

Georgetown University
HILLTOP CONSULTANTS

Students Providing Strategic Business Solutions

Spring 08 Newsletter

Dear Hilltop Consultants,

As the semester comes to an end so does the tenure of this year's executive board. As of Monday, April 21st 2008 the new board has taken over. Congratulations to Brad Anderson, Kritank Gupta, Alex Gorodetsky, Yale Cong, Sadia Sindhu, Tracy O'Malley, Kate Sterne and Frank Feng. Yet again we have successfully consulted for three clients this semester: The Hoya, DC Arts Center and Organization for Autism Research. For our members we have continued on increasing the training opportunities with Georgetown professors and outside professionals. Additionally we hosted the biggest and most successful Business Strategy Challenge at the end of March with 12 national top business schools attending and working on a case that centered around ALTA, a local charter school. We also finally after years of work have managed to get our website approved and the site will soon be up and running. Finally, we keep on increasing the number of our contacts in the consulting industry, which allows us to provide our members better networking opportunity and more alternatives in the Consulting field.

Sincerely,
Max Girus
Former President



Complete 2007-2008 Executive board

Spring Semester Events

- February 12th: YCDC Mentoring Program Reception
- March 12th: KPMG deliverables training session
- March 27-29th: Business Strategy Challenge at Georgetown University



Members of the 2008-2009 Executive board

Dear Hilltop Consultants,

As we say good bye to our graduating Seniors and transition to a new executive board, our organization must reflect on our past successes and look to the future. Over the past year, Hilltop has developed new partnerships with professors, consulting firms, and administrators. Also, we have formalized many internal procedures with a new interviewing process and promotional structure. The Business Strategy Challenge grew in prestige and achieved an increasingly dynamic environment for the participating schools. With all the successes, we must still remember that we need to move forward and secure Hilltop's place as one of the premier institutions on Georgetown's campus. To accomplish this goal, the new board will focus on the following initiatives: 1.) increasing campus presence 2.) creating a fun and inspiring environment for team members and 3.) expanding opportunities for non-active members to learn about consulting. The new board and I are excited to begin achieving these goals and further our mission of serving both DC non-profits and our fellow Georgetown students.

Sincerely,
Brad Anderson
President

Spring 2008 Newsletter— Consulting Operations



The Hoya approached Hilltop Consultants to develop a comprehensive operating business model to create a sustainable, profitable revenue stream for The Hoya. Over the past semester, the team has been studying and analyzing market trends of the general newspaper industry and more specifically the college newspaper industry. Additionally, the team administered a survey for a focus group of Georgetown students. Based on the results of the survey and the extensive market research, the Hilltop Con-

sultants team advised The Hoya on how to adapt its business model to being able to stay highly relevant to the Georgetown community and at the same time being on the frontline of new industry trends in the college newspaper industry by increasing its focus on online initiatives and alternative publications.

Team Manager: Sadia Sindhu

Team Members: Sunny Hwang, Bachar Mahmoud, Harris Niefeld, Drew Oppenheimer, Lambert Wang



District of Columbia Arts Center

The DC Arts Center is a non-profit organization with a gallery and theater that helps showcase local artists. Founded roughly 20 years ago it is now on the cusp of growth with proposed extension of space for both its gallery and theater. Given this, the center asked Hilltop Consultants to provide strategies on growing awareness regarding DCAC in order to facilitate a future capital campaign. Analyzing potential areas for growth with the local community, such as increasing in-

teraction with local entertainment, networking with community organizations and media, participating in more of the areas events, as well as improving their brand and website, Hilltop Consultants designed a strategy to further DCAC's presence in Adams Morgan and beyond.

Team Manager: Kritank Gupta

Team Members: Sean Gordon, Sarah Longbreak, Aman Sarup, Kate Sterne, Max Thormann

Consulting Projects Fall 2008:

Over the summer will be reaching out to potential clients and those that have shown interest in working with us in the past. To become a project leader or project member please join us for our General Membership meeting in the fall to learn about how to apply. For more information please have a look at our website:

www.hilltopconsultants.org



The Organization for Autism Research grants

mainly pilot study programs researching primarily the affects of different types of Autism and how the people touched by Autism can best support the autistic person. Last year the RUN for Autism program raised over \$700,000 for the organization. OAR is not the most known Autism group in America but its reputation is slowly building. This year Hilltop Consultants helped OAR increase visibility by addressing branding research, suggesting strategic relationships with other non-profit organizations and general benchmarking. The team also helped increase fundraising capacity by suggesting new methods of reaching out to potential runners and also developed a comprehensive and fully implementable run event in DC for OAR. This will allow OAR to develop their own run in the near future.

Team Manager: Frank Kanekoa

Team Members: Ilana Atlas, Renee Goldman, Kelley Kahler, Nick Rackowski, Eric Taitz



Kelly Kahler and Frank Kanekoa with Client Representative: Jerry from the Organization for Autism Research

Spring 2008 Newsletter—Business Strategy Challenge



Hosted by HILLTOP CONSULTANTS and the McDonough School of Business

From March 27 to March 29, 2008, Hilltop Consultants, in partnership with the McDonough School of Business, IBM and Kadix Systems, hosted the Fourth Annual Business Strategy Challenge (<http://challenge.msb.edu>). Teams from 12 leading undergraduate business schools worked around the clock for approximately thirty-six hours to help the local non-profit organization, the Academy for Learning through the Arts Public Charter School (ALTA). This year's teams included participants from Boston College, Carnegie Mellon, Clemson University, Emory, Georgetown, Georgia Tech, Northeastern, Southern Methodist University, Villano-

va, the University of Florida, the University of Pennsylvania, and the University of Washington.

Students were welcomed at an opening luncheon on Thursday, March 27th in Old North and then treated to a scavenger hunt at the International Spy Museum. Later that evening, teams were given the case based on ALTA's current business problems at the Case Presentation Dinner held at the official hotel of the BSC, the Holiday Inn at Georgetown. The weekend culminated on Saturday morning when students presented their solutions to a panel of judges comprised of Georgetown professors, representatives from the client

organization and professional consultants from IBM, KPMG and Kadix Systems.

ALTA was very pleased with the recommendations presented by the students, which focused on developing a comprehensive fundraising plan for the school to use as it strives to expand its number of students and become more financially sustainable. Ultimately, the teams from the University of Florida, Georgetown and the University of Washington emerged as the first, second and third place winners, respectively. In recognition of the teams' hard work, the BSC concluded with an Awards Banquet in Copley Formal, which featured a performance by the Georgetown Chimes and a keynote address by Rick Cruz, VP of Regional Operations for Teach for America.



2008 BSC winner: University of Florida



2008 BSC Planning team & HC board members

The 2008-2009 Executive Board

Brad Anderson—President
Kritank Gupta—Director of Consulting Operations
Yale Cong— Director of Events & Recruiting
Alex Gorodetsky— Director Case Competition
Sadia Sindhu— VP of Marketing
Tracy O'Malley— VP of Human Resources
Kate Sterne—VP of Finance
Frank Feng — VP of Technology

For more information please visit:

www.hilltopconsultants.org

Or contact us at:

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