

13th Annual Pamplin Student Leadership Conference

The Inn at Virginia Tech and Skelton Conference Center

November 5th, 2011

-Agenda for Conference Attendees-

8:30am-9:00am	Conference Registration Breakfast Refreshments	<i>Latham Foyer</i>
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9:00am - 9:45am	Networking Time	<i>Latham Foyer</i>
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9:45am – 10:00am	Ice Breaker	<i>Latham Ballroom A</i>
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	Welcome & Opening Remarks: <u>Nikki Kishnani</u> President, Leadership Development Team	
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10:00am – 10:30am	<u>Dr. Richard E. Sorensen</u> Dean, Pamplin College of Business	<i>Latham Ballroom A</i>
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	<u>Dean Clemenz</u> Associate Dean of Undergraduate Programs, Pamplin College of Business	
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10:35am – 11:25am	Workshop 1	<i>(See table below)</i>
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11:35am – 12:25am	Workshop 2	<i>(See table below)</i>
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12:35am – 1:00pm	Julie E. Talbot Global Brand Manager Keynote Speaker	<i>Latham Ballroom B & C Latham Foyer</i>
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1:00pm – 2:00pm	Lunch and Networking Time: <i>Company Lunch Tables and Informal Interviews</i>	<i>Latham Ballroom A</i>
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2:05pm – 2:55pm	Workshop 3	<i>(See table below)</i>
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	Prizes & Raffles	
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3:00pm – 3:30pm	Closing Remarks Dr. Smith Nikki Kishnani	<i>Latham Ballroom A</i>
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Virginia Tech

Pamplin College of Business

Mission:

The Pamplin College of Business generates high quality applied and theoretical research that supports superior teaching and business applications. Graduates of the Pamplin College, applying their analytical and decision-making skills, help businesses create solutions, enhancing their competitiveness in the global business environment and improving the lives of their families and society.

We Emphasize

- Integrating the computer and technology into the academic curriculum
- Developing the leadership skills and ethical values of our students
- Preparing students for global business challenges, including providing opportunities for global experience before graduation

Diversity as a Core Value:

The Pamplin College of Business regards diversity as a source of strength and pride. Building upon its commitment, the Pamplin College of Business affirms the following principles:

- All students, regardless of their background (races, color, sex, sexual orientation, disability, age, veteran status, national origin, religion, or political affiliation) deserve and are promised equal opportunity to an education in the Pamplin College of Business.
- We support an environment for all students, faculty, and staff that are free from hostility and intolerance.
- We pursue a supportive and diverse community that respects each individual and allows ideas and opinions to be openly discussed.

Message from Dr. Mark G. McNamee

Senior Vice President and Provost, Virginia Tech

On behalf of the Office of the Provost and the entire senior leadership team at Virginia Tech, welcome to the 2011 Pamplin Student Leadership Conference. The initiative you have taken to plan and execute this conference provides a clear example of your commitment to leadership. The challenges our nation faces in the years and decades ahead will require bold and innovative thinking, creativity, perseverance, and a positive, progressive, and hopeful spirit.

As I reflect on the qualities I admire in great leaders, I am convinced that strength of character, integrity, self-awareness, a passion to make a difference, hard work, a good heart, good judgment, and decisiveness are all important elements. The abilities to listen carefully, seek good data, assess risks and opportunities, and take action are parts of the daily life of leaders.



Virginia Tech has adopted the "Invent the Future" tagline to represent our commitment to forward-looking programs and activities that take full advantage of our historic strengths in engineering, agriculture, and architecture. We are stepping more boldly into new areas including the creative arts, medicine, sustainability, and global economic challenges. Underlying these commitments are our action statements embodied in "Quality, Innovation, Results". As current students, you have the opportunity to learn as much as you can in our complex, research-oriented academic environment. You also have an opportunity to learn the skills necessary to be an effective leader in a diverse, multicultural, global workplace. Our Principles of Community provides a powerful statement of shared values that will hopefully guide you now and in the future.

I am privileged to be in a leadership position at Virginia Tech. I wake up every morning refreshed and eager to continue on the journey to make a difference. I hope you will look for and find fulfillment in all your future endeavors.

