

# The MEMorandum

## Master of Engineering Management

VOLUME 8, issue 1

October 6, 2011

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Above: MEM students enjoying a fun-filled night during Campout

Hello MEMers!

We are almost half-way into the semester, and a lot has happened already. From the fun nights at Graduate Camp-Out, networking and making new friends during homecoming, to enjoying wonderful cultural foods after seminar, this semester is shaping up to be another great MEM experience!

Fall break is now upon us, and I hope you are all excited about spending a few days of rest and quality time with family or friends.

But first, please enjoy reading this semester's first issue of MEMorandum. Special thanks to all members of the Communications Committee who contributed.

Chibulu Luo  
Director, PDC Communications

Right: Night with Industry at Washington Duke Inn



Bottom Left: Homecoming



Above: Enjoying cultural foods after Seminar

## CAMP-OUT: AN MEMer'S PERSONAL ACCOUNT

*“It was fun. Loud music, good burritos!”*

While 110 decibels of Blue Oyster Cult's *Don't Fear the Reaper* roared from the MEM campsite, hundreds of campers raced to another check-in, including a few dozen intrepid MEMers.

Usually quiet, polite, and cooperative Dukies scurried from their tents and trailers to make it before they got the dreaded black mark of a failed check-in. Friend and foe alike ran shoulder-to-shoulder, hoping to maintain their eligibility in the season ticket drawing, and moreover, to obtain that most coveted prize, a UNC-Duke ticket.

The Duke campout is an annual event where students camp out for 36 hours in an effort to win season tickets to the home Duke basketball games. Students form teams between four and twenty people. Check-ins start at Friday evening and continue at random intervals through Sunday morning. Rain or shine, noon or midnight, the check-ins continue. At the end of the gauntlet, those still standing are entered into a drawing for one of the 700 available season tickets. This year's event was one to be remembered.

Picture the Blue Zone (two stadium parking lots) lots filled to the brim with trailers, tents, blankets, and hundreds upon hundreds of exuberant Duke Basketball fans. The 2011 graduate

basketball ticket lived up to the hype. The event had everything; relentless partying, loud music, random check-ins, games, sports, drinking. For MEM students, the Student Activities Committee provided meals, water, and beer. While some of the less grateful students were overheard grumbling about the quality of the amenities, most of the students appreciated the sandwiches, pizza, burritos, and beer. Though, the goings on at the MEM tent were just part of the party.



Above: Camp-out tents



Above: Check-in...

## CAMP-OUT: AN MEMer'S PERSONAL ACCOUNT

There was no shortage of ways to wile away the hours at campout. At the Fuqua tent, there was a Bollywood party, complete with Hindi music and a live drummer. In one corner of the parking lot, a rowdy group was line-dancing. Other students were playing bean toss. One MEMer ate a burrito to kill the time. By sunrise on Sunday, virtually all participants were partied out.

Perspectives varied on the experience. Hima Parvataneni said of the event, *"It was fun! Loud music, good burritos."* Another camper, Zhao "Brenda" Zha, *felt differently. "I did not have a great weekend! After suffering the terrible weather all through Campout, none of my friends or I even got one ticket. It was a tragedy!"* One thing is for sure, the experience was memorable for all those who did attend.

By Trevor Clizer

### DUKE BASKET BALL: 5 INTERESTING FACTS

1. Duke has won four NCAA championships
2. The Blue Devils have the second longest streak in the Associated Press (AP) Top 25 in history with 200 consecutive appearances from 1996 to 2007
3. Mike Krzyzewski has been at Duke since 1980
4. Krzyzewski is one of the nations best coaches—his teams have made the Final Four eleven times!
5. Cameron indoor stadium cost \$400, 000 to build

