

## Schoolwide News

# B-School Blogging

By Diana Griffith

With so many technology-minded people on campus, it should come as no surprise that a number of blogs by and about MIT Sloan students are popping up all over the 'net. These blogs (short for weblog, a frequently updated personal web site) cover everything from the next big thing in stock market pricing to the latest Systems Engineering homework, along with a healthy dose of diary-like entries, photos, and stories. Taken together, they offer a unique view of the School's academic and social sides to readers from around the world, including friends, family, and even prospective students.

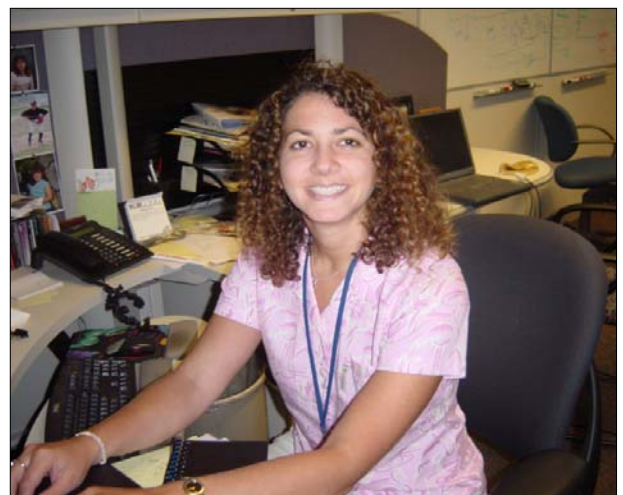
Many students say their blogs began as a way to document their time at school, such as Robbie Allen, SDM '06, whose "Robbie's MIT Musings" contains first-hand accounts of lunch-time presentations, thoughts on SDM courses, and photos of the many friends he has made in the program. "Attending MIT is expensive, in both time and money, and I wanted to be able to look back to review the speakers I saw, people I met, and things I learned," he says.

Others began blogging as a way to communicate with their friends and family, though for some, the blogs soon outgrew that initial role. Timothy Jarrett, MBA '02, first blogged during his summer internship at Microsoft. "Initially the blog was just supposed to be a way for me to keep in touch with my family," he says. But his audience quickly grew beyond friends and family as others in the software industry flocked to his blog, with one particular opinion piece (on XML web service technology for the Mac) garnering more than 3,000 hits a day. From then on, he says, "I was hooked."

When Timothy returned to campus that fall, he says he approached his blogging as he would any other serious writing project – with discipline and commitment. "In b-school I would get up, go to a coffee shop or the Tang lounge... drink caffeine, surf, and blog," he says of his daily routine. Eventually his one long daily entry turned into several, smaller entries throughout the day, but throughout the rest of his school career he remained faithful to his blog, using it as an outlet for his own personal interests and, increasingly, as a place to explore the many new ideas he was coming across in class and elsewhere.

"The nice thing about being a b-school student and saying these things in public was that people responded," he says. "There's a rich community of bloggers," he adds, noting that he has met several influential people in his industry through his blog, including several CEOs and CTOs.

The potential to connect not only with ideas but with other people is a big part of what motivates Chuck Eesley, a PhD student in the Technological Innovation



*Ilana Davidi, SDM '07, says she started blogging to stay connected with her friends and family back home.*

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

Please send items to:  
Sarah Foote, Editor,  
[news@sloan.mit.edu](mailto:news@sloan.mit.edu).

Deadline: 12 p.m. Thurs-  
day for publication the  
following week.



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## To Create Your Own Blog

There are several sites that offer the tools to create your own blog, ranging from pre-formatted templates for the beginner to fully customizable programs for the more experienced user. Here is a listing to get you started:

[www.blogger.com](http://www.blogger.com)

[www.blogspot.com](http://www.blogspot.com)

[www.typepad.com](http://www.typepad.com)

[www.livejournal.com](http://www.livejournal.com)

*Continued from page 1* and Entrepreneurship group, to work on not one, but four blogs – one personal, one for research, one on environmentally friendly techniques, and one in which he examines what the popular press has to say about his research topics. “It’s been a great way to get connected and sort of introduce myself to the rest of the MIT community,” he says of his personal blogs, and even his more research-oriented posts get comments from readers, often from those outside of the academic world. “It’s a way to keep your research relevant and see where it connects with what managers and entrepreneurs are worried about,” he says. “It really helps me with my research.”

