WHY IT MATTERS
A letter from the Chief Editor

And here begins another year. To begin holds possibilities, opportunities, dreams, uncertainties, and anxieties. To begin is to face the unexpected. Ideally, I would be writing an introduction about how I am beginning my senior year with all my responsibilities in order, my life put together, and my mind at peace, but my nose would be two feet long by the end of the page.

The appropriate word to describe my first week of classes: overwhelming. I may have to follow my dad’s most recent words of advice: “remember, you can use that ice bag on your head if you need to.”

In preparation for the first issue of ITSO...Good, I asked the executive board to reflect on “why IT matters.” It seemed a relevant question, considering IT must matter to them in some profound way if they each voluntarily (or were highly encouraged by Professor Ow) chose to be a leader for the student organization. A few weeks later, I sat down to answer the question myself, and was perplexed. Why does IT matter to me? A better question would have been: why doesn’t IT matter to me? I am surrounded by technology at every moment of day to day activities. In fact, when I think through the activities I accomplish every day, I feel disgusted by how much I rely on technology.

My first action every morning is reaching for my Blackberry to silence my humming alarm song, and then I see the flashing red light and the yellow mailbox icon on my screen: 9 unread emails. The next 16 hours I am bombarded by monitor screens, emails, text messages, and tweets. IT matters so much that it would be a challenge to count the number of

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STRETCHING YOURSELF
Professor Ow, Faculty Advisor, ITSO

Welcome back. I hope all of you had a productive summer in enriching your life, whether you were working on an internship, traveling to learn about new places, or volunteering for a good cause. Time flies, and I realize this is my 5th year as faculty advisor for ITSO. This year, I would like to see if we can increase the number of students declaring IT as one of their majors.

The last batch of seniors had a very successful placement, and more than 90% of them landed their first job by the end of July. This is an accomplishment that we are very proud of, and it shows that we are producing the type of employees that IT firms are seeking.

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THE EXECUTIVE BOARD (2011-2012)

Colleen Osborne, Co-President

When I think about why IT matters, I cannot help but think of it on a personal level. While our current economic state provides a constant reminder that hiring is at freeze across most industries, it is comforting to know that IT remains inelastic in every sense of the word. Where would we all get real-time updates of economic data if it weren’t for our smartphones or tablets, anyway? Sure, IT is one of my majors. But, unlike many people I have met, I will never find myself in a future career saying: “I use nothing of what I learned in college.” IT matters because of the ways it makes our lives easier, processes more efficient, and even the most mundane of tasks somehow exciting. Technology never fails to teach me something new, lead me in a different direction, or open a door where I least expect it.

My name is Colleen Osborne, and I’m greatly looking forward to serving as ITSO President alongside Maggie Morris for the 2011-2012 school year. As a senior majoring in IT and Finance, I have had the opportunity to see the ways IT matters to me, Marquette, and the world. I look forward to another productive year on ITSO eBoard!

Maggie Morris, Co-President

IT is all about evolution, innovation, and moving forward. IT is ingrained in almost every part of our 21st century lives. From the new household smart TVs to electronic medical record systems used in hospitals to Marquette’s automated bursar system, IT can be found everywhere.

IT matters because it is the backbone of all new products, processes, and systems. IT is what everyone wants be involved in and needs support from. Looking forward, IT majors have set themselves up for success, because no matter where their career path may take them, IT knowledge will always be a core component.

I’m Maggie Morris, a senior majoring in IT and Marketing and your new ITSO Co-President. This past summer I interned at GE Healthcare in the Information Management Leadership Program. I’m excited to begin this school year with ITSO and share my excitement about new technology.

Matt Kendzior, VP of Finance

A recent experience of mine this past summer helped me quantify the answer to the question “why IT matters.” As an Enterprise Risk Services intern for Deloitte & Touche in Milwaukee, I was able to see how technology brings greater meaning to the auditing function for their clients by providing controls and reporting in a timely manner. When people think of Deloitte, they normally associate with its tax and audit practices, however, Deloitte & Touche also provides valuable resources in their Enterprise Risk Services division.

Their success in bringing these services to customers has made Deloitte & Touche the largest professional organization in the world with approximately 165,000 employees in over 140 different countries. During the summer, I took part in analyzing and interpreting business cycle controls as well as general IT controls to help clients run their processes more efficiently. I also gained an appreciation for the importance of documenting these processes when explaining control procedures along with my observations. The experience gained from this internship was invaluable because I was able to see what an essential ingredient IT is to the business of Deloitte & Touche and how deeply IT affects its clients. From my perspective, IT is a highly productive tool which allows companies to manage increasing complexity of their business processes. As a leader in their industry, Deloitte & Touche relies on its IT professionals to make businesses better and establish themselves as market leaders.
Justin Stanaszak, Editor

Looking back on my academic career as I head into my senior year, it seems that my career has followed a pretty regular trend of getting to the bottom of things. That trend started in journalism, and led me through accounting and IT. As I have learned through my college experiences, IT is the foundation, the bedrock of all business operations.