Message from Dean Sorensen

Dean, Pamplin College of Business, Virginia Tech



Welcome to the Pamplin Student Leadership Conference sponsored by the Pamplin College of Business. Leadership development is an increasingly important aspect of a college education, which is highly valued by students and by the employers who hire them, whether the graduates are headed to the military, corporations, or the non-profit sector.

In keeping with our size and our highly diversified curricula, Virginia Tech has developed a range of leadership development opportunities for students who have a variety of personal and career goals. The Center for Leadership Studies coordinates these programs campus wide, assuring complementarity and synergy among them so that students are well served.

Students are given an academic opportunity to earn a minor in leadership studies and a set of experiences designed to increase their understanding and competencies in exercising leadership in many settings. We are indebted to the students who have put together this important event in which you are a participant. I know that you will personally benefit from your involvement in today's program

Message from Dean Clemenz

Associate Dean of Undergraduate Programs, Pamplin College of Business, Virginia Tech



I commend you on your decision to apply to attend the Pamplin Student Leadership Conference, and offer congratulations on your selection to be a participant. There are many ways to spend a beautiful fall morning in Blacksburg, and I believe you are wise to be here on this day . . . at The Inn, looking good in a suit, ready to hone your leadership knowledge and skills while networking with business leaders and fellow students.

This conference, now in its thirteenth year, is possible only because of the students who embraced the motto of Ut Prosim by volunteering to serve on the Pamplin Leadership Development Team. I am very appreciative of these students' time and hard work to plan all aspects of the conference and to present an outstanding leadership education opportunity. One of the most unique and valuable aspects of this conference is that it augments your scholarly study with a glimpse of leadership-in-practice through the perspectives of participating corporations. It is undeniable that leadership is a crosscutting competency greatly valued by today's employers.

As an emerging leader, the content of this conference is highly relevant to your future success. I hope you will take full advantage of this and other opportunities so when you leave Virginia Tech, you will reflect positively on your studies and experiences, and continue on a path of professional development with inspired purpose.

Grow your own way



The new career paths are still there. That's why we help you through your own story, provide the training, coaching, and experience to help you build relationships and take advantage of opportunities that will help shape your career at PwC and beyond. Find out how you can grow your network at work and on.



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Message from Anju Seth

Department Head of Management, Virginia Tech

I would like to welcome all of the participants to the Business Leadership Center's 13th annual Pamplin Student Leadership Conference. Over the last many years, this conference has provided several hundred students with important leadership development experiences. We hope that you too will take advantage to the opportunities for personal and career growth afforded by the conference.

Leadership is not merely a concern of those in positions of authority in organizations. We all have the potential to be leaders regardless of our job title. We do this by inspiring and creating opportunities for others, setting high standards for integrity and improving our organizations and society. Although of ancient origin, in recent years the notion of "servant leadership" has become more and more widespread. This view emphasizes the leader's responsibility for good stewardship of human and financial resources in order to serve society. It is a particularly fitting idea here at Virginia Tech where our motto is Ut Prosim (That I may serve). We hope that you will make the most of your leadership service opportunities while at Virginia Tech and in your careers.



An important strategic objective of the Pamplin College of Business and the Department of Management is to prepare men and women to be effective leaders in a variety of organizational settings. We offer the Business Leadership minor that is available to students across the university. The Pamplin Student Leadership Conference, the Business Leadership minor, and a variety of other leadership-related programs are coordinated by the Business Leadership Center located in room 28 Pamplin Hall. We encourage you to visit the Center's website at <http://www.buslead.pamplin.vt.edu/> to learn more about these activities.

An advertisement for Baker Tilly's career counseling services. The background is blue with a white wave-like shape at the bottom. On the left, there is a white icon of two speech bubbles. The text "Let's talk about your career." is written in white. Below this, there are three paragraphs of text in white, describing the services. At the bottom left, there is a logo for "Baker Tilly" and at the bottom right, there is a logo for "BAKER TILLY" with a stylized bird icon above it.

