

PROFESSIONAL LEADERSHIP PROGRAM

March 2016

PLP Vision:

- ⇒ To be a nationally recognized professional leadership program for the development of exceptional leaders.

PLP Mission:

- ⇒ To prepare exceptional students for business leadership by supplementing degree competency with executive mentoring, corporate exposures, professional development and key business skills and values.



PLP Purpose:

- ⇒ To give exposure to skills needed in preparation for the complex world of employment.
- ⇒ To provides students with opportunities to meet with representatives from the corporate community and to attend the same training programs that are required for professionals in a wide variety of businesses and industries.

Guided By:

Billy Johnson (Executive Director) and Rachel Cleveland (Assistant Director) are the leaders who leverage, encourage, and take action to help PLP students achieve their goals and obtain their biggest dreams

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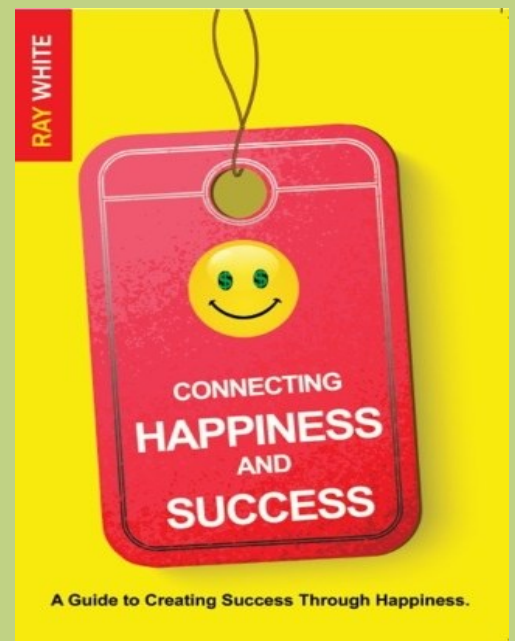
Spring Kick Off

January 23, 2016

This year's spring semester was kicked-off with a Saturday morning session on January 23rd. The breakfast session provided a great opportunity for mentors and mentees to mingle and get re-acquainted after the holiday break.

Billy and Rachel began the event by sharing some of the successes students have seen in the first half of the program. They also offered tips on building a more stable relationship between mentors and mentees, encouraging frequent communication and reminding the mentees that they are the leaders responsible for reaching out to the mentors and managing the relationship.

Then, Ray White made us all think on building happiness and success with his presentation and with a little help from some handy arts and crafts. While success is measured differently by everyone, Ray explained it as "success comes with having a foundation of happiness and knowing what your higher purpose is, while constantly working toward fulfilling that higher purpose."



In his time, he offered advice on how to increase one's happiness, defining your own higher purpose and setting goals to reach success. The arts and crafts he provided, allowed students and mentors to write out their goals for success and have a token to go home with to serve as a reminder.

McKinsey Case Study

February 2016

Every semester, the Professional Leadership Program tasks students with a case study provided by McKinsey & Company consulting firm. Students are assigned to groups of seven to eleven people, and act as consultants to solve a real world business dilemma. This project emphasizes the practice of leadership skills, teamwork and communication, by allowing students from diverse backgrounds, to work together to achieve a solution, and then present the solution to a panel of volunteer judges. The judges consists of executives from the DFW area, who rated the presentations on teamwork and conflict resolution skills.

This semester, the issue at hand involved a major beauty care company, Fashion Corp, interested in building a factory in the DFW area to meet the demands of consumers. Students spent two weeks gathering data, interviewing the executive leadership board for Fashion Corp (composed of our Student Directors and PLP Staff), and working to create a solution for Fashion Corp. On March 2nd, 2016, the nine groups presented to the panel of judges. We would like to thank Frank Bracken, Harold Woodard, Shannon St. Claire, and Sharon Steele, for generously giving us their time to be a part of the judging panel. The winning team for this semester's case was Kim's Cluster: Elyse Michnaik, Yuijie Yan, Xue Dang, Gabrielle Prosser, Richard Johnson, Alexander Nuanes, Mirandy McNeely, Shannon Williams, Katrina Young, and Joshua Keaty. Congratulations to Kim's McKinsey Cluster!

Session 1: Problem background (Extension)

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| Client background | <ul style="list-style-type: none">Your client is a Fashion Corp, a beauty products manufacturer and marketer with over \$20 Billion in annual revenue. Established in the 1920s, the company's flagship products include shampoos, skin care, and fragrance products. The company currently holds 35% market share in the U.S. market (No.2), and 20% in Europe (No.3) |
| Past success | <ul style="list-style-type: none">Fashion Corp grew rapidly in the past decade through successful marketing campaigns. By being quick to market with trendy, hip products, Fashion Corp was able to gain success with Millennial consumers. They have courted this audience through slick marketing campaigns associating their products with all-natural, environmentally friendly, and luxe ingredients at a low costs. |
| New challenge | <ul style="list-style-type: none">Because of the renewed momentum in the U.S. market (including the potential launch of several new product lines), Fashion Corp urgently needs to expand its manufacturing operations to keep up with demand. If the company doesn't manage to increase manufacturing capacity and launch new products soon, it will be unable to deliver on orders to several major retailers, costing the company well over \$30M annually (negatively affecting the stock price) as well as untold reputational costs. |
| Question | <ul style="list-style-type: none">Fashion Corp is evaluating options to build a new factory to produce a new coconut oil shampoo. Because of the low real estate costs, tax benefits, and other factors, the management is especially interested in locations in DFW. Fashion Corp has a budget of \$10M to invest in the project, but its management team must be convinced that the project makes sense financially, in both the short and long term. Your team has been brought on board to determine whether or not to go ahead with the deal. |
| Key people to know | <ul style="list-style-type: none">Ian Wiseman, CEODavid Smith, COOMary Chambers, CFOLloyd Martin, Chief ScientistBill Clark, Regional General ManagerEdward Martinez, General Counsel |

