



Latino Management Student Association
Fall 2009

About LMSA

The mission of LMSA is to build and sustain a community that enhances the educational and professional development of Latinos. We strive to develop a supportive environment among our members that is conducive to each individual's academic and personal success. In the surrounding community we aim to raise awareness and encourage the pursuit of the MBA among Latino youth. Thus, priority among our programs and activities are recruiting, alumni relations, mentoring, academic performance, career search, community involvement and community relations.

In order to ensure continuity of these important initiatives, we aim to build strong relationships with corporate and community partners. Through teamwork in a close-knit group, we expect to increase opportunities for Latinos and leave our mark at the Anderson School.

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Welcome Class of 2011!

Another school year has begun and Latino Management Student Association (LMSA) is excited to welcome the class of 2011! With backgrounds in education, finance, to strategy, this class is truly diverse and will offer the Anderson community a unique perspective.

These first year students are acclimating quickly to business school life. They have taken their first final in Marketing, and have met dozens of companies and recruiters through various events. There is hardly a dull moment for this busy class!

Aside from a demanding academic and recruiting schedule, LMSA has kept students busy with many social and professional events – from the NSHMBBA conference in Minneapolis to various mixers across LA. Read all about it in the next pages!

LMSA Travels to Minneapolis for the Annual NSHMBBA Conference

By Jorge Rodriguez

The 2009 National Society of Hispanic MBAs (NSHMBBA) Conference provided an excellent networking opportunity for attendees. This year it was held in Minneapolis, Minnesota. I attended the conference with a group of UCLA Anderson students, including students from LMSA and the Latin American Business Association (LABA), and representatives from MBA Admissions and the Parker Career Management Center (Parker CMC).



UCLA Anderson students interacted with recruiters from diverse employers, ranging from government agencies to global financial firms such as Wells Fargo, as well as with UCLA Anderson alumni. Several of our students received on the spot interviews for both internship and full-time positions and have proceeded to second or third round interviews. Prospective students got exposure to current UCLA Anderson students as well as to MBA Admissions and Parker CMC staff. Also, our Parker CMC staff strengthened UCLA Anderson's relationships with numerous recruiters. Overall, the conference was a great success.

Student travel was supported by UCLA Anderson Diversity Initiatives and is just one example of UCLA Anderson's commitment to increasing diversity in business school.

First-Year Student Corner

Berkeley Alum Transitions from Hollywood to Westwood

By Jason Suarez



I have lived most of my life in Los Angeles, so attending UCLA was a great fit. My family emigrated from Toronto, Canada in 1980, where they lived for seven years after emigrating from Ecuador in 1973. I've been hooked to the warm California weather ever since!

I attended UC Berkeley with majors in both Economics and History. After graduation, I moved back to LA to work at Nielsen Entertainment, a market research and consulting firm. The company services the movie industry, helping major studios like Fox and Sony develop their creative strategies for TV commercials, trailers, and brand positions. I then decided to work for a startup market research firm that provided syndicated products to the home entertainment industry.

After working for four years, I decided to go back to school. During the next two years, I plan to continue a career in marketing I also hope to stay in entertainment, though in a more strategic role.

A Day in the Life of a 1st Year Student

By Veronica Vasquez

As a Los Angeles native, UCLA Anderson was always my top choice for business school. Even before applying, I had high hopes that Anderson would be a great fit. Now in the middle of my very first quarter, my expectations have been exceeded and I couldn't be happier to be here.



These first few weeks of business school have been a complete whirlwind. I've literally met hundreds of new people, all who are incredibly smart, talented and capable – exactly what everyone should want in his or her personal and professional network. One of the biggest reasons I decided to return to school was to facilitate a career switch for myself, and my new Anderson network is the best tool at my disposal to get myself where I want to be.

After several years in litigation consulting and project management, I decided I wanted a career in marketing and brand management. Club involvement and recruiting activities have been especially critical for me to facilitate this switch, and Anderson has no shortage of opportunities to get involved and get informed about professional opportunities. As a first year student, my calendar is definitely full of club and recruiting activities – something you can expect if you find yourself at Anderson.

Of course, school isn't all fun and games. The coursework, particularly the core curriculum, has proven challenging. But the beauty of business school is that all the classes I take will be directly applicable to my career. And one of the best parts of being an Anderson student is that I learn not only from my professors, but also from my classmates. This lively learning environment is absolutely unique and definitely something to look forward to once enrolled at Anderson.

The Anderson community is undeniably strong and vibrant, and UCLA is a great place to be! A year from now, hopefully you'll call Anderson home, too. Go Bruins!

