Over 1,100 Rutgers Business School graduates cross the NJPAC stage, largest class since school’s founding in 1929

With bagpipes singing and bass drums kicking, over 1,100 Rutgers Business School students paraded from the Rutgers campus through Military Park to the stately New Jersey Performing Arts Center (NJPAC) where they would become graduates. The annual rite of spring in Newark’s University Heights saw the largest graduating class in the business school’s 81-year history. Read More…

Alumni in the News

Morgan Keegan's Leopold Named Top Earnings Estimator in Financial Times/StarMine 2009 Rankings
Earth Times (Memphis, TN) - May 14, 2010
RBS Alumnus Simon Leopold (MBA) of Morgan Keegan & Company, Inc., a part of Regions Financial Corporation (NYSE:RF), is the top earnings estimator in the nation according to the Financial Times/StarMine 2009 rankings of Wall Street's best brokerage analysts published today. Leopold and two other Morgan Keegan analysts were also ranked #1 in earnings estimation and stock picking in their respective industry sectors.

RBS IEMBA Alumnus named President and CEO of Siemens Ltd., China and CEO North East Asia
Rutgers IEMBA - May 2010
RBS Alumnus Mei Wei Cheng (EMBA ’99) - will succeed Dr. Richard Hausmann as President and CEO of Siemens Ltd., China and CEO North East Asia. Cheng, who most recently was chairman of the board at Ford Motor in China, has decades of experience and a corresponding network of contacts. In addition to his many years working in the automotive industry, he also worked for a number of U.S. companies, including General Electric and AT&T. Cheng is a distinguished alumni member of Rutgers Business School – Newark & New Brunswick.

Laser Energetics Appoints Two Senior Executives to Further Enhance Management Team
PR Newswire (Mercerville, NJ) – May 7, 2010
Laser Energetics, Inc. (Pink Sheets: LNGT) today reported that it has appointed
RBS Alumnus James J. McKay (MBA) as a senior independent finance advisor to Robert Battis, the CEO of the Company. Mr. McKay has over thirty years in the Commercial Finance industry serving as CEO of a number of GE Capital and Bank of America divisions.

Serving a City on the Move
The Intersect Fund (New Brunswick, NJ) - April 26, 2010
Ask most Rutgers students about their first New Brunswick memories, and you’ll likely hear stories about Grease Trucks and late buses. But Megan Faust’s Hub City recollections date back a bit further. A New Brunswick native, she remembers softball games at the old high school and picnics at her father’s family home on Joyce Kilmer Avenue. Now, as Faust completes a Rutgers Business School bachelors’ degree, she flexes her marketing muscle at the Intersect Fund. Her job is to help clients increase sales and find new customers.

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Alumni Features:

Annual Newark Alumni Golf Outing - Friday, July 9th - Rutgers University Golf Course
Join fellow alumni golf enthusiasts for a fun day on the Rutgers links at our annual golf outing. All levels of players in singles or groups are welcome! Registration opens at 7:30 a.m.; shotgun start at 8:30 a.m.

The cost is $95.00 per player and includes a continental breakfast, greens fees, barbecue lunch and drinks, plus prizes and the chance to shoot a hole-in-one to win a car! (Car donated courtesy of Reydel Volkswagen in partnership with Rutgers-Newark Athletics. Official rules will be posted at the course.)

Email Newark@winants.rutgers.edu or call 973-353-5242 for more information. Sponsored by the Rutgers University Alumni Association, Rutgers Newark Alumni Association, and Rutgers Business School Alumni Association.

Reception in China with University President Richard L. McCormick
Sunday, May 30, 2010, at 4:00 p.m. | Beijing Hotel, No.33 East Changan Avenue, Beijing, China
The Rutgers University Alumni Association invites you to meet with University President Richard L. McCormick at three receptions in Asia. This is a unique opportunity to learn more about your alma mater and how our president maintains New Jersey roots while achieving global reach.
Reception is complimentary; however, all participants are asked to RSVP to outreachprograms@winants.rutgers.edu. When responding, please make sure to include your college and class year.

