



WILLIAM
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Mason School
of Business

STORIES OF REVOLUTIONARY THINKING

JUNE 2011

ROI for W&M MBAs



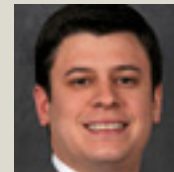
William & Mary MBA alumni are [among the highest paid](#), according to Bloomberg Businessweek. The magazine reports that median cash compensation for our graduates is \$2.1 million over a career.

Pierides honors parents at Miller Hall

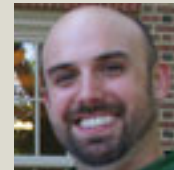
» FROM OUR BLOGS



Courtney S. Hunt BBA '83: Digital Era Revolutionary Seeks Same



Michael Brown EMBA '11: India and the value chain



Mark Walkley MBA '12: A missive from Oregon -- WM Bikers on the MBA Road Project



Samuel Aldrich MBA '12: 'Short' flight to an emerging market

» SCHOOL NEWS



With his gift to the Mason school of Business, George Pierides MBA '82 named the Dean's Conference Room in honor of his parents, Ralis George and

Helen Changas Pierides.

Earlier this year, to celebrate his parents' 58th wedding anniversary, Pierides brought his parents to see the building and the room that bears their name, the Pierides Dean's Conference Room.

What liability is there in Sustainability?

Most Americans say that they would prefer "green" products to those that are not.

But market share of these products is not what you would expect. [Michael G. Luchs](#), Assistant Professor of Marketing, along with Rebecca Walker Naylor, Julie R. Irwin and Rajagopal Raghunathan, studied this discrepancy.



Their paper, "[The Sustainability Liability: Potential Negative Effects of Ethicality on Product Preference](#)," published in the Journal of Marketing, found that while wanting to be "green," consumers had misgivings about the effectiveness of these

Prof. [Howard Busbee](#) tells the Virginian-Pilot that tax incentives are a "sound idea."

Executive MBA students complete their [International Residency](#) in Delhi, Bangalore and Mumbai.

Sukrit Sehgal MBA '12 is interning as an [EDF Climate Corps Fellow](#) to help Quality Technology Services improve the energy efficiency of its 12 data centers.

[Robert Fetterman BBA '80](#) named Vice President of Finance for the Oneida Indian Nation.

[Glenn E. Hames MBA '08](#) is one of The Network Journal's "40 under 40" for 2011.

Prof. Deborah Hewitt tells NewsTalk in Washington, DC, that the U.S. economy is on a "on a tightrope."

[Steven Yavorsky MBA '10](#) named vice president of business development for the Greater San Marcos Partnership

UHS CEO Alan B. Miller '58 is a leader in the healthcare industry. Vote for him for the '[most influential](#)' list.

[Mitch Huff MBA '77](#) appointed vice president of land acquisition for Ryland Homes in Raleigh

[Chris Taylor MBA '02](#) and CEO of Mission Essential Personnel speaks the language of success.

His hat's in the ring: [Larry Porter '70, MBA '76](#) running

products.

Read more about Luchs' research in [Psychology Today](#) and the [Boston Globe](#).

Internship: A fantastic first three weeks



Brandon Frey, a rising senior majoring in Marketing, is learning about SEO, Google Analytics and using a Mac at his [internship](#) at Blue Ocean Ideas in Maryland. After three weeks, he's in

"internship heaven."

Make an impact -- Make a gift by June 30!

[Make a gift to William and Mary's Business School](#) by June 30 to be counted for the fiscal year 2011.

Gifts from alumni and friends sustain the business education and values-based leadership development and that is a hallmark of William and Mary's Business School. If you have not already shown your support by making a gift this year, now is the time!

Please note that only gifts received at William and Mary by June 30 (not merely postmarked by June 30) will be counted for the fiscal

for Southampton County Supervisor

[Shelli Stockton MBA '88](#) honored as a Woman of Distinction by the 63rd Assembly District in Redlands, Calif.

» UPCOMING EVENTS

[July 9: MBA Programs Experience Day](#)

[July 13: WAABA Entrepreneur Networking Breakfast](#)

[July 14: Executive MBA Online Information Session](#)

[July 20: Finance Networking & Resume Exchange in NYC](#)

[July 20: Executive MBA Online Information Session](#)

[July 27: W&M EMBA on the Road](#)

[Aug. 2: WAABA Business Trends Speaker Series with Professor Bud Robeson](#)

[Aug. 10: Executive MBA Online Information Session](#)

[Aug. 25: Executive MBA Program Experience Day](#)

[Aug. 26: Case Interviewing Workshop](#)

[Aug. 29: Undergraduate Team Launch](#)

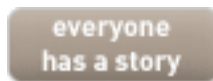
year 2011. To ensure your gift will arrive by June 30, please consider [giving online](#) by June 30 midnight in your time zone. And thank you for [supporting business education](#) at William and Mary!

[Sept. 16: Meet the Firms Friday](#)

[Sept. 23: From DoG Street to Wall Street](#)

Have news or a story you'd like to see featured?

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REVOLUTIONARY THINKING



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