As Winston Churchill once so eloquently put, “We make a living by what we do, but we make a life by what we give.” During our time at Marquette and as members of ITSO, we generally tend to focus on how we are going to make that living, and it can become so consuming that giving back to the community can slip our minds.

With a heartfelt “Thank You” to PwC and Metavante, ITSO organized three committees to help prepare this delightful meal; a shopping, cooking and preparing committee. For those who couldn’t be physically there on Saturday, the shopping and cooking committees met Thursday and Friday night prior to buy the ingredients and then to cook them. I give credit to the students who gave up their Thursday and Friday nights only to spend it at Pick N’ Save or chopped for an hour and a half. After cooking, they stood by for two hours as they watched more than thirty people enjoy a warm meal of savory baked ham, mashed potatoes and gravy, Mac and cheese with hot dog, green bean casserole, vegetables, crisp salad and hot rolls. Of course a small treat and dirt cake (complete with worms!) were served following their tasty meal.

After that they washed dishes and packed up complaint free, only to make it home just in time for the MU Basketball game!

(continued on p. 3)
Jane M. Klausman & Zonta International Award Winner: Erica Gelvan

The ITSO of Marquette University proudly congratulates Erica Gelvan, winner of the Zonta Club of Milwaukee Jane M. Klausman* “Women in Business” Scholarship. She went on to win the Zonta District 6 (that include colleges from Wisconsin, Illinois, and Indiana) Scholarship, and capped it off by winning the Zonta International Award.

It is evident that Erica is far from the ordinary student, and it is an under-
statement to say that she serves as a fantastic role model to young business students, particularly women. The Zonta Club is designed to encourage undergraduate women to enter careers and to seek leadership positions in business-related fields in their communities and throughout the world. The Jane M. Klausman Women in Business Scholarship looks to the women of today to be the leaders of tomorrow.

“Erica is an outstanding young woman and we are so very proud of her and the many accomplishments she has already completed in her young life and in our community as well. We look for her to make quite a difference in her lifetime.” ~ Christine Todd President, Zonta Club of Milwaukee.

On behalf of the IT Student Organization: Congratulations, Erica!

*This is the second year in a row that Marquette has won the Jane M. Klausman Scholarship. Stephanie Storck, ex-president of ITSO, was the winner last year.

End of Semester Remarks from ITSO President Erica Gelvan

Being the ITSO president is no easy task but it is well worth it. From e-mailing back and forth with Professor Ow 20 times a day to creating nametags for BizNet, being president has not only strengthened my leadership skills, but has opened me up to the IT world. The IT industry is so fascinating and is changing every day. The ideas that have stuck with me the most are from our most recent speaker, Blagica. I had no idea how much social media is a part of everyday life and how effective it can be if used properly. I joined Twitter recently and from it have learned about good restaurants in Milwaukee, found coupons for stores and restaurants in my hometown, and discovered many interesting blogs to follow.

With access to such a large network of people due to technology, it is becoming easier and easier for students and young entrepreneurs to make something of themselves. I would highly suggest taking advantage of what is offered on the web. A great example would be one of our very own ITSO members who started his own internet based company at the age of 18 and is growing everyday as an independent consultant with the help of the network he has created. With the network you create on the Internet, at school, and where you work, you should have a solid base to begin your career. As people say, it’s not always about what you know, it’s about who you know.

As the semester wraps-up, I would like to send a special thank you to the e-board as well as the active members who have made our events this semester so successful. There is no way I could accomplish everything without the active involvement of so many people. There are still many great events coming up next semester so stay tuned and seniors: don’t check out yet. Good luck on exams and enjoy your break!!

~ Erica Gelvan
As of November 20th there is a great new beta application on the web. Mufin.com just launched their public beta version of Mufin. This brand new application is a necessity for any music lover. Mufin is the first application to use complicated algorithms to “listen to” music and then produces a list of similar sounding songs. Mufin has spent several months as a private beta and received very good reviews from beta users.

