

# Hilltop Consultants

## Fall Semester Newsletter

December, 2010

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### President's Letter



Dear Hilltop Consultants,

As we conclude another semester for Hilltop Consultants, I would like to thank all of our project members for their hard work and dedication to their project teams. We hosted four very successful projects, as well as a number of networking and professional development events during the semester. Next semester, Hilltop Consultants will continue to introduce

additional training opportunities and community service events. We look forward to working Marie Sahrman (MSB '12) as the new Vice President of HR. Additionally, our 5th Annual Business Strategy Challenge will be held on February 24th-26th and we look forward to hosting twelve student teams from around the world. If you are interested in learning more about joining a project team next semester, we will hold our first general membership meeting on Monday January 17th at 9 pm in ICC 115.

Happy holidays, and best wishes for the new year.

Sincerely,

Kendra Zehentbauer  
President  
[president@hilltopconsultants.org](mailto:president@hilltopconsultants.org)



### Fall Semester Projects:

#### National Housing Conference

The National Housing Conference (NHC) brought Hilltop Consultants on board to explore the role of the organization's newest program offering, the Young Leaders in Affordable Housing (YLAH) network. This group was formed to give young professionals in the affordable housing industry access to professional development, social and professional

networking, and advocacy and education, and it recently came under the administrative control of the NHC. As such, they wanted us to explore the current value of the YLAH and to gauge the feasibility of having NHC member involvement in the network for various programs and events. They also wanted us to develop a plan for member recruitment and

retention to increase the scope of the network and increase its exposure in the affordable housing industry.

Over the course of the semester, we surveyed the members of both the YLAH and the NHC, performed benchmarking and best practices research, and interviewed industry professionals to help us inform our recommendations.

#### Project Manager:

Savannah English  
(NHS'12)

Dough Bond (COL'11)

Eliza Pan (MSB'13)

Joe Incalcaterra (SFS'12)

Alex Mark (MSB'12)

## NHC Continued

We were able to get both qualitative and quantitative data on the benefits that the YLAH network offers, and areas in which members saw room for improvement. We also were able to analyze the viability of implementing different programming and events with the responses we received, and got valuable feedback from members of the NHC on their potential for involvement. These results, as well as benchmarking research of other young professional networks, gave us the foundation on which to make

recommendations for the improvement of programming and events for the organization, and to propose an executive and advisory board who could help implement these recommendations. Furthermore, in order to develop a plan for YLAH member recruitment, we looked to general recruiting best practices. We then identified university graduate students and individuals employed or involved in housing-focused organizations in the Washington, DC area as the best targets for recruitment, and gave the YLAH

specific methods to recruiting these individuals. In the end, we were able to give the National Housing Conference a specific set of recommendations that will facilitate an easy transition for the YLAH network, and expand its network and program offerings to become a more legitimate, valuable organization in DC housing policy circles.



## Congratulations to this semester's best consultant Olivia Morrissey!



Project  
Manager:  
Will Tran  
COL'12  
Greg Barnes  
MSB'12  
Harkiran  
Sindhu  
MSB'11  
Darshana  
Prakasam  
COL'14  
Olivia  
Morrissey  
COL'13

### Visible Men

Visible Men is a new national 401c3 organization that strives to shed a spotlight on the meaning and idea of success within the African American community. Working to displace the common notion that success can only come from being an actor, an athlete, or a rapper, Visible Men is working to show that success can also come from being a professor, a physician, or even a President. In essence, success in the African American community can come from anywhere and in all shapes

and all sizes.

When Visible Men approached Hilltop Consultants, we were tasked to help them solve two major problems. The first was the design and creation of a Visible Men student contest and campaign to help generate buzz and interest in Visible Men before their Visible Men Across America Tour in July 2011. And the second was better leveraging social media to target their two target demographics, middle-to-high

school aged students and older "Visible Men". Through our work, Hilltop Consultants was able to craft a strategy that helped deliver on these two problems including a comprehensive student contest and campaign plan as well as a complete review of their current social media usage and practices.



## Facilitating Leadership in Youth (FLY)

Project

Manager:

Juan Gomez  
MSB'11

Melissa Chan  
MSB'13

David Greek  
MSB'13

Shaalin Parekh  
MSB'12

Michael  
Saadine  
COL'11

Serena Zhang  
COL'13

Facilitating Leadership in Youth is a community-based non-profit which provides vital youth services to one of DC's most neglected communities community.

Founded in 2002, FLY serves youth aged 7 to 18 from the Barry Farm/Ward 8 communities and surrounding neighborhoods of Southeast Washington, DC. Most of FLY's youth participate in the program from three to nine years, following FLY's unique long term, year-round

model. The non-profit has a proven track record and graduates 100% of its youth each year.

In the midst of the financial crisis FLY underwent management restructuring and ran an operating deficit during the 2009 transitional year. Hilltop Consultants provided FLY with a roadmap to financial sustainability, beginning with the recommendation to maximize grant fund-

ing. Furthermore, we performed a financial analysis of their earned revenue initiatives as a way add provide concrete objective data to their separate business ventures. Finally, we advised them on ways to monetize their success record.



### Congratulations to this semester's best team FLY!

Fly was voted best team for their innovative financial modeling . We hope that their work will be set a precedent for future Hilltop Consultants' projects.