Rutgers MBA Student Consulting Teams are currently accepting applications for summer and fall assignments
We would appreciate any help that Rutgers Alumni could provide in obtaining new assignments. The program has produced more than 1600 client reports in the areas of Finance, Marketing, Organizational Design, Strategic Planning and Operations/Supply Side Management. Clients have ranged from Fortune 500 companies to small non-profits. Teams of 4-6 current MBA students will spend roughly 10 hours a week for 12 weeks on a single client engagement. The team will be supported by a faculty advisor and faculty experts in the development of innovative and state of the art solutions. Visit the RBS MBA Team Consulting Website. For more information contact: William McIlroy at wmcilroy@business.rutgers.edu or call 973-353-1126.

iPad Core Component of new Rutgers Mini-MBA in Digital Marketing
The Rutgers Center for Management Development is providing free iPads to all students who enroll in the new Mini-MBA: Digital Marketing Executive Certificate Program, being offered this summer.

Students keep the iPads after the completion of the program. Apple is meeting
with Rutgers faculty to customize the iPad for use in the class, and to help develop new and innovative ways to use the device for education. The first class is limited to 30 students and will be offered as a one week intensive program on the Livingston campus starting July 19th - July 23rd. In addition to receiving the iPads, students successfully completing the 30 hour program will receive a Digital Marketing Certificate, and, if they pass an optional exam, are eligible to receive up to 3 credits toward the full time MBA program. For more information contact Eric Greenberg at (908) 415-8275 or eric.greenberg@rutgers.edu or visit www.cmd.rutgers.edu.

2010 Program in Pharmaceutical Management
July 15, 2010 to July 16, 2010 | 8:30am-5pm, RBS, 1 Washington Park, Newark, NJ 07102
Register or Inquire Online
Rutgers Business School’s Blanche and Irwin Lerner Center for Pharmaceutical Management Program offers A Two Day Certificate Program in Pharmaceutical Management. This Program provides a framework for understanding the structure and competitive profile of the industry, and includes a review of key regulatory issues, applicable patent law, drug pricing and reimbursement including the design of prescription drug benefit plans, DTC advertising, mergers and acquisitions, public policy initiatives, and financial evaluation.

Rutgers University Certificate Program: Strategies for Designing and Leading Your End-to-End Supply Chain
June 16-18, 2010, Piscataway, NJ
Attention Alumni: The Rutgers Center for Supply Chain Management is pleased to offer our annual certificate program on effective management of the end-to-end supply chain.

In today’s economy, it is vital for companies to better manage their supply chain networks. Our certificate program will deliver state-of-the-art knowledge in the major aspects of supply chain management, including strategy, sourcing and procurement, logistics, operations, and organizational alignment. This program is co-sponsored by the Council of Supply Chain Management Professionals (CSCMP). Designed with leading experts in the field, our program will give you a complete “end-to-end” view of supply chain management strategy and most importantly, you will take away actionable and proven ideas for implementation tailored to your business.

Rutgers alumni will receive a 5% registration discount. For more information or to register, please visit http://scmcenter.rutgers.edu/cp or please call (973) 353-1169 or email us at cscm@business.rutgers.edu.

Educational perks for RBS alumni

Update your MBA with the Post-MBA Certificate
An easy way to update your MBA degree and incorporate the latest knowledge on contemporary topics, earn an Rutgers Business School Post-MBA Certificate in as little as four three-credit elective courses. You can pick from any of the existing RBS MBA concentrations or design your own custom certificate that is tailored to your career objectives. For RBS alumni only, the application fee and the school fee are waived, and no transcripts are required. To register, call 973-353-5275 today.

Learn about the MiniMBA™ courses being offered
Or consider taking one of the MiniMBA™ courses offered through our Center for Management Development. These courses can be applied towards an MBA degree or simply to improve management skills. For details, visit www.cmd.rutgers.edu.

