



WILLIAM  
& MARY

Mason School  
of Business

STORIES OF REVOLUTIONARY THINKING

MAY 2011

## Have degree, will change the world



More than [400 new graduates](#) received diplomas on Sunday, May 15, on the grounds of Alan B. Miller Hall and William & Mary Hall, including 110 Full-Time MBA, 17 Flex MBA, 83 Master of Accounting and 205 Bachelor of Business Administration. Many are moving on to careers at leading companies in the world.

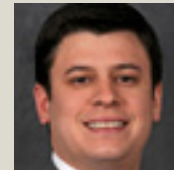
Congratulations to the Class of 2011. Bring your revolutionary spirit and change the world!

## A pretty remarkable day

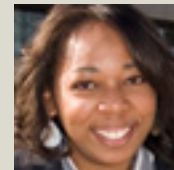
### » FROM OUR BLOGS



[Ram Ganeshan](#): In conversation with Human Genome Sciences CEO H. Thomas Watkins BBA '74



[Michael Brown EMBA '11](#): Walmart and the Taj Mahal, International Residency in India



[Kim Johnson MBA '11](#): Sitting across from Andrew Ross Sorkin



[Edmund Amoye MBA '12](#): MBA Experience prepares me to be a value creator

### » SCHOOL NEWS



Dean Larry Pulley reflects on Commencement Day and offers a heartfelt thanks to all new graduates.

"Thank you to our graduates for the incredibly remarkable role that you are playing in our progress, in our successes as a business school."

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## Number 1 in Sustainability

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The Undergraduate Business Program has been ranked **number one overall in Sustainability**, in the latest Bloomberg Businessweek ranking of the top 100 undergraduate b-schools by specialty.

**Bloomberg Businessweek**

"We are creating the next generation of business leaders, where social and

environmental concerns are woven into the core of business thinking. The key for business and b-schools is partnership so we can scale impact. This year was a powerful year of partnership, launching the Corporate & College Collaborative for Sustainability with support from IBM," says Christopher Adkins, Director of the [Undergraduate Business Program](#).

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## Experience the William & Mary MBA

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113 years of tradition: [Tim Koch BBA '11](#) is a fifth generation W&M graduate.

Huntington Ingalls President & CEO [Mike Petters MBA '93](#) among most powerful in Hampton Roads, according to Inside Business.

[Ariana Berger BBA '11](#) selected to participate in the Congress-Bundestag Youth Exchange for Young Professionals

[C. Larry Pope MBA '94](#) and CEO of Smithfield Foods explains the reasons behind high food prices.

[Prof. Ron Sims](#) edits and contributes to a new book about teaching ethics.

[Edward D. Timmons MBA '04](#) joins ROTH Capital Partners as Senior Research Analyst.

Though not a baker, EMBA student [John McCormick](#) was picked to run Rowena's Bakery in Norfolk.

Seven pitches, one winner. Meet the MBA behind "Where Yat," winner of the annual [Business Plan Competition](#).

Second annual [MBA Awards](#) recognize Mason values.

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### » [UPCOMING EVENTS](#)

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Are you ready to go back to school? Here's your chance to test drive an Executive MBA or Flex MBA. Join us on Saturday, June 11 for an [Experience Day](#), where you'll sit in on a class, meet current students and faculty and feel what it's like to be a W&M MBA.

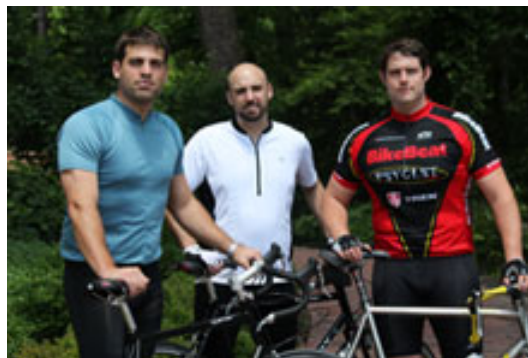
[Register today!](#)

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## An unconventional internship: The MBA Road Project

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Three MBAs are taking the road less traveled this summer for their internship -- literally. Staying true to the revolutionary spirit of all who walked the bricks of W&M for



centuries before them, Rawles Wilcox, Adam Reel, and Mark Walkley decided that they were going to [break from the traditional MBA summer internship](#) between the first year and second year and do something different...and make a difference.

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## Faking It: Can ads create false memories about products?

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[May 24](#): Flex MBA Information Session

[May 25](#): Executive MBA Online Information Session

[May 26](#): Flex MBA Webinar Information Session

[June 7](#): WAABA Business Trends Speaker Series with Prof. Deborah Hewitt

[June 11](#): MBA Programs Experience Day

[June 16](#): WAABA & GMWDC Cloud Computing Lunch

[June 21](#): EMBA Online Information Session

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

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

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

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

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

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

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



Asst. Professor Nicole Montgomery's research on false memories and consumption suggests that ads convince people to buy things based on a false belief that they've tried the product before or that the product even exists.

The study, which will be published in the October 2011 issue of *The Journal of Consumer Research*, is already creating a buzz. Read about it in [Scientific American](#), [PsyPost](#) and [Medical News Today](#).

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## 25 years of service

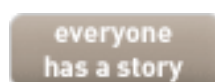
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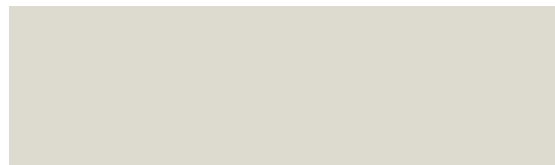
When the [McLeod Business Library](#) opened in 1986, it only had one librarian servicing the business school and its students, faculty and staff. Now 25 years later, there are two business librarians, one library technician and between 10 and 13 student workers assisting library patrons with all their business research needs!

Save the date: The official marking of the library's 25th anniversary takes place Friday, October 21.

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

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REVOLUTIONARY THINKING



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