2011 Student is Awarded Prestigious Anderson Latino Management Association & UCLA Anderson Fellowship

By Belén Arellano

I was honored to receive the Anderson Latino Management Association & UCLA Anderson Fellowship 2009-2011 and would like to thank the LMSA alumni for their support. I completed my undergraduate at Princeton University in 2003 and received a Bachelors of Engineering in Computer Science. I was one of 3 women in my major, and the only Latina. After graduation I found my true passion was giving back to my community – I looked for opportunities to get out from behind the computer! I am also truly enjoying being at such a wonderful, diverse, supportive school. Prior to acceptance at Anderson I worked for 3 years at Extreme Learning, a small company where I was able to gain cross-functional experience in marketing, operations and sales. Outside of work I became very active in Bay Area politics and community service in my hometown, Gilroy. My goal is to one day launch my own socially responsible business.



LMSA Goes International – Life as an Anderson Student in Europe

Learning the Luxury Goods Business in Paris

By Sonia Benavides

I have only 25 more days before I return to California and resume my life at UCLA Anderson. Looking back, the past two months I have spent in Europe has been an unforgettable experience.

Over the summer I interned at Moet Hennessy, the wines & spirits division of the LVMH group, based in Paris. After spending ten weeks with MH, I realized I was passionate about luxury brand marketing and thus decided that an exchange program at HEC Paris, the capital of luxury, would be the perfect complement to my UCLA Anderson experience.

In addition to a new academic perspective, I have met amazing students from different parts of the world. I have traveled not only throughout France, but have also traveled around Europe. I have also had the opportunity to experience and learn more about the luxury marketing specifics, its psychology, and the importance of knowing the diversity of today's global customer. I have also had the chance to practice my French, and I am looking forward to going back to the US and begin my search for a full-time position once I graduate. I am ready to embark on a new adventure, and I owe it all to my efforts, the support of my loved ones, and all the knowledge and opportunities that have been presented to me at UCLA Anderson.



Read about LMSA's Alejandro Tinajero's experience as an Anderson student on businessweek.com/bschools

BusinessWeek



Greetings from Barcelona!

By Paola Moraga

I currently attend two schools in Barcelona - ESADE and IESE. Studying abroad has been a great experience and I highly recommend it to anyone who is interested in the global economy and business practices. Doing Business in Europe, International Economics and International Finance are all great opportunities for theoretical practice, yet being exposed to truly global-minded students from over 73 countries and traveling the surrounding areas is an even greater learning experience.

Many students also use their study abroad programs to learn a different language. At ESADE, most students have intense Spanish four days a week, which doesn't include the Spanish-only dinners and well, the community.

Anderson has great study abroad programs and this is an experience I will never forget!



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Find LMSA on Facebook in the UCLA Network. Stay updated with new photos and events!

Quick Takes

Class of 2009 Returns for Happy Hour

On November 5, the class of 2009 LMSA met current members for happy hour at Palamino's in Westwood. After transitioning back to working full time, alums were eager to have a drink and tell us about their first post-MBA jobs and life after Anderson.

The class of 2009 has been successful in finding their first MBA jobs. Of the alums who came, here is a rundown of "where are they now:"

Erica Marie Colon: NBC Universal, Digital Distribution, Manager

Diana Martinez: FIJI Water Company, Commercial Finance, Sr. Analyst

Lydia Monroy: The Roman Group, Real Estate Investments, Director of Acquisitions

Lorena Villarreal: Project Echo, Program Director



LMSA's Derek Krause & Team Win Third Place in Case Competition

By Derek Krause

Four other Anderson students and I recently competed in Deloitte's 2009 National MBA Human Capital Case Competition at Vanderbilt University and won third place!

Our case was how to keep Google Googley and presented our recommendations to a panel of judges comprised of Deloitte partners and Vanderbilt professors. We worked feverishly to figure out Google's go-forward business strategy and human capital strategy. This case competition was an amazing experience from which the members of our team all gained tremendous knowledge, wonderful business contacts, and a little pocket change.



ALMA/LMSA Welcome Back Reception

By Frank Rodriguez

On October 29, members of the Anderson Latino Management Association (ALMA), LMSA, and Linda Baldwin, Assistant Dean of Diversity Initiatives hosted the 2009 Fall Quarter Welcome Back Reception in the Executive Dining Room. Current LMSA members and alumni welcomed the newest members from the Class of 2011 to the broader Latino community at Anderson.

The event also celebrated the launch of the ALMA Fellowship Campaign designed to raise funds for future diversity students accepted into Anderson. ALMA recognizes the high cost of an MBA education and started the campaign to offer fellowships to the best and brightest diverse candidates. Senior Associate Dean Alfred E. Osborne, professor of Global Economics & Management, spoke at the event about the importance of the fellowship campaign and promoting diversity. The reception was a huge success and set the foundation for increasing the Latino presence and network at Anderson.

**Contact us –
We want to hear
from you!!**

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