Part of what makes Mufin so effective is the fact that the algorithm that it uses was designed by the same organization that developed the MP3 file format.

The algorithm uses more than 40 characteristics to compare songs. Some of these characteristics include tempo and sound density. The site does not currently tell you how many or which characteristics match, which is one shortcoming at this time. Right now there are four ways to search Mufin’s more than 3.5 million songs. You can use Mufin’s site, use the Wiki’s for Facebook or MySpace, or there is even a plug-in for iTunes.

The Wikis’ allow you to search for similar songs to the ones on your friends’ profiles and the iTunes plug-in can be used to create playlists. iTunes currently has the Genius plug-in that is also a music recommendation engine. Genius, however, uses metadata which is data about data. Genius uses song titles, album titles and album year to recommend songs. This does not make for very efficient song recommendations. Pandora has a music recommendation engine as well, which proves to be more accurate than Genius. Pandora’s engine uses human experts to analyze songs. Neither option is very efficient. This is why Mufin has such great potential to explode in the music world.

Due to of its accuracy and quickness of using an algorithm instead of humans, Mufin is one of the best ways to find new artists that play music you love. Any up-and-coming musician should embrace Mufin as their new best friend and maybe look into the laws about having a website as your manager. There are a few areas were Mufin needs to improve before it can make its true impact. As mentioned above, the site does not report how many characteristics or which characteristics songs match on. Also included in the 3.5 million songs are many remakes of old songs from new bands. This could lead to a search that resulted in ten remakes of the same song. Mufin is also incurring licensing problems with many studios. Most of the small problems can easily be resolved before Mufin is officially released, and many experts believe that the licensing disagreements will be solved soon. I urge you to go to Mufin.com and see what you can find.

~ Erik Olson

To watch children with IV’s and parents full of despair be happy for just a moment as they tucked in for a meal was truly satisfying. One of the children wasn’t happy with just one meal, but came back three times for just another roll or helping of dessert. Many of the parents would stop and thank us on their way out, but the most rewarding was an unprompted thank you as a little boy squealed with joy as he found the “worms” buried in the dirt cake. After getting home and promptly falling asleep (waking up at 6AM to start the baked ham can be very exhausting) I received a phone call from one of the associates at RMDH. She said that the group that was scheduled to make the evening dinner there had canceled, and the parents and children were thrilled when they were able to use our leftovers for another yummy meal.

When all was said and done, it dawned on me that we actually hadn’t spent that many hours on this project, but the impact that we made that day at the Ronald McDonald House was unsurpassable. So now I think that the students of ITSO, while we are running around focusing on making a living, will be more appreciative and take more time out to focus on the life that we give to others.

~ Stephanie Rau

The Mufin Man, The Mufin Man...

Mufin has a new and improved method for recommending songs to its users; a real step forward from the ways of iTunes...
Blagica Bottigliero put a new spin on social media on Tuesday, November 18th, when she visited Marquette University’s campus to give a dynamic presentation on digital marketing. Blagica had the audience mesmerized as she dove head-first into topics that directly related to students, particularly “the accidental dot-com” burst. Facebook, MySpace, and YouTube were only a few of the websites about which Blagica provided enormous insight.

The old-school ways of Web 1.0 “Search Engine Marketing” are out the door, and Web 2.0 has started to take an entirely different approach. “People began sharing, contributing, talking, blogging, commenting and listening...to each other,” Blagica exclaims as she eagerly gives students a chance to get inside her brain. She continues, “brands realize that people are spending time networking with each other and spending less time interacting with their ads.” With that being said, Blagica provided students with a string of examples to support the concept of Web 2.0 and its effects. The rude doorman at the local bar, delicious cheese at the grocery store, etc. can become elements of social media, both positive and negative, so long as somebody takes the time to spread their experiences on the internet, particularly by blogging.