In industry, there is a constant march toward every transaction – financial and otherwise – passing through an automated process rather than a manual one. This alters the risks associated with an organization through reducing risk of manual error and transitioning to risk of systematic error, putting increased responsibility on the IT function in modern business.

As is often the case, this movement to automated processes is not quite as ubiquitous as we may be led to believe in our textbooks, and in fact, many sizeable firms still rely heavily on very manual spreadsheets. Like books to eBooks, however, businesses will continue to increase their reliance on the IT function to keep up with their need for faster and more efficient flow of information in, through, and out of their organizations. The impact of IT can be found everywhere. The effectiveness and integrity of a company’s IT system affects the efficiency of a sales team, decision-making of managers, and determines the risk of misstatement or fraud. Proper configuration and access are fundamentally integral to the success of an organization in controlling the flow of information to the proper end users and directly impact the ability of an organization in achieving its goals.

Even in public accounting, where audit is the tail that wags the dog, substantial testing must be done over a company’s IT system and internal controls to ensure that risks have been substantially mitigated and that the audit team can rely on the financial statements produced by the IT system. Beyond the audit, substantial service engagements exist to satisfy regulatory compliance or the needs of an organization the client wishes to do business with.

The most promising news to IT students should be the market. Though financial markets remain stagnant, the market for IT professionals remains strong and will only become stronger for the foreseeable future.

Joe Zaksheske, VP of Publicity

My name is Joe Zaksheske and I am a junior studying IT and Finance, as well as minoring in Political Sciences. As I look at my two majors and minor, I realize how much my IT major affects the others. As Sir Francis Bacon once said, “Knowledge is Power,” and without information technology, my finance major would not exist and my political science minor would be the same as was when Sir Bacon wrote this iconic quotation. Information technology is often overlooked as far as its vitality in a business, but in reality, it is crucial to the survival of the business.

When I think of my internship at Briggs & Stratton, working at their corporate offices has given me an excellent view of the under-appreciation of IT in the business world. When you have a company who makes their money making small air-cooled engines and yard products, it is easy to see IT systems as an expensive money pit. In reality, if a salesmen sells 500,000 zero turn tractors to Sears in Milwaukee, they need to get the information to New York where the products are made, to Missouri where the engines are made, and to the accounting department where the sale is recorded, in order to get the product to the customer as fast as possible.

This is the world of business today: there is no more waiting, everything is instant gratification. My finance major is a prime example of that; if I want to buy or sell my stocks in a company, then I want to do it now, not have to wait for a week to have the information transfer to my broker. This is where IT comes into play. Upon hearing bad news in a company, I can sell my stocks in minutes instead of days. IT has allowed for globalization that in the past century because a company due to the ability to transfer information across the world in a matter of minutes.

IT is the unsung hero of the business world. It is the humble driver, driving businesses to new heights, but does not take the recognition that a sales or product group will in regards to revenue earned. At the same time, it does not need it because it knows its place in the business world and that is why companies continue to spend millions of dollars in their IT departments. All of this explains why IT will continue to be the driving force in the world of business for years to come.

Do you have your resume ready?
Have you RSVP for biznet2011?
http://advise.freehostia.com/itso.php
Have you submitted resume to Career Manager?
Hello, I am Charlie McCloughan and this is my first year serving on the executive board of ITSO. I am starting my senior year and am majoring in IT and marketing. I have to credit my father with sparking my initial interest in computers and technology. He has had a long career in IT and currently works for the rural-based outsourcing firm CrossUSA. From an early age, he has encouraged me to use technology in new and creative ways to solve problems, and even just to have fun.

I have benefited tremendously from the Marquette network. Some of the connections I have made at school have provided me with the opportunity to work at the MU Help Desk. Also this past summer I worked as an IT specialist at Enterforce Inc., a managed service provider who does the staffing of Harley-Davidson’s internship program, along with a number of other programs nationwide.

