

SCSCB 2006 In Pictures

SIENA COLLEGE
SCHOOL OF
BUSINESS...

Building a stronger
education for **YOU**, one
piece at a time...



For more information on the Siena College AACSB
Accreditation Process, contact your School of Business
faculty or log on to www.aacsb.edu



"AACSB...giving Siena the credit it deserves"











EXIT

Policy Statement

- Mostly invest in large cap companies and growth stocks
- Benchmark is S&P 500
- Domini 400 Social Index for internal evaluation
- Semi - passive strategy



Top 5 Holdings

- Starbucks
- Kellogg's
- IBM
- American Power Conversion
- Reebok



Recommendations

- Target marketing campaigns to those in high school.
- Depict priests in a traditional manner.
- Show seminarians in a team-oriented atmosphere.
- Create radio ads on rock stations.
- Print advertisements in local newspapers.
- Create marketing promotions directed toward parents.



discu
• Furth
Unite
techn



Investment Strategy

- Equal distribution of \$50,000 per stock
- Allocated to 20-22 companies



EXIT

EXIT

BUTTS

- British American Tobacco (BT)
- Imperial Tobacco Group (IT)
- Reynolds American (RA)
- UST Inc. (UST)



Brand Communities

Siemens

- Bonds among brand loyal customers
- Influence on customer decisions
- Brand Communities have been identified among customers with diverse characteristics, including
 - Deep customers that attend the annual Jeep Grand Cherokee, computer components, Microsoft
 - Heavy Dairies customers



Modified Ethnic Self-Identity Scale

In the following questions the word "ETHNIC" refers to your Ethnic heritage (India/Pakistan)

Strongly Disagree

1

2

3

4

Strongly Agree

5

I prefer speaking in my Ethnic language over English

I prefer performing arithmetic in my Ethnic language

I prefer eating Ethnic cuisine

I participate in Ethnic celebrations and holidays

I believe in Ethnic values about marriage, families, education, work

I believe in American values about marriage, families, education, work

I fit well with my Ethnic community

I prefer Ethnic movies to English movies

I prefer Ethnic music to English music



EXIT

Period 2

	10%	8%	5.47%	3.34%
EQUITY				
Software	3.1%	3.1%		
Hardware	10.2%	10.2%		
Media	3.7%	3.7%		-0.5%
Telecommunications	1.0%	3.0%		-8.6%
Hotels	12.1%	12.2%		-2.8%
Consumer Services	7.5%	7.5%		-2.3%
Business Services	1.0%	3.0%		-2.3%
Financial Services	15.5%	15.5%		
Consumer Goods	3.2%	3.2%		
Industrial Materials	11.5%	11.5%		
Energy	10.5%	10.5%		
Utilities	3.3%	3.3%		
BONDS				
Corporate	8%	8%	8.80%	8.80%
Treasury	0%	0%		
Mortgage Backed	0%	0%		
Cash Money Market	0%	0%		
Weighted Average		10%	8.11%	8.11%



Period 4 Results

	1.00%
Performance	7.00%
Contribution from Allocation	2.00%
Contribution from Sector Selection	0.70%
Contribution from Bond Type Selection	0.00%
	0.70%
	0.00%
	0.00%

Period 4 Results


	1.00%
Performance	7.00%
Contribution from Allocation	2.00%
Contribution from Sector Selection	0.70%
Contribution from Bond Type Selection	0.00%
	0.70%
	0.00%
	0.00%








The San Antonio Area



got boots? 


www.adk.org
ADIRONDACK MOUNTAIN CLUB





Dick's Sporting Goods

- ❖ Crossgates is a very highly visited Mall.
- ❖ Place pamphlets and hiking equipment side by side.
- ❖ Get the literature to those who are most interested in seeing it.



Research

- Information is not readily available
- Parking on the Siena campus has become a problem
- Use of an off campus parking lot and shuttle for commuter students would alleviate the problem



SIENAcollege

Survey Design

- Two to Three minute survey
 - 15 questions for commuters
 - 10 questions for residents
- Likert type questions
 - Sliding scale:
1 (strongly disagree) - 5 (strongly agree)
- Distribution:
 - Face-to-face survey collection
 - E-mail requests to participate in on-line survey
- Target population – Siena students



SIENACollege

Purpose

- To understand the perceptions professional Generation X women have of the women they work with
- To understand the issues facing Generation X -- caught between the aging Baby Boomers and the young, up-and-coming Generation Y


























AACSB
The Association to Advance Collegiate
Schools of Business



The difference between ordinary
business students and
EXTRAORDINARY
business students!