Blagica had a list of resources for students, including several books and job-hunting tips. She explained, “you have to take the initiative and do something!” Vigorously search for jobs; read books relevant to your career path; monitor your exposure on the internet; keep tabs on your Facebook and MySpace accounts, because anything you do online can be traced back to you. Take an active and positive role in social media, and you will be set. The web has its ups and downs, but one thing to remember at all times, according to Blagica: “Let’s admit it. Web 2.0 is F-U-N!”

~ Allison Cooney

Managing Your Profile Online

Ask any recruiter or HR department what their first step is when researching a potential hiring candidate is, and they will most likely say “perform a Google search for the person they are considering for employment.” With the ever-increasing popularity of web-based social media applications such as Facebook, Flickr, and MySpace with college students, it is possible to collect a vast amount of information about potential hiring candidates quickly and easily. Therefore, it is extremely important to be cognizant of that fact when selecting the types of material to publish online.

You most likely would not want a potential employer to meet you for the first time while you are passed out on the floor half-naked with Sharpie drawings all over your face, but that is exactly what happens when you post that type of material online to places such as Facebook or MySpace. Even if you have set your photos to private, there are ways for determined recruiters and HR managers to view them. In the end is putting that awe-some photo of you passed out half-naked online worth losing a job? A good rule of thumb is that if you would not want your mother to see the picture, you should probably save it for offline posting on the Most-Wasted-Hall-of-Fame board, or the cardboard box under your bed. Anywhere but online where it can be found by people trying to determine if you are worth investing time and money required to make you a valuable asset to their company or organization.

Other than not posting your inappropriate photos, what can you do to make sure when potential employers type your name into Google the resulting information presents you in a positive light?

1. Register at www.yourname.com. In most cases, this will allow you to get results at or near the top of search engine results when someone searches for your name. It also prevents someone with the same name from registering it and posting content that is inappropriate.

(cont. on p. 7)
Who am I?
Greetings from sunny California! My name is Stephanie Lee and I’m the 2007 past-president for the IT Student Organization, and a 2008 Marquette Alum. I’m currently working for NBC Universal in their Information Management Leadership Program (IMLP).

Before I get into what my job entails, I’d like to acknowledge the efforts of the IT faculty and Business School administration. They have made such a lasting impact on my life, which duly needs to be acknowledged. The IT faculty members at Marquette are stewards of the pillars of Marquette University: service, excellence, faith, and leadership. They are a support system to the student body, and innovators both inside and outside the classroom.

What is the Information Management Leadership Program (IMLP)?
This program is a set of four, six-month rotations throughout functional areas of IT within NBC Universal. IMLP is part of a larger corporate initiative through General Electric. As an IMLP, we have an opportunity to explore not only four very different areas of IT, but also get to experience living on both the east and west coasts. Currently I’m based on the west coast, working in Universal City right next to Universal Studios. The IMLP program within NBC is two years long, filled with a variety of job assignments and annual training. In fact, this past June, I went for a month-long “boot camp” training out in Danbury, CT. During this month we sharpened our presentation skills, learned how to give/receive feedback, prepared financial statements, developed project charters, and executed a mock business case by taking an erroneous paper-based system and digitalizing it in the form of an online shopping system to reduce defects and improve the end-to-end order efficiency.

There are a variety of IMLP rotations available, ranging from infrastructure to developing Facebook applications for TV shows like American Gladiator. During these rotations skills are developed in the following areas: technical, business, and leadership.

IMLP’s work on some of the most important projects that currently exist in the business. We are challenged to learn, grow and truly have an impact on the bottom line.

What do I do on a day-to-day basis?
My first rotation out on the West Coast is two-fold. First, I’ve been working on a B2B website re-design project for media outlets like the NY Times and USA Today. The current website is 10 years old, and I’ve been tasked with the responsibility of planning the data migration from the old website to the new website we plan to launch in January 2009. The purpose of this website is for media outlets to retrieve photos, electronic press kits, executive bios, and other press material that they include inside their own websites and papers.

