

# MBA Veterans Network

*The New Face of Business Leadership*



## 2012 MBA Veterans Career Conference

Friday October 12, 2012

Chicago, Illinois








Holiday Inn Mart Plaza

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Register Now & Fill Your Leadership Pipeline With The World's Premier MBA & Veteran Talent

# History of the MBA Veterans Network

DEC 2008    MAR 2009    JUN 2009    SEP 2009    DEC 2009    MAR 2010    JUN 2010    SEP 2010    DEC 2010    MAR 2011    JUN 2011    SEP 2011    DEC 2011

<p><b>Dec 2007</b></p> <p>Great Recession Begins</p> 	<p><b>Nov 2008</b></p> <p>As students, the MBA Veterans founders; host the inaugural MBA Veterans Career Conference</p>	<p><b>Apr 2009</b></p> <p>The Graduate Business Forum awards its annual Student Leadership Award to the MBA Veterans team in Taipei, Taiwan</p> 	<p><b>Aug 2009</b></p> <p>MBA Veterans Network founded</p> 	<p><b>Oct 2009</b></p> <p>2nd Annual MBA Veterans Career Conference; Google is the lead sponsor</p> 	<p><b>Feb 2010</b></p> <p>The Wall Street Journal covers the launch of MBA Veterans social media platform</p> 	<p><b>Oct 2010</b></p> <p>3rd Annual MBA Veterans Career Conference; Bob McDonald, P&amp;G CEO, is the Keynote Speaker</p> 	<p><b>May 2011</b></p> <p>MBA Veterans Connect registers its 1000th member!</p>	<p><b>Oct 2011</b></p> <p>4th Annual MBA Veterans Career Conference; Alex Gorsky, J&amp;J Vice Chairman, is the Keynote Speaker</p> 
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During the fall of 2008, MBA programs across the nation experienced a significant decline in on-campus recruiting as corporations responded to widespread economic uncertainty. While many students viewed the new realities of the job market as a serious setback to their career searches, Chris Petersen and David Chonowski, two former US Army officers and second-year MBA students at the University of Illinois, viewed it as an opportunity.

Recognizing an absence of military veteran advocacy within the broader MBA Diversity community, they organized and hosted the world's first MBA Veterans Career Conference. The objectives of this initiative were simple but bold - to connect military veteran students who exclusively represented the top-40 ranked MBA programs with the premier MBA employers.

Held on November 7th, 2008 at Symphony Hall in downtown Chicago, the inaugural conference was attended by recruiters from 10 corporations, 60 students from 10 of the Midwest's leading MBA programs, and five alumni career panelists representing a wide range of industries. In addition, over \$1,800 was raised and donated to the Wounded Warriors Project, a non-profit organization that provides support to severely injured combat veterans and their families.

Five months later, the Graduate Business Forum, a global consortium of 70 MBA programs, recognized David and Chris by awarding them the prestigious Student Leadership Award at its annual conference in Taipei, Taiwan. This recognition was the catalyst that enabled them to create a viable community of "MBA Veterans" into a reality.

As a result, David and Chris formally established the MBA Veterans Network in August 2009 and hosted the organization's first National Conference in October of that year. Since then this event has evolved into one of the nation's premier diversity conferences. In addition, MBA Veterans' launched a proprietary social media networking platform, expanded its network to Europe and Asia, has been the focus of multiple media stories, and has developed deep relationships with many of the world's most prestigious companies.

## About Us

*The MBA Veterans Network is a global networking organization dedicated to connecting current and future business leaders who possess the shared experience of military service and an elite MBA education with the world's leading employers and each other. We accomplish this goal by partnering with the Top-40 ranked and Top-20 ranked non-US MBA programs, corporate diversity leaders, and veteran students and alumni and joining them at both our annual Career Conference and through MBA Veterans Connect, an online social networking platform.*



### **MBA Veterans Representing Top-40 Ranked US & Top-20 Ranked non-US Programs**

- 10,000+** MBA Veterans globally (estimated)
- 1,400+** Registered with the MBA Veterans Connect, our digital community
- 500+** Veterans currently enrolled in leading business schools (estimated)
- 225+** MBA Veteran attendees at the annual MBA Veteran Career Conference

# Eligible MBA Programs & Corporate Sponsors

## US MBA PROGRAMS

Arizona (Eller)	Northwestern (Kellogg)
Arizona State (Carey)	Notre Dame (Mendoza)
Babson (F.W. Olin)	NYU (Stern)
Boston College (Carroll)	Ohio State (Fisher)
Boston University (SOM)	Penn State (Smeal)
Brigham Young (Marriott)	Purdue (Krannert)
Carnegie Mellon (Tepper)	Rochester (Simon)
Chicago (Booth)	Stanford (GBS)
Columbia Business School	Southern California (Marshall)
Connecticut	Southern Methodist (Cox)
Cornell (Johnson)	Texas A&M (Mays)
Dartmouth (Tuck)	Thunderbird
Duke (Fuqua)	Tulane (Freeman)
Emory (Goizueta)	UC-Berkeley (Haas)
Florida (Hough)	UC-Davis
Georgetown (MCDonough)	UC-Irvine (Merage)
Georgia Tech	UCLA (Anderson)
Harvard Business School	UT-Austin (McCombs)
Illinois (UIUC)	Vanderbilt (Owen)
Indiana (Kelley)	Virginia (Darden)
Iowa (Tippie)	Wake Forest (Babcock)
Maryland (Smith)	Washington (Foster)
Michigan (Ross)	Washington (Olin)
Michigan State (Broad)	Wharton (Pennsylvania)
Minnesota (Carlson)	Wisconsin
MIT (Sloan)	Yale (SOM)
North Carolina (Kenan-Flagler)	

## NON-US MBA PROGRAMS

AGSM (Sydney)	INSEAD
Cambridge (Judge)	London Business School
CEIBS (Shanghai)	Manchester Business School
ESADE (Barcelona)	Oxford (Said)
HEC (Montreal)	Queen's (Canada)
HEC (Paris)	SDA Bocconi (IMilan)
IE Business School (Madrid)	Western Ontario (Ivey)
IESE (Barcelona)	Toronto (Rotman)
IMD (Lausanne)	York (Schulich)

## CORPORATE SPONSORS 2009-2011

AAR Corporation  
Accenture  
American Airlines  
Apple  
Bank of America/Merrill Lynch  
Booz Allen Hamilton  
Boston Scientific  
Chevron  
Citi  
Credit Suisse  
Deloitte  
Deutsche Bank  
DuPont  
Fidelity Investments  
General Electric  
Goldman Sachs  
Google  
IBM  
Johnson & Johnson  
JP Morgan  
KPMG  
Kraft  
Leo Burnett  
M&T Bank  
Morgan Stanley  
Microsoft  
Nike  
Northrop Grumman  
PepsiCo  
Procter & Gamble  
RLG Defense  
Sears Holdings  
Target  
UBS  
YMCA of USA

*\*\*Only military veterans enrolled in the listed programs are eligible to attend the conference\*\**



## Sponsorship Details

*By registering for the conference you will have the opportunity to meet and, if desired, conduct interviews with conference attendees, all of whom are military veterans and soon-to-be graduates of Top 40 MBA Universities. The event will also include a pre-conference networking reception, speakers from sponsoring firms, a career panel, and a career expo. We know that you have many choices when developing a recruiting strategy, but you can be assured that this event will be the highlight of your firm's 2012 recruiting schedule.*

### Platinum: 2 Available (\$25,000) (Early Registration Discount-\$20,000)

#### All Gold & Silver benefits +

- ✓ Private pre-conference networking reception with select candidates (Thurs, Oct 11)
- ✓ Breakfast or lunch sponsorship with 20 minute company presentation
- ✓ Up to 6 company representatives may attend breakfast and lunch (may bring up to 8 company representatives to afternoon career expo)
- ✓ Guaranteed participation on Human Resources or Industry Panel
- ✓ Private interview suite
- ✓ 8 foot table at career expo

### Gold: 8 Available (\$15,000) (Early Registration Discount-\$14,000)

#### All Silver benefits +

- ✓ Pre-conference networking reception with select candidates (Thurs, Oct 11)
- ✓ Up to 4 company representatives may attend breakfast and lunch (may bring up to 6 company representatives to afternoon career expo)
- ✓ Semi-private interview space
- ✓ Resume book 2 weeks prior to event
- ✓ Priority registration for 2013 conference

### Silver: 20 Available (\$10,000) (Early Registration Discount-\$9,500)

- ✓ 6 foot table at career expo
- ✓ Up to 2 company representatives may attend (may bring up to 4 company representatives to afternoon career expo)
- ✓ Reserved table at breakfast and lunch to connect with attendees
- ✓ Premier branding on all promotional materials
- ✓ Resume book 1 week in advance
- ✓ Link on <http://mbaveterans.com> until April 1, 2013

\*\*Early registration discount expires July 1, 2012\*\*

# Corporate Participation

## Credit Suisse

(Annual sponsor since 2008)



*“This is my 13th year of doing military recruiting and this is probably the best source of military talent that we’ve found so far.”*

**Jennifer Kaplan**  
Head of Diversity Recruiting  
Credit Suisse

## Kraft Foods

(Annual sponsor since 2010)



*“I’ve met at least a hundred people who I think are just exceptional. The caliber of the students that we met today was wonderful and overall I’d just have to say that it was an A+ job.”*

**Tim Mote**  
Associate Director, University Relations for North America  
Kraft Foods

## Procter & Gamble

(Annual sponsor since 2008)

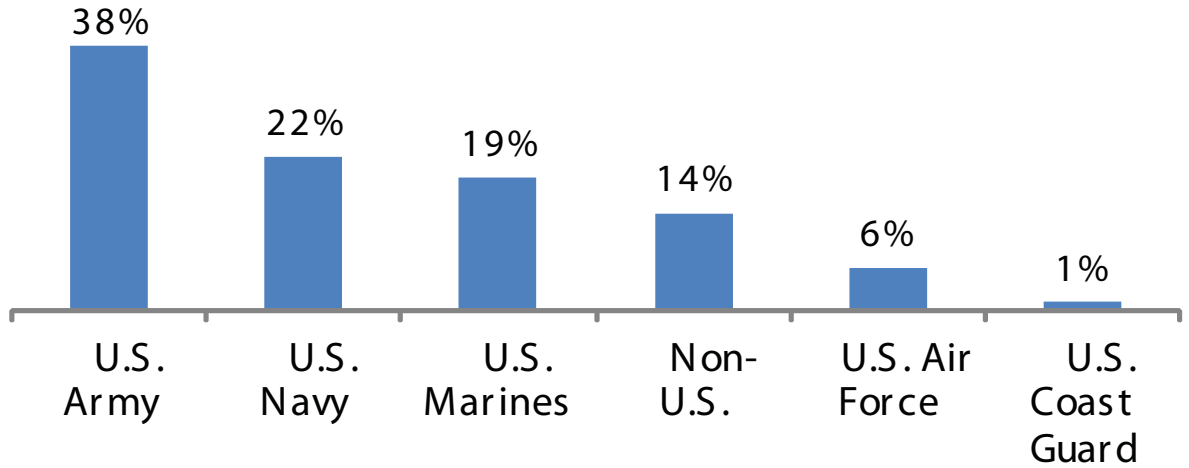


*“The MBA Veterans Career Conference was an outstanding event. It gave us the opportunity to interact with exactly the types of candidates that prove to be successful at Procter & Gamble — MBA students from top schools with proven leadership that comes from having military experience.”*

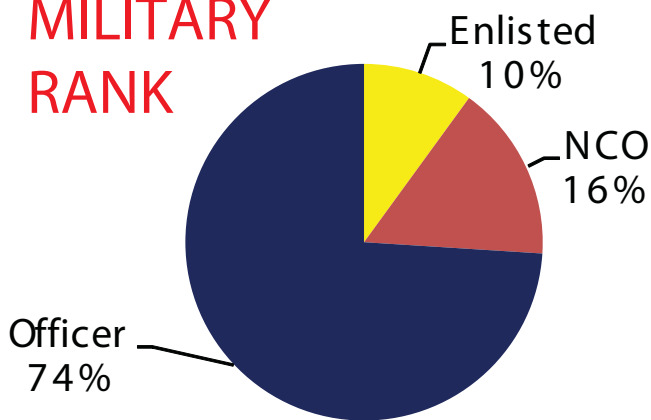
**Steve Wittman**  
Military Recruiting Team Leader  
Procter & Gamble Company

# Conference Statistics (2011)

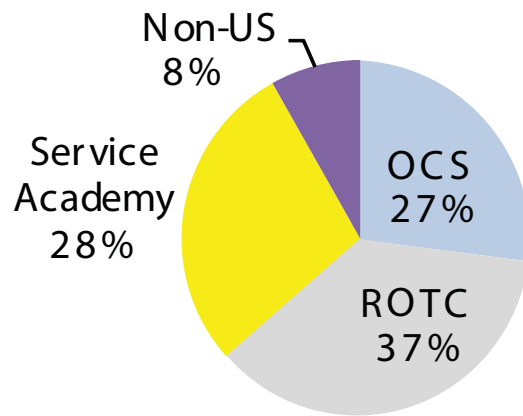
## BRANCH OF SERVICE



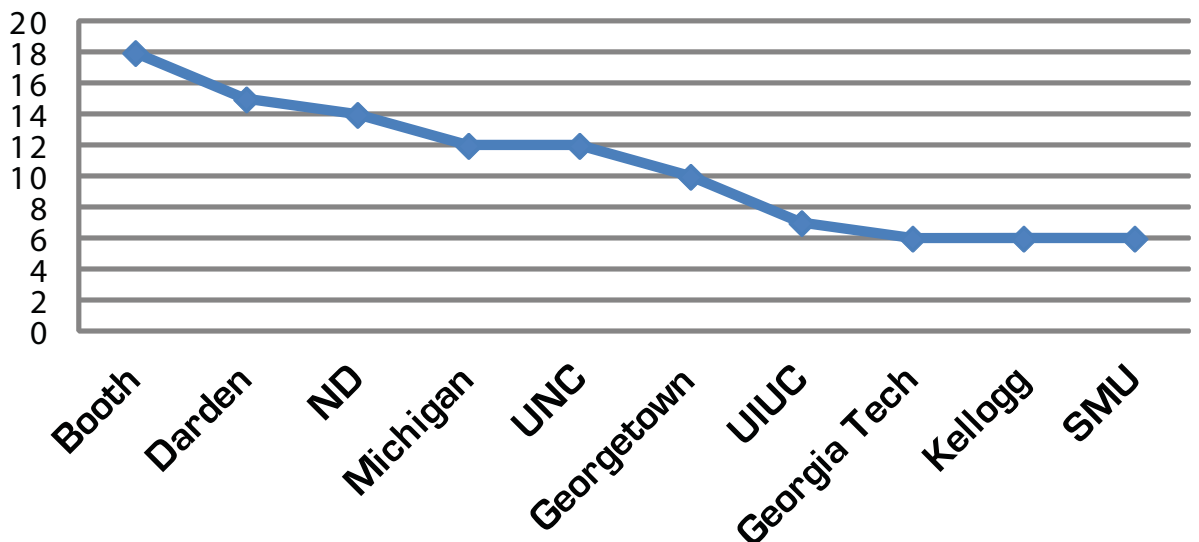
## MILITARY RANK



## COMMISSIONING SOURCE



## TOP-10 MBA PROGRAMS (BASED ON NUMBER OF ATTENDEES)



# Contact Information

## MBA Veterans Network

David Chonowski & Christopher Petersen  
Co-founders

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**url:**  
<http://mbaveterans.com>

**Social Media:**  
MBA Veterans Connect: <http://mbaveterans.net>  
Youtube: <http://www.youtube.com/user/MBAveterans>  
Twitter: <http://twitter.com/mbaveterans>



MBA Veterans Career Conference  
Chicago, IL