

TIME *matters*

The Institute for Management and Engineering

CAB CORNER — AL MORRISON CORPORATE ADVISORY BOARD

Al Morrison believes that there are important business life skills that go beyond what can be included in a degree program. The problem with this, he says, is “if mom or dad didn’t tell you, and your friends aren’t going to because they’re in the same place you are, who is going to tell you this stuff?”

As a member of TiME’s Corporate Advisory Board, Al’s going to tell TiME’s MEM students. He believes he can offer these students a distinct competitive advantage, and through a series of five workshops this Fall, he is doing that. That he is a Vice President at Chicago’s A.T. Kearney, Inc. and a nationally respected management consultant lends valuable credence to his message.

The voluntary workshops cover topics such as business networking, case interviews, and business problem solving. MEM students who have taken advantage feel as if they’ve stepped into a gold mine. “(The Corporate Advisory Board) would like to make this a premier program that has things no other school has,” Al says. “If this is one of the things that tips people over the edge between this and another school, that’s great.”

At a workshop three days before the

career fair, Al stressed case interviewing skills. Before the workshop started, he chatted informally with students. “What do you think of the Peter B. Lewis building?” he asked, for example. Later, he asked for a show of hands of students who’d experienced a case interview recently. When no hands were raised, he pointed out the students he’d just chatted with.

“What about you?” he said. “You just did. And you? You did too. But you didn’t know it.” The surprised students were then enlightened on the numerous casual opportunities that can present themselves and how to be prepared for them when they do. “The case interview is one of the critical screening tools in getting a job,” Al says. “I don’t remember seeing interview skill pills on the drug store shelf. This is a competitive edge we can give these students.”

As successful as he is today, Al says he can remember several case interviews that didn’t go well for him, and he wants to spare MEM students that experience. “I had a real opportunity to make an impression on some executive, and I blew it. Had I had this kind of education, my career might have advanced in a much different way. I want these students to have that.”



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He wants them to have problem solving skills and to understand and demonstrate structured thinking. He wants them to form a formidable business network. He wants to give back to Case, and he’s doing it in the way that he sees most fit. “Anybody can give money,” he says. “But what these kids need are life skills. I guess I’m wishing that I’d gotten some of those life skills sooner than I did. This is a way for me to give back, but more importantly, it’s a hoot. I really enjoy it.”

And it shows.

FEATURED FACULTY

Dr. Gary Wnek

It's not only Dr. Gary Wnek's past experience that makes him the perfect choice as the Co-Director of TiME and the Joseph F. Toot Jr. engineering professor. It's also the present energy he puts into TiME's future.



Eight years before he came to Case, Gary was the founding chair of the Department of Chemical Engineering at Virginia Commonwealth University. The message he got then was the importance of educating engineers who can hit the ground running, and to offer his students more than the standard technical skills engineering students usually get.

"That's what is happening at TiME with the MEM program," Gary says. "MEM was designed with exactly that in mind. It's young, aggressive and growing. At ground zero we're already unique. But we're constantly searching for new points of differentiation that will make our graduates even more marketable. We want to make them irresistible."

The integrated nature of the MEM program is one of its strengths, in Gary's estimation. "This is not students going over to the management school and taking courses there and then figuring out how it fits together with engineering," he says. "This program is co-designed and co-taught, delivered jointly, so that integration is not left up to the student. Nothing's left on the table."

TiME *alumni accents*

adam snyder

Count Adam Snyder as a MEM graduate who truly understands and appreciates the value of his degree. In July, 2004, Adam started with Graco/Newell-Rubbermaid in Macedonia, Ohio. In 15 months, he's already raced through four months in a field sales and marketing rotation and five months in manufacturing engineering. Now he's a productivity coordinator leading the implementation of a company-wide productivity system.

"I can honestly say that I would not have gotten this position if not for this program," Adam says. "I'd have a more entry level engineering role in this or any other company without the MEM degree. Once I got here, the exposure to the business and management side prior to starting this made me well-prepared to take on more responsibility and to be better equipped to handle a higher caliber programs on the job."

His employers have demonstrated their faith in Adam's abilities – his productivity system will be implemented not only in Macedonia, where he works, but also in Philadelphia, Mexico, California and China.

"MEM is a good fit for engineers who want to fast-track themselves," Adam says. "Getting an MBA is right for some people who want a straight finance or straight marketing emphasis. But if you're an engineer, the MEM program does a good job of assimilating the coursework with real-world application. It allowed me to apply the business theory and people management skills to my job as soon as I got here and I hit the ground running."

check this out!