For benefits available to all members of the Rutgers University Alumni Association, visit Ralumni.com.
Recent News
More news at business.rutgers.edu/news

RBS alum Mei Wei Cheng to take over as President and CEO of Siemens China and North East Asia

Over 1,100 Rutgers Business School graduates cross the NJPAC stage, largest class since school’s founding in 1929

Ralph Izzo, CEO of energy giant PSEG, speaks out on climate change’s implications in Rutgers Business School’s CEO speaker series

MBA Program ranks #17 in the nation for employment rate of graduates according to U.S. News and World Report

Rutgers Business School – Newark & New Brunswick is now on Facebook

Announcement of winners of the RBS teaching and research awards

Rutgers Business School offers One-Year MBA track for students with advanced standing

Full-time MBA program still accepting applications for Fall 2010

Rutgers Institute for Ethical Leadership Probes Attitudes and Behaviors

Rutgers Business School celebrates 10-Year Anniversary of the Pharmaceutical MBA program

On-site visit to Newark-based PSEG gives MQF students firsthand experience of energy giant’s operations

Rutgers to put Apple iPad to the test in new digital marketing program

Partnership between pharmaceutical industry and RBS ensures relevant curriculum produces top-talent graduates pharma companies need

MBA students one-on-one with America’s top executives in Executive Leadership class

Highlights of Recent Media Coverage
More coverage at business.rutgers.edu/coverage10

RBS IEMA Alumnus named President and CEO of Siemens Ltd., China and CEO North East Asia

Rutgers IEMBA - May 2010

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Pitching for Success: How to Present and Pitch a New Business Idea

AmCham-China Bulletin (Beijing) - May 20, 2010

AmCham-China members and guests recently came to the chamber’s conference centre to hear Professor Ben Sopranzetti, Ph.D, of Rutgers
University explain how to make a successful pitch to potential funding sources.

Legalized ‘Cheating?’
Intermediate Students Blog - May 19, 2010
Indeed, despite a nationwide crackdown on everything from camera phones to drugs that help students’ test performances, three in four high-school students still admit to cheating. The number admitting to plagiarizing from the Internet in particular quadrupled between 1999 and 2005, according to studies by Donald McCabe, a professor at Rutgers Business School.

Full-time MBA program still accepting applications for Fall 2010
PRLog.com (Newark, NJ) - May 20, 2010
Earning an MBA full-time at Rutgers Business School – Newark and New Brunswick is a great option for those looking for career advancement. Our Full-Time MBA now offers the flexibility of a One-Year MBA track, where you can complete your degree at your speed in 12 to 21 months.

Rutgers Business School offers One-Year MBA track for students with advanced standing
PRLog.com (Newark, NJ) - May 20, 2010
Getting the relevant skills to succeed in today’s economy is crucial for people looking for a competitive edge in their careers. Rutgers Business School has started a new One-Year MBA Track for students to get the business education they need quickly.

Newark nonprofit group offers loan program for Orange businesses
The Star-Ledger (Newark, NJ) - May 18, 2010
A Newark nonprofit is offering local entrepreneurs access to a $4 million pool of loans meant to help revitalize industry in the city of Orange. The Rutgers University Newark-based nonprofit Profeta Urban Investment Foundation will invest a $1 million endowment into a select group of start-up or expanding businesses in Orange, the city announced last week.

Are concert ticket fees a rip-off?
DailyRecord.com (NJ) - May 16, 2010
"The perception of the public is never one to blame their heroes, the rock stars," Scher said. "Fundamentally, it’s where the costs come from." Artists are putting more of an emphasis on touring and concerts as CD sales drop amid the digital music craze, in which fans can download single songs, not just entire albums. "The stars are looking at touring as a huge revenue stream," said Wayne Eastman, vice chairman of department of supply chain management and marketing sciences at Rutgers Business School.

Grad Profile: Dwight Braswell - An Actor Finds his Calling in Business School
Rutgers FOCUS (New Brunswick, NJ) - May 15, 2010
He acted in an acclaimed HBO miniseries, appeared in soap operas like The Guiding Light, and even sang lead for a rock band. Now Dwight Braswell, at the age of 30, is graduating from Rutgers Business School.