The MU network has also given me the opportunity to work in the community in an IT capacity. In my intro to IT class I worked on a team that built a database designed uniquely for a non-profit organization, the Donna Lexa Community Art Center. I am also currently volunteering at the Center for Veterans Issues (CVI). At CVI, I have had the opportunity to run workshops for veterans and employees on topics such as Excel, email, and online calendaring. I am also in the process of implementing a database that will track and analyze the member population there. While working in IT, I consistently see examples of how IT is essential to the world. Not only is IT critical to all business today, it is constantly evolving in ways that address new issues and problems. For example, cloud based computing has gained popularity as the need to work collaboratively as a team on the same project from multiple locations and platforms grows.

I believe these experiences have prepared me well to sit on the Board as VP of Community Outreach. During the initial year, I hope to expand and strengthen Marquette’s relationship within the local community and construct a strong foundation that future students can build upon. One of the organizations we will be working with this year is Urban Faith Roundtable (UFR). During the semester, we will be moving UFR into the cloud via Salesforce.com. This will not only be beneficial to UFR, as a productivity and efficiency tool, it will also provide MU students hands on experience with the concepts of software as a service (SaaS) and cloud based computing.

I am looking forward to the start of another year and can’t wait to start working with all of you.

As I embark on my senior year as a double major in both Finance and IT, I am looking forward to beginning my tenure as the ITSO E-board’s VP of Website Development. I am thrilled to work with my colleagues to maintain the ITSO’s excellent services to Marquette University and expand my knowledge of IT.

As a technological enthusiast, I can confidently say that IT definitely matters in the world today. During my time studying business at both Indiana University and Marquette University, I have been immersed in an environment where IT is not only encouraged, but imperative. For instance, IT can be seen everywhere in the Marquette community, ranging from the social media of Marquette Athletics to the extensive book registry in the Raynor Library.

In addition to its importance to Marquette University, IT has also served an important role in my professional career thus far. Throughout my previous years of undergraduate studies, I have been blessed to be employed in different industries each year providing me with a firm background in legal, manufacturing, and service based entities. Thanks to this wide array of occupational experience, I have seen the effects and importance of information technology on a firsthand basis in all aspects of the corporate world. This provides me with the firm expectation that as America progresses further into the twenty-first century, IT will continue to grow and revolutionize the way data is processed.

I made my switch to IT, like many people, after taking Professor Ow’s class. He is so enthusiastic about the program and is set on making students in his class see the world of IT in a different light. In today’s world, technology is intertwined in absolutely everything we do and its presence is continuously growing. I decided I want to be a part of that growth. IT affects the way we communicate: how we both send and receive information, and how we use that information to our advantage. Most of us are fortunate enough to have “smart” phones in the palm of our hand every day. These devices allow us to find out when a movie starts, discover the name of the song that you are listening to on the radio, and touch base with grandma all in a matter of seconds. Ten years ago this was not the case.

Frankly, I think that is pretty cool. IBM’s catchphrase that appears at the end of all of their commercials is “Let’s build a smarter planet.” To me, this phrase is the essence of information technology. My name is Shane Duffy and I am a senior majoring in Information Technology and Finance and am looking forward to being this year’s VP of Programs.
STRETCHING YOURSELF, cont’d from page 1

The IT major has held a steady amount of students the last few years, but I think that all of you can recruit and improve our numbers in our major. I call upon each one of you to encourage another friend, or another sister or brother from a fraternity or sorority to be an IT major. It is ironic that with all the worries of IT jobs being outsourced, our IT students continue to be placed. You should be able to tell your friends all the wonderful opportunities of an IT major.

Show them our newsletters, our articles from alumni, and let them explore the opportunities of IT. Many students have a narrow view of our major (thinking it is all about programming) and it is your role as IT majors to tell them all of the other career possibilities and opportunities.

I just attended the launching of several startups in Madison, Wisconsin. I met a few of our former Marquette students who launched this past spring, and one more recently. I am writing today to ask you to stretch yourself. Here are a couple of things that I think you can achieve in the next few months, and then you will see how much you’ve explored:

Technically, can you stretch yourself beyond the programming languages that you learn in your classes. You should be able to browse all the resources on the Internet to learn new abilities. Can you set up a web site using content management system like Wordpress, Drupal or Joomla? If you do not know what CMS is, perhaps it is time to do a little research. Get an account on free-hostia.com or godaddy.com and install one of the CMA scripts and set up a website. Perhaps you have something that interests you and can create a portal or a website. Or you could help an area organization with a website. There are countless social organizations that could use your expertise in website development using CMS.

