges presented by globalization of IT work. An experiential understanding of social, economic, and political factors impacting global IT work can significantly leverage your professional development. Global Technology Experience (GTE) was designed to provide this very exposure. During this and the past issue of ITSO Good, you have had a chance to read both graduate and undergraduate experiences from this trip. I hope these excellent articles have encouraged you to consider this rich and unique experience. "

For more information please contact Dr. Monica Adya, monica.adya@marquette.edu, (414) 288-7526

Google's Dr. Jim Laudon Presents at Marquette University

For Dr. Jim Laudon, defending Google's infrastructure from inebriated hunters and shark attacks is just another day on the job.

Dr. Laudon, head of Google Madison, was invited to Marquette a few weeks ago to share his thoughts and experiences on cloud computing. Before going to the event, I realized that the details of cloud computing were hazy to both myself and to people involved in the industry.

In a study conducted last year, 41% of senior IT professionals do not actually know what cloud computing is. Cloud computing is aptly named for its use of the Internet ("cloud") and computer-based technology ("computing"). In essence, cloud computing is the use of shared computers rather than local personal computers to host and run applications.

So what does this mean for the business world? Soon enough those trusty computer towers might disappear. Chances are you probably use or have at least heard of applications such as Gmail, Google Docs and Salesforce.com. They are all Web-based applications that utilize on-demand cloud computing infrastructure to meet the needs of their users.

But what *is* cloud computing? In a nutshell, cloud computing means that rather than storing application data on one computer, the data is stored on many computers which are all networked together.

For what purpose? Scalability and data duplication. As the application is running on an entire network of computers rather than just one, it can simply start using more computers to store or process data if more resources are needed. It is virtually impossible to overload a cloud computing network, which means such application are practically infinitely scalable.

Data is also duplicated across numerous computers in the cloud, rather than stored on just one machine. This process greatly reduces the likelihood of data loss due to hardware failure, because even if a few machines go down, there are still many more that still have the data intact.

Dr. Laudon suggested two developments driving cloud computing. Firstly, the spectrum gap in computer size is widening. That is, computers are either getting very large, like Google's data center in Oregon, or very small, like Google's Nexus One smart phone. This certainly supports the development and proliferation of cloud computing. With such large data storage centers, businesses will be able to depend on companies such as Google's football field-size data center for application sharing.

Dr. Jim Laudon enthralls MU students with a discussion on cloud computing, Google's carbon footprint, and the motto by which Google Madison lives - "Things will crash, deal with it."
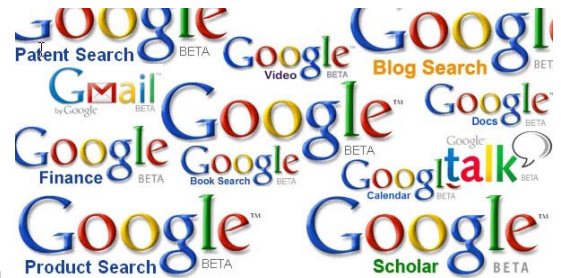
Likewise, as netbooks and smart phones with low storage capabilities become more popular, Internet applications will become invaluable. The second development is that increasing Internet bandwidth is fueling the feasibility of cloud computing. Dr. Laudon illustrated a timeline of Internet bandwidth, send text over the internet in 1985, audio in the late 90s, and streaming Blu-ray to appear in 2015. Cloud computing also allows businesses to pay only for the Internet resources they use, trusting a third-party, such as Google, to manage the hardware and software side.

Particularly interesting is the motto "Things will crash, deal with it" by which Google Madison lives. Dr. Laudon and the rest of Google face crashes daily: hard drives will fail at a 2-3% rate per year, and servers crash at least two times per year. But hardware failures are not the only challenges Dr. Laudon faces. He mentioned that wild dogs chew through Ethernet cables, copper thieves mistake external optical cable conduits as valuable and steal them and the drunken hunters have shot down optical termination equipment, which is a nice round shaped target at the top of a pole!

The crowd laughed at these strange but true occurrences, as Dr. Laudon smiled and admitted that "failures are happening all the time, even at Google".

In managing such gigantic data centers, energy efficiency and green initiatives pose hefty challenges for Google. Dr. Laudon pointed out that in a very short

Google's Dr. Jim Laudon (cont.)

time, energy costs will approach and exceed costs of expensive computer hardware at Google data centers. While he feels Google is handling energy costs well, he was sure to qualify that "It's a bit harder for us to calculate how much energy it takes to run a data center versus a refrigerator".