Riddhi Vyas is getting married on December 9, 2004 in India. After the wedding, she will return to live with her husband in Madison, WI. She sends her best wishes to all. ... Matt Adkins accepted a position with Boeing Commercial Airlines and has moved to Everett, Washington. ... Leila Shin is being transferred to the New York City Office of AMS Consulting, although her projects will keep her in various parts of the country. ... Jennifer Knauf has accepted a transfer to Nashville, TN to work as a Technical Sales Representative for Lincoln Electric. ... Jeremy Koval-Stults, now living in Merrillville, IN and working as a Process Engineer for Avery Dennison, is engaged and is planning an August 2005 wedding on Mackinac Island. ... Reuben Dlamini has accepted a full scholarship to pursue a PhD in Computer Science from Ohio University. ... A special thanks to all MEM graduates and current students who attended our first Annual Alumni gathering at D-Vine Bar on October 8th.

JOB JIVE

The staff at the Case Career Center celebrate email and cards from students that say "I got the job!" "Thanks so much for your help."

The Career Center offers a vast array of resources for students that they can use throughout their career. "We offer a lot of different services because career development is very much a process," says Heidi McCormick, Assistant Director. "It starts with understanding yourself, your skill set, different majors and how they relate to the world of



work." For instance, the Career Center delivers a workshop to our MEM students starting in their first semester, entitled "Job Search 101." Part of the work of a MEM student is to find a great job which fits their skills, talents, and values.

Perhaps the showiest evidence of the Career Center on campus is the Career Fair, which happens twice yearly. The Fall Career Fair attracted about 400 students who took advantage of being able to directly speak to prospective employers and to pass along resumes. In some cases, out-of-town employers conducted interviews the evening of the fair and the next day.

This year's Career Fair had MEM graduates on the other side of the booth! Our MEM graduates represented at Accenture, GE, Medtronics and Respirationics.

The Career Center recently reported that MEM students have applied for 279 opportunities at 55 companies this fall (companies listed to the right).

Acterna
Alltel
Armstrong World Industries
Associated Materials, Inc.
Avery Dennison
Bechtel Bettis, Inc.
Biomet, Inc.
Campbell Alliance
CampusEAI
Case Department of Orthodontics
CGI-AMS (Formerly AMS)
Decidia Inc.
Eaton Corporation
EMC Corporation
Enterprise Rent-A-Car
Ernst & Young
Federal Mogul Corporation
FirstEnergy
General Electric Company
Goodyear Tire & Rubber Company
Google
GRL Engineers
Guidant Corporation
Home Diagnostics, Inc.
Hyland Software
IBM Corporation
Innovative Systems, Inc.
Intrasphere Technologies Inc.
Keithley Instruments, Inc.
Kiewit Engineering
Lincoln Electric Company
McKinsey & Co
McMaster-Carr
Medtronic, Inc.
NASA Glenn Research Center
National City Corporation
National Instruments
Newell Rubbermaid
Northrop Grumman
Orbital Research Inc.
PCC Airfoils
Pioneer Solutions
PPG Industries
Procter & Gamble
ProQuest Business Solutions
Rockwell Automation
Rogers Corporation
Sherwin Williams Company
SQA Labs
The Gallup Organization
Traditional Building Systems, Inc.
Turner Construction
Walgreens
Westinghouse Electric Company

STRAIGHT FROM THE STUDENTS

Heather Hasulak

"The MEM program at Case has taught me how to manage people on a technical level. All students enrolled in the program have a technical background in engineering, but in the beginning some students were completely clueless when it came to what business savvy meant. I believe students are realizing how it takes more than just a good technical background to solve problems in industry. I believe the MEM degree will take me to places that I would have never even thought about pursuing as an engineer."

John Landers

"During our classes, we have the opportunity to work with real world corporate partners for intriguing and challenging projects. By starting these projects now, we start seeing what needs to be done in real projects. This will give me a leg up when we enter the corporate workforce by having a lot of experience working with teams, strategy, project management, and entrepreneurship."

Written by Jeannie Roberts
Designed by Creative Counsel

DID YOU KNOW?

Nord Hall is now home to the McNichols TiME Suite, which houses the administrative operations of The Institute for Management and Engineering. Gerald and Paula McNichols were on hand in September to dedicate the suite and to be recognized for their \$500,000 gift to TiME,



which will assist students in the MEM program. Gerald and Paula are both 1965 graduates of the Case School of Engineering, which at that time was called the Case Institute of Technology. Dale Flowers, co-director of TiME, is most appreciative of the McNichols' gift. "We are grateful to the McNichols for their generosity and mentorship to our students," he said. "Because of the McNichols Fellowship, our students are benefiting from their advice and leadership."

The 2004 Deioma Lecture, co-hosted by TiME and the Case School of Engineering, was presented by Alfred E. Mann, who is the Chairman of the Board and CEO of MannKind Corporation. Al Mann is considering Case as one of the sites for a \$100M research center; his lecture was titled "Engineering for Success."



Does this look like a happy couple to you? You bet! Formerly Jody Crawford, our Manager of Student Relations and Recruiting is now Jody Griech. Jody married Michael Griech on Sept. 25 at the Case, Amasa Stone Chapel. Jody and Michael are back from a two week honeymoon in Spain.



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