Another technical challenge you can stretch yourself with is to learn to program the Android or iPhone. The resources are available on the web and just being able to say “Hello World” on a smartphone is a small step in understanding mobile phone technology and applications. You have an idea, so build yourself. Recruiters are always looking for innovative students who stretch themselves beyond the classroom. There are countless applications developed every day and who knows, you could be the next person selling an app for 99 cents to a million or more people.

Salesforce.com has provided tools to develop a web based database. All of you know Access and MySQL. Some of you are able to develop a web based application using PHP and MySQL from the web applications course. Salesforce.com makes web-based database intuitive and easy to use. But many of you have no clue where to start. We have an opportunity for you to partner with Salesforce.com in developing applications for social organizations. See details in this issue. Putting salesforce.com as a skillset that you have already acquired on your resume will definitely catch the eyes of recruiters.

What do you know about business analytics and business intelligence? In your internship, ask your supervisor and share with him or her that you want to be challenged and want to be more involved in business analytics. It is a skill set that is very much sought after and many companies have business intelligence software that you can learn including Business Objects, Microstrategy, and Kronos. You might end up being an expert in this arena, and I am confident that many companies will appreciate your thirst for new knowledge in an area that interests them.

Finally, with all this additional knowledge, you may feel like you might want to start your own company and register an LLC. Do you know how to do that? It is not not that difficult, and by doing so, you are on your way to becoming your own CEO. Gather a set of friends that share your vision and ideas, and who knows, you might be launching a company next summer.

So, start a laundry list, start stretching yourself, and learn something outside of class. Who knows, those skills might come in handy for new opportunities that you least expected. Like the old saying: the longest journey starts with a first step.
SUMMER INTERNSHIP EXPERIENCE

My first day walking into Harley-Davidson was nerve-ridden; I had no idea what to expect. Two weeks before the end of my junior year, I had switched my major from Finance and Marketing to Information Technology and Marketing. When I told my friends and family about this change I got confused looks. “Lacey an IT major?” “They let you work on computers?” “Are you sure about this?”

To be honest, I was not sure. I loved the challenges I had faced in my intro class, but I had limited experience. I prayed that this was a good decision, and I would enjoy the rest of my classes, and eventually a career. I was worried my lack of formal education in IT would limit my success in my internship. Let me be honest, I was not just worried, I was completely frightened. I knew how to create a database and diagrams, but would any of this relate to my new job?

I was quickly tossed into a sea of acronyms: ERP, SAP, SIDs, each one a daunting task of deciphering. I did not think I would ever fully understand what my team members were saying; I must have asked 1,000 questions that first day. I did not realize how fast I would pick up on all of the terms that were thrown around daily, and I eventually think “hey, this isn’t so bad.” Weeks into my internship I started to learn more about the various systems my team used and the inner workings of Harley-Davidson. Altogether I was learning so many concepts and skills I was still worried whether or not this industry was right for me. Then one day, everything fell into place. I was sitting at my desk doing an everyday task when a team member came up to me. He wanted to tell me he was impressed with the work I had been doing, and the quick pace with which I learned. He said that I was very capable and my skills were being wasted on these repetitive tasks. It was time to free up my time for more challenging work. I was extremely excited about this new task before me. We were going to work on things I have never even heard about before. What is VBS anyway? The project was, simply put, to write a script to gather disk usage information for all of our servers, load the output into a SQL database, and connect it with Business Objects to run reports.

My first couple days on this new task were extremely frustrating. I would get one part right, and then something else would go wrong. I was modifying, retrying, modifying, retrying until I thought I was about to scream. Then finally, the light bulb, it worked! I felt instant gratification: this was better than getting an A on any exam. It reminded me of how proud I felt when my database for my intro class was working and finished. I had created my very own masterpiece. I had to suppress the urge to run around Harley-Davidson bragging about what I had created like a soccer mom boasting about her child’s goal. It all clicked: this is why I love it.

Technology is always changing. There will always be something new for me to learn. Some days I might be frustrated beyond belief, but then, when I finally solve the problem, it is the best feeling in the world. It makes all of the struggle and hard work worth it.

Going forward I am eager, but also petrified for the challenges I will face in the very near future. Graduating college, moving out of the Marquette bubble, starting a full time job, it’s all some pretty scary stuff. Even though I have my fears, I also have my drive and the remembrance of that seemingly simple day that everything finally made sense. I know I have the will to succeed. I will remember the pride I felt and why I love the challenges of this industry.

Lacey Van Syckle

WHY IT MATTERS, cont’d from page 1

sometimes I was affected by technology in one single day. Needless to say, I would like to make a formal apology to the ITSO e-board for asking them to answer such an impossible question.