Second, I will be supporting approximately 15 B2B applications, and standardizing the way our application owners interact with these applications, so valuable metrics can be retrieved. I get the opportunity to work hand-in-hand with the Vice President of Digital Content and Studio Systems, which is fairly uncommon for most entry-level jobs after college.

Perks of the job
- Bi-monthly employee movie screenings
- Getting a chance to work within a working movie studio lot, with a theme park in your backyard = constant action.
- Travel once or twice per rotation to NYC for mid-rotation pitchouts to executives
- 3-week “senior boot camp” training in Shanghai, China
- Exciting rotations that truly make an impact business-wide

Contact information
If anyone would like any more information about NBC Universal, the IMLP program, career choices, or living on the west coast, please don’t hesitate to contact me at: stephanie.lee@nbcuni.com

Coast2Coast with NBC Universal IMLP: Stephanie Lee

As a perk to her IMLP position, Stephanie has traveled to NYC and Burbank, CA where she was able to see the Tonight Show with Jay Leno!
Professional, yet flexible. A quality brand that works for the community. And may I also add fun to the list?

Welcome to Deloitte, where the excellence in client service, people, the community, and fun are some priorities that complement the brand name. The only professional services firm to be ranked by Business Week in the top three “Best Places to Launch a Career” for three years running, one of the top 10 firms on FORTUNE’s list of the “100 Most Desirable MBA Employers for 2008”, and the largest of the Big 4 accounting firms in Wisconsin, there are many reasons that make Deloitte a wonderful place to work.

A Hybrid Career
I interned at Deloitte while going to school and I started full time with the firm after graduating from MU’s College of Business in December 2007 with a double major in Accounting & Information Technology. Given the quality of professional exposure that Marquette’s College of Business provides to the students, by the time I was a junior I was able to short list the firms I wanted to work for. Until recently, the typical career paths for accounting students were to go the Financial Audit or Tax route, and IT students typically steered towards Consulting firms and/or Analyst positions. Deloitte appealed to me as it allowed me to use both my Accounting and IT backgrounds. I work with Deloitte’s Audit & Enterprise Risk Services (AERS) practice which performs Financial Audit, IT Audit, Risk Management and Consulting Services. While primarily working on IT Audit and Risk Management projects where I can use and develop my IT skills, I am able to rotate into Financial Audit for a part of the year where I can also work on developing my accounting background.

Counseling, Mentoring and Training
To add to the opportunity of a hybrid career and the ability to work on a variety of different engagements, Deloitte’s training and counseling programs assist personnel in setting customized career paths and meeting their goals with the assistance of management. Staff and seniors are matched with counselors in management who serve as our sounding board for management requests. They work with us to learn what we really want to do with our career, what industries we want to work in, what technical specializations we might want in the future, and help us set the goals that are important to us. They also help us shortlist the trainings and experiences that will help us in achieving our goals, and then work with management to assist us in following the plan. The firm also provides support with obtaining professional certifications such as CPA, CISA, CIA, and CFE.

In 2008, on Impact Day, Deloitte’s annual day of service, 32,500 Deloitte volunteers took part in more than 700 projects. And did I mention D Street? Deloitte’s very own social networking website!

And us – the Gen Y!
We, the Gen Y’ers, are bringing about the revolution in the workforce through our evolving expectations, entrepreneurial attitude, and desire for change, and Deloitte gives us a voice through its Midwest Gen Y Advisory Council and Mass Career Customization. The Gen Y Advisory Council members are a group of staff and seniors who serve as liaisons between the firm’s leadership and the firm’s Gen Y to initiate discussions about generational differences, and to devise and implement programs created by us, for us, with the assistance of firm leadership. Currently, the Council is working on developing programs that will assist Gen Y with Building Eminence, Communications, Onboarding, and Recruiting. Mass Career Customization, on the other hand, is a key element of Deloitte’s Talent Agenda that works on aligning the workplace with today’s nontraditional workforce through informal flexibility, flexible work arrangements, and dialed up and dialed down periods to assist with work life balance.