UNIVERSITY OF NORTH TEXAS

Business After Hours

February 24th, 2016



On February 24th, PLP held its third business after hours event for the 2015-2016 year at the Fidelity headquarters in Westlake, Texas. The event began with a welcome message from Mike Slovak, Head of Shared Services with the company, who introduced many Fidelity representatives

that were in attendance. The atmosphere was open, not to mention the campus itself was magnificent. We all had a few hours to mingle among each other, enjoy the array of food, and as always offer an opportunity for student's to expand their ability to network with professionals. It was a lovely evening, and a great first Business After Hours for the spring semester. PLP would like to extend a warm thank you to Fidelity for an exceptional evening!

If your company would be interested in hosting, please contact natalie.bernard@unt.edu.



Volunteer Events

Denton 2 Flint Water Drive.



UNT students and PLP members hosted a Water Drive for Flint, Michigan called #Denton2Flint in response to the water crisis the city faces. The event was held at 33Degrees North Apartments as well as UNT (Wooten Hall) on Feb 11-13th. Students asked the community for unopened water bottle cases or jugs. #Denton2Flint successfully raised 407 cases of water which is about 11,000 water bottles. With the help of Schneider Logistics, #Denton2Flint was able to obtain a truck for shipment.

Schneider not only donated a truck but offered to ship the collected water to the Food Bank of Eastern Michigan. Adrian Barbera, Vice President of Schneider came out along with Cameron Fulton from Schneider to help us load the truck and match our water case donation amount. At the end of the drive we had over 814 cases of water, approximately 23,000 bottles of water. Special thanks to the Schneider team!



Adopt a Block and Tango Tab Sandwich Making

PLP is dedicated to giving back to the community by planning several volunteer opportunities throughout the semester. This semester the students have collectively done two adopt-a-block where they have collected trash to keep UNT's campus clean. Then on February 27th students attended the Guinness World Record of making the most sandwiches, organized by Tango Tab at the Dallas Convention Center. The students will be featured in the next Guinness World Book of Records for their willingness to give back!

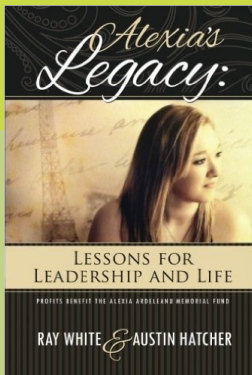


Social Events

Bowling Night at Main Event

Twice a semester PLP members have the opportunity to participate in social events held outside of the normal weekly meetings. These events allow students to meet, socialize, relax, and unwind outside of the typical professional setting. Last semester, students enjoyed a night out bowling at University Lanes in Denton. Before the end of last semester, students also visited Cosmic Jump in Lewisville inviting friends and close family. They enjoyed activities where they could let their competitive edge come out with exciting games like dodgeball and slam-dunking on giant trampolines.

After the success of the social events last semester, we followed up with another outing at Main Event in Lewisville. Students began the night on the green playing putt-putt, followed by billiards, and then ending the night mingling while enjoying a couple rounds of bowling. Student Directors let the members decide on the next outing and it looks like we are going roller-skating! We hope to see you there! More details will be provided by email.



Fundraising Raffle

This June will mark two years since the tragic death of Alexia Ardeleanu, who was struck by a drunk driver while visiting her hometown during Father's Day Weekend. Alexia was a senior Accounting and Finance double major, a member of the Honors College, a UNT Resident Assistant, and served as PLP President from 2013-2014. Alexia was a smart, caring individual who embodied a true servant leader and touched many people's lives. Since her passing, PLP has continued her legacy by creating a scholarship fund in her name, The Alexia Ardeleanu Alumni Scholarship. This scholarship allows the program to continue its mission to develop exceptional leaders. In order to raise funds for the scholarship, PLP is hosting a Raffle during the End of Year Banquet on Wednesday, April 27th, from 6-8 p.m., hosted by YUM! Brands in Plano, Texas. Some items to expect in the raffle include Technology Gift Baskets (E.g. Cells Phones), Spa Gift Baskets, UNT Gift Baskets, Date Night Gift Baskets, Travel Gift Baskets, as well as other great items.

If you are interested in assisting PLP achieve its goals of continuing Alexia's legacy please contact Natalie Bernard (natalie.bernard@unt.edu) to purchase raffle tickets. We thank you in advance for your support!