For some, however, blogs are the anti-homework, a way to procrastinate or just blow off steam when the workload gets to be too much. When asked what he blogs about, SDM ’06 student Yoav Shapiro says, “Rants and raves about the school, the classes, and the faculty are near the top of the list. It’s a relaxing activity for me, as well as a chance to vent and let out frustration.” And no, he says he’s not worried about other people reading his venting sessions – in fact, he knows of at least one professor already who reads it regularly. “The more readers, the better.”



Yoav Shapiro, SDM ’06, pictured with his wife, uses his blog to jot down reflections on his day, his classes, and his other activities.

Fellow SDM student Ilana Davidi, Class of ’07, also uses her blog for personal rather than professional reasons, thanks to the ease with which it allows her to communicate with her friends and family back home in Atlanta. “My blog actually saves me time in the long run,” she explains. “I used to have to speak with friends and family on the phone and retell the same stories over and over again. With the blog, people can read about what is happening in my life without needing to interrupt my studies or getting mad at me for not returning calls right away.” She says she makes sure to include stories that her old friends will recognize “as quintessentially Ilana, like spilling and falling. It really helps me maintain ties to friends and family... [they] are able to know they are still a huge



Ph.D. student Chuck Eesley keeps up with four separate blogs.

part of my life.”

The blog has also replaced her old hand-written diary, serving as a repository for random thoughts and ideas about school, her friends, and life in general. But one thing she steers away from is blogging about work. “I really struggle not to blog about work. There are many situations at my office that would make wonderful blog fodder, but it is extremely unprofessional to rant about an office in a public

forum.” As for professors and classmates, many of whom do read her blog, she says she is careful to never write anything that she would be embarrassed to say in person.

That’s one thing that Michelle Salazar, MBA ’04, doesn’t have to worry about with her blog, since most of it is made up of things other people have said. Called “Overheard,” the site is an unofficial repository for the lighter side of life for the MBA Class of 2004. “There were all these wisecracks from friends that I wanted to record for posterity,” she says of the blog’s creation two years ago. “And it was also a way to keep track of all the parties that were going on any particular day.” She had planned to let the blog die after graduation, but as material kept coming in from her classmates (more wisecracks, along with life events such as births, jobs, marriages) she decided to keep it going as long as possible. “Even if I don’t update it as much, I have a whole archive of memories in text from b-school preserved online,” she says.

While alums and current students are among the more visible authors, it appears that prospective students may be the most eager readers, judging by the response many of these bloggers have received. “I was approached by several *Continued on page 3*



Robbie Allen, SDM ’06, at his home computer, where he updates Robbie’s MIT Musings.

*Continued from page 2*

prospectives the year after I started my blog, who had found me through Google while looking for information about the School,” says Timothy, adding that he has kept in touch with those prospectives, several of whom did eventually come to MIT Sloan. Yoav agrees that the web sites are a valuable way for prospectives to get to know the School. “It’s a great way to let potential future students know insider information about classes and faculty,” he says. And for



*Timothy Jarrett, MBA '02, enjoys connecting with past, present, and future MIT Sloan students through his blog.*

Robbie, sharing the wealth of experience and knowledge found at MIT Sloan is part of the reason he works so hard to document each and every speaker and event. “I wanted to give anyone that is interested the opportunity to get a little taste of MIT,” says Robbie. “I receive e-mails on a weekly basis from people all over the U.S. who are appreciative of the information.”

Clearly, b-school blogs serve many purposes, and come in many varieties, but the bloggers definitely agree on one thing: More people should do it!

