

IT'S SO Good

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NEW BEGINNINGS AFTER COLLEGE

It's hard to believe I graduated over a year ago. It's even harder to believe the incredible journey I've been on in such a short span of time. And now I have been asked to share this with you.

I think the best way to do this is to first cover what I've done and what I've learned. Second, I will cover a few things worth considering as you embark on your career.

My Experience:

I joined Nielsen's Global Business Services Emerging Leaders Program (GBS ELP) as a Technology Associate out of college. For those who aren't familiar, Nielsen is a global marketing research company that has the most complete understanding of what consumers watch and buy across the globe. My experience has shown me that Nielsen is not just a marketing research company, but also a technology and innovation leader.

A quick note about the Emerging Leaders Program:

The ELP consists of four six-month rotations designed to challenge you as you grow as a

leader and enable you to make a real business impact by working on important projects in many areas of the business.

Shortly after graduation, I moved to Tampa, Florida where I completed my first two rotations. The first rotation was in a technology role on the "Watch" side of the business to build a KPI dashboard for one of our key clients. On this rotation, I learned many valuable skills to be successful in a technology and project management role. My day-to-day work consisted of wearing multiple hats: Business Analyst (gathering requirements), Developer (coding with a team of on-site and off-shore developers), and Project Manager (managing the project through Nielsen's New Product Introduction process). The highlight of this rotation was when I had the opportunity to travel to our New York office and present the project to the Media Ratings Council (a regulatory body that audits the quality of Nielsen television meters).

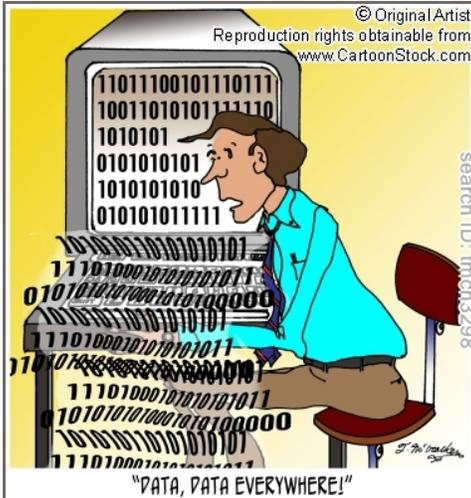


"The most important experience from this rotation was learning how to lead organizational change and implement new processes while in a technology role."

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BEHIND THE SCENES: CAKE BOSS

Two coders in a dark room drinking Mountain Dew; their shoulders hunched over brightly lit computer screens and their fingers dancing frantically across the keyboard. Sadly, this erroneously skewed picture was my initial impression of IT. I used to think that being an IT major meant that you could fix my computer, hack through firewalls, and most likely, slightly resembled a member of the Geek Squad. Since choosing to become an IT major myself, I have learned that IT is more than



coding and technical skills. I have come to realize that IT- the analytical and process-oriented skill set and mindset - is everywhere. IT can even be found on TV on TLC's Cake Boss.

I first started watching Cake Boss in the spring semester of my freshman year. In the spring I am away most weekends for track meets with nothing to do on Friday nights other than rest up for the next



day. These nights usually consisted of me and a few friends lounging about and watching TLC's greatest, whether that be Say Yes to the Dress, My Big Fat Gypsy Wedding, or Cake Boss. I used to enjoy watching Cake Boss simply because I liked seeing all of the cool cakes, not to mention because I also happen to love cake. After taking the Intro to IT class however, I was surprised to see how similar the show was to the IT field.

In the beginning of every episode, Buddy, the cake boss, sits down with the client in order to gather requirements for the upcoming cake. The two discuss size, dimensions, color schemes, and more to ensure that Buddy and his team are properly equipped to meet the purpose and specifications for the cake and its event. This process is almost identical to what any IT consultant undertakes in gathering system requirements from the end user. Then, just as any IT team would do with a project, Buddy meets with his team to plan for the work that must be done and to allocate tasks. As Buddy and his team begin to work, there are times when it becomes necessary to bring on the help of other professionals. For instance, in one particular episode, Buddy worked with an individual to equip his transformer cake

“IT can even be found on TV on TLC when watching Cake Boss”

with special effects. At my internship this past summer, I sought out the help of one of my more tech savvy co-workers to write code for a program status update I was working on. Like Buddy and his transformer cake, I wanted my program to function and look as nice as possible. Since that meant finding someone to help me customize the code, that is exactly what I did. As my boss frequently shared with me, “its all about who you know” and clearly, the cake industry is no exception to this rule. Finally, just as IT projects are subject



“With IT, you really can have your cake and eat it too”

to deadlines, so too are Buddy's cake ventures. Despite the unexpected problems that arise and the late hours that ensue, the job, whether it is a bowling ally cake or an IT system, must get done.