Morgan Keegan's Leopold Named Top Earnings Estimator in Financial Times/StarMine 2009 Rankings
Earth Times (Memphis, TN) - May 14, 2010
RBS Alumnus Simon Leopold (MBA) of Morgan Keegan & Company, Inc., a part of Regions Financial Corporation (NYSE:RF), is the top earnings estimator in the nation according to the Financial Times/StarMine 2009 rankings of Wall Street’s best brokerage analysts published today. Leopold and two other Morgan Keegan analysts were also ranked #1 in earnings estimation and stock picking in their respective industry sectors.

Rutgers Pharmaceutical MBA program producing talented graduates big pharma needs
PRLog.com (Newark, NJ) - May 14, 2010
Just as the state of New Jersey is recognized as the nation’s principal pharmaceutical hub, Rutgers Business School (RBS) has evolved as an academic leader in pharmaceutical management training and research. Through partnerships with global companies Bristol-Myers Squibb, Eisai, Johnson & Johnson, Merck, Novartis, Roche and Schering-Plough (now part of Merck), Rutgers has been offering a cutting-edge MBA in Pharmaceutical Management for 10 years.

**Take-A-Lesson with Dr. dt ogilvie, Director, Professor Rutgers University**

*Blog Talk Radio: AltruisticLeadership* - May 14, 2010

Dr. dt ogilvie joins host Annalisa Adams-Qualtiere, founder/President of Altruistic Leadership & Monika Brooks, Founder of Great Books for Our Kids & Leadershiping and Diversity consultant to discuss work, risk, & career management for diverse leaders. Dr. ogilvie is the founder of The Center for Urban Entrepreneurship & Economic Development at Rutgers Business School (CUEED), the first center of its kind in the nation to integrate venture capital and city resources with university research to study and promote economic development and entrepreneurship.

**Roundtable Awards Rutgers Business School Student with Foundation Scholarship**

*Financial Services Roundtable* (Washington, D.C.) - May 13, 2010

The Financial Services Roundtable today announced that Caleb Alderman of Rutgers Business School is a 2010 Roundtable Financial Scholarship winner in honor of Thomas A. Renyi, Retired Chairman, BNY Mellon Corporation. Alderman is a finance major in his junior year at Rutgers University, based in New Brunswick, New Jersey. Alderman has previously served as a Refinery Operations Coordinator where he managed all crude oil processing and logistical operations for a 70,000 barrel per day refinery. Before that position, he was a Derivatives Trading Analyst responsible for petroleum products hedging and risk exposure activities. Watch an interview with Alderman here.

**How to Get In: Rutgers University Business School**

*U.S. News and World Report* (Newark, NJ) - May 8, 2010

U.S. News posed questions to admissions officials at the Rutgers University Business School regarding the application process, what they look for in applicants, and what sets their school apart. Their responses are here.

**Hoboken Mayor Zimmer to participate in ‘State of Ethics’ panel at Rutgers**

*Hudson Reporter* (Hoboken, NJ) – May 7, 2010

Rutgers Institute for Ethical Leadership co-founder Alex Plinio will lead a discussion called “What has become of our values?” the day of the report’s release from 9:30 a.m. to 12:30 p.m. at Rutgers Business School. Panelists include Hoboken’s own Dawn Zimmer, along with Theresa McCoy, Manager for Education Grant Programs, Merck Company Foundation; and Lauren Ferrari, Director, Office of Business Conduct, Alcatel-Lucent.

**Laser Energetics Appoints Two Senior Executives to Further Enhance Management Team**

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**Biz Buzz**

*Graduate Management News* - May 2010

Rutgers Business School-Newark and New Brunswick has announced that it will build an US$85 million facility on Rutgers University’s Livingston Campus in Piscataway, New Jersey. The 156,000 square-foot-building is planned as a centerpiece of the university’s long-term plan to redevelop the Livingston Campus into a center for business and professional studies.
Continental Airlines deal with United marks end of storied aviation name
NJ.com (Newark, NJ) - May 04, 2010

The importance of the Continental brand can’t be underestimated,” said Stevie Watson, an assistant professor of marketing at Rutgers Business School. “The name is huge in this region.”

