

Events

- > Monday 12/1
Teambuilding Seminar
- > Friday 12/5 5:00p
Women's MBA "Meet the Chapter"
- > Friday 12/12 7p-12a
Festivus at Pearl Street
- > Enjoy your break!
- > 1/7-1/9 First Years MBA Advantage Begins at 2:30p on January 7, 2009

The UB MBA Exchange

" b e c a u s e k n o w l e d g e i s p o w e r "

End of the Semester: The Future of the Exchange

BETHANY TORNATORE

It's hard to believe that the first semester of the year is already over! Now that I am only one semester away from graduation, it's easy for me to say that each semester flies by faster than the prior one. Although we will all be extremely busy over the next two weeks with the end of classes and final exams, we have something to look forward to; our well deserved winter break.

Last year, I remembered the first few weeks of winter break being a shock to my system. After working tirelessly for the entire first semester of the MBA program, having some free time left me wondering what I should do right now. Often, I felt like I was missing deadlines and homework assignments, but then I realized that there was literally NOTHING for me to do in terms of schoolwork. It was a nice feeling.

This is the last issue of the MBA Exchange until the spring semester. In the meantime, Evan and I will be planning for next semester's newsletter. Have you wanted to write an article for the Exchange, but you haven't had the time to write one yet? Winter break is the perfect

time to write. Although we won't be publishing the newsletter during break, I will continue to accept articles during the break to be used in the spring semester's issues. Don't forget that being a staff writer for the Exchange is a great resume booster! You can email articles to mbax-change@gmail.com.

Early next semester, Evan and I will be looking for first-year students who are interested in running the Exchange next year.

As the Editor-in-Chief, you are responsible for the content of the newsletter – mainly writing articles, and collecting and editing submissions from others. For this position, it is important to have strong writing/editing skills and good attention to detail to catch any errors in the newsletter.

As the Director-in-Chief, you are responsible for the design of the newsletter – taking articles and pictures and formatting them to be interesting and eye-catching. You'll also be responsible for adding events columns, sports scores, etc. For this position, attention to detail and strong computer skills (like experience with Microsoft Publisher) are important.

If you are interested in being a part of the future of the MBA Exchange, please email us and let us know which position you're interested in. I'll send out another reminder in the spring, but it's something you can start thinking about now!

Finally, I wanted to ask for some feedback on the newsletter. If there is anything in the newsletter that you like/don't like/want to see more of, please email mbax-change@gmail.com. We're always looking for ways to improve, and we want to hear from you! Thank you all for helping to make the Exchange a success. We wish you all a wonderful winter break filled with lots of relaxation!

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The man behind the story.



RALEIGH LOVE

Two weeks ago the citizens of Indonesia had a bit of a scare when tsunami warnings began going off after a magnitude 7.5 earthquake was detected off the north coast of Sulawesi. Luckily, it wasn't a repeat of 2004. If you start looking at the numbers, though, you start to realize just how major "major" events are.

Charles Richter and his associate Beno Gutenberg developed the Richter scale at CalTech in the 1930's. It's a logarithmic scale with each number representing an earthquake with ten times more energy than the previous number. Last week's earthquake was a 7.5, while the 2004 tsunami earthquake measured 9.3, or roughly 650 times stronger. The energy of a quake itself is measured in terms of how far the ground moves and how far the shockwaves travel. In turn, that displacement is measured using a seismometer.

There are a myriad of different forms, but all seismometers operate on the physical principle of conservation of momentum. Modern instruments keep a weight suspended within a magnetic field. When the instrument is shaken, the weight moves within the magnetic field, which in turn creates a recorded voltage. The stronger the shaking, the higher the voltages created.

The terrestrial movements can take one of two forms, depending on how the direction of the wave relates to the direction of the movement of the ground. If the ground moves in the same direction as the wave, it's called a longitudinal or 'compression' wave. The primary displacement of an earthquake comes in this form, and the resulting shockwave is called a P-wave.

The other form of wave involves the ground moving perpendicular to the direction of the wave. These are called transverse waves and it's like cracking a whip. The whip itself technically moves side to side, while the force of the wave moves down the length of the whip. These are the really destructive types, and are categorized according to how the ground moves and whether the shockwave is above or below ground. Below ground, these are called S-waves. They travel about half as fast as a P-wave. These are still shockwaves, rather than physical displacement.

The physical displacement that affects us comes from Surface waves. These take one of two forms: Rayleigh waves and Love waves (I can't make this kind of stuff up). Love waves (or Q-waves) are side to side. Like S-waves, This type of wave cannot pass through fluids like air or water, but they can easily cut a building in half or reduce it to rubble.