“Every b-school student should blog,” says Timothy, adding that blogging is uniquely suited to business school, where students have the luxury of confronting new ideas every day. “Get in the habit of reacting critically to those ideas, to drawing on public evidence to support or refute them, and applying those ideas in real time and in public,” he urges current students. “Plus, blogging is all about building links, and for b-schoolers keen to build a network with the next generation of leaders, that’s a natural fit.”

## MIT Sloan Professor Honored

The Aspen Institute’s Business and Society Program has recognized Rick Locke as a “Beyond Grey Pinstripes Faculty Pioneer” for his leadership in establishing the Global E Lab course here at MIT Sloan. He is one of six business school faculty members in the nation so honored.



*Rick Locke*

*See the next issue of News@MITsloan for a summary of Michael Kaiser, SM '77, talk.*

## LFM and SDM: An Overview

*By Amy MacMillan*

The Leaders for Manufacturing (LFM) and the System Design and Management (SDM) programs encompass the synergies found by bringing together the MIT Sloan School of Management, the School of Engineering and a group of active industry partners. Both are joint programs of the two schools and are affiliated with the Engineering Systems Division (ESD), which was created to tackle large-scale engineering challenges of the 21<sup>st</sup> century.

These graduate level programs are rooted in the belief that an excellent industrial

base operating in global markets is critical to meeting economic and social needs of individuals, firms, and society.

### ***Leaders for Manufacturing***

The LFM program produces world-class manufacturing and operations leaders. Created in 1988 in response to the need for U.S. manufacturing to become more competitive, the LFM program is a two-year, dual-degree offering in which students earn an MBA or a Master of Science degree from the MIT Sloan School of Management and a Master of Science

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### **Student/Alumni Blogs**

Follow these links to read more from the student bloggers:

**Robbie Allen:**

[http://www.rallenhome.com/  
www.rallenhome.com/blog/mit-sdm/](http://www.rallenhome.com/www.rallenhome.com/blog/mit-sdm/)

**Ilana Davidi:**

[www.ilanadavidi.blogspot.com](http://www.ilanadavidi.blogspot.com)

**Chuck Eesley:**

[www.knowledge-economy.blogspot.com](http://www.knowledge-economy.blogspot.com),  
[www.envirotech.blogspot.com](http://www.envirotech.blogspot.com),  
[www.eesley.blogspot.com](http://www.eesley.blogspot.com)

**Timothy Jarrett:**

[www.jarretthousenorth.com](http://www.jarretthousenorth.com)

**Michelle Salazar (Class of 2004):**

[www.sloanlife.blogspot.com](http://www.sloanlife.blogspot.com)

**Yoav Shapiro:**

[www.yoavs.blogspot.com](http://www.yoavs.blogspot.com)

# SDM/LFM NEWS

## Quote of the Week

*"You got to be careful if you don't know where you're going, because you might not get there."*

*- Yogi Berra*

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degree from one of eight disciplines within the School of Engineering: aeronautics and astronautics, biological engineering, chemical engineering, civil and environmental engineering, electrical engineering and computer science, engineering systems, materials science and engineering, and mechanical engineering. This partnership also includes industry partners that play a critical role in program governance, overall program policy and operations, and internships. A hallmark of the LFM academic experience is a 6.5 month internship located at one of the LFM partner companies.

The partnership is dedicated to addressing the broad issues of Big M manufacturing, from concept through delivery, including product development and the supply chain. Through its academic program, research, and outreach to other universities around the globe, LFM strives to integrate the total manufacturing enterprise with customers, suppliers, government, and community.



The program gives students a solid background in engineering, operations management, information technology, teamwork, change management and systems thinking through class work, research, the internship, and other opportunities to lead and learn by doing.

"Successful LFM applicants typically have 2-to-8 years of work experience and an engineering or science undergraduate degree," says Debra Woog McGinty, Director of LFM Admissions and Career Development. "We are happy to set up visits for prospective applicants – in person or online – with current students and alumni," she adds.

The two-year dual degree (SM/MBA) program enrolls approximately 50 students

each year from a highly-competitive applicant pool. These men and women represent a diverse mix of age groups, educational backgrounds, and industries. All LFM students receive a generous tuition fellowship.

