



BUCKY'S BRIEFCASE

A NEWSLETTER FOR EMPLOYERS
FROM THE BUSINESS CAREER CENTER



Summer 2011

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François Ortalo-Magné to Lead Wisconsin School of Business



September 1 will begin a new era at the Wisconsin School of Business (WSoB) as [François Ortalo-Magné](#) begins his role as the second Albert O. Nicholas Dean. Ortalo-Magné succeeds Dean Michael Knetter, who now serves as president and CEO of the University of Wisconsin Foundation. He takes over from Joan Schmit, the American Family Insurance Professor Risk Management and Insurance who has served as interim dean of the WSoB since October 2010.

Ortalo-Magné has been chairman of the [Real Estate and Urban Land Economics Department](#) at the Wisconsin School of Business since 2008. He initiated and directs the Global Real Estate Masters, a new M.S. degree offered in cooperation with the top business schools on three continents: Hong Kong University of Science and Technology, INCAE Costa Rica and HEC Paris.

An expert in the economics of the housing market, Ortalo-Magné received his PhD in economics in 1995 from the University of Minnesota and received tenure from the London School of Economics. He has held visiting appointments at leading academic institutions, including the London Business School and the Wharton School of the University of Pennsylvania.

In a recent [interview](#) with the *Wall Street Journal*, incoming Dean Ortalo-Magné shared his thoughts on preparing students for a tough job market and the unique opportunities that await the WSoB: "The best thing we can do for our students is help them understand how we frame questions. As a business school within a research university, we have a mandate to not just teach what's in the textbook, but to teach students how to think about observations. If you can equip them with that, they'll be equipped for whatever they face."

Deadline Approaching for Sophomore Shadow Program

Employers interested in taking part in the BCC's Sophomore Shadow Program this fall must post their shadow opportunities in BuckyNet by Friday, September 16. Now in its third year, the program enables employers to connect with students early in their college experience while making a positive impact on their lives! Companies give newly admitted sophomores to the Wisconsin School of Business and School of Human Ecology an up-close look at a company or industry by "shadowing" professionals, preferably alumni, through a normal day on the job.

The one-day shadow experience occurring over winter break, January 3-20, 2012, will match students with business professionals based on their career interests. There is minimal cost of employers as students are responsible for their own travel and lodging.

The Sophomore Shadow Program is integrated within the BuckyNet online recruiting system for employers to screen and rank student applicants. The system will process the employer matches. [Posting instructions](#), along with other details may be found on the BCC [website](#). For more information contact [Diane Upton](#) at the BCC.

Limited Space Available for Fall Career & Internship Fair

Start your 2011-2012 recruiting season with the biggest career fair of the year! Thursday, September 15 officially kicks off on-campus recruiting season at the BCC with the [Fall Career and Internship Fair](#) from 4:30 – 8:00 p.m. at the Kohl Center. Spots are filling quickly as well over 225 organizations have already registered!

The career services offices of the Wisconsin School of Business, College of Letters and Science, College of Agricultural and Life Sciences, School of Human Ecology and the Wisconsin Alumni Associate this year are joined by two new sponsors, the MBA Career Management Center and the School of Education in sponsoring this event which attracts over 2,000 students from over 100 majors. The fair is a great way to generate interest in your on-campus recruiting visits scheduled this fall. Employers can register now on [BuckyNet](#). Here are some tips to ensure a successful fair experience:

- List your jobs (full time and internships) on the BuckyNet online job board or on-campus interview schedule.
- Use the free Web Resume book (available September 7 on BuckyNet) to invite students to visit your booth using the book's email feature.
- Stand "out in front" of your booth to engage students in a friendly and welcoming manner
- Consider becoming a BCC Corporate Partner. Corporate Partner status at the bronze level or above gives organizations guaranteed first level table location and recognition at both the fall and spring career fairs. For more information visit our [Corporate Partner website](#).