Since changing my major to IT a little more than a year ago, I have learned so much about the industry, its positions, and essentially, what it really means to be an IT major. I have acquired such knowledge from school, from my internship, and even from shows like Cake Boss, for IT is truly everywhere. I have found that at its core, IT is all about analyzing a problem, identifying the best of several solutions, and then being able to systematically resolve that problem with the help of technology. Such skills are universal, prevalent in industries other than IT. They are life skills. IT is not just a job; it does not just pay the bills. Rather, it makes jobs easier, reduces costs, and leads to further insight and innovation. With IT, you really can have your cake and eat it too.

~ Katie Kemmerer, Co-Chief Editor



NEW BEGINNINGS AFTER COLLEGE



(Continued from page 1)

In my second rotation, I switched to a technology role on the “Buy” side of the business. I was a little nervous in choosing this rotation because it was a virtual rotation for me (I was still located in Tampa and the rest of the team was based in Cincinnati and India). While my day-to-day work was mainly project management for four projects, the most important experience from this rotation was learning how to lead organizational change and implement new processes while in a technology role. As a nice bonus for the “risk” of taking a virtual rotation, my manager let me travel to Cincinnati twice for team meetings and I also presented the new process we implemented at a leadership meeting in Toronto. I’m currently on my third rotation which has been the biggest change yet.

Our third rotation is designed to give us face-to-face interaction with Nielsen clients, so I moved temporarily to Grand Rapids, MI to work as an on-site consultant at the Meijer corporate offices. My project here is to implement a process that identifies the most promising growth opportunities for Private Label products. Other client sites that my colleagues are located currently and in the past include New York (NBC/Comcast, CBS, Discovery/Viacom, Univision), Chicago (MillerCoors, Kraft, Walgreens), Los Angeles (Disney, Facebook), Atlanta (Coca-Cola), Minnesota (Target,



General Mills), Bentonville (Walmart, Sam’s Club), Milwaukee (SC Johnson), and Nashville (Dollar General).

This is only a brief overview of the experiences I’ve had, not including all of the additional training programs we have and leadership development summit we attend to learn from senior leaders in the company.

Here are a few pieces of advice I’ve learned that were never shared with me



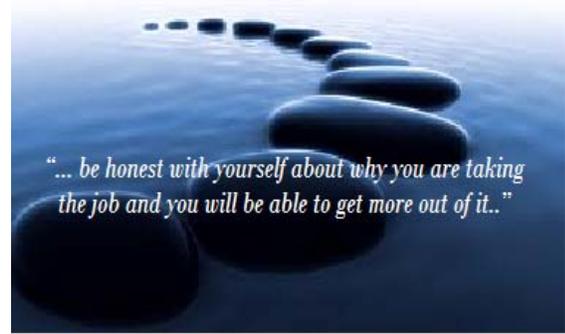
before I started this journey.

When choosing a rotation or a job, being excited about the content of the job is important, but having a

good manager who you get along with and is invested in your growth is the most important thing to look for.

“Find out what your strengths are, let everyone know what they are and find the roles that let you use them to further develop your strengths.”

Find out what your strengths are, let everyone know what they are, and find the roles that let you use them to further develop your strengths. On the flip side, know what your weaknesses are and learn how to manage them. I wouldn’t recommend taking a role with the rationale of wanting to turn a weakness into a strength.



When seeking out advice, find people who you respect or who you want to be like in a few years. Don’t just take advice from anyone and everyone and be wary of people who try to throw all their advice on you without taking the opportunity to get to know you or who you want to become.

Have clear intentions. When you chose your job, be honest with yourself about why you are taking the job and you will be able to get more out of it. An example one of our leaders shared with me was a parable of two people who joined the Peace Corps after graduating. Both were stationed in remote villages in Africa. One decided to join because he wanted the prestige of

having served in the Peace Corps and saw it as a badge of honor. The other person went into the experience wanting to learn from the locals and experience their culture and

customs. The first person had a terrible experience and became terribly upset each time a roadblock emerged along the way. The second person took everything in stride and seemed to have an enjoyable time, no matter how trying the situation was.

~ Chris Jeske
GBS Emerging



Do you have your resume ready for recruiting season?
Visit www.mu.edu/csc for helpful tips



TECHNOLOGY UNDER THE TREE

'Tis the season of extensive studying, overloads of caffeine and minimal hours of sleep. On a lighter note though, with December also comes the season of giving! This, of course, is also accompanied with the ever pressing question, what to get people for the holidays. Each year, ads and retail websites feature the new must-have gadgets. It is hard to believe that at one point we were all drooling over the Sega, Game Boys and Tamagotchis. Today, technology is bigger, better and faster. It seems that everyone is raving about the new iPad mini or Galaxy S3 this holiday season. Now don't get me wrong, these gadgets are incredible and extremely advanced, but why not take a look at out-of-the-box, maybe never before seen toys to add some spice to your holiday thinking cap. To assist you in this area, I would like to offer my unique gift guide.

