



**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.*

**Welcome Class of 2012!**

Another school year has begun and the Latino Management Student Association (LMSA) is excited to welcome the class of 2012! Coming from a variety of backgrounds, this class is truly diverse and will offer the Anderson community a unique perspective going forth.

These first year students have acclimated quickly to business school life. They survived the rigors of the Fall core, and have met dozens of companies and recruiters through various events. Anderson has kept this class busy from the very start!

Aside from a demanding academic and recruiting schedule, LMSA members have had the opportunity to travel abroad and stay busy with other social events, while trying to balance what is most important – life's responsibilities. Read all about it in the next pages!

**A Year to Remember: A Message from the LMSA Co-Presidents**

**By Veronica Vasquez & Bruno Dieseldorff**

During our second year at Anderson, we've taken on leadership responsibilities with LMSA, currently serving as the club's co-presidents. Additionally, we've either increased our engagement with work in preparation for the return to full-time employment or have kept busy with other extracurricular activities. As always, attending to these responsibilities – along with normal school demands – has been a



challenge that we have learned a lot from. Anderson has always provided enriching opportunities to expand our horizons and immerse us in new environments. Some of us in the group fulfilled our dreams of traveling abroad this past Fall quarter, be it through international exchange or a two week excursion to Brazil for fun in the sun. Others stayed behind and participated in the craziness that is Fall recruiting. As our time here at Anderson ends, we are grateful for the opportunities created by LMSA and all those who support our efforts. Linda Baldwin and the Diversity Initiatives office have been integral to helping us organize and attend events, and we want to thank them for all their help and support.

Our time here at Anderson has been phenomenal and as we return to the real world or continue onto our summer internships, we can feel confident and prepared that we can tackle any business problem that's thrown at us.

|                                |   |
|--------------------------------|---|
| <b>What's Inside...</b>        |   |
| Meet the 1 <sup>st</sup> Years | 2 |
| LMSA Abroad                    | 3 |
| Shop Talk                      | 4 |
| ALMA Update                    | 5 |
| Grace Kurek-Boschan            | 6 |

# First-Year Student Corner

## ***From Navy Officer to Anderson***

**By Alicia Rice**



Before business school, I worked in civil engineering and transportation planning. Prior to that, I was a United States Navy officer in the aviation community.

In my civil engineering and planning role, I worked on large-scale infrastructure projects throughout the Southern California region including design and planning for highways, street-car and port projects. I chose to pursue an MBA to broaden my skill set by enhancing my technical background with business knowledge and was particularly interested in Anderson because of its comprehensive core curriculum and Leaders in Sustainability Certificate program.

With my newly acquired skills and experiences, I plan to go into public finance or public management post-graduation.

## ***The Pacific-Rim Opportunity***

**By Jesus Martinez**



Before coming to Anderson I worked as a pricing analyst for a German conglomerate in Asia. My team was responsible for setting, analyzing and monitoring different product prices for the Asia Pacific Region, spanning from Australia to India. Challenging, no doubt, but I enjoyed the analytical nature of the work and the diversity associated with working in an international environment.

Prior to this, I worked for a start-up Japan-focused long/short hedge fund based in Seattle. I came to Anderson to have direct access to both Latin America and Asia and to pursue a career in finance and entrepreneurship. Anderson's unique location on the Pacific Rim and its strong reputation for Finance made the business school selection process a no-brainer. Being Colombian, I have a desire to incorporate Latin America in my future career.

Having spent a majority of my adult life in Asia, I recognize the tremendous growth and business opportunities the region has to offer. Ideally, after Anderson I will be able to do business in both of these regions through finance, entrepreneurship, or a combination of the two.

## ***Former Trojan Comes to the West Side***

**By Chris Davidson**



I grew up in Orange County and attended USC for undergrad, where I studied Business Administration and Finance. After college, I moved to New York to work for Merrill Lynch on the Global Investment Solutions desk. I enjoyed my job at Merrill and knew that finance was the right industry for me but wanted to move back to California. I knew that I always wanted to get my MBA and felt that getting it at Anderson was the right decision. I have secured an internship in Investment Banking in Los Angeles for the summer and couldn't be happier with my choice to come back to the west coast.

## ***The Anderson MBA: A Vast Array of Opportunities***

**By Alex Uvidia**



I grew-up in Quito, Ecuador and moved to California when I was 16. I obtained a B.S. in Business Administration, with an emphasis in finance, from California State University, Long Beach. Upon graduation, I joined the Office of Thrift Supervision (US Treasury) as a bank examiner. The examiner role allowed me to consistently interact with successful professionals in the banking industry. It was this interaction that confirmed to me the important role that advanced education plays in professional growth. It was for this reason that I decided to pursue an MBA. As I researched MBA programs, I realized that Anderson offered what I was looking for. The MBA program at Anderson provided a top-notch education and the culture was the right fit to help me develop a stronger network that would foster both personal and professional growth. In the short-term, I would like to transition from the regulatory environment to the private industry, with a continued emphasis in banking/finance. I believe this mix will provide me with the comprehensive experience required to attain key leadership positions in the future.