Dr. Laudon also addressed concerns for the environment and Google's carbon footprint. Speaking to a room full of college students, Dr. Laudon laughed as he compared the footprint of one Google search (0.2 grams of carbon) to the footprint of one can of beer (532 grams of carbon).

Seeing the raw power of a Google search demonstrated by Dr. Laudon was impressive as well. After querying "Marquette University", Dr. Laudon pointed out that using Google's complex system of cloud computing server architecture and query system, the ten

"Using Google's complex system of cloud computing server architecture and query system, the ten best results out of 1.79 million total pages are displayed in a little over one second. This incredible functionality would not be possible running off of any single computer..."
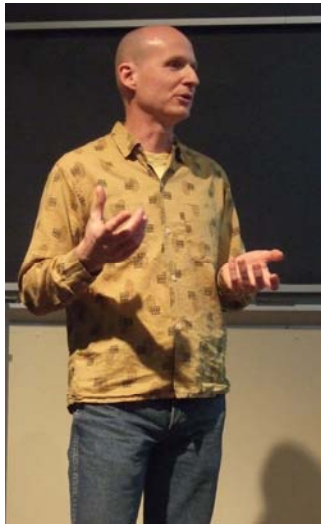
Dr. Laudon explains that the carbon footprint of one Google search is 0.2 grams.

best results out of 1.79 million total pages are displayed in a quarter of a second. This incredible functionality would not be possible running off of any single computer, and requires the power of a distributed cloud computing system.

Eric Wendorff, ITSO's VP of Publications, sat down with Dr. Laudon after the lecture to ask a few non-technical questions about working at Google.

Eric: "Dr. Laudon, you must have a smart phone. The real question is - is it Apple's iPhone or Google's Nexus One? And is there any chance we'll see some Google apps like Google Docs on the Nexus One anytime soon?"

Dr. Laudon: "[laughs] I do have a Nexus One. I really like it. One person in our office actually just switched from the iPhone to the Nexus One, and he absolutely loves his. And as far as apps, we are definitely looking forward to some transition from our apps to the Nexus One."

Eric: "Speaking of your office, people are always fascinated with Google's company culture. Does the same culture

Marquette University and ITSO sincerely thank Dr. Jim Laudon for a wonderful lecture — it was one that many students will never forget.

still exist in the Madison office, along with the 'Don't be evil' motto?"

Dr. Laudon: "I would say Google has a fairly universal company culture, but the Madison office definitely has a local flair. The office still has the crazy colors you're used to seeing. We have an International Harvester cab that the old tenants in the building previously manufactured. We stick to rewarding our employees based on merit and initiative."

Eric: "Speaking of rewarding employees, most people have heard that working at Google comes with some really nice perks, such as fully-catered meals and massages. What is your favorite perk?"

Dr. Laudon: "I have the opportunity to visit other Google offices both in the US and abroad, and I really enjoy getting to travel and meet people at our other locations."

~ Lukas Sparks, with interview by Eric Wendorff

ITSO Welcomes Chad Greene of eBay!

Sorry you missed the presentation by Dr. Jim Laudon, head of Google Madison? Don't worry, ITSO has another once-in-a-lifetime guest speaker opportunity for you!

Chad Greene, information security manager at eBay, will be joining us on April 8th 2010. Watch your inbox for further details or contact Dr. Ow at terence.ow@marquette.edu.

The Eagle Trail: Creating Your Toolbox

How full is your toolbox? Odd question, isn't it? Maybe you don't really think of Marquette as your local hardware store, but you should. Consider all the lessons you've learned over the years, such as creating and interpreting an income statement, realizing the full potential of MS Access, a basic understanding of business law, and more, as tools.

You also learn the social skills necessary to succeed in the business world — ah, yes, those team projects and student organization memberships. There had to be a reason for them, right?

At the orientation for my internship this past summer, we were told that in order to put ourselves into someone else's shoes, we needed to first step out of our own. This statement, among many others, has not been forgotten. After reading about the India trips, and with the trip to China over break, it's hard not to think about such a perspective. It's so easy to blame someone else for our problems, but rarely do we take on another point of view.

Look at the articles about outsourcing and the common misconceptions that the MDI students shared with visiting Marquette students. How often do we hear grumblings about Indian outsourcing taking away American jobs? Additionally, how often do we hear about how outsourcing can affect, in particular, the Indian family? Do we hear about how the "breadwinners" will go to where the jobs are, while the only form their families see of them is a paycheck? Those job opportunities may call for relocations, which uproot families in so many ways. This is not a

"This is not a world of how life can change us versus them—it's how opportunities can affect the human race."

world of how life can change us versus them — it's how opportunities affect the human race.