Let's talk about your career.

At Baker Tilly, you get the knowledge, skills and opportunities you need for continuous growth, success and more meaningful work in your career.

We provide learning and development opportunities to give you more opportunities for advancement. Through a program that is designed to reward and nurture you work alongside successful professionals who can help define your career path and guide you further.

Make your future. Become part of an organization that truly believes in making you successful. Working with us makes your future bright.

Contact us at www.bakertilly.com

BAKER TILLY

Message from Nikki Kishnani

President, Leadership Development Team, Virginia Tech



Congratulations on your acceptance to the 13th Annual Pamplin Student Leadership Conference! I am thrilled to have you attend and participate in one of the largest leadership conferences at Virginia Tech. The conference is dedicated to helping each student gain an understanding of what it means to have life-long leadership and it is an honor to share this great experience with you.

The Pamplin Leadership Development Team (LDT) is a group of 25 students with diverse backgrounds who came together as a team to plan, organize, and host this annual event. Each member selected to be a part of this team has brought a unique perspective. The members have worked extremely hard with dedication and professionalism to provide the conference you attend today. I want to thank all of the members for doing such a great job this year.

The Pamplin Student Leadership Conference has invited a select group of exceptional Virginia Tech students to participate in this professional experience of interactive workshops, networking opportunities and informal luncheon interviews. We have recruited several outstanding companies who volunteered to devote their resources and time in order to be here today. They will be teaching each student life-long skills through highly interactive leadership workshops.

I encourage you enjoy today's conference, be yourself and take advantage of the many opportunities that the conference has to offer. This conference will help pave the way for future leadership and employment opportunities!

I hope your attendance and participation will help you "lead your life!"

About Our Presenters

Our Corporate companies presenting workshops provide an opportunity for students to enhance and practice leadership and teambuilding skills. These interactive and real-world workshops help students lead successful careers in the future.

Please visit our website at www.ldt.org.vt.edu to learn more about today's participating companies:

- Altria Client Services
- KPMG
- Grant Thornton
- Virginia Asset Management
- Freddie Mac
- Ernst & Young

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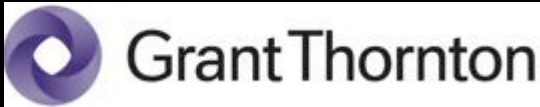
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Grant Thornton's Global Public Sector practice

About Us

Grant Thornton LLP, founded in Chicago in 1924, is one of the largest accounting and management consulting firms in the world. Grant Thornton's Global Public Sector practice, based in Alexandria, Virginia, is a global management consulting business with the mission of providing responsive and innovative financial, performance management, human capital management and systems solutions to governments and international organizations. We have provided comprehensive, cutting-edge solutions to the most challenging business issues facing the public sector.

We are hiring the following majors:

- Accounting (Bachelors & Masters)
- Accounting & Information Systems
- Computer Science
- Economics
- Finance
- Industrial Engineering
- Information Systems
- Information Technology
- Management Information Systems
- Masters in Public Administration/ Public Policy
- Technology Management

Our openings include:

- Global Public Sector Advisory Services Consultant
- Global Public Sector Advisory Services IT Consultant
- Global Public Sector Audit Associate
- Global Public Sector Audit Intern

Grant Thornton's Accomplishments

- Washington Business Journal's Best Places to Work
- Working Mother Magazine Top 10 Best Companies
- Business Week's Top 100 Places to Start a Career
- FORTUNE Magazine's 100 Best Companies to Work For
- Computerworld's 100 Best Places to Work in IT
- Training Magazine's Top 125 Companies for Employer-Sponsored Training



Financial Management	Audit Services	Information Technology Services	Organizational Improvement
<ul style="list-style-type: none"> Accounting Internal Controls ERM & Risk Assessment Budgeting Activity Based Costing Cost Management Financial Analysis & Modeling Financial Systems Reporting Support Operations Support 	<ul style="list-style-type: none"> Financial Statement Audit Information Technology/System Audit Audit Readiness Internal Controls Testing 	<ul style="list-style-type: none"> Program & Integration Management IT Planning IV&V Capital Planning & Investment Control Information Security & Controls <p>Business Intelligence:</p> <ul style="list-style-type: none"> Data cleansing, integration, mining, etc. Data Warehousing Executive Dashboards 	<ul style="list-style-type: none"> Business Process Improvement & Re-engineering Organizational Assessment Strategic Planning Change Management Organizational Design Human Capital Management Lean Six Sigma Acquisition Performance Management Balanced Scorecard Benchmarking