# LMSA Goes Abroad – Life as an Anderson Student in Europe

## Vamos a la Marcha!

By Belen Arellano

I wanted to study abroad to gain international experience, interact with different cultures, and practice my Spanish. I spent three months at Instituto de Empresa (IE). I could not have imagined what a wonderful time it would be; Spain was phenomenal and IE had a large exchange program (70+) with friendly, open students. My new-found friends and I were lucky enough to: eat Paella in Valencia; drink vino tinto in La Rioja; see the Guggenheim in Bilbao; relax in San Sebastián; and marvel at the Alhambra in Granada. The full-time students were welcoming as well and all clubs were open to exchange students. I joined the sailing club and competed in the MBA Regatta hosted by Bocconi in Italy. While there I ran into a fellow LMSA member Jason Suarez!

Although vino tinto y jamón were plentiful, the IE school was a wonderful program. As an exchange student we still got full access to the career services and attended their job fair and coaching seminars. One of my best marketing classes in my MBA overall was taught by the inspiring (and very Spanish) professor Fernando Cortiñas of Telefónica. He taught International Marketing, and the topics covered truly expanded my horizons and developed my strategic thinking. I also had the initially scary, and ultimately highly rewarding, experience of taking a course taught in Spanish, Estrategía y Operaciones: Creando y Capturando el Valor.



*"The Anderson community has given me opportunities to do things I would have never been able to do. I fulfilled my lifelong dream to study abroad and had a phenomenal summer internship experience. These experiences have made me into a more well-rounded leader and person" – Jason Suarez, MBA Class of 2011*

## Vale...Vale!

By Raudy Perez



I consider myself ultra fortunate to have been able to spend a term abroad at ESADE Business School in Barcelona. Moving to Spain was my first international experience and helped me realize how much this world has to offer. The experience was nothing short of A-M-A-Z-I-N-G and has inspired me to embark on as many international experiences as possible in this lifetime. I wanted to travel abroad to gain international exposure on both a personal and professional level and immerse myself in a new culture.

My decision to study abroad has been one of the BEST decisions I've made at Anderson. From practicing my Spanish with locals at a bar to walking home with a new group of friends from a night out on the town, Barcelona inspired me to be more outgoing and open-minded. My time away in Barcelona allowed me the unique opportunity to reflect upon prior experiences and appreciate all that Anderson, UCLA, California, and the U.S. has to offer!

# Shop Talk

## **Work Hard Play Hard**

By Bruno Dieseldorff

I have kept myself busy mostly with extracurricular activities over the past six months. I fulfilled one of my dreams of traveling to Brazil for two weeks in September. I loved the people and environment over there so much that it inspired me to learn Portuguese. I have also started to play golf by taking classes through UCLA's Wooden Center. On the more serious side, I led the recruiting efforts for Anderson's Student Investment Fund (SIF) this Fall and Winter. The experience was packed with lessons on people management. I look forward to spending my last few months at Anderson and then starting back in the real world in LA post-graduation.



## **3<sup>rd</sup> Annual L.A. Diversity Mixer**

By Jorge Rodriguez

This year, ALMA was proud to collaborate with the Riordan Programs Alumni Association, NSHMBA, and ALPFA on the third annual Los Angeles Diversity Mixer (LADM). The event attracted over 300 guests and provided an excellent venue for diversity recruiting and networking. ALMA looks forward to continuing its partnership with these groups and forming closer ties with other, diverse professional and community organizations.



## **Summer is Just the Beginning**

By Carlos Mladineo



After completing my first year at UCLA Anderson, I interned with Merrill Lynch's Wealth Management Division in New York City. As most people have already discovered, New York City is truly the city that never sleeps! In addition, NYC is one of the most important financial centers in the world and I felt excited to be working among the very best finance professionals. Upon returning to UCLA Anderson as a second year, I continue to be impressed by the quality of the academic environment, and am grateful for the support of the Parker Career Center in helping me connect with all of the top financial services companies in the U.S. If anyone asked me whether or not I was happy with my decision to attend UCLA Anderson's MBA program, I wouldn't hesitate to say "Absolutely!"