Most LFM students pursue careers in manufacturing or operations. They take positions such as product manager, operations manager, and supply chain or material quality manager. For LFM alumni, the program is the start of a lifelong journey as an industry leader and an agent of change.

### ***System Design and Management***

The SDM program, created in 1997, is the Institute's first degree-granting program that can be taken primarily at a distance. SDM provides students an opportunity to simultaneously acquire engineering depth and management breadth. The program takes a total enterprise approach that embraces a "big-picture" view of the synergies within the entire organization.

SDM offers a graduate-level program with three options: a 24-month, career-compatible videoconference and web-based distance learning curriculum; a 24-month commuter option; and a 13-month, full-time, on-campus program.

All three SDM options are designed for experienced technical professionals and lead to a Master of Science degree in Engineering and Management, granted jointly by MIT Sloan and the School of Engineering. SDM's mission is to educate future leaders in architecting, engineering, and designing complex products and systems, preparing them for careers as technically grounded senior managers.

SDM students are required to participate in six on-campus "business trips," spend a minimum of one semester in residence, and write a thesis. Many SDM students have prior graduate degrees, and they come to SDM to develop a combination of superior technical skills and effective leadership and management practices that help them meet complex system-level challenges.

The typical SDM student is an early-to mid-career engineering professional, mid-thirties age (range 25-50+) with 10 or more years of work experience (range 3-20+). The 2005 cohort was made up of students from 12 countries.

For more information on the LFM and SDM programs, call 617-253-1055 or visit <http://lfm.mit.edu> or <http://sdm.mit.edu>.

# November Town Meeting Held

## MBA NEWS

Awards and announcements topped the agenda at last week's Town Meeting, which included a performance by the School's a cappella group, the E-52s. Kicking off the meeting was the presentation of the McKinsey Award to four first-year MBA students, Carlos Asalde, Sumit Bhansali, Ido Segev, and Manuel Tamez. Leo Grepin, a partner at McKinsey & Company, said of the winners, "These are four incredible people... I am sure they are going to have a real impact on the world we live in."

Next up was Debbie Berechman, Executive Director of the MBA Program, who announced the recipients of the prestigious Siebel Scholars Award, given to talented second-year students in business and computer science at MIT Sloan and other top schools. The 2005 Siebel Scholars are Steven Fransblow, Dingli Chen, Peer Casillo, Caroline Stark, and Christy Prilutski.

Speaking for the Student Activities Board, Peer Casillo said the deadline for candidate statements for the upcoming SAB elections has been extended through the end of today (11:59 p.m.), Monday, November 7. To enter the election, e-mail a one-paragraph statement to [pcasillo@sloan.mit.edu](mailto:pcasillo@sloan.mit.edu). For more information, visit <http://web.mit.edu/sab/www>.

Peer encouraged students to purchase tickets this week for the Fall Ball, which will be on sale from 12:00 to 1:00 p.m. Tuesday, November 8 through Thursday, November 10, in the E51 lobby. Tickets are \$55, and include an open bar, light appetizers and desserts, and a night of dancing at one of Boston's finest venues, the Omni-Parker Hotel. For questions about the Fall Ball, contact Carletta Bruno at [cbruno@mit.edu](mailto:cbruno@mit.edu). Peer also suggested students begin planning their performances for the Talent Show, to be held December 14 at Kresge Auditorium.

Hagos Mehreteab, MBA '06, a member of the Senate Executive Committee, shared the results of the recent election held among the Class of 2007 for the Sloan Senate. For a complete list of winners see the SenateSpace section.

Laura Graham, MBA '07, another member of the Senate Executive Committee, spoke about the upcoming Senate and SAB Charity Auction, to be held Thursday, December 1. This year's auction will begin with a faculty

auction for all classes, followed by first-year ocean auctions and a second year SAB auction. Among the items up for bid this year are a dinner and business plan review with Professor Ken Morse, a fantasy Patriots ticket from Hagos Mehreteab, a night of Texas Hold 'Em poker with MBA Admissions Officer Angel Navedo, and dinner for four students at Professor Roberto Rigobon's home. Other items are expected from Debbie Berechman, Rod Garcia, Dean Osterman, and Duncan Simester, as well as other students, faculty, and staff.