ASRMI Career Fair Slated for October 5

Looking to recruit actuarial science and risk management students? Consider registering for the Actuarial Science and Risk Management Fair on Wednesday, October 5 from 4:30-7:45 pm at Grainger Hall. The ASRMI Career Fair attracts more than 250 bachelors and master's students interested in insurance-related positions at one of the most highly regarded programs in the country. Most students who attend the fair are majoring in actuarial science and /risk management and insurance. However, it also draws students from other majors such as finance, mathematics, statistics and economics. Registration for the ASRMI fair is taking place now on [BuckyNet](#).

BCC Accepting Reservations for Fall and Spring OCI

The fall [On-Campus Interview \(OCI\)](#) season at the [Business Career Center](#) begins Monday, October 3 and continues through Friday, December 2. Many early dates are already filled and employers are encouraged to book their on-campus interviews dates as soon as possible.

Employers can also now reserve their spring interview dates on [BuckyNet](#). On-campus interviews begin Monday, January 31, 2012. Prime dates fill quickly so employers are encouraged to be proactive by scheduling their dates now for next semester. The Spring and Internship Fair will take place in early February, the specific date to be determined. To reserve your OCI date, please [login](#) to your BuckyNet account and click on "Create Schedule Request."

Hosting an Information Session?

Employers planning an information session in Grainger Hall or elsewhere on or off-campus should make their information session request on BuckyNet under "Request New Information Session." Employers should also be aware that the Wisconsin School of Business Career Center has a no alcohol policy at all recruiting events whether on or off campus. In addition, as a member of the National Association of Colleges and Employers (NACE), the BCC also abides by the [NACE Principles of Professional Conduct](#) which states: "Alcohol should not be part of the recruitment process on or off campus. This includes receptions, dinners, company tours, etc."

Alumni Corner: Catching Up withSteve Beguhn



By day Steve Beguhn may be just another mild mannered accountant, but last January he showed the world that accountants have other talents too. The Milwaukee CPA and 2007 Wisconsin School of Business alum cashed in on a trip to Hollywood when he auditioned for the hit TV show, "American Idol" at the Milwaukee Art Museum. Called "disturbingly great" by Aerosmith's Steven Tyler, the auditor for PricewaterhouseCoopers received rave reviews from all three celebrity judges for his [performance](#) of the "The Man Who Can't be Moved." Beguhn was just one of 300 people to move on to Hollywood auditions out of the 125,000 who auditioned in seven cities.

"One of the things the Idol experience gave me was the opportunity to break down traditional stereotypes about accountants and prove to people that we are much more talented and dynamic than the world thinks," he explained. A senior associate with PwC in Milwaukee, Beguhn was fortunate to receive the backing of his superiors at the firm who have since altered his work responsibilities to include performing at various corporate meetings, including a live town hall webcast from Tampa, Florida that was beamed to all 30,000 PwC employees in the U.S.

A self-described "type A" personality who prides himself on getting along with people and building relationships, the Rice Lake native and high school valedictorian was looking for a bigger stage when he chose to study at UW-Madison. "Moving to Madison was an opportunity to attend a world class university, attend competitive Division 1 sporting events, and make a name for myself in a bigger city and build my personal brand," he explained.

The son of educators, Beguhn looked at several other majors before deciding on accounting. Like many young men who were immersed in athletics in high school -- Beguhn had offers to play basketball and football for several Division II and III schools—he considered majoring in broadcast journalism and later political science. "One semester I took an accounting 100 course and the first day my teaching assistant presented us with a list of why you should choose to major in accounting. After pointing out accounting's great job placement and good pay he got my attention,"

Beguhn is not a newcomer to singing. While a student, he was a tenor in the popular male a cappella group the [MadHatters](#). His business skills came in handy as he served as group's business manager for two years where he handled the bookings, logistics and contract negotiation.