We want to hear from you!
With exams right around the corner, I wish everyone the very best of luck for a successful completion of the semester. We here at Deloitte are very excited to hear from you and learn about you! You can reach me at simgrewal@deloitte.com if you would like to learn more about Deloitte. I look forward to seeing you on campus!

~ Simar Grewal, Audit & Enterprise Risk Services Consultant, Class ’08.
Managing Your Profile (cont.)

Domain registration is cheap, averaging about $10/year. Sites such as www.namecheap.com, www.godaddy.com and www.1and1.com all offer inexpensive domain registration services.

2. Now that you have your domain registered, you should post some content. Good things to put on your website include a brief biography, a downloadable copy of your resume in PDF and Word format and information or photos about your interests and activities. If you have no previous web design experience and just want to get something online, there are services such as www.weebly.com that provide an easy-to-use WYSIWYG (what you see is what you get) online interface for creating your own site with little or no technical experience.

3. If you have not already created a LinkedIn (www.linkedin.com) account, do it! LinkedIn is one of the largest professional networking tools available, with over 30 million student and professional users throughout the world. Fill in the necessary profile information, and then make sure that you have set your public profile to be viewable. This will allow your profile to be indexed by search engines and appear in the search results for your name. You can also search for and join the MUITSO LinkedIn group.

While there are many more things you could do to make sure your online profile is one that you want to present to your potential employers, the basics covered here provide a good foundation. The most important thing you can do is start thinking about the ramifications of posting certain types of content online, and keep in mind the potential audience, both now and in the future, that may be viewing it. Remember, it is extremely easy to post something online, but it is very, very difficult to remove it once it is there.

~ Lukas Sparks

Tips for Landing the Job: Give Thanks!

After an interview, you want to ensure that the interviewer will not forget about you. An excellent way to do that is to send a thank you note. You want to express your appreciation for the interviewer’s time as well as emphasize the highlights of your interview. So take advantage of it!

When I write my thank you letters, I use the old motto “short and sweet”. You want to succinctly and professionally present yourself through your thank you note.

You can cover all your bases with 3 parts. The first part is the salutation (make sure to spell the interviewer’s name right!) and a sentence or two thanking the interviewer for their time. The second part is where you can highlight the topics you discussed at your interview or provide more information that you were unable to cover in the time you had to meet with the interviewer. Lastly, make sure to say that you look forward to hearing from the interviewer and/or the company soon, and thank them again for their time. In the end, it’s basically a sentence, a short paragraph, and another sentence - that’s all you need to reinforce your fabulous first impression.

~ Emily McGough
Feed your future

See how many ways there are to create your own path at PwC.

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Recruiting Zone

Thinking of joining ITSO?
Do it today! Fill out the online application at www.muitson.org and bring it to the next ITSO meeting with a check to ITSO for $15

Executive Board (2008-2009)
Erica Gelvan: President
Calvin Tessmann: Vice President
Allie Cooney: VP of Communications & Chief Editor of ITSO...Good
Stephanie Rau: VP of Community Service
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
Lukas Sparks: VP of Website
Josh Connor: VP of Programs
Prof. Terence Ow: Faculty Advisor

Upcoming Events:

Wednesday, February 4th
ITSO General Meeting
Big 4 Speaker Presentation
Location and Time: TBA

Keep your eyes open for more details on these events! They will be a great opportunity to network for both internships and full-time opportunities.

Interview Schedule
Please check with Career Services Website for informational session and interview times.

Suggestions
Do you have any ideas for articles you would like to see in ITSO Good?
Email: Allison.cooney@mu.edu

Are you looking for an internship?

We are on the Web: www.muitson.org

February 10, 2009
8:00-10:00 AM
LUNDA ROOM
MARQUETTE ALUMNI UNION
CONTACT MUITSO@GMAIL.COM FOR MORE INFORMATION

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 2009

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