

## Schoolwide News

### Have a Ball with the Joie de Vivre Club

By Amy MacMillan

Chocolate tastings and Vienna waltzes aren't usually suggestive of business school, but by sponsoring such events, the new Joie de Vivre Club (JDV) is giving MIT Sloan students the chance to have fun and understand business from a non-traditional angle.

JDV started informally last year when Max Jahn, MBA '11, asked a few classmates to join him to hear acclaimed conductor Gustavo Dudamel, Music Director of the Los Angeles Philharmonic, perform at Kresge Auditorium.

"It was a great evening and we thought it was a nice way to get away from everyday student life," Max remembered. "It was a few days later that I thought it might be fun to form a club like this...where we invite in speakers who aren't just business people. Wouldn't it be interesting to have a conductor here who could give a different angle on what it's like to manage people? Or a mountaineer who shares what managing in adversity means to him?"

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Members of the Joie de Vivre Club at a Vienna ball last month. From l-r: Max Jahn, Thomas Annicq, Whitney Braunstein, and Michael Chang, all members of the MBA Class of 2011. (Photo courtesy of Max Jahn)

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The same group of friends then held an informal chocolate tasting/communal cooking event and heard a viola performance by a virtuoso classmate. By summertime Max was sold on the idea of a Joie de Vivre club and he e-mailed a few of his MBA '11 friends and asked them to serve as board members. Ben Leistner was put in charge of finances; Sarah Park, “a burning spark of energy,” had some great ideas and knew photographers and other artists; Rya Conrad-Bradshaw contributed her stellar managerial skills, passion for art history, and a cooking background; Rene Reinsberg had the computer skills to get a homepage created; and Jeff Zira, “an idea generator on two feet,” knew chocolate and good cuisine, according to Max.

The group approached Jenifer Marshall, Assistant Director, MBA Student Affairs in the fall, and with that, the club was born. Members pay dues to join, although the club hosts some events that are open to non-members across the School. Jenifer said there's real value in having a club – the only one out of the 62 clubs – that pinpoints the arts. “There's a benefit to taking a break from the challenges of business school to focus on something entirely different that appeals to all the senses,” she said.

“We thought the Joie de Vivre Club could help us get to know our classmates' real passions and to find distractions after long days,” said Max, who worked as a Senior Analyst at Merrill Lynch in New York before he came to MIT Sloan and who doesn't define himself as just as a banker. “It's maybe the least interesting part of who I am,” said Max, who is also an avid marathon runner and soccer fan.

Max pointed out that many in the MBA classes here have a variety of talents such as music, art, and cooking. “If you see people who are passionate about what they do, you get a rare glimpse into their innermost core,” he said.

Jeff Zira said, “The club has been a blast to set up. There's so much energy around the events, and people have been excited to express themselves beyond the confines of business-related topics.”

A Talent Show, which was held in December at the Eastgate Penthouse, attracted more than 60 people and was a rousing success. The show was the culmination of a semester full of events like the club's visit to a local Russian banya (a spa with whirlpool, sauna, and swimming pool), private movie screenings, Jeff Zira's chocolate tasting workshops, and a classmate's exclusive rock music performance.

Over this recent IAP, Max, a native of Austria, escorted 12 JDV members to Vienna to celebrate the ballroom dancing season. The group participated in a ball, visited museums and the Austrian “White House,” had coffee and chocolate tastings, skied in the countryside, and indulged in “fierce snowball fights.” According to Max, a few Harvard Business School students who were also in town joined in on the fun and accompanied the group on some of the museum tours, dancing classes, and nightly strolls through the park at Schönbrunn.

News@MITSloan is a weekly student newsletter that updates you about what is happening on campus.

We welcome story ideas, photos, suggestions, and comments from students, faculty, and staff.

Please send items to: Sarah Foote, Editor,  
news@sloan.mit.edu.

Editorial Deadline: 12 p.m. Thursday for publication the following week.

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Max Jahn, Joie de Vivre Club. (Photo by Amy MacMillan)

“Locals also joined in, creating a harmonious symphony, where MIT students got a great idea about life in Vienna and others learned about MIT and the Sloan School,” Max said.

The JDV Club was recently honored with the Peer Recognition Award, the monthly award MBA students give to deserving individuals or groups. “It was an honor for all of us, and it was great to be recognized and appreciated by the students,” Max said.

