

Events

- > Saturday 4/18 6:30p
Soiree
- > Tuesday 4/28
Last Day of Classes
- > Saturday 5/9
SOM Commencement!!!

The UB MBA Exchange

“ because knowledge is power. ”

Career Management

ROBIN PENBERTHY

It's a fact that 80-90% of job seekers will not find an opportunity through open job postings. Also, 98% of companies are private and 97% of those are not sourcing through traditional recruiting efforts. This is why having a strategic approach to career planning and to securing a position is imperative. The completed resume and job boards should be part of that plan, but are only a small fraction of an effective job search. It's never too early to start researching companies, finding contacts and preparing for your next career move.

The School of Management Alumni Association (SOMAA) has a tool to help

you devise an effective job search strategy and the resources to implement that plan – CareerBeam, a virtual career “success center”.

As a student, you have free access to CareerBeam. Simply login to the CareerBeam site at <http://mgt.buffalo.edu/alumni/careerbeam> and go to the **Be Strategic** section on the left to find out more about creating and implementing a successful job search strategy. In this section, you will learn and work through strategies for networking and for implementing your career plan. Also, the **Quick Start Guides** give a comprehensive overview of the system and are the best place to look for help or instruc-

tion relating to CareerBeam. Find the Guides at System Overview (demonstration) under “Videos”.

As you prepare for life after graduation, remember that by joining SOMAA you have continued access to not only CareerBeam but also thousands of networking alumni contacts. Join today at <http://mgt.buffalo.edu/alumni/association/join>.



“Success is not final, failure is not fatal: it is the courage to continue that counts.”

- Winston Churchill (British Prime Minister during WWII, Author. 1874-1965)

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The man behind the story.



Hat of the Week



Mexican Sombrero

Spanish origin

Name in Spanish refers to any hat with a brim.

European sombreros are closer in design to Skimmer hats.

The Raleigh Story: Tipple Taxonomy

RALEIGH LOVE

During spring break, a friend of mine went to Mexico and came back with a bottle of Mayan Xtabentun (that's pronounced SHTA-bin-toon) without knowing what it was. When they tried it later, they were somewhat horrified at the fact that it wasn't the Tequila they were expecting. I figured that was inspiration enough to take this week to delve into the spirit realm.

We'll start off with one of humanities oldest drinks of choice, the ever popular miscellaneous fermentation. The process of fermentation actually pre-dates humanity, so you could almost say that people evolved to drink it. Yeast, in all its many forms, is a single-celled fungal organism that metabolizes sugars into ethanol. These are responsible for producing all the low-proof alcohols. The major difference between them being, of course, what produced the sugars that are metabolized.

Beer is produced by fermenting grain, though it requires an extra step to change the starches of the grain into sugars first. This is done in a process called "malting" that involves soaking the grain until it begins to sprout, then drying it out. Japanese Sake is similar to beer, but because of the chemical structure of rice, the malting and fermenting both occur at once. This process allows sake to be brewed at a much higher

proof than any other fermented drink.

Other fermented drinks already have the sugars present for yeasts to metabolize. Wine is produced from fermented grapes, of course. Apples or pears are used to produce ciders. And finally, what is likely to be the eldest of the fermented beverages (as in, archaeologists have found it in urns dating back 9,000 years), honey is used to create meads and the aforementioned Xtabentun.

But then, humanity wanted something that tasted great but was less filling. Thus, several thousand years ago, someone came up with the idea of distillation. All that is required for the distillation process is a container to boil and a container to collect the cooling vapors. This same process is used for everything from purifying water to refining jet fuel.

With regards to alcohol, the temperature of the boiling container needs to be very carefully controlled. Alcohol is a volatile liquid, meaning it evaporates easily at low temperatures. So, a fermented liquid is heated to a temperature that optimizes the boiling of the alcohol. This allows it to be collected and concentrated in levels that are unreachable by fermentation alone. Yeasts tend to die off when the alcohol content gets much higher than 15%. With distillation, people can produce the beverage (and I use

that term loosely) called Everclear, sitting at 190 Proof.

Usually people aren't that hostile toward their liver or taste buds. Normally, things like wine are distilled into brandy or South American pisco. Other fermented fruits may be distilled into Schnapps or Hungarian Palinka. Fermented potatoes or rye are distilled into vodka. Other fermented grains like barley, wheat, or even corn can be distilled into "uisce beatha" or the Gaelic "water of life" known to the rest of us as whiskies and bourbon. Sugarcane can be distilled into rum. Agave can be turned into Tequila. Other plants can be fermented and distilled into even more exotic drinks like ouzo (anise), absinthe (wormwood), kahlua (coffee), or chartreuse (God only knows).

Once the distilling is done, other flavors are often added, such as the addition of juniper berries to flavorless alcohol to produce drinks like gin. Sugars are also often added to change liquor into liqueurs. At any rate, I'm sure you'll find the opportunity to engage in extensive field research on this topic. Until next time, here's to keeping your imagination well fed.

Ask Dave

Dave Anthony. The man with all the answers.



DAVE ANTHONY

What is the deal with superstitions and do people actually have them when it comes to job interviews?

Yes, some people are crazy enough to the point where they need to wear a specific article of clothing in order to do well. As proof of this, I have a pair of lucky underwear that I have for occasions when having luck is involved.

Now, it is not just me who does this. A survey by a

global employment law firm states that 60 percent of people have a lucky pair of underwear that they wear to job interviews. A total of 84 percent of people have some article of clothing that brings them good luck.

I am going to tell you that while even I have lucky underwear, there is no way that they actually bring me luck. Nothing can bring you a better outcome from an interview than hard work and doing your research.



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See one of the GMA Officers for questions or tickets!

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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