Siena College

Sample Plan & Size

- Goal Sample Size: 100 students:
 - 50 Residents
 - 50 Commuters
- Actual Sample of 303 Students:
 - 71 Residents
 - 225 Commuters
 - 1 Non-Respondent
- Surveyed All Classes
 - 88 Males
 - 203 Females
 - 6 Other



SIENACollege











































VICE FUND



Matt Grant
Matt D'Andrea
Bill Clinton



6 B's Of VICE

- BOMBS
- BOOBS
- BUTTS
- BOOZE
- BLOOD
- BETS



6 B's Of VICE

- BOMBS
- BOOBS
- BUTTS
- BOOZE
- BLOOD
- BETS





6 B's Of VICE

BOMBS
BOOBS
BUTTS
BOOZE
BLOOD
BETS







BOOBS

Playboy (PLA)



BOOBS

■ Playboy (PLA)



BOOBS

- Playboy (PLA)





TUTTS

North American Tutts (EST)

Central Tutts (EST)

South American (EST)

US Inc. (EST)





ITTS

High American Telecom (HAT)

Imperial Telecom Group (ITG)

Republics America (RA)

ISI Inc. (ISI)





EXIT

BLOOD

- Gamestop Corporation (GME)
- Lions Gate Entertainment (LGF)
- Take-Two Interactive (TTWO)



BETS

- Harrah's Entertainment (HET)
- Penn National Gaming (PENN)
- Shuffle Master INC (SHFL)



Conclusion

- "It has been my experience that folks who have no vices have very few virtues."



- Abraham Lincoln



EXIT



EXIT

Conclusion

"It has been my experience that folks who have no vices have very few virtues."



- Abraham Lincoln



Period 2

	Investment Strategy				Change
	Investment Strategy	90%	5-47%	3-34%	
EQUITY	100%				
Subsidiary	3.01%	3.01%			-0.00%
Hardware	10.27%	10.27%			-0.00%
Media	3.72%	3.72%			-0.00%
Telecommunications	3.09%	3.09%			-0.00%
Healthcare	11.24%	11.24%			-0.00%
Consumer Services	7.79%	7.79%			-0.00%
Business Services	3.09%	3.09%			-0.00%
Financial Services	19.06%	19.06%			-0.00%
Consumer Goods	8.92%	8.92%			-0.00%
Industrial Materials	11.04%	11.04%			-0.00%
Energy	10.30%	10.30%			-0.00%
Utilities	3.09%	3.09%			-0.00%
BONDS		0%	0.00%	0.00%	0.00%
Corporate		0%	0%	0%	0.00%
Treasury		0%	0%	0%	0.00%
Mortgage Backed		0%	0%	0%	0.00%
Cash (Money Market)	0%	10%	0.12%	0.12%	0.00%
Unplanned Assets				0.12%	0.00%