*MIT Sloan's a cappella group, the E52s, perform George Michael's "Faith" at the end of the November Town Meeting.*

Closing the meeting was Debbie Berechman, who discussed her first 90 days in office, saying, "The absolute best thing for me has been getting to know all of you so much better." She said she has enjoyed the close contact she has had with many of the MBA students, and she welcomes new opportunities to meet with more students. She also discussed several projects she has been working on in her new position, including an ongoing refinement of the MBA curriculum, enhanced ethics offerings, and a focus on diversity in many forms.

On the Career Development front, she described a recent trip that Jackie Wilbur, Director of the CDO, and Dean Schmalensee recently took to London to conduct a recruiter's round table, a successful event that they plan to repeat in a handful of cities across the United States. Also noted was the large number of individual counseling appointments the CDO has been making available to students in recent weeks.

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Looking forward, Debbie noted that she and Catherine Gamon, Director of MBA Student Affairs, would be traveling to Chicago this week for the Ten School Conference, a small gathering of representatives from the top ten business schools. She continues to work on streamlining various processes, finding ways to incorporate time management in the curriculum, and working with a core group to enhance programming during the Sloan Innovation Period.

With no questions from the audience, the meeting was turned over to the E-52s, who ended the Town Hall with an a cappella version of George Michael's "Faith."

## Information Sessions Offered

MBA Student Affairs and Sloan Educational Services continue the noontime information series with the following topics:



Tuesday, November 15: The Cross-Registration Process or How to Take Classes at Harvard (E51-372)

Monday, November 21: Spring Trips (specific destinations will be announced upon selection the week of November 14) (E51-345)

Tuesday, November 22: Exchange Programs with the London Business School and IESE in Barcelona (E51-372)

Tuesday, November 29: Nuts and Bolts of Bidding for Classes (bidding begins December 1) (E51-315)

Wednesday, November 30: Academic Advising for First-years (E51-345)

Thursday, December 1: Academic Advising for First-years (repeat session) (E51-345)

All sessions will run 12:00-1:00 p.m. Feel free to bring your lunch.

## Activities Board Update

### Fall Ball

Tickets \$55 ea, on sale Tues to Thurs at lunch Saturday, November 19  
The Omni Parker House, Boston  
8pm

### South Asian C-Function

Thursday, November 17  
Walker Memorial  
8pm

### Latin Club C-Function

Thursday, December 8  
Walker Memorial  
8pm

### MIT Sloan Talent Show

The Activities Board is looking for talent, e-mail [msunwoo@mit.edu](mailto:msunwoo@mit.edu) if interested  
Wednesday, December 14  
Kresge Auditorium  
7:30pm

## SENATE SPACE

## Senate Election Results Announced

Congratulations to everyone who ran for the MIT Sloan Senate from the class of 2007. After a record number of runoffs, the MIT Sloan Senate finally has the results for the new class.

The winners are:

### Atlantic Ocean:

Alex Barretto  
Johan Lofstrom  
Sana Khareghani  
Nicole Ovadia

### Baltic Ocean:

Patrick McGarvey  
Hernan Anzola  
Daya Fields  
Christos Mastoras

### Caribbean Ocean:

Camilo Kejner  
Felicita Holsztein  
Kara Dyer  
Mike Iger

### Indian Ocean:

Thor Kendall  
Carlos Rivera  
Heather Tow-Yick  
Jorge Urrutia

### Mediterranean Ocean:

Anand Daniel  
Sascha Dalip  
Alper Celen  
Vijay K. Dhaka

### Pacific Ocean:

Waqar Ali  
Alice Chen  
Ashley Prisant  
Vin Sharma

### LFMs:

Kurt Campbell  
Jyeh J. Gan  
Julie Go

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## Finagle A Bagel, With 20 Stores, Settles In New ‘World’ Headquarters In Newton

With an eye toward expansion, Finagle a Bagel founders Laura Trust and Alan Litchman, who met as students at the MIT Sloan School of Management, has moved their “world wide” headquarters from South Boston to Auburndale. Trust and Litchman are inviting school and community groups and bagel aficionados to tour its headquarters, find out about Finagle’s 14-year history, and watch the bagel makers in action.