JDV has several other projects planned for the spring. In an event initiated by Sarah Park, the club will partner with the MIT Sloan Minority Business Club, the Harvard Business School Art Society, and several other groups on and off campus to host a productive dialogue around multiculturalism, diversity, and leadership. The event, inspired by the upcoming 20<sup>th</sup> anniversary of the Rodney King beating in Los Angeles, will feature a photojournalism exhibit of the original photos of Pulitzer-Prize winning photographer Chang W. Lee, who snapped the aftermath of the L.A. riots that followed King’s beating.

“We’ll be exhibiting the images in a home environment where we can host thoughtful, facilitated, small group discussions,” Sarah said. The exhibit will be open to all MIT Sloan students. “That’s where the ingenuity and energy of MIT Sloan and students at large come into the mix. This project is part social/historical due diligence, part leadership lab, part market research, part managerial communication in high-stress settings. It’s art-plus-plus, and that’s what JDV has to offer to our community,” Sarah said.

Although Max and the founding board members will graduate this spring, he said the JDV club will continue and several members of the MBA Class of 2012 have stepped up to get involved. As for Max’s future plans he may return to finance or take a job in sports management or he may parlay the JDV club idea into a potential career. He suggested that people living in cities might relish the idea of a community-type JDV club. “It might be a way for people in big cities to get to know one another better and show their spark.”

Max said the new club has been a valuable addition to the School. “People think about MIT Sloan and they think about quantitative and analytics. I think we are a great addition to that. We say, ‘We celebrate life and there really is no limit to what we can do.’”

*Quote of the Week:*

*“The three great essentials to achieve anything worthwhile are, first, hard work; second, stick-to-itiveness; third common sense.” – Thomas Edison*

## Back-to-back Powerhouse Speakers Kick Off this Semester's Dean's Innovative Leader Series

The organizers of the Dean's Innovative Leader Series are jumping into the semester with both feet by announcing their first two back-to-back leaders speaking on campus this Thursday and next Monday.

On Thursday, February 10 at 11:35 a.m., the MIT Sloan community will welcome General Motors CEO, Dan Akerson, as part of the Dean's Innovative Leader Series. The first presentation of this semester's Series is made possible through a unique collaboration with Professor Howard Anderson's course 15.398, "Corporations at the Crossroads: The CEO Perspective." This "fireside-chat" will be moderated by Professor Anderson and will begin promptly at 11:35 a.m. in Wong Auditorium. Lunch will be available in Ting Foyer at 11:00 a.m.

Amid the highly-anticipated revitalization of GM, Akerson, the company's recently-appointed CEO, will share how he plans to drive a leaner, more focused organization and redefine the auto industry. As GM aims for sustained profitability and market success with critical new products like the Buick Regal, Chevrolet Cruze, and the Chevrolet Volt extended-range electric vehicle, Akerson brings a focus on fiscal discipline, a skepticism of traditional procedures, and a strong emphasis on marketing. Hear firsthand how Akerson is leading one of America's iconic companies back to be stronger than ever.



*Orit Gadiesh, Chairman of Bain & Co.*

Next Monday, February 14 at 12:00 p.m. in Wong Auditorium, the School will welcome Orit Gadiesh, Chairman of Bain & Company to MIT Sloan as the second speaker of the Series. Lunch will be available beginning at 11:30 a.m. in Ting Foyer.

Orit Gadiesh is widely acknowledged as an expert on management and corporate strategy. As Chairman, Gadiesh has worked with hundreds of CEOs and senior executives of major international companies on strategy development and the implementation of change within the corporation. She is known throughout the firm for her passionate leadership and "True North" philosophy - navigating with an unwavering, unchanging focus on the mission - which the firm still embraces. For several years, she has landed among *Forbes'* list of the "100 Most Powerful Women in Business" and is on the board of several organizations, including the World Economic Forum.

Please mark your calendars to hear from both of these dynamic and influential leaders.

### Upcoming Events:

Thursday, February 24	Ellyn McColgan, Director, Primerica, Inc., and Executive Advisor, Aquiline-LLC
Thursday, March 3	Ursula Burns, Chairman and Chief Executive Officer, Xerox Corporation
Thursday, April 28	Capt. Chesley "Sully" Sullenberger, Pilot (ret.), US Airways
Thursday, May 5	Ellen Kullman, Chair of the Board & Chief Executive Officer, Dupont

For more information about upcoming events visit: <http://mitsloan.mit.edu/corporate/dils.php>.

## MIT Sloan's Buck Weaver Marketing Award Honors comScore CEO

*From the MIT Sloan Media Relations Office*

Magid Abraham, PhD, Co-Founder and CEO of comScore, Inc. was honored recently with the Eighth Annual Buck Weaver Award for Marketing. Established by MIT Sloan in 2003 and sponsored by General Motors Corp. the award recognizes individuals who have made important contributions to the advancement of theory and practice in marketing science.