Forecast of Membership

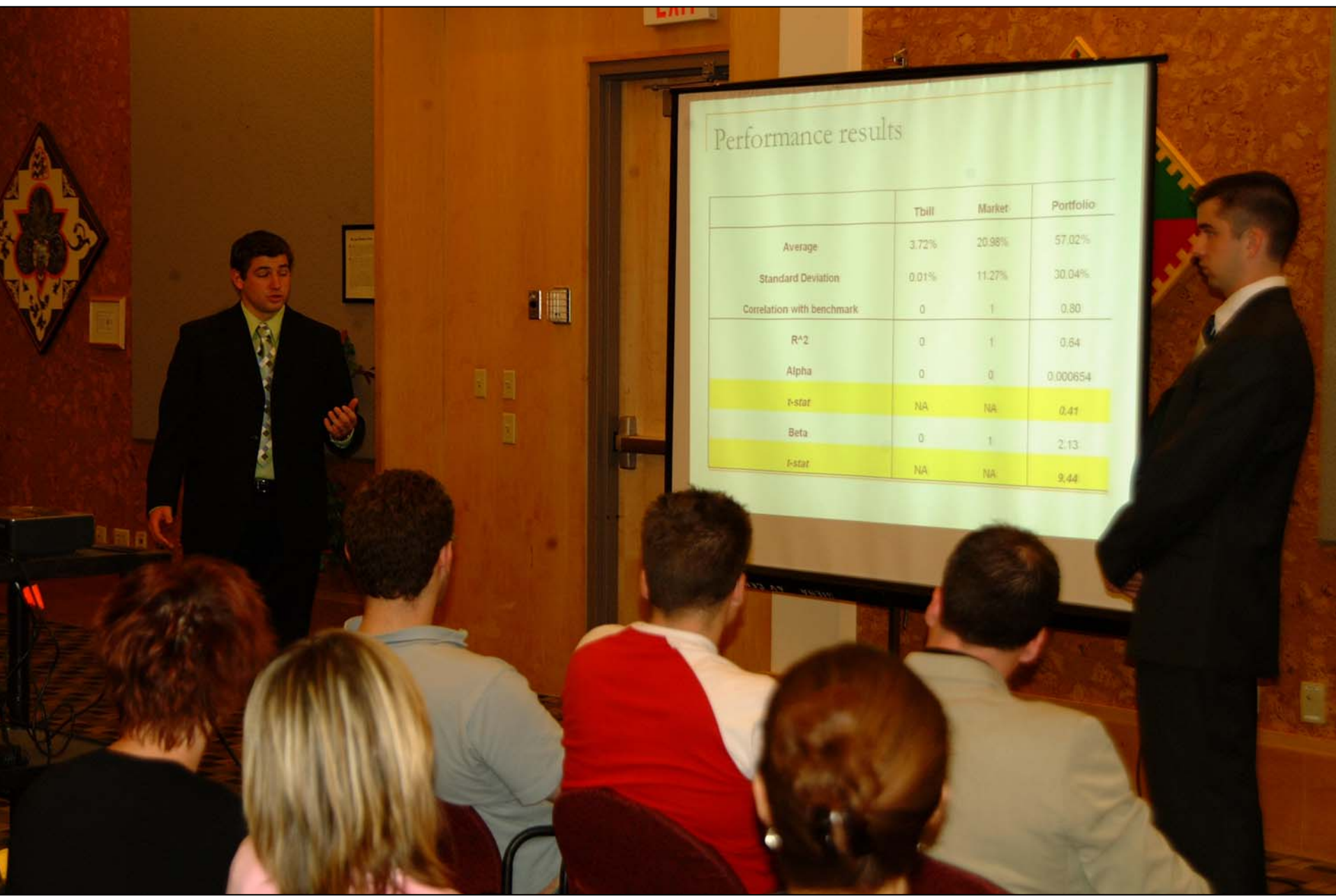
Year	Membership
2008	100
2009	100
2010	100
2011	100
2012	100
2013	100
2014	100
2015	100
2016	100
2017	100
2018	100
2019	100
2020	100

Performance results

	Tbill	Market	Portfolio
Average	3.72%	20.98%	57.02%
Standard Deviation	0.01%	11.27%	30.04%
Correlation with benchmark	0	1	0.80
R ²	0	1	0.64
Alpha	0	0	0.000654
t-star	NA	NA	0.41
Beta	0	1	2.13
t-stat	NA	NA	9.44

Performance results

	Tbill	Market	Portfolio
Average	3.72%	20.98%	57.02%
Standard Deviation	0.01%	11.27%	30.04%
Correlation with benchmark	0	1	0.80
R ²	0	1	0.64
Alpha	0	0	0.000654
t-stat	NA	NA	0.41
Beta	0	1	2.13
F-stat	NA	NA	9.44



Performance Results

	Tbill	Market	Portfolio
Average Return	3.72%	20.98%	57.02%
Standard Deviation	0.01%	11.27%	30.03%
R ²	0	1	0.641
Sharpe Ratio	NA	1.53157	1.77
Treynor Ratio	NA	0.1725	0.25
Information Ratio	NA	0	0.04
Jensen	NA	0	0.0005
<i>β</i> -stat	NA	NA	0.24
Beta	NA	1	2.13
<i>β</i> -stat	NA	NA	9.18
Market Timing	NA	NA	4.01
<i>β</i> -stat	NA	NA	0.18
Net selectivity	NA	NA	0.07
Diversification	0	0	0.09
Selectivity	0	0	0.17