[http://www.boston.com/news/local/articles/2005/10/27/small\\_but\\_thinking\\_big/](http://www.boston.com/news/local/articles/2005/10/27/small_but_thinking_big/)

*From the October 27 issue of The Boston Globe*

15  
DEGREES  
Alumni News and Updates

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## Former Radio Host Opens Comedy Café

Steve Sweeney’s Comedy Café recently opened near Copley Square. The new comedy club, co-owned by Sweeney and fellow comedian Dick Doherty, offers dinner, dancing, and laugh-out-loud comedy, all in one spot. Doherty and Sweeney—the former morning-show host at WZLX-FM—take the main stage with different guests each week; future jokesters include Frank Santorelli, Lenny Clark, and Don Gavin. The food is from Jae’s, and is served before and after the shows. All of which makes it easy to shelve those new, it-gets-dark-at-4:00p.m. blues. The Comedy Café is located at 711 Boylston St., Boston, 800-401-2221.

AROUND  
TOWN  
Things to Do in  
Boston and Cambridge

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## Restaurant of the Week

### Characters Bar & Grill

**Grade:** B-

**Steps from E52 lobby:** 455

**Location:** 2 Cambridge Center (to the right of the Marriott)

**Phone:** 617-252-4408, ext. 6707

**Hours:** Monday through Saturday, 11:30 a.m. to Midnight,  
Sunday 12:00 p.m. to Midnight

**Review:** Attached to the Marriot Hotel, Character’s is a typical hotel pub and bar with standard, though slightly overpriced, fare. The menu focuses on sandwiches including burgers, tuna melts, grilled Reubens, lobster rolls, and a zucchini garden wrap for vegetarians. You can also choose from entrees such as fish and chips or New York sirloin, soups and salads, and a selection of desserts including berry tarts, macadamia nut pie, and Boston crème pie. Meal prices range from \$7-\$15. The large bar is a good place to meet for after-class drinks; half-price appetizers are offered from 3:00 to 7:00 p.m. weekdays. Rounding out the bar area are a pool table, foosball table, and video game. No delivery, but take out is available.



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## Goldman Sachs Asia Panel

Come listen to this informative panel with representatives from Goldman Sachs in Asia. This talk will be held Wednesday, November 9, 7:00–8:30 p.m., in 5-234. This talk is open to the general public and is free.

For more information contact Grace Lo at [mitcsc@mit.edu](mailto:mitcsc@mit.edu).

CAMPUS  
CORNER  
Events and Things to  
do on MIT’s Campus



## MOVIES

# Now Playing on Campus...

### **Charlie and the Chocolate Factory (2005)**

Acclaimed director Tim Burton brings his vividly imaginative style to the beloved Roald Dahl classic *Charlie and the Chocolate Factory*, about eccentric chocolatier Willy Wonka (Johnny Depp) and Charlie (Freddie Highmore), a good-hearted boy from a poor family who lives in the shadow of Wonka's extraordinary factory. Long isolated from his own family, Wonka launches a worldwide contest to select an heir to his candy empire. Five lucky children, including Charlie, draw golden tickets from Wonka chocolate bars and win a guided tour of the legendary candy-making facility that no outsider has seen in 15 years. Dazzled by one amazing sight after another, Charlie is drawn into Wonka's fantastic world in this astonishing and enduring story.

Playing on November 11 at 7:00 and 10:00 p.m. in 26-100 and again on November 13 at 7:00 p.m. in 26-100.

*From the Lecture Series Committee web site. All movies are \$3.*



## Did You Know?

That graduate students first outnumbered undergraduates at MIT in 1980?

Today, graduate students make up 60 percent of the total student population. There were 6,184 graduates enrolled at MIT in the fall of 2004.