Industries

Defense & Intelligence, International & Financial Services Energy, Environment & Transportation Global Security & Justice Healthcare State & Local Government

Julie E. Talbot
Global Brand Manager
Keynote Speaker

Julie Talbot is the Global Brand Manager for the Lip and Gift categories at Burt's Bees, the leading 'Earth Friendly, Natural Personal Care Company'. Burt's Bees operates under a business model called The Greater Good™, the highest ethical choice any of us can make to maximize our overall well being by doing what's best for your, your family and the environment. To that end, Burt's Bees is committed to



corporate social responsibility- pioneering sustainable practices, striving to bring 100% natural products to market, never testing on animals, and giving back to the community.

Talbot manages Burt's Bees Lip and Gift categories, responsible for global product development through launch activation, which includes the #1 Lip Balm in the world!

Right out of school Talbot went to work for Berwick Offray, a subsidiary of CSS industries and a leading ribbon, bow and craft manufacturer as a Product Manager. From Berwick Offray, Talbot went on to work in marketing at Godiva Chocolatier in New York City where she led development, implementation, and launch of Godiva's seasonal collections.

Talbot is a 2003 graduate of Virginia Tech's Pamplin College of Business with a Marketing Management degree and minors in Communication and Business Leadership. She received her M.B.A with a Marketing concentration at Rutgers University in 2007 while working full time in New Jersey.

Workshop Descriptions

ALTRIA CLIENT SERVICES: “Exploring Altria’s Leadership Model”

Altria’s leadership workshop will be an interactive exploration of Altria’s Leadership Model. First, Altria representatives will begin with a high-level presentation of the leadership model and the tools used to support the model. Then, students will work as a team to complete an activity that will allow them to leverage Altria’s leadership model and understand the importance of leadership at Altria.

FREDDIE MAC: “Leadership Competency”

Freddie Mac representatives will present on key leadership behaviors and what success looks like. Students will be shown the steps to assess their abilities and values. Students will be shown

GRANT THORNTON: “Improving Teams through Emotional Intelligence”

The presentation will be on Improving Teams through Emotional Intelligence. It touches on the importance of teamwork, the definition of emotional intelligence, and why being aware of the components of EI is important for team collaboration.

KPMG: “The Ethical Compass”

KPMG representatives will be presenting a workshop on the importance of ethics in today's world. Students will engage in a workshop where they will analyze ethical dilemmas and factors that can lead to unethical decisions.

VIRGINIA ASSET MANGEMENT: “Get Rich Quick Using 30 x 30”

So, if there were a way we could show you that you could save enough money that would by all historical accounts make you a millionaire, would you be interested in hearing more?

Join us for a fun and interactive session on the 30 x 30 concept that will leave you feeling more optimistic about your chances for achieving a successful financial future. We will begin with a candid discussion about the financial challenges faced by college students in today's economy. Once we've identified the potential roadblocks to your financial success, we'll discuss a few simple and proven concepts that will help you successfully navigate these challenges and positively impact your financial well-being.

ERNST & YOUNG: “Take a Lead on Paper and in Business Situations”

An interactive workshop designed to assist students with developing leadership skills on paper and delivering their leadership qualities in business situations. Students will learn about key writing skills that will help market their resume to potential employers, alongside learning about strategies that will help them lead a “winning” interview



“My potential...

significant.”

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The Leadership Development Team

The Pamplin Leadership Development Team (LDT) is a group of motivated individuals who plan and execute the annual Student Leadership Conference. Each year's team is selected by the previous year's team through an in-depth selection and interview process. We pride ourselves in a level of professionalism and dedication that is apparent in the increasingly successful conference.