Bagger suggests growth avenues for N.J. life sciences firms
NJBiz (Somerset, NJ) - April 27, 2010

To remain a viable home for business, New Jersey needs to develop sector-specific strategies — especially for its life sciences industry, which faces competition from other states and globally, said Richard Bagger, chief of staff to Gov. Chris Christie, in remarks Monday at the 10th anniversary celebration of the pharmaceutical MBA program at Rutgers Business School, in Newark.

Program explores consumers with iPad
The Daily Targum (New Brunswick, NJ) - April 27, 2010

Apples will grace teachers’ desks this summer at the University, but they may want to think twice before biting into them. The University, in an effort to merge traditional classroom learning and digital technology, is launching a new digital marketing certificate program this summer that will provide each student with an Apple iPad. The program is designed for working professionals who have already earned their undergraduate degrees and wish to return to school for executive education classes, said Eric Greenberg, a University Center for Management Development faculty member and coordinator of the digital marketing mini-MBA.

RL Architecture in Second Life
Architecture + - (April 27, 2010)

Youtube shows a virtual prototype of the proposed Rutgers Business School, designed by the architectural firm TEN Arquitectos. It will soon be opening in Second Life – The model and immersive experience was commissioned by Rutgers University. A larger, more detailed version will later be opened on their OpenSim grid.

Serving a City on the Move
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Testing Apple iPad Tablet in New Rutgers Mini-MBA Digital Marketing Program
Search Engine Watch.com - April 25, 2010

This is a test. Each student enrolling in a new Mini-MBA: Digital Marketing Executive Certificate Program this summer at Rutgers, The State University of New Jersey, will receive an Apple iPad tablet. This is only a test. The iPads are not intended to be shiny new toys offered as gifts just for participating. Rather, they will be an integral part of the 12-session program, customized with Apple's help "to provide a new dimension to executive education in a field that is defined by technology," as a press release from Rutgers explains.

Saving America’s ‘worst city’
The Week - April 23, 2010

“People do come for concerts and hockey games, but the big issue is whether they will stay,” said Dr. dt ogilvie, a member of the Brick City Development Corporation, the city’s economic development engine and professor at Rutgers Business School. "Do we have things in place to make them want to stay?"
A virtual prototype of the proposed Rutgers Business School, designed by the internationally renowned architecture firm TEN Arquitectos (frequently covered by arcspace), will soon be opening in Second Life – commissioned by Rutgers University. A larger, more detailed version will later be opened on their OpenSim grid.

Rutgers approves construction of $85M business school
NJBiz (Somerset, NJ) - April 16, 2010
Rutgers University’s Livingston campus will be home to an expanded business school facility, after the university’s board of governors approved the project on Thursday. Construction on the $85 million facility for the Rutgers Business School, in Piscataway, is slated to begin in spring 2011. The 155,800-square-foot building will include academic space, faculty offices, meetings and a trading floor.

Upcoming RBS Events
More events at business.rutgers.edu/events

**18th Conference on Postal and Delivery Economics**
June 2, 2010 to June 5, 2010

**Rutgers Mini-MBA™: BioPharma Innovation Accelerated 1-Week Program**
June 7, 2010

**Graduate Admissions Information Session**
June 7, 2010

**Graduate Admissions Information Session**
June 15, 2010

**GMAT Test Prep**
June 19, 2010 to June 20, 2010

**Rutgers Mini-MBA Business Essentials accelerated 1 week program**
June 21, 2010 to June 25, 2010

**23rd Annual Western Conference**
June 23, 2010 to June 25, 2010

**Graduate Admissions Information Session**
July 12, 2010

**Graduate Admissions Information Session**
July 13, 2010

**2010 Program in Pharmaceutical Management**
July 15, 2010 to July 16, 2010

Contact the Rutgers Business School Communications Office for media contacts and to submit news and events.