Rayleigh waves (or L-waves) are surface waves that move up and down. The forces that create these are circular in motion, and create the "rolling" surface. These waves have a structure that allows them to move through water or rock, and are responsible for creating the displacement below the ocean to cause tsunamis.

Back on the topic of tsunamis, the displacement of rock caused by the earthquake results in an enormous Rayleigh wave being created in the water, on the order of 2000 times larger than a normal ocean wave. It travels hundreds of miles per hour in deep water, but slows down and grows higher as it reaches the shore. The water within the wave must come from somewhere, though; and if you ever see the tide go out in a matter of seconds, that's your signal to head for high ground. Until next time, here's to hoping you never see that happen, and to keeping your imagination well fed.

Hat of the Week



Cockle Bonnet

Welsh Origin

Originally worn by Welsh women while harvesting cockles (clams)

Popular among Pilgrims immigrating to the Americas during 1600's

Charitable Giving During Economic Downturns

BRITT BIRD

As more Americans turn to charity during the current economic downturn "many charities are witnessing a slowdown in donations received in 2008 and are concerned for 2009." (University, 2008, p. 1)

The Center on Philanthropy at Indiana University says that charitable giving has historically been recession-proof. Contributions to American charities have increased during the past forty years with the exception of 1987 when tax laws regarding the deductibility of gifts changed. (University, 2008, p. 2)

"Research by the center reported a connection between a drop in the Standard & Poors 500 stock index and a decrease in charitable giving, but the impact is less than 1 percent for every 100 points the index drops. Inflation and other economic factors can reverse the impact (University, 2008)."

"Historically the stock market has

a relatively small impact on charitable giving nationally (Blankinship, 2008)."

An interesting graph that provides a look at giving in prior times of "unprecedented economic crises" can be found at: <http://www.philanthropy.iupui.edu/Research/docs/SpecialBriefingNovember2008.pdf> (University, 2008, p. 7)

"A survey released this week by Federal Way, Wash.-based World Vision indicates that 2008 could actually be a better-than-usual Christmas for the nation's charitable organizations. The telephone survey, conducted in late October by Harris Interactive, found that seven in ten adults plan to spend less money on holiday presents this year, but about half say they are more likely to give a charitable gift than a traditional present such as clothing or an electronic toy. (Blankinship, 2008)"

"Recent polls of donors indicate

that some donors intend to continue giving, and some intend to give even more than usual (Blankinship, 2008). " It will be interesting to see what happens in the months to come.

If you have comments regarding this article or suggestions for future articles please email babird@buffalo.edu.

Sources:
Blankinship, D. G. (2008, November 21). *Americans Still Giving, Despite Economic Meltdown*. Retrieved November 29, 2008, from Associated Press: <http://www.google.com/hostednews/ap/article/ALeqM5jNspyyv3508hLE162n-WYOiJtUCvAD94J7D700>

University, T. C. (2008, November). *Briefing on the economy and charitable giving*. Retrieved November 29, 2008, from Philanthropy: <http://www.philanthropy.iupui.edu/Research/docs/SpecialBriefingNovember2008.pdf>

"Historically the stock market has a relatively small impact on charitable giving nationally (Blankinship, 2008)."

BUFFALO BILLS UPDATE

Buffalo Bills (6-6) fell to the San Francisco 49-ers Sunday leaving them with a 50% record with 4 games left of the season. In the beginning it seemed that Buffalo might be a powerhouse once again. Now they likely will not make the playoffs.



<http://www.ubathletics.buffalo.edu/football/>

BULLS CORNER

Bulls (7-5, 5-3 MAC) lost to Kent State on Friday night in a close game. Buffalo will play Ball State in the MAC championship game this Friday.

Buffalo 21, Kent State 24

Dave Anthony. The man with all the answers.

Ask Dave

DAVE ANTHONY

Dear Dave, What do you suggest I do over winter V f Y U _ 3 . . . = . X C D D h _ b c k . k \ U M = am going to do with all of my free time!

Relax! Literally attempt to do as little as possible. Once the first semester is over for the first years, you will most likely kick back, relax, and lay around.

If you are sick of being lazy, you can always enjoy the outdoor life in Buffalo by going skiing or tubing.

Maybe you will want to stay inside and catch up on TV, movies, or read a good book. I suggest anything written by Jimmy Buffett, as his books are typically set in the islands and they will give

you warmth that Buffalo does not offer.

Happy holidays!

Go Bills!

Please send questions to MBAXCHANGE@gmail.com or Evan is going to have to make up questions for me. I will answer literally any question you ask and they can be anonymous if you would like.



Good luck with your final exams and have a happy holidays!!

THE UB MBA EXCHANGE

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Contact us at mbaXchange@gmail.com with any questions, suggestions or if you would like to contribute and help us build the newsletter further.

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Because knowledge is POWER