LDT's Mission:

- To provide students with an opportunity to enhance their leadership skills through experiential learning.
- To give students a chance to hear from experienced practitioners about the importance of developing sound leadership skills.
- To promote a strategy of life-long learning and leadership development.
- To promote leadership through service.

Join The Team!

We are currently recruiting for next year's **Pamplin Leadership Development Team!** The Leadership Development Team plans the annual Pamplin Student Leadership Conference. There are five possible committees to join including Sponsorship, Corporate Relations, Publicity, Hospitality, and Materials in addition to many leadership roles. We urge you to apply to be a part of this team in order to build your leadership skills and continue the conference's success!

APPLY NOW by going to: <http://www.ldt.org.vt.edu> (look under the "join the team" link)

Application Deadline: Nov. 5-17 by midnight.

Visit our website at <http://www.ldt.org.vt.edu/> or email a team member at pamplin.ltd.conference@gmail.com if you have any further questions. We look forward to your application!

Thank you for attending the Pamplin Student Leadership Conference. We hope to see you again at next year's conference. Good luck with your ongoing leadership endeavors at Virginia Tech!

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About Our Sponsors

Official Corporate Sponsors of the 2011 Pamplin Student Leadership Conference

Our corporate sponsors are committed to the development of student leaders here at Virginia Tech. Through their support, we are able to deliver a high-quality leadership education conference that benefits many students.

Visit our website at www.ldt.org.vt.edu to learn more about today's participating companies:

- Baker Tilly
- GEICO
- Hilton
- PwC

What is “Networking Time”?

Networking is an essential skill that creates valuable business relationships and opportunities. During “Networking Time”, students are encouraged to network with corporate representatives, as well as fellow students. As an incentive to network with companies, after visiting each of the company tables, students should receive a raffle ticket and can enter to win one of the grand prizes during the drawing at the end of the conference. Visit the following company display tables located in the Latham Foyer:

- KPMG
- Altria Client Services
- Grant Thornton
- Freddie Mac
- Virginia Asset Management
- Ernst & Young
- Hilton
- Baker Tilly
- PwC
- GEICO

Star Student Awards

The purpose of the Star Student Award is to encourage students to actively participate in discussions and activities in the workshops. Students who the workshop presenters feel have beneficially contributed will be given an award at the end of the workshop session along with a raffle ticket. The recipient of a Star Student Award may enter his or her raffle ticket in a separate grand prize raffle! Good luck!

Career Services Job Hunt Tips

More information can be found at www.career.vt.edu

How to Contact People in Your Network

1. By Phone

When first calling a potential contact it is important to: offer a personal introduction; identify your purpose for seeking an appointment; be specific and open as possible about your goals for the meeting; and arrange a mutually convenient time to meet either in person or on the phone.

2. By Letter/E-mail

Written correspondence serves many purposes in a job search. In a thorough job search, you will write many types of letters – hard copy and e-mail. Cover letters, which accompany and introduce your resume, are perhaps the most commonly discussed, but are not the only letters you will need. Letters also precede, follow-up and confirm verbal conversations, so they serve as a record and reminder of interactions, as well as evidence of your communication skills.

Preparing for a Networking Meeting

1. Always seek one or more names of other people who might be able to assist you
2. Be prepared to lead the conversation
3. Listen and take detailed notes
4. Thank the person for his/her time
5. Write a thank-you note
6. Ask specifically for referrals
7. Be sure to maintain the contact
8. Keep records