Berg Little Printer

As an expert to-do list creator, I can't help but obsess over this fun-sized printer. Little Printer connects to the web via a bridge unit and allows Apple, Android and Windows smartphone users to subscribe to content and print receipt size slips from their phone. The printer is inkless and uses thermochromic paper to heat the paper and produce black font. These slips print out anything from to-do lists to interesting facts, images, and puzzles. It can even be used to send your friends messages. What better way to print out a miniature newspaper each morning with the content you desire and have customized via your smart phone.

Little Printer starter pack goes for **\$259** and includes all the cables and connections you need!



Nike Fuel Band

For all of the workout junkies and New Year resolutions, the Nike Fuel Band is a great gift to give this season. The Fuel Band is a bracelet-like device that measures your every move. By setting goals on your phone or through an online application, the fuel band tracks things like the calories you have burned and steps you have taken



each day. Fuel Band is a way to track your activity, see your progress, and stay motivated each day. Today you can buy the Fuel Band for **\$149**.

Apptivity iPad Toys

As if your tablet isn't enough already, companies such as Hot Wheels and Fischer-Price are now offering apptivity toys to make Apple tablet games more interactive. This gift is great for tech-savvy families moving towards a more innovative way to interact with their iPad. With the purchase of one of these iPad-safe toys also includes a game app to download. In using tablet technologies, these toys are taking car races and super hero battles to the next level for the younger generations.

Apptivity toys can be found anywhere from **\$12-\$30** at your local Target, Wal-Mart, ToysRus and Amazon.



Hue Lighting Set

Have you ever thought that the lighting in the room could change your mood? Philips has launched Hue, a wireless lighting set that allows users to remotely control the lighting in their house from the touch of their smart phone or tablet. Hue allows you to customize the color, dim and effect of your lighting based on a picture or environment. For instance, why not try setting the room to the same lighting effect as the beach or a starry night. An added bonus is that a Hue light bulb lasts for 15 years and uses 80% less power than a traditional light bulb. The Hue 3-bulb starter pack goes for **\$199** and a single bulb sells for **\$59.95**.



iPod Nano Watch Band

Turn your 6th generation iPod Nano into a stylish watch! Since Apple launched this tiny 1.5 inch iPod, several companies have created a watch band that allows you to securely wear your Nano on your wrist. Not only does this allow you to tell time, but it is also a fun way to mix and match your Nano with different styles and



colors of watch bands. The Nano has several apps that allow the user to customize the look, style and background of the actual screen to make it look like a typical digital or analog watch. Watch bands range from **\$20-\$90** depending on the style and material.

Whooz Labels

Tired of confusing your phone, tablet or iPod charger with your friends? Whooz labels are removable vinyl stickers that offer fun, customizable faces and colors to stick onto your Apple cords and chargers so you no longer have to worry about mixing them up with your family members and friends. These labels have different characters and also allow you to customize the sticker to suit your personal preference. Each Whooz labels pack is **\$10** which includes an adapter label, two stickers for the earphones, and one for the end of the USB cable.



Ollio Clip

Does your iPhone also act as your main camera? Get the Ollio Clip this season to enhance your pictures. The Ollio Clip is a 3-in-1 lens that clips on to the iPhone 4 and iPhone 4S. The clip include a Fisheye, Wide-angle and Macro lens that can be used when taking a picture or shooting a video. These lenses allow you to snap images with a stronger focus and a wider field-of-view. The Ollio clip is a small, light weight lens that clips on to the corner of your phone. Why not carry around this small clip on device versus an entire camera! The Ollio Clip sells for **\$70**.



Virtual Keyboard

Typing on a tablet can often times be difficult. The virtual keyboard solves this problem as an



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MAKING A DIFFERENCE

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someone in the process.” said Eileen Forrest.

As students in the College of Business Administration, we expect to take on a variety of group projects each semester. However, after the completion of INTE 3001, it is safe to say that this has been the most challenging and rewarding project thus far. At the end of the semester, all three of us declared ourselves IT majors. Perhaps this was due to the ability to see our projects from beginning to end and then directly use everything we were being taught in the classroom.

The experience proved to be an exciting

and new opportunity to grow both personally and professionally. Nick Hartnell, an AIM student who worked with St. Gregory’s this semester, sums it up best: “I find value in applied learning and it was great to experience applied learning take place at

the introductory class level. That is precisely how Marquette differentiates itself.”