Source: <http://en.wikipedia.org>

### 2011-12 BASKETBALL SCHEDULE

Nov. 29 - Ohio State Columbus  
 Dec. 7 - Colorado State  
 Dec. 10 - Washington  
 Dec. 19 - UNC Greensboro  
 Dec. 30 - Western Michigan  
 Jan. 1 - Pennsylvania  
 Jan. 4 - Temple  
 Jan. 7 - Georgia Tech  
 Jan. 12 - Virginia  
 Jan. 15 - Clemson  
 Jan. 19 - Wake Forest  
 Jan. 21 - Florida State  
 Jan. 25 - Maryland College Park  
 Jan. 28 - St. John's  
 Feb. 2 - Virginia Tech  
 Feb. 5 - Miami  
 Feb. 8 - North Carolina Chapel Hill  
 Feb. 11 - Maryland  
 Feb. 16 - N.C. State  
 Feb. 19 - Boston College  
 Feb. 23 - Florida State  
 Feb. 25 - Virginia Tech  
 Feb. 28 - Wake Forest  
 Mar. 3 - North Carolina  
 Mar. 11 - ACC Tournament

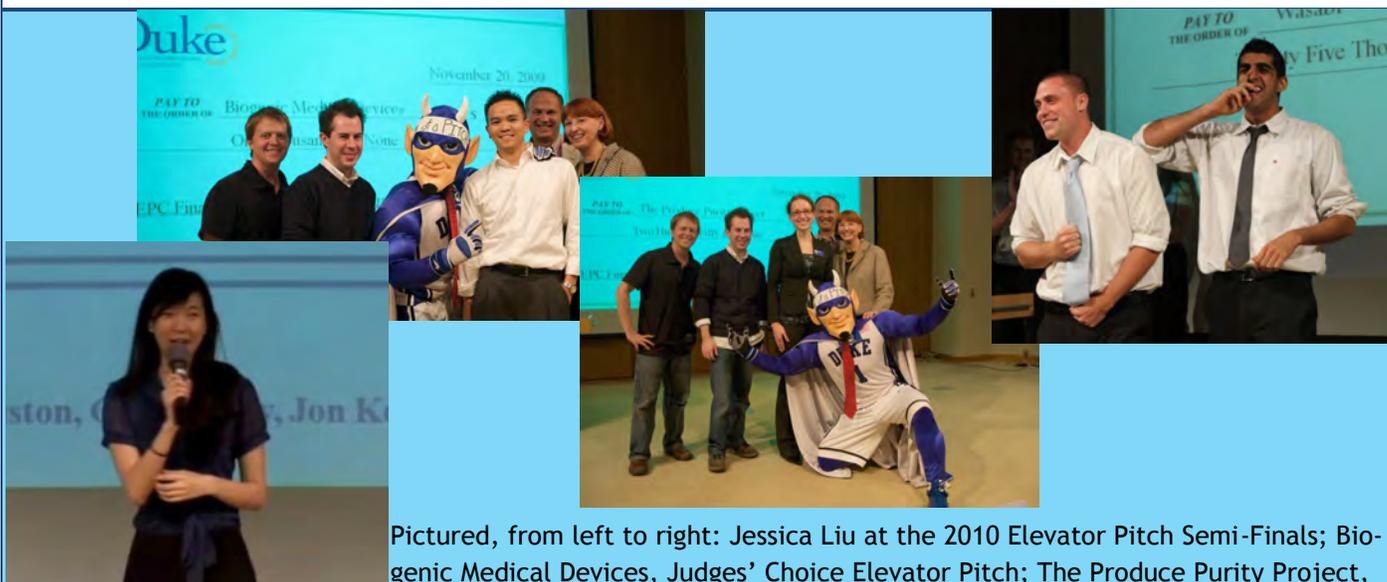
For more information on Duke Athletic teams visit [goduke.com](http://goduke.com)

## DUKE START-UP CHALLENGE

### Win \$5,000!

By now I'm sure you've seen the fliers advertising the Duke Startup Challenge. If not, I'll be brief. The Startup Challenge is an entrepreneurship competition unique to Duke, with two events. Each year teams of undergraduates and grad students compete in special tracks - think of them as industries - to ultimately convince panels of investors and experts that their product/idea is deserving of funding. In the end, the winning team, 1 out of over 100 applicants competing in the Executive Summary Competition in the Spring, receives a grand prize of \$50,000.