He credits his Professional Communication class for helping him hone the communication and writing skills he sees as vital for careers in business and accounting. People think accounting is all about the numbers, but really it's all about relationships and communicating well with clients to advance that relationship, Beguhn points out. "If you don't know an accounting answer you can look it up, but you can't look up how to communicate with a CFO," he said. Beguhn notes that a degree from UW-Madison comes with a certain prestige and reputation and he advises students to match that reputation by carrying themselves with confidence or a "Badger swagger" as he calls it.

As for the future, the newly married Beguhn is at a point where he wants to make a serious run in music. Eliminated in the first round at the Idol Hollywood auditions, he knows he has a lot of work to do before he can consider himself a legitimate musician." My Hollywood audition wasn't up to snuff and I knew that, he said. I chose the wrong type of song that didn't showcase my range like my earlier audition did." Today he is trying to build on the excitement and exposure Idol gave him and position himself to accept new ventures as they come up. His employer is supporting that his effort by restructuring his role which includes some PR, recruiting and marketing for the firm in addition to his auditing work, giving him more flexibility to accept performing opportunities.

Beguhn knows better than to pass up those opportunities. He decided to audition for Idol following the death of a close friend who was a huge Idol fan and big supporter of his music. Her death made him realize that nothing in life is guaranteed so he took a chance and auditioned. "Currently I have the best of both worlds – accounting and performing," he notes. "I'm smart enough to know that this could all go away as quickly as it came. I have the opportunity to keep the dream alive and keep the fire burning."

Something this accountant will do with a "Badger swagger" for sure.

Work Authorization Changes to BuckyNet

The Wisconsin School of Business Career Center recently modified the work authorization fields in BuckyNet in order to comply with U.S. Department of Justice (DOJ) guidelines for online job postings. According to U.S. law outlined in the DOJ document, "[Best Practices for Online Job Postings](#)," employers may not discriminate against job applicants based on citizenship status, national origin, religion, or other protected classes. But U.S. law also states that an employer can choose not to sponsor a foreign applicant for a work visa. The DOJ guidelines suggest that online job postings avoid using language or search criteria that require U.S. citizenship or lawful permanent residence in the U.S. as a condition of employment, unless otherwise required to comply with the law, regulation, executive order, or government contract.

On the advice of UW-Madison legal counsel, we have modified the work authorization fields in BuckyNet to eliminate drop down menus that allow employers to indicate they only want to recruit U.S. citizens, permanent residents, H-1Bs or others. In its place employers will have to select one or both of the following work authorization options:

- Legally authorized to work in the United States and WILL NOT require employment visa sponsorship now or in the future
- Legally authorized to work in the United States and WILL require employment visa sponsorship now or in the future

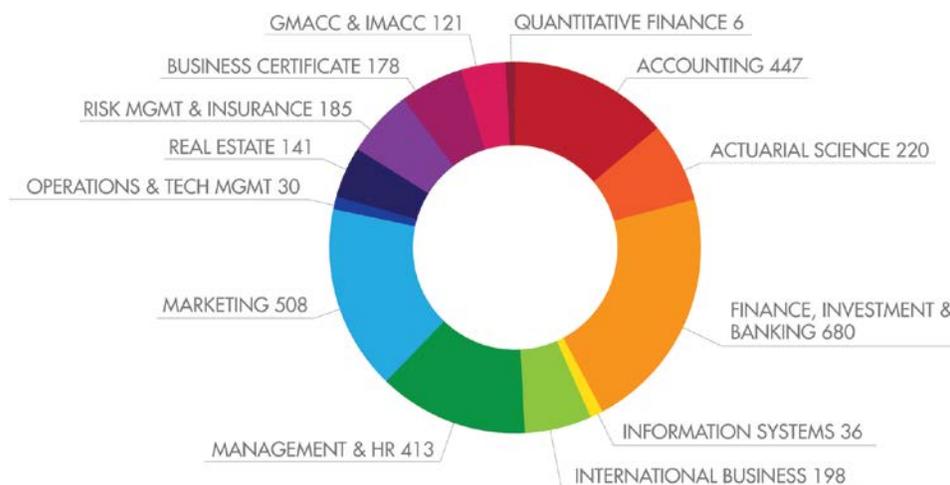
The Business Career Center recognizes that web-based job postings have been a valuable resource for employers to identify talent and select candidates for interviews and we remain committed to ensure that your needs are fully met. We will work with you to ensure that this adjustment to our BuckyNet job posting system will not affect your ability to efficiently identify UW-Madison talent. If you have questions, please contact Diane Upton at BCC Employer Relations.

