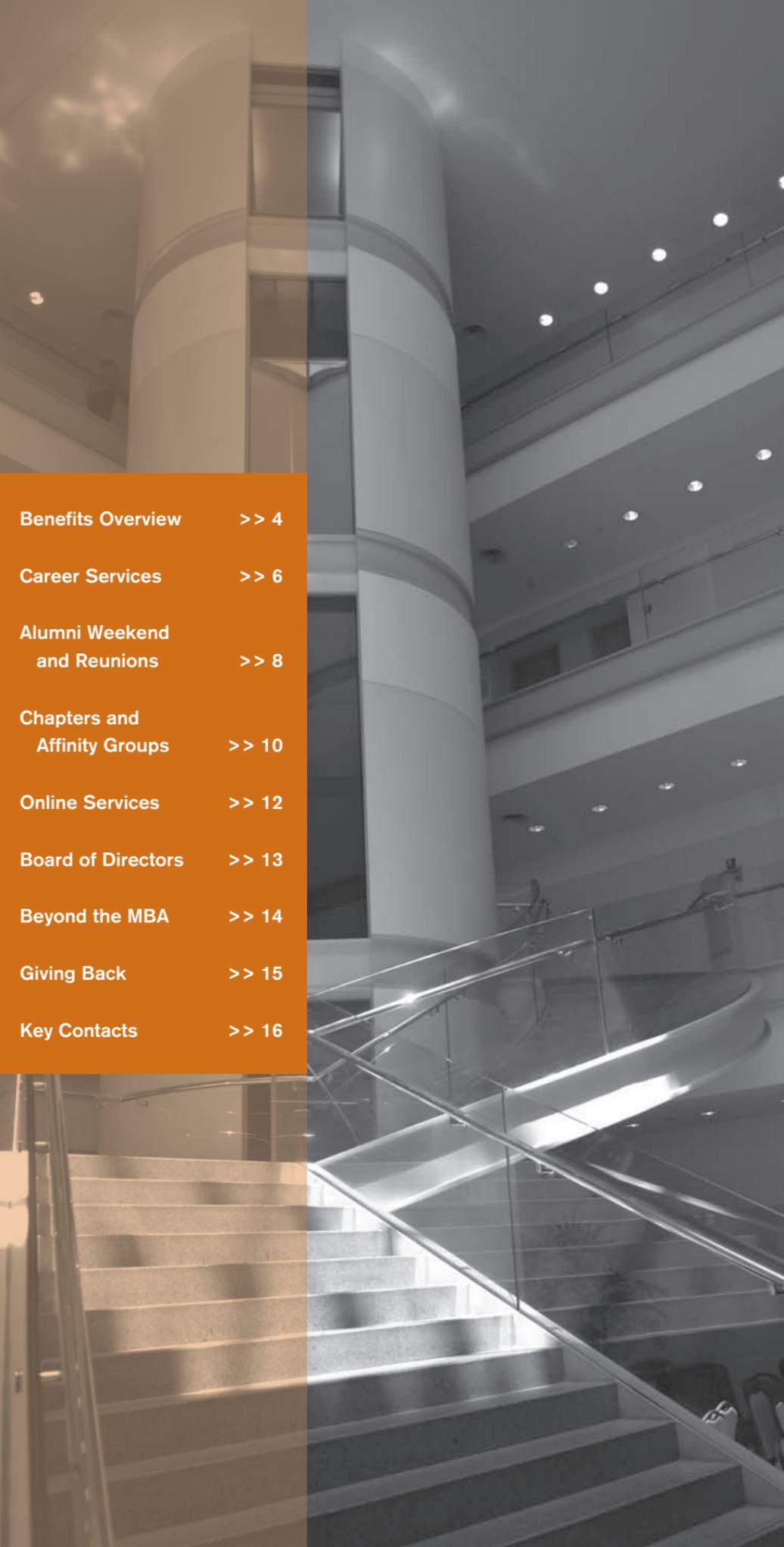




**Make the  
UCLA Anderson  
Alumni Network  
work for you**

**UCLAAnderson**  
*alumni network*



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Dear fellow alumni and friends,

UCLA Anderson boasts a network of some of the most impressive business and organizational leaders in the world. Our alumni deserve and receive a broad array of services that enable a lifelong connection to the school, its resources and people.

Our goal at the office of alumni relations is to keep you engaged with the school and to help meet your ever-changing career and life needs. What we offer ranges from individual and group career coaching programs to industry-focused networking and learning opportunities to a diverse set of conferences and other events, along with a host of timely executive education courses. We also facilitate local gatherings throughout the world, featuring our distinguished faculty, fellow alumni and business and local community leaders. In addition, there are events such as our ever-popular alumni weekend conference and class reunions.

This brochure highlights many of the benefits that active participation in the UCLA Anderson Alumni Network provides. Most likely there are more great opportunities available to you than you think. So take a few minutes to read and refresh your memory on what we have to offer you.

While you're at it, please take a few minutes to update your professional and personal information in our online alumni directory. This has enormous impact on our ability to connect with our most important constituency, YOU! More importantly, it enables our entire community to better and more easily connect with one another. The power of our alumni network is central to our success as an institution. Take a moment to go to [www.alumni.anderson.ucla.edu](http://www.alumni.anderson.ucla.edu) and refresh your information today. Please make it a habit to do so whenever there are changes in your life. We will all benefit.

Please keep in touch and let us know how your alumni network can serve you even better. We're listening.

Sincerely,

Eric Mokover ('80)  
Associate Dean, External Affairs  
Executive Director, Alumni Relations  
Office of Alumni Relations  
[eric.mokover@anderson.ucla.edu](mailto:eric.mokover@anderson.ucla.edu)

# Make the UCLA Anderson Alumni Network Work For You

[alumni.anderson.ucla.edu](http://alumni.anderson.ucla.edu)

The UCLA Anderson Alumni Network represents the more than 36,000 alumni who graduated from UCLA's business school since its founding in 1935 including