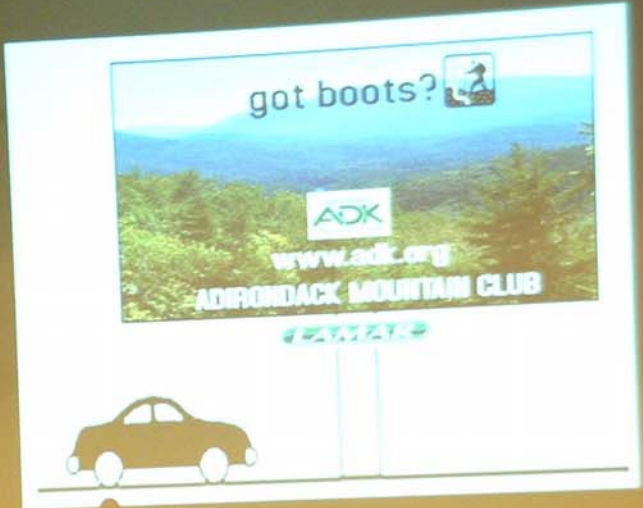
Final Results

	Actual	Target	Variance
Revenue	100%	100%	0%
Expenses	95%	100%	-5%
Profit	5%	0%	5%
Operating Profit	10%	10%	0%
Net Profit	8%	8%	0%
EBITDA	12%	12%	0%
EBIT	10%	10%	0%
EBI	9%	9%	0%
EBT	7%	7%	0%
Net Income	5%	5%	0%
EPS	1.50	1.50	0.00











Direct Mail

- The most effective means of reaching the target audience
- 100% response rate
- 100% deliverability
- 100% control over the message



Direct Mail

- Increases the number of contacts that respond to a direct mail campaign
- ROI is higher than a cold calling call
- Respondents will provide contact info





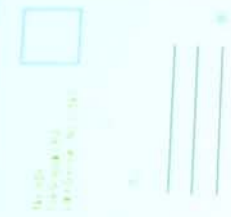


Be sure to check the official numbers on the app!

1-800-555-0000

Hello from the Adirondacks!

ADK



Be sure to check the official numbers on the app!

Be sure to check the official numbers on the app!