Glen Urban, Dean Emeritus and Professor of Marketing at MIT Sloan, and Andy Norton, Director of General Motors North America Portfolio Planning, presented the award to Abraham during a two-day symposium of the same name held at the MIT Faculty Club. Abraham's presentation was titled, "Enabling Marketing Science Applications through Large Scale Behavioral Data Collection and Automated Analytics."

Abraham has served as President, Chief Executive Officer and as a Director at comScore since September 1999. In 1995, Abraham founded Paragren Technologies, Inc., which specialized in delivering large scale Customer Relationship Marketing systems for strategic and target marketing, and served as its CEO from 1995 to 1999. Prior to founding Paragren, Abraham held a number of senior leadership positions at Information Resources, Inc. including Vice Chairman and President/Chief Operating Officer. Abraham earned a PhD in Operations Research and an MBA from MIT Sloan. He also holds an engineering degree from the Ecole Polytechnique in France.

"Magid represents the best of innovation in marketing science in corporate America," said Urban. "His work on the use of UPC codes and browser panel research of Internet shopping and media behavior are major contributions to the field of operations research and market research in marketing. He has created real innovations that work in the marketplace and build new theory while improving the practice of marketing."

Henry Grady "Buck" Weaver was a pioneer in marketing research and market-based decision making in the 1930s. Working for GM, he was the first known Director of Marketing Research who went on to pioneer formal consumer research on attitudes, opinions, styling preferences, and customer design feature priorities.

### Professors Honored

Cynthia Rudin and Catherine Tucker have received CAREER Awards from the National Science Foundation (NSF) for their projects below:



*Professor Cynthia Rudin*



*Professor Catherine Tucker*

Cynthia Rudin: New Approaches for Ranking in Machine Learning

Catherine Tucker: Digital Privacy and Regulation

CAREER Awards are NSF's most prestigious awards in support of junior faculty who exemplify the role of teacher-scholars through outstanding research, excellent education, and the integration of education and research within the context of the mission of their organizations.

# SLOAN FELLOWS NEWS

## Alum Recognized in *Boston Magazine*

Robin Chase, SF '86, Co-Founder of Zipcar, and the Founder of both GoLoco and Meadow Networks, was named to *Boston Magazine's* "50 Most Powerful Women in Boston" list in the February issue. To read the entire story visit: [http://www.bostonmagazine.com/articles/the\\_50\\_most\\_powerful\\_women\\_in\\_boston/](http://www.bostonmagazine.com/articles/the_50_most_powerful_women_in_boston/).

## PhD NEWS

### Michaël Bikard Wins Kauffman Fellowship

*Kauffman Foundation Honors Promising Scholars for Ground-Breaking Research in Entrepreneurship*

"The Kauffman Dissertation Fellowship Program annually recognizes 15 exceptional doctoral students and their universities. Fifteen fellowships in the amount of \$20,000 each will be awarded to the students to support their dissertation research in the area of entrepreneurship. Including the current class of fellows, 123 awards have been made since the program was created in 2003. More information on the Kauffman Dissertation Fellowship Program can be found at the 2011 fellowship recipients." From the msnbc website.



Michaël Bikard

To read the entire story visit: <http://www.msnbc.msn.com/id/40998734>.

## M.Fin. UPDATE



The M.Fin. program sponsored the first Student Community Coffee of the semester last week. From l-r: Amy Chen, M.Fin. '11; Gabriel Bonnel, M.Fin. '11; Nikhil Dani, M.Fin. '11; Fengbo Amber Xi, M.Fin. '11; Sonia Jaffe, Harvard, Econ. PhD program; and Susie Lee, M.Fin. '11. (Photo courtesy of Debra Luchanin, Master of Finance Program Manager)

## CLUB NEWS



Members of the MIT Sloan Entertainment, Media & Sports (EMS) Club at The Venetian Las Vegas Hotel, Resort & Casino over IAP. (Photo courtesy of Joy Koh, MBA '11)

## SLOAN EDUCATIONAL SERVICES NEWS

### Monday Schedule of Classes for Tuesday, February 22

An advanced reminder that because of the Presidents' Day holiday on Monday, February 21, classes scheduled on Monday, February 21 will meet on Tuesday, February 22 (no scheduled Tuesday classes will meet). This has been built into the room schedule and is accounted for in the total meeting times for classes in the Academic Calendar.

