

Hilltop Consultants Spring 2011 Newsletter

Spring 2011

Hilltop Consultants Newsletter

In-Coming President's Letter

Special points of interest:

- In-Coming President's Letter
- Projects This Semester
- Business Strategy Challenge 2010-2011

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As we transition into a new year, the new board and I look forward to continuing Hilltop's success and introducing new and exciting developments. We will assess our organization's current operations to look for improvements. We want to focus on client follow-up and feedback. Also, we will reorganize our knowledge-base to improve effectiveness and make upgrades to our website. We recognize the incredible talent and hard work of our members and will focus our efforts on enhancing Hilltop's internal value. First, we will work to expand recruiting events in two ways. We plan to bring in new consulting firms and to increase professional development events. Next, we want to continue to build Hilltop's unique culture. We feel that the social aspect of Hilltop is critical and we will expand opportunities for our members to integrate outside of project teams. To achieve

this, we will schedule members from different projects to complete group service work in addition to holding more varied social events. Finally, involvement from our alumni will serve as a great



a remarkable organization as demonstrated by its history and the astounding work produced by its members. I feel honored to be a part of its leadership. I want to thank graduating seniors, the outgoing board and particularly the past president, Kendra Zehentbauer, for their excellent guidance and their commitment to Hilltop. We hope to see you all and all our alumni at the events we are planning for this fall!

With high hopes for this year,

Marie Sahrman

benefit to our members and to the future of Hilltop. We hope to hold events for returning alumni to solidify strong alumni involvement.

With these objectives in mind, I hope to lead this amazingly talented group to another successful year. I believe Hilltop Consultants is

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Alta Gracia

Alta Gracia is a new brand of apparel on college campuses all over the country that offers students, their families and alumni the opportunity to give the workers who sew this clothing a pathway out of poverty. The idea is simple: they pay their workers a wage that enables them to provide adequate food, clean water, clothing, shelter, health care, child

care, and education for themselves and their families—a "living wage"—and hope for a better future.

Georgetown University's Licensing Committee has recently struck up a partnership with Alta Gracia and has begun featuring its products in the bookstore; however, few efforts have been made to educate the Georgetown

Community about the Alta Gracia brand. Thus, Hilltop Consultants was tasked with the goal to raise awareness of the Alta Gracia brand at Georgetown.



The team recommended a set of actionable marketing recommendations on the University and collegiate bookstore level. Additionally, we created recommendations to foster organic interest in the brand at the student level, by creating proposals for outreach to campus leaders as well as by creating the foundation for an Alta Gracia symposium event for next fall.

Project Manager:
Joan Xie (SFS '12)

Project Members:
Joseph Incalcaterra (SFS '12)
Allen Ding (SFS '13)
Michael Pucci (SFS '11)
Stephen Delaney (SFS '12)

*This semester Hilltop
Consultants had five
clients: Alta Gracia, Visible
Men, The International
Association of Hebrew
Free Loans, The Hoya,
and Visiting Nurses
Associations of America*

Visible Men

Visible Men is an organization whose goal is to elevate black boys and men to new heights of achievement, fulfillment, happiness, and social contribution. They accomplish this through developing corps of accomplished black men, creating a curriculum for young black men in schools and community agencies, and helping black boys identify and engage black male role models in their communities. This semester we continued a previous Hilltop project which aimed at helping Visible Men plan for a national video campaign and tour.

Last semester, Hilltop Consultants planned an outline for

Visible Men's national campaign. This semester, we benchmarked the different steps to planning the tour and provided Visible Men with concrete suggestions on how they should specifically go about planning, executing, and awarding prizes for their competition. Additionally, we also did research and provided recommendations on how Visible Men could best target black youth, utilize social media to gain buzz, and improve their website to attract both older Visible Men(tors) and younger mentees. Finally, we began a mini project for Visible Men which sought to benchmark

online mentoring systems, as Visible Men hopes to add a similar platform to their organization in the future.

Project Manager:
Meredith Gadoury (MSB '11)

Project Members:
Eliza Pan (MSB '13)
Matthew Hubbard (MSB '13)
Peter Arkell (COL '14)
Serena Zhang (COL '13)



The International Association of Hebrew Free Loans (IAHFL)

The International Association of Hebrew Free Loans is a national organization that coordinates communication, procedures, and ideas between interest-free Hebrew Loan chapters across the United States. Its priority is to help chapter members in their mission to provide interest-free loan assistance to families in distress.

The International Association of Hebrew Free Loans approached Hilltop Consultants with the assignment to develop value added services for its chapters. Hilltop Consultants were charged with the task of developing new marketing initiatives, strengthening the international organization's website, and creating a guidebook to serve as a manual for a

new membership.