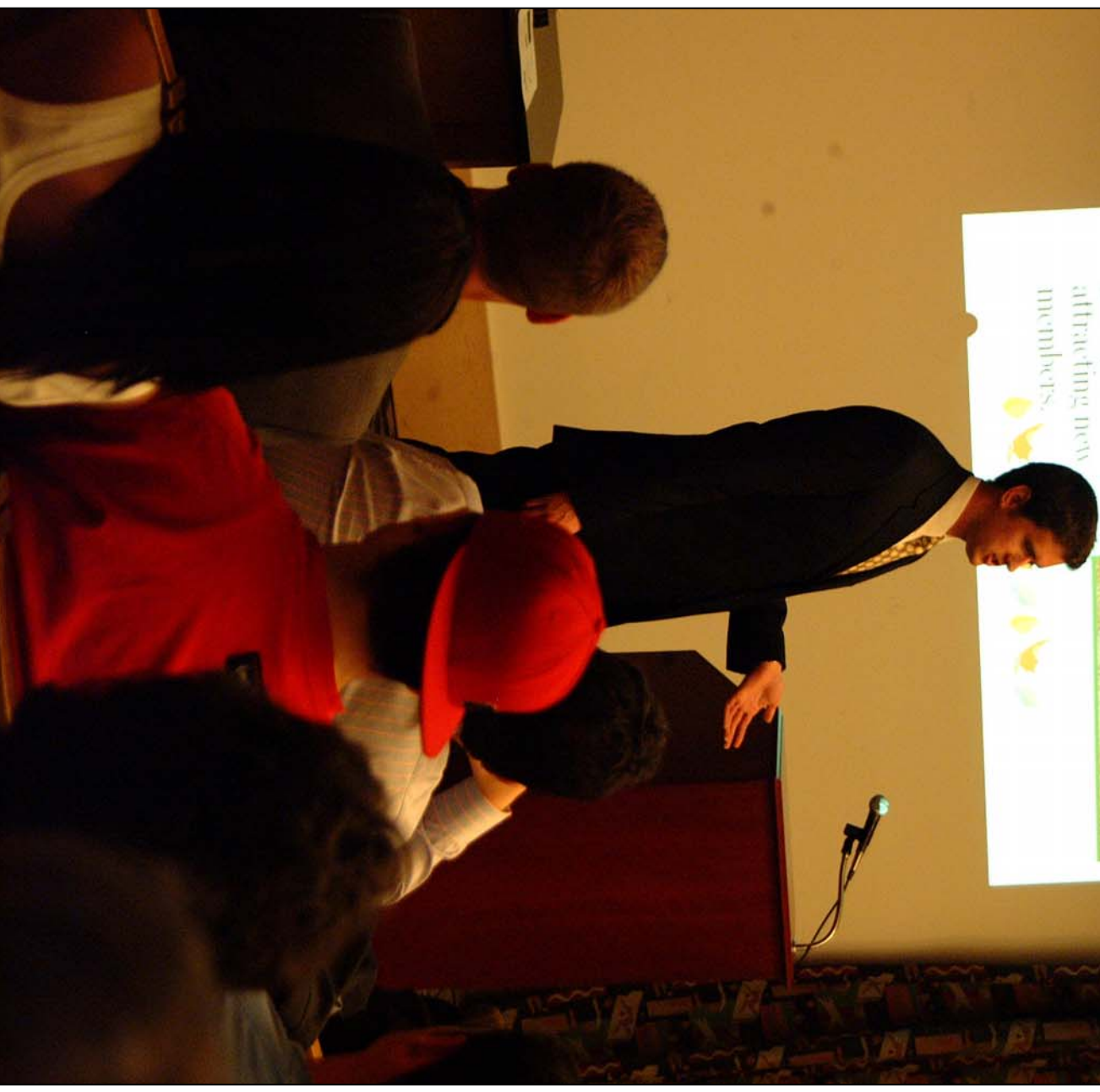
Outdoor Shows

- Outdoor shows can attract outdoorsmen in general who are open to pursuing new activities.
- Attending these shows can be very inexpensive for ADK.
- These events show great potential for attracting new members.



Outdoor Shows

- Outdoor shows can attract outdoorsmen in general who are open to pursuing new activities.
- Attending these shows can be very inexpensive for ADK.
- These events show great potential for attracting new members.



Outdoor Shows

- Outdoor shows can attract outdoorsmen in general who are open to pursuing new activities.
- Attending these shows can be very inexpensive for ADPK.
- These events show great potential for attracting new members.













Parking at Siena?

Jennifer Cummings
Mary-Kate Pritchard

Siena College Student Conference in Business
April 21, 2006



Research

- Information is not readily available
- Parking on the Siena campus has become a problem
- Use of an off campus parking lot and shuttles for commuter students would alleviate the problem



4. Which commuter parking lot do you usually have to park in?

Lot 1 - The lot adjacent to the main building
 Lot 2 - The lot adjacent to the main building
 Lot 3 - Located on the north side of the Main Quad
 Lot 4 - Located on the north side of the Main Quad

5. Which commuter parking lot would you prefer to park in?

Lot 1 - The lot adjacent to the main building
 Lot 2 - The lot adjacent to the main building
 Lot 3 - Located on the north side of the Main Quad
 Lot 4 - Located on the north side of the Main Quad

Please answer the following questions based on the 2 choices

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	2	3	4	5

6. I would use a commuter parking lot for a given event park spot

7. For given event parking I would park off campus with shuttle transportation

8. I would be willing to pay a small fee for this service

Please answer the following questions based on the 2 choices

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	2	3	4	5

9. I know what commuter parking lots are allowed to park in

10. Parking at the Green College campus is a problem

11. Parking will be a problem in the future

12. Overall

13. Yes

14. No

15. What amount is your preferred range of

16. \$0-\$10

17. \$10-\$20

18. \$20-\$30

19. \$30-\$40

20. \$40-\$50

21. What are your top priority of issues

22. Transportation

23. Cost

24. Location

25. Other

26. Other

27. Other

28. Other

29. Other

30. Other

31. Other

32. Other

33. Other

34. Other

35. Other

36. Other

37. Other

38. Other

39. Other

40. Other

41. Other

42. Other

43. Other

44. Other

45. Other

46. Other

47. Other

48. Other

49. Other

50. Other

51. Other

52. Other

53. Other

54. Other

55. Other

56. Other

57. Other

58. Other

59. Other

60. Other

61. Other

62. Other

63. Other

64. Other

65. Other

66. Other

67. Other

68. Other

69. Other

70. Other

71. Other

72. Other

73. Other

74. Other

75. Other

76. Other

77. Other

78. Other

79. Other

80. Other

81. Other

82. Other

83. Other

84. Other

85. Other

86. Other

87. Other

88. Other

89. Other

90. Other

91. Other

92. Other

93. Other

94. Other

95. Other

96. Other

97. Other

98. Other

99. Other

100. Other