Who is the Wisconsin School of Business?

The BCC services students in the ten undergraduate majors as well as students in the Integrated and Graduate Masters of Accountancy programs and Masters of Science candidates in Quantitative Finance. We also serve freshman who have not yet applied to the School of Business, but are planning to do so upon completion of the necessary requirements of Sophomore admission. The BCC is also the primary recruiting office for students in the School of Human Ecology (SoHE). Each year more than 250 SoHE students register on the BuckyNet database.

The following graph may assist you with your planning for upcoming recruiting activities:

FALL 2011 WISCONSIN SCHOOL OF BUSINESS ENROLLMENT



NACE Issues Position Statement on U.S. Internships

In response to ongoing debate regarding unpaid internships, the National Association of Colleges and Employers (NACE) this summer released a position statement defining internships and when they can be offered ethically and legitimately without pay. The [NACE Position Statement](#) defines an internship as “a form of experiential learning that integrates knowledge and theory learned in the classroom with practical application and skills development in a professional setting. Internships give students the opportunity to gain valuable applied experience and make connections in professional fields they are considering for career paths; and give employers the opportunity to guide and evaluate talent.

To ensure that the experience is educational and therefore eligible to be considered a legitimate internship, the following criteria must be met according to NACE:

1. The experience must be an extension of the classroom: a learning experience that provides for applying the knowledge gained in the classroom. It must not be simply to advance the operations of the employer or be the work that regular employee would routinely perform.
2. The skills or knowledge learned must be transferable to other employment settings.
3. The experience has a defined beginning and end, and a job description with desired qualifications.

4. There are clearly defined learning objectives/goals related to the professional goals of the student's academic coursework.
5. There is supervision by a professional with expertise and educational and/or professional background in the field of the experience.
6. There is routine feedback by the experienced supervisor
7. There are resources, equipment, and facilities provided by the host employer that support learning objectives/goals.

Key Dates to Remember

Fall Semester 2011

Instruction Begins: September 2
Fall Career & Internship Fair 2011: September 15
Actuarial Science & Risk Management Career Fair: October 5
On-Campus Interviews: October 3 – December 2
Homecoming: October 15
Thanksgiving Recess: November 24 – 27
Last Class Day: December 15

Spring Semester 2012

Sophomore Shadow Program: January 3 – 20
Instruction Begins: January 23
Spring Career & Internship Fair: TBD
On-Campus Interviews: January 30 – April 27
Spring Recess: March 31 – April 8
Last Class Day: May 11

[Additional Key Dates...](#)

Hiring MBAs at Wisconsin

In addition to recruiting undergraduate candidates from Wisconsin, have you considered exploring MBA recruiting during your on-campus visits? Though a separate office from the Business Career Center, the [MBA Career Management Center](#) can work with you and the BCC to help increase your recruiting success.

The Wisconsin MBA is based on a specialization model; our students are admitted directly into one of 10 specializations designed to prepare them to contribute in a functional area immediately during their internship and upon graduation. Beginning from day one, our students complete coursework targeted to their specialization, and also apply what they're learning through applied learning sessions, consulting engagements, and many other practical activities. The result is students who are ready to step into functional roles within many organizations; a claim that no general MBA can make.

For more information about the Wisconsin MBA, the specializations, and how you can include MBAs in your recruiting process, visit <http://www.bus.wisc.edu/mbacs> or contact Matt Nelson at mnelson@bus.wisc.edu or 608-265-5102.

We Enjoy Hearing from You

As always, we welcome your feedback and encourage you to contact any [BCC Employer Relations Team Member](#) with your comments and questions.

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