Technology can be my best friend, and it can be my worst enemy. Technology keeps me organized and updated, creating an environment of continuous communication, but do I always want to be in contact with the entire world? When I open my email, I feel bombarded with information, news, and requests, coming at me from all directions. Technology should simplify my day and make life more manageable, not recreate a jumble of unnecessary information. It should be employed to drive ideas forward, trigger change, increase capabilities, and support innovation. These are the reasons that prompted me to pursue IT as my second major.

Yesterday, I took a few hours to relax on the front stoop of our house. Surrounded by the usual stench of Milwaukee air and the humid breeze from Lake Michigan, I watched overzealous students hike to the library or Kampus Foods, and chatty locals mosey along the sidewalk, Miller light and cigarette in hand. This is the way I should begin my year. Begin to make memories. Everything matters, but sometimes it matters more to step away and give yourself a break. Cheers, ITSO... Good readers, to new beginnings!

Elise Chapman,
ITSO...Good Editor in Chief
LIFE AFTER MARQUETTE

Life after Marquette...where to begin. So much has happened within the two years since I have graduated and I am grateful for every opportunity that I have had. Graduating with an IT degree from Marquette has given me a solid foundation and got me to where I am today; just returning from a six month stay in Germany and about to begin travelling to various emerging IT markets around the world.

The summer before my senior year I was lucky to get an internship with GE Healthcare which ended up being where I accepted a position in the Information Management Leadership Program after graduation. It’s hard to grasp what you can do with an IT degree until you actually start experiencing it in the “real world”. The IMLP program at GE Healthcare has really opened my eyes to all the possibilities there are and the value that an IT employee provides to the business. To the right is an overview of all the positions and training opportunities I have had over the past 2 years.

It’s been a very fast paced and information filled two years that has given me a great understanding of life as an IT professional. I have by no means become an expert at anything but that’s what the rest of my life is for – to find out what I’m passionate about and want to learn! In the beginning of September I will have graduated from the IMLP program and will start my “permanent” position with GE Healthcare. I have accepted a role as a project manager for ERP implementations to emerging markets with our Medical Diagnostic business (we provide pharmaceutical and molecular diagnostic technologies for early detection).

Erica Gelvan (BBA 2009)  
Surgery IT Project Manager - Wendelstein Information Management Leadership Program  
GE Healthcare

- 1 month of GE leadership and IT training in Connecticut – learned SQL, java, html, financials at GE, and project management at GE
- 6 months in an operational excellence role maintaining and implementing an HR application in Milwaukee – learned vendor management, project management of new releases, and application support
- 1 week of training at Oracle University in Chicago - learned Oracle 11g administration
- 6 months as a design database administrator in Milwaukee – learned database designs and builds, infrastructure qualification, database security, disaster recovery, storage, and back-up solutions.
- 3 weeks of additional GE leadership and IT training in Shanghai, China – learned business intelligence, middleware, data warehousing, and strategic business decision making
- 6 months as a business initiatives leader rolling out hosted solutions for our Healthcare IT business in Milwaukee – learned technical details behind remotely hosting applications for customers (application server, storage, database, web server, networking), business strategy for short-term and long-term goals, process improvement, and new service implementations.
- 1 week of GE leadership training in New York – learned behavioral styles, GE financials, business thinking, and presentation skills
- 6 months as an Oracle ERP (enterprise resource planning) project manager for our Surgery business in Wendelstein, Germany – learned about global working environments, manufacturing processes, OTR (order-to-remitance) processes, sourcing processes, financial processes, data migration activities, Oracle ERP, application validation, and project management skills.

OPPORTUNITY TO SERVE A NON-PROFIT ORGANIZATION

Salesforce.com is a social enterprise built around cloud computing and CRM. They currently donate 10 free licenses to any non-profit interested in their product and offer steep discounts for additional applications. Currently, Salesforce is restructuring their approach to supporting Milwaukee non-profits and they're looking for volunteers. Interested students will be trained in Salesforce to set up solutions by Salesforce employees and then implement this knowledge at a local agency. This is a great opportunity to add a tangible deliverable to your resume and network with Salesforce employees. Even if you have an internship, this work can be done from home, and would only require 1-2 hours of commitment per week. If you'd like additional information or are interested, please Heather.Jeffery@marquette.edu.
ANNOUNCEMENTS

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 $15 check made out to ITSO.

Suggestions:
Do you have any ideas for articles you would like to see in ITSO Good? Write to elise.chapman@mu.edu

Recruiting Zone:
This space is available for job or internship postings. Please contact joseph.zaksheske@marquette.edu for more information.

Executive Board (2010-2011)
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