At Marquette, a point I have mentioned more than once, we are men and women for others. With technology such as the Internet, smart phones, and even just the "simple" capability of text messaging, many boundaries have dissipated…yet within the human race, many are still standing. Do we have the right tools to make a difference?

"…in order to put ourselves into someone else's shoes, we needed to first step out of our own."

Personally, I think we do. We learn more at Marquette than just what textbooks and PowerPoint slides provide for us in the form on information. We learn from one another — we share our experiences, our pain, our celebrations, we share who we are. By doing so, we provide each other with another type of tool. This tool allows us to not only hear another person's point of view, but experience it as well. We are able to relate, and thus further strengthen our relationships and knowledge of the world around us.

When we leave this world of college and enter "life beyond the freeways", having a tool that enables us to step out of our own shoes before we put on someone else's is crucial to success. The world truly has gone global — what we are accustomed to here isn't always what it appears to be elsewhere. You don't learn how to cope with such experiences from a textbook, but you are able to learn some guidelines and extremely valuable starting points.

When you travel or study abroad, see

the view from those citizens' lives — please don't just see it through your own. If you do, I guarantee that you will miss out on some spectacular experiences and lessons.

For those of you about to graduate, remember the lessons you've learned here… remember all of them. Don't think that any will ever be deemed insignificant or a waste of time.

You have learned so much, come so far. Just make sure that you don't stop now. There are too many opportunities out there, too many lessons to learn, and too many people to meet who will change your life. Please don't let a personal bias, or your self-reference criteria as we learned in marketing, hinder your success.

Remember who you are, where you came from, and what you've learned — but don't let your past form an opinion about the future. It's up to you to take control, so grab every opportunity possible.

~ Julia K. Smith

Mark Your Calendars; It's Clean-Up Time!

2010 HUNGER CLEAN-UP

The snow is melting, the birds are chirping, and it's time for some spring cleaning!

Mark your calendars for April 17 for Hunger Clean Up! This year, ITSO is putting together a team for Hunger Clean Up and we would like all of our members to participate. We are part of the "green" initiative for Hunger Clean Up and our project will most likely be dealing with making an area of Milwaukee more environmentally friendly (planting trees, gardening, etc.).

So, what is Hunger Clean-Up? Hunger Clean-Up is a one-day service project that has been customized to meet the unique needs of the Milwaukee community. Teams of students (i.e., ITSO members) are sent to different organizations, known as worksites, to provide a day of much needed service. Such worksites include homeless shelters, food pantries, elementary schools, neighborhood clean-ups, etc. Over the past 20 years, Hunger Clean-Up has raised about $400,000 in donations and over 30,000 have participated.

ITSO will also be providing T-shirts to all those that participate so you do not need to order one for yourself. You'll need to visit the link listed to register for this great event.

On the registration page, you will select me (Allison Free) as your team leader. Registration begins at 8 am. in the Westowne Mall of the AMU on Saturday, April 17. Start getting excited, because *ITSO* worth it!

Sign up and see all of you there!

~ Allison Free

To sign up for the 2010 Hunger Clean Up, visit http://muitso.org/hcu

Announcements:

Upcoming Events:

April 8, 2010
Location, Time (TBA)
Guest Speaker:
Chad Greene,
Ebay, San Jose, CA.

April 17, 2010
Hunger Clean Up
Contact
allison.free@mu.edu

April 2010
E-Board Applications
Check for information
in April Issue

May 2010
Ronald McDonald House
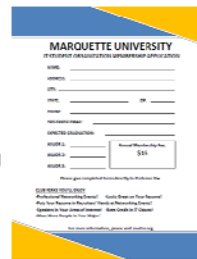Wauwatosa, Contact
allison.free@mu.edu to
participate

May 2010
E-Board Announced

Thinking of joining ITSO?

Sign up today! Just fill out the online application (see muitso.org) and bring it to the next ITSO meeting along with a $10 check made out to ITSO.

Recruiting Zone:

This space is available for job or internship postings. Please contact Julia Smith at julia.smith@mu.edu for more information.

Suggestions:

Do you have any ideas for articles you would like to see in ITSO Good? Write to julia.smith@mu.edu.

Executive Board (2009-2010)

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Julia Smith: VP of Communication &
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Eric Wendorff: Editor of Publications
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Lukas Sparks: VP of Website
Allison Free: VP of Programs

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