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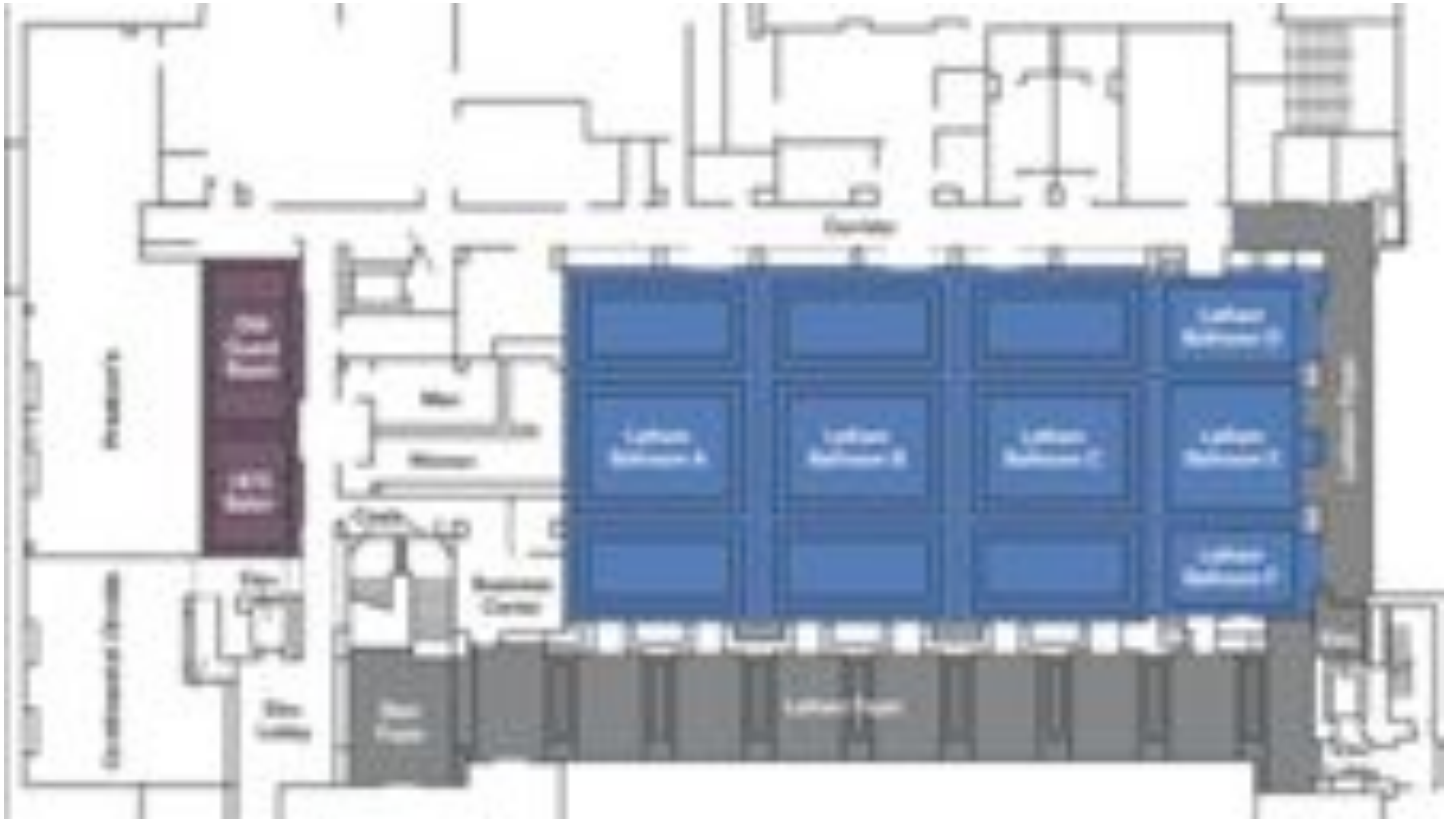
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Map of the Inn at Virginia Tech



Special Thanks To

The Leadership Development Team would like to extend a special thank you to *all of the companies* for their generous donations and continuing support. Your respective contributions have enabled us to bring our mission of leadership to life.



We would also like to thank our keynote speaker, *Ms. E. Talbot*. The team truly appreciates the time and effort you have put into offering your expertise in leadership to our conference attendees.

Thank you to *Stuart Mease and the Pamplin Undergraduate Programs Office*. Your assistance has not gone unnoticed.

Finally, we would like to thank our advisors, *Dr. James Lang and Dr. Wanda Smith* for the enduring support and guidance that they have provided throughout the conference planning process.

Networking Page

Write down representatives you talked to, other students' names and other notes from the conference.