Project Manager:
Juan Gomez (MSB '11)

Project Members:
Kate Anthony (SFS '14)
Lauren Grzybowski (MSB '13)
Sikander Kiani (SFS '13)
Shaalin Parekh (MSB '12)

Hilltop Consultants



The Hoya

The Hoya is Georgetown's official newspaper of record. Over the past couple of years The Hoya has suffered from declining readership.

They approached Hilltop Consultants for help in identifying reasons for this and consequently, addressing these problems. The first half of our project consisted of a school-wide readership survey to learn more about student opinions

of the Hoya, and benchmarking against other successful campus newspapers to find new strategies for The Hoya.

The second half of our project focuses on a rebranding and marketing campaign, designed specifically for The Hoya.

Project Manager:
Olivia Morrissey (COL '13)

Project Members:
Darshana Prakasam (MSB '14)
Ellen Wilcox (COL '14)
Megan Hand (MSB '12)
Dave Greek (MSB '13)



Visiting Nurses Associations of America

The Visiting Nurse Associations of America (VNAA) is a national association that supports, promotes and advocates for community-based, nonprofit home health and hospice providers that care for all individuals regardless of complexity of condition or ability to pay. The VNAA's home healthcare and hospice agencies care for and treat approximately four million patients each year. Our main focus for the project was

to create an emotional marketing campaign that focused on a variety of the VNAA's stakeholders including patients, nurses, policy makers, and member agencies. To do so we created a storybook from interviews with nurses and patients. We also researched the VNAA's stakeholders to determine which stories to share with them in order to communicate the importance of the VNAA's work in the best way

possible. In our recommendations, we also included that best practices based on comparable healthcare organizations.

Project Manager:
Christina Taranenko (COL '13)

Project Members:
Melissa Chan (MSB '13)
Wendy Hua (SFS '12)
Milan Patel (SFS '14)
Tyler Read (MSB '13)



Spring 2011 Project Managers



Joan Xie
PM: Alta Gracia



Meredith Gadoury
PM: Visible Men



Olivia Morissey
PM: The Hoya



Christina
Taranenko
PM: VNAA



Juan Gomez
PM: IAHL

Spring 2011 Project Members

Project Managers lead teams of 4-5 undergraduate students to accomplish high standards of work. These hard-working individuals are undergraduate students themselves and have significant experience as project members before becoming project managers.



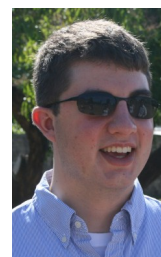
Joseph Incalcaterra
Team: Alta Gracia



Allen Ding
Team: Alta Gracia



Stephen Delaney
Team: Alta Gracia



Michael Pucci
Team: Alta Gracia



Eliza Pan
Team: Visible Men



Matthew Hubbard
Team: Visible Men



Peter Arkell
Team: Visible Men



Eliza Pan
Team: Visible Men



Kate Anthony
Di: IAHL



Lauren Gryzbowski
Di: IAHL



Shaalin Parekh
Team: IAHL



Sikander Kiani
Di: IAHL

Spring 2011 Project Members

Hilltop Consultants



Darshana Prakasam
Team: The Hoya



Ellen Wilcox
Team: The Hoya



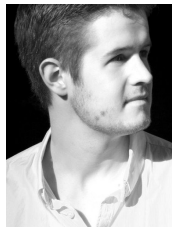
Megan Hand
Team: The Hoya



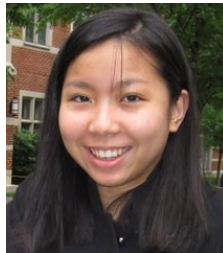
David Greek
Team: The Hoya



Wendy Hua
Team: VNAA



Tyler Read
Team: VNAA



Melissa Chan
Team: VNAA



Milan Patel
Team: VNAA

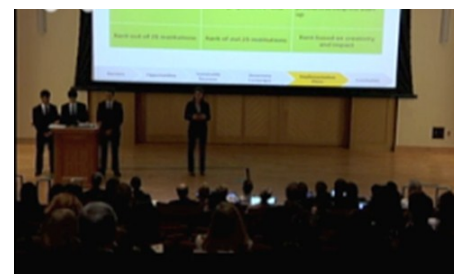
McDonough-Hilltop Business Strategy Challenge 2010-2011

The McDonough-Hilltop Business Strategy Challenge is a case consulting competition organized by Hilltop Consultants and primarily co-sponsored by the McDonough School of Business Undergraduate Dean's Office. Every year, the competition picks a client whose problems provide a unique challenge to participants. This year, on the weekend of February 24-26, a whole new level of competitiveness and innovation was reached in terms numbers of teams and type of client. 20 teams, the highest number of teams in the history of the BSC, made their way to the hilltop. These included: McGill University, Baylor College, University College Dublin Ireland, Northeastern University, Boston College, American University, University of Michigan, Carnegie Mellon, Georgetown University, Flori-

da State University, University of Florida, New York University, and Emory University. The client this year was Agora Partnerships, a company based in DC and various Latin American countries, which helps social entrepreneurs within these countries reach their full potential through fiscal and consulting support. The emerging "Impact Entrepreneur" market of Latin American countries was stressed in the case and participating teams had to come up with two solutions: 1) How can Agora Partnerships create a sustainable funding model for the new "Accelerator" Program, which strives to identify the impact entrepreneurs with most potential and 2) How can Agora Partnerships connect with university campuses to build sustainable connections.