In the Fall, the Startup Challenge always kicks off with the Elevator Pitch Competition. Elevator pitches are essentially short, concise sales pitches. You have one minute to convince the judges and audience that your pitch is the most marketable. The winner of the Elevator Pitch Competition receives \$5,000. I was fortunate enough to compete in the semi-finals of the Startup Challenge last semester and have some recommendations for increasing your chances of success in the upcoming Elevator Pitch Competition.



Pictured, from left to right: Jessica Liu at the 2010 Elevator Pitch Semi-Finals; Bio-genic Medical Devices, Judges' Choice Elevator Pitch; The Produce Purity Project,

### Jessica's Tips to Success

**Practice, Practice, Practice.** It's essential to have your speech or at least your main talking points completely memorized. I'm all for winging it, but 1 minute is too short for filler.

**Be Yourself.** It may sound cheesy, but you don't have to conform to other people's methods of pitching. If you're not serious, deliver a more casual pitch. I've even seen someone deliver a comedy-style, incredibly cheesy pitch - the audience loved it, and they won judge's award for Best Pitch Delivery.

**You don't have to cure cancer.** There might be the tendency to go for the most impressive or technical product you can find. That is not necessary. What the judges want to see is

unfulfilled need, market size, and how your product is necessary or stands out from the competition. I've seen pitches from everything from ballet shoes to new restaurant ideas.

**Use minimal text.** You have one minute. No one has time to read everything you want to say. If possible, use a picture instead of text. There are 2 strategies to use. 1) Have all your information on one slide or 2) Have multiple slides that are simple and easy to flip through fast.

**Don't get drunk on the free beer after.** What? There's free beer? Just kidding. Not about the free beer, but the last tip is actually **Have fun with it.** And that should be self-explanatory.

*Jessica Liu is a third-semester MEM student and member of the PDC Communications Committee*

## WHAT DOES GPSC DO FOR YOU?



*With 500 student clubs at Duke, how do you keep track of them all?*

It is very difficult to keep track of everything going on around Duke, and the sheer variety of events can be overwhelming. This is where the Graduate and Professional Student Council of Duke University (GPSC - pronounced 'gypsy') comes in. GPSC is an umbrella student government organization with 94 student groups affiliated with it, striving to centralize the clubs and events that matter to Duke's grad students.

With the right mix of academic concerns, administrative responsibilities, and a lot of social networking, GPSC is an interesting organization to be associated with. It's surprising how well a variety of groups have coalesced into one fun-loving assemblage committed to their work. Ask the president or any member, and they would promptly respond about how the organization has helped them grow as a person. They explicitly name the exposure, leadership skills, and networking opportunities they gain, and the chance to make a difference on campus, as positive aspects of working with GPSC.

The groups affiliated with GPSC range from cultural interests to sports, finance to nutrition, academics to music and fine arts, and everything in between. It's buzzing with opportunities for people looking to affiliate with a club of a specific interest or, want to try out something new, or just socialize. GPSC is involved with all sorts of social, community service, volunteer, and academic events carried out by its affiliate groups. However, the best advantage of being with GPSC is the ability to network with all of the organizations' members and leadership.

The advantages and opportunities are as numerous as you want. You can learn a little bit about a lot of things or tailor-make your path in GPSC. All in all, it's the perfect way to actually give something back to the university, as well as gain a lot for yourself.

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By Vinodhini Tirupac

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### Example GPSC Clubs A-Z

- ⇒ Asian Business Club (ABC)
- ⇒ Christian Business Fellowship (CBF)
- ⇒ Joint Youth Organization of Indians at Duke (JYOTI)
- ⇒ Social Entrepreneurship and Policy Initiative (SEPI)
- ⇒ You are What You Eat Duke Nutrition Education Program (YAWYE)

....GPSC does not have a club that begins with Z, yet.

To see the complete list of student clubs and learn more about GPSC, visit <http://gpsc.duke.edu>