# CAMPUS CORNER

## Renaissance Project - Hope for Haiti

This exhibit represents the work of Professor Jan Wampler and his architectural students in the Haiti Workshop and shows more detail of the structures for the Village designed for Archahaie, Haiti. This design is for a Village that will house 1,000 people and a school that will educate 400 students. It includes housing, classrooms, community facilities, dormitories, commercial facilities, and a farm to financially sustain the community. Energy for the village will be provided by solar panel and wind turbines; the buildings will be constructed primarily out of bamboo and other local materials.

This exhibit takes place Tuesday, February 8, all day, and occurs daily through May 1, in the lobby of building 9. This event is also open to the general public. For more information contact: Scott Campbell, 617-253-5380, or [scottc@mit.edu](mailto:scottc@mit.edu).

## MOVIES

### Now Playing on Campus...

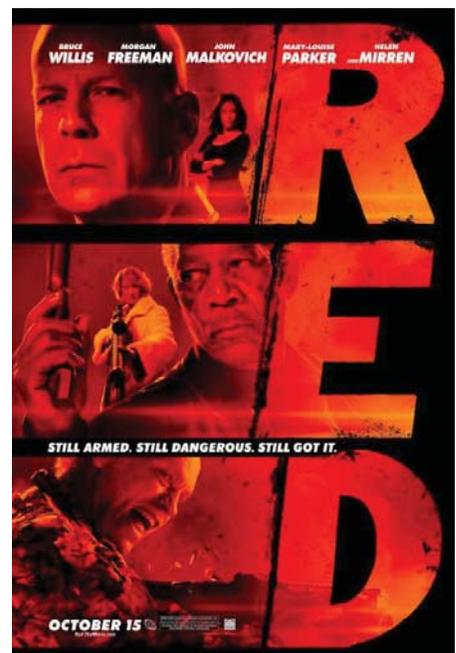


#### **Red (2010)**

*Red* is an explosive action-comedy based on the cult D.C. Comics graphic novels by Warren Ellis and Cully Hamner. Frank (Bruce Willis), Joe (Morgan Freeman), Marvin (John Malkovich), and Victoria (Helen Mirren) used to be the CIA's top agents - but the secrets they know just made them the Agency's top targets. Now framed for assassination, they must use all of their collective cunning, experience, and teamwork to stay one step ahead of their deadly pursuers and stay alive. To stop the operation, the team embarks on an impossible, cross-country mission to break into the top-secret CIA headquarters, where they will uncover one of the biggest conspiracies and cover-ups in government history.

Showing on February 12, at 7:00 and 10:00 p.m. in 26-100 and again on February 13, at 10:00 p.m. in 26-100.

*From the Lecture Series Committee website. Most movies are just \$4.*



*(Photo courtesy of Google Images)*

# SUSTAIN- ABILITY@ SLOAN

## Responsibly Ski

This extremely snowy winter has made a great season for ski buffs. However, did you ever stop to consider that downhill skiing is energy-intensive and involves practices that can be harmful to natural resources and the wildlife? Between trail grooming, ski lift operations, and snowmaking, the impact on the environment can be immense. Consider ski resorts that follow the National Ski Areas Association Sustainable Slope Environment Charter seen here: [http://www.nsaa.org/nsaa/environment/sustainable\\_slopes/charter2k.pdf](http://www.nsaa.org/nsaa/environment/sustainable_slopes/charter2k.pdf).

(Source: <http://www.greenertrends.com/2010/01/29/green-tips-for-snowy-days/>)



A winter view of Boston. (Photo by Alex Thomas, SDM, class entering in 2011)

## Did you know...

That Rianna Allen, an Administrative Assistant in the Finance Track, volunteers for a charity organization in her spare time?

Rianna, who started at MIT Sloan in October, became involved with the organization Hope worldwide when she was 20-years-old in Toronto, Ontario. Hope worldwide is an international charity that responds to both acute crises and ongoing, community-based services – including health, education, and senior care – to the needy.

Specifically, Rianna contributed each year by helping to organize to the Hope worldwide Canada Walk-A-Thon which raised money for youth basketball, tutoring, and a youth academy run in partnership with the Toronto Community Housing Corporation. Rianna was introduced to Hope worldwide through her church (The International Church of Christ). Since relocating to the Boston area, she continues to reach out to her community by serving with the Boston Chapter of Hope worldwide.



Rianna said her father, a teacher, influenced her to do service work. “My dad was always very much about community and giving back,” she said. Rianna said anyone can volunteer for the organization by either donating funds or time. “Everybody wants to give back, and often times you don’t know how to. Hope provides the avenue to be able to do that,” she added. For more information, visit the website at: <https://www.hopeww.org/NetCommunity/SSLPage.aspx>.

– Amy MacMillan

Administrative Assistant Rianna Allen. (Photo by Amy MacMillan)