First Round Presentations
Rafik Hariri Building Classrooms
Feb 26, 2011



Final Round Presentations
Lohrfink Auditorium
February 26, 2011

MHBSC 2010-2011 (Continued)



Live Case Presentation Dinner
Holiday Inn Georgetown
Feb 24, 2011



Networking Session
Shea Undergraduate Commons
Feb 26, 2011



Client Q&A Session
Lohrfink Auditorium
Feb 26, 2011

The planning committee worked day and night to make the competition a reality and when it all came together graciously through the sponsorships of KPMG, Kaplan, AARP, and a donation from Corp Philanthropy, the team was overjoyed to finally be able to see the fruits of their efforts.

Winners of the competition:

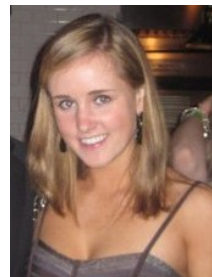
- First Place: McGill University**
- Second Place: Northeastern University**
- Third Place: University of Michigan**
- Fourth Place: Georgetown University**

Planning for BSC 2012 has begun with the election of our new co-directors, Yun Ling (COL '13) and James Kim (MSB '14). You can contact them at challenge@hilltopconsultants.org for more information regarding the BSC.

A special thank you to all the following individuals who served on this year's planning committee:



Nehal Shukla
Director



Perry Rogers
Asst. Director



Cigdem Eskiocak
Case Writer



Rui Huang
Case Writer



Vicky Wang
Director of Sponsorship



Milan Patel
Director of Sponsorship



Kai Ding
Director of Judging



Jason Chan
Director of Judging

This semester Hilltop Consultants had five clients: Alta Gracia, Visible Men, The International Association of Hebrew Free Loans, The Hoya, and Visiting Nurses Associations of America.

Business Strategy Challenge 2011 (Continued)



Stephanie Kreusser
Director of Team Relations



Katy McConnel
Director of Team Relations



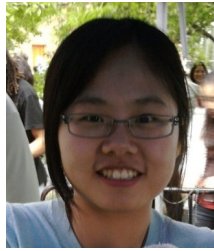
Lauren Kim
Director of Marketing



Director of Marketing



James Kim
Director of Logistics



Yun Ling
Director of Logistics



Cici Luo
Director of Logistics

Executive Board 2011-2012



Marie Sahrman
President



Christina Taranenko
Director of Business Develop-



Joan Xie
Director of Consulting



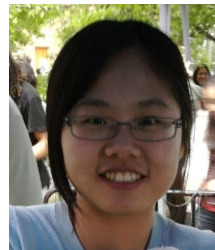
Olivia Morissey
Vice President of
Events and Recruiting



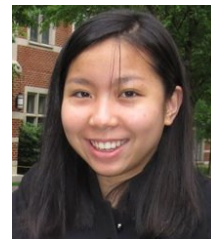
Nehal Shukla
Vice President of
IT & Marketing



James Kim
Co-Director of Busi-
ness Strategy Challenge



Yun Ling
Co-Director of Busi-
ness Strategy Challenge



Melissa Chan
Vice President of
Human Resources



David Greek
Vice President of
Finance

About Hilltop Consultants

Hilltop Consultants

Georgetown University
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Washington, DC 20057
E-mail: it.marketing@hilltopconsultants.org

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 intellectually curious Georgetown students (with access to our past client work and university resources), we can provide nonprofit organizations with free business solutions that they might not otherwise be able to afford. We believe we can contribute worthwhile, original and constructive insight into a variety of different business problems facing these organizations. Our enthusiastic undergraduate student members have access to expert faculty and MBA advisors, professional consulting firm trainings, and an internal database of all our previous consulting work from which to draw on for our consulting projects. Our undergraduate consultants possess genuine interest in applying the knowledge and skills they have developed in the classroom to our clients real world obstacles.

VISIT HILLTOPCONSULTANTS.ORG

FOR MORE INFORMATION

Good Bye to Graduating and Retiring Board Members

Words cannot describe the input of the individuals who were part of Hilltop Consultants for multiple years. Their contributions as project members, project managers, planning committee members, and board members all served to advance Hilltop to help it become what it currently is. We wish the following members of Hilltop Consultants, who will not be returning next year, best of luck in the future. We hope to keep in touch.

Kendra Zehentbauer
Alex Wilson
Yu-Ching Chiang
Jennifer Opie
AJ Audino
Anthony Conyers
Rob Benkert
Ryan Dodge