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For more information, visit  
UCLA Anderson Online at  
[anderson.ucla.edu](http://anderson.ucla.edu)

## Welcome to the New 2011 ALMA Officers

ALMA has a new Board of Directors that is working diligently to address the needs of our Anderson Latino alumni. The new board members are:

Lydia Monroy '09,  
President

Diana Martinez '09, VP  
of Events

Victor Garcia '07, VP of  
Finance

Erica Marie Colon '09,  
VP of Marketing

Jeannine Villasenor '09,  
VP of Operations &  
Strategy

Robert Amaro '10, VP of  
Corporate Relations

Mat Lopez '09, VP of  
Student Relations

Rafael Alvarez '06, VP of  
Class Representatives

Jorge Rodriguez '11,  
Student Representative

## Continuing the Anderson Tradition

In this edition of the LMSA newsletter we welcome ALMA for the first time. The Anderson experience goes beyond the two years we are here, and we are happy that ALMA can share their experiences and what they're up to post-Anderson. ALMA is critical to maintaining our Anderson ties strong and we hope to continue and further solidify ties between LMSA and ALMA. Look out for more ALMA events and information in the months to come.

## A Message From the President

By **Lydia Monroy**

As the new president of ALMA (Anderson Latino Management Alumni), I wanted to re-introduce you to our organization that was created specifically to serve you. It is our mission to provide ALMA members with opportunities to network and build a strong personal and professional community with other UCLA Anderson alumni (such as Grace Kurek-Boschan '97, spotlighted elsewhere in this newsletter).



We have already held a few successful events and social mixers and have much more in store for you in the months ahead. Keep informed by visiting our website where you will find a calendar of events, pictures, contact information and links to our LinkedIn Group and email listserv. Check it out here: <http://www.anderson.ucla.edu/x34307.xml>

Thank you for your support and please do not hesitate to contact me or any of the board members if you have questions or feedback. We look forward to serving you in 2011 and beyond!

*Look for information in the coming months on the inaugural ALMA Book Fund Scholarship to be awarded to current Anderson students*



6th Annual  
**Riordan Wine Gala**  
UCLA Anderson School of Management  
April 16, 2011  
The Beverly Hills Country Club  
3084 Motor Ave. Los Angeles, CA 90064  
Time: 5:30 PM  
Honoring Stephen Torres

Admission \$50      Formal Attire

VISIT [WWW.RIORDANFUNDRAISING.COM](http://WWW.RIORDANFUNDRAISING.COM) FOR MORE DETAILS

## **Member Spotlight - Grace Kurek-Boschan '97**

***A Chat with Grace Kurek-Boschan  
Diversity Chair, Executive Committee,  
UCLA Anderson Alumni Network (2008-2011)  
President, ALMA (2005-2008)***



*ALMA: How did you become involved with ALMA and the UCLA Anderson Alumni Network?*

GKB: In 2001, Stephen Torres was the Diversity and Outreach Chair and asked a few alums to reinvigorate ALMA. In 2005, Steve Green approached me about becoming more involved in the UCLA Anderson Alumni Network. I served as ALMA's President and then became the Diversity and Outreach Chair on the Alumni Network Executive Committee.

*ALMA: What are the responsibilities as Diversity and Outreach Chair?*

GKB: The Diversity and Outreach Chair serves as the liaison among the UCLA Anderson Alumni Network Executive Committee, the Alumni Network affinity groups [Anderson African-American Alumni Association (5A), Anderson Latino Management Alumni (ALMA), Gay and Lesbian Business Alumni (GLBA) and Women's Global Network (WGC)] and other UCLA Anderson departments. The Chair also leads the affinity group presidents, provides support, advice, and counsel to promote their development and success.

*ALMA: Why do you volunteer with ALMA and the UCLA Anderson Alumni Network?*

GKB: I really enjoy it and it's my way of giving back to UCLA Anderson. I have made lifelong friendships and met great alums across all class years. ALMA provides camaraderie and a sense of community that is very valuable. Also, it has been a terrific way to expand my professional network and stay connected with UCLA Anderson.

*ALMA: As part of your volunteer involvement, what are you most proud of?*

GKB: Launching the UCLA Anderson Alumni Network Women's Global Connection last year. Before becoming Diversity and Outreach Chair, I realized that we did not have an official alumnae group and felt strongly that we should. So, I did some research, spoke with a lot of alumnae and confirmed that there was an overwhelming desire to have one.

*ALMA: What is the most memorable activity you have attended as Diversity and Outreach Chair?*

GKB: Wow. That's a tough one because I have attended so many great events over the years. A few that come to mind are: the lunch honoring Kenneth Chenault, American Express Company Chairman and CEO, when he received the John Wooden Global Leadership Award; ALMA's graduation dinners hosted by Stephen Torres; ALMA's tailgate party last fall; WGC's first holiday party; and GLBA's annual San Diego train trip.

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