~Keelan Murphy, Natalie Kaufman and AnnMarie Falaniko



TECHNOLOGY UNDER THE TREE

(Continued from page 4)

easy to use, Bluetooth device that projects a laser-generated keyboard. The keyboard appears to be almost 10” wide by 4” deep and provides up to 2.5 hours of use before its batteries need to be recharged. The virtual keyboard is projected from a small cube that is 3” x 1.5” x 1.25”. The virtual keyboard sells for \$200.

Xelsis Digital Coffee Maker

No more need to go to Starbucks each morning with the Xelsis Digital



Coffee Maker on hand. Although a bit pricey, this coffee maker stores up to six profiles recognized by the touch of your finger. This coffee maker is like your own personal beverage concierge, making coffee perfectly to the taste of your liking. The Xelsis Digital Coffee Maker can be purchased for roughly \$2,200.

Lytro

Lytro camera is a light field camera that allows the user to change the focus of a picture after the picture has been taken. Not like



your ordinary camera, Lytros is in the shape of a rectangular prism with a touch screen face that allows you to go back and focus every point of view in the picture. Stop worrying about blurry pictures and start snapping with the Lytros camera! The Lytros camera ranges from \$400-\$500 per camera.

~Megan Geisen
Co-President

systems analyst,
business analyst,
programmer, desktop
support, technology
risk consultant,
systems and process
assurance, information
technology audit,
information
management
leadership program,
project leader, network
manager.



JAVA & JOBS 2013

FEBRUARY 19, 2013
8:00-10:00 AM.
AMU BALLROOM
MARQUETTE ALUMNI UNION
CONTACT MEGAN.GEISEN@MU.EDU FOR MORE INFORMATION



“ The breakfast brings about a more casual atmosphere so that students and employees are left to a friendlier environment in order to get to know one another. ”

HOW TO DO IT

Networking & Professionalism

Things to remember for a good first impression

1. It does not have to be face-to-face, reach out via email and phone to begin a connection
2. Make sure to use eye contact, smile, repeat their name
3. Make sure to follow-up with the person you meet and thank them
4. Use active listening
5. Be aware of body posture /mirroring
6. Genuinely at grateful and humble



you must have to courage to go get what you want. Furthermore, it is important to understand that the worst thing someone can say is “NO”. If they do, big deal, get over it and move on to the next opportunity.

Resourcefulness: Learn your network and utilize it. Reach out to your friends, fraternity, sorority, club, high school, LinkedIn friends, and old employers. Create the ability to articulate what you want to do. Then, be able to inform

everyone in your life that you are looking for a certain job and have them keep you in mind if he or she ever hears or knows of anything. Maximize the relationships you have and always work to create new ones.

Professionalism: Look and act the part.

Dress right, spend the few bucks and get your

clothes dry cleaned, always be clean shaved and wear a tie; these are signs of respect. Ladies, dressing in suits/skirts with

a blouse and coat are a classy move that can't steer you wrong. Talk like you are well educated (which you all are). Drop the “bros” “dudes” and “likes”; it really takes away from the message you are trying to convey. Eye contact and the right mixture of confidence and humility are essential in all facets of life.



Ask Questions: If there's one thing I've learned, it's that people love talking about themselves. Ask them what they do and more importantly how they got there. You will be amazed with how happy they will be to share their story. While they tell their story, listen for similarities and be ready to share when it's your turn to talk.

IT Networking & Job Hunting

While still in college, it can be daunting beginning the job hunt for either an internship or post grad employment.

Some things that helped me in my long frustrating journey to find employment are below:

Courage: You will not get anything in this world unless you are willing to ask for it, so

“You will not get anything in this world unless you are willing to ask for it”

~Alan Devey '11
Account Executive
Cook & Kocher Insurance Group



Happy Holidays



ANNOUNCEMENTS

February 17, 2013

Guest Speaker:
Ronald McDonald House
Wauwatosa, Contact
jonathan.hinz@mu.edu



Suggestions:

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



Write to
Tara.mcquillan@marquette.edu or
Katherine.kemmerer@marquette.edu

Thinking of joining ITSO?

Sign up today! Just fill out the online application (see mitso.org) and bring it to the next ITSO meeting along with a \$15 check made out to ITSO.



JAVA & JOBS

AN EVENT FOR IT STUDENTS AND RECRUITERS

February 19, 2013

Contact Megan or Jackie for more information, megan.geisen@mu.edu or jacqueline.adrians@mu.edu

Spring Presentation
Location and date TBD

Guest Speaker:
"Nielsen, What we do?"
Andy Auffant, Client Services Executive,
Nielsen Ad Effectiveness



Recruiting Zone:

This space is available for job or internship postings. Please contact
Ariel.Campos@marquette.edu



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