Project Manager:

Christina  
Taranenko  
COL'13

Tyler Read  
MSB'13

Mike Pucci  
COL'11

TaraLynn  
Casperson  
SFS'12

Meredith  
Gaduory  
MSB'11

## NativityMiguel

The NativityMiguel Network of Schools is a nationwide organization whose goal is to break the cycle of poverty through education. It does so through its 9 Mission Effectiveness Standards which every school in the network must adhere to in order to be part of the network. Today, the Net-

work serves 64 middle schools in 27 states, 5,000 students each year, and a growing number of graduates that already surpasses 5,000. Our main focuses for the project were to increase NativityMiguel's voice in the current national education reformation conversation and in-

crease brand identification of the member schools. We did so through the development of a teacher survey, the regional network strategy, Web 2.0 research, and a financial sustainability campaign.



## Fall Semester Events:

### Midsemester Presentations with KPMG

This semester, teams gave their mid-semester presentations in front of other project teams, board members and representatives from KPMG. Project teams gave 20 minutes long presentations detailing their progress thus

far in the semester. Mid-semester presentations are a check-in point for project teams, as well as practice for client presentations. Representatives from KPMG were able to give valuable feedback to each of the teams on their presen-

tation skills and the content of their presentations. The teams were able to take this advice and improve their final products for their clients



## Project Teams meet with Deloitte Consultants

Project teams once again had the chance to meet with Deloitte consultants this semester. Several recent Georgetown graduates from Deloitte came back to Hilltop consultants to pass on their knowledge and help the teams with

their projects. Project managers first gave a brief summary of their team's project to the entire group, and then 2 to 3 Deloitte consultants split off with each team for individual sessions. Project members were able to discuss ideas and concerns

about their current projects with Deloitte consultants, and received valuable feedback that helped to make each project as strong as possible.



## Business Strategy Challenge

The Business Strategy Challenge, a case consulting competition organized by Hilltop Consultants and sponsored by private corporate sponsors and the MSB Dean's office is occurring on February 24 through 26. The competition involves one non-profit client, who presents their case to participants at the beginning of the com-

petition. The students have 36 hours to work on the case and present their solutions. Four finalists will be picked and the competition ends with a grand awards banquet. This year, the conference is bigger than it has ever been with 20 top business schools from all around the world attending.

The planning team has been

working tirelessly to ensure that the weekend of the competition goes smoothly. Planning the competition is an intense process that involves: seeking sponsorship, case writing, inviting and working with teams from attending business schools, taking care of logistical issues, seeking judges for the competition rounds, and marketing the competition.

### BSC Members:

Director - Nehal Shukla

[challenge@hilltopconsultants.org](mailto:challenge@hilltopconsultants.org)

Assistant Director - Perry Rogers

[challenge-AD@hilltopconsultants.org](mailto:challenge-AD@hilltopconsultants.org)

Assistant Directors of Sponsorship - Milan Patel and Vicky Wang

[BSC.Sponsorship@hilltopconsultants.org](mailto:BSC.Sponsorship@hilltopconsultants.org)

Assistant Directors of Marketing - Lauren Kim and Kai Fang

[BSC.Marketing@hilltopconsultants.org](mailto:BSC.Marketing@hilltopconsultants.org)

Assistant Directors of Judging - Kai Ding and Jason Chen

[BSC.Judging@hilltopconsultants.org](mailto:BSC.Judging@hilltopconsultants.org)

Assistant Directors of Logistics - Yun Ling, Cici Luo, and James Kim

[BSC.Logistics@hilltopconsultants.org](mailto:BSC.Logistics@hilltopconsultants.org)

Assistant Directors of Team Relations - Stephanie Kreuzer and Katy McConnell

[BSC.Team\\_Relations@hilltopconsultants.org](mailto:BSC.Team_Relations@hilltopconsultants.org)

Case Writers - Rui Huang and Cigdem Eskiocak

[BSC.Case@hilltopconsultants.org](mailto:BSC.Case@hilltopconsultants.org)

Please mark your calendars for **Saturday, February 26**, when final rounds for the BSC will be held at 3 pm in the Lohrfink Auditorium. Come to see some of the brightest students at top business schools present their ideas to our non-profit client and also to encourage the efforts of your fellow Hilltop members who have been working around the clock to plan the event.



## About Hilltop Consultants

**HILLTOP CONSULTANTS** is a Georgetown University undergraduate student organization dedicated to advancing the goals of students interested in management strategy and consulting while also exposing others to the opportunities in these fields. The club is focused on providing skills training, networking, and recruiting opportunities related to strategy and consulting.

Established in 2004, Hilltop Consultants organizes student-led consulting projects to non-profit organizations in the Washington, DC area. As bright, highly skilled and accomplished business students, we can provide nonprofit organizations with free business solutions they might not otherwise be able to afford. We believe we can contribute worthwhile, original and shrewd insight into a variety of different business problems facing these organizations. Our enthusiastic undergraduate student members have access to expert Faculty and MBA advisors and possess a genuine interest in applying the knowledge and skills they worked hard in the classroom to develop.

To learn more about our organization, visit our webpage: [www.hilltopconsultants.org](http://www.hilltopconsultants.org)

President: Kendra Zehentbauer (NHS '11)

Director of Consulting Operations: Anthony Conyers (COL '12)

Director of Business Development: AJ Audino (MSB '11)

Director of the Case Competition: Nehal Shukla (MSB '12)

Director of Events & Recruiting: Yu-Ching Chiang (MSB '11)

Vice President of Information Systems: Alex Wilson (MSB '11)

Vice President of Human Resources: Ryan Dodge (MSB '12)

Vice President of Finance: Rob Benkert (COL '12)

Vice President of Marketing: Jennifer Opie (MSB '11)



Georgetown University  
**HILLTOP CONSULTANTS**

**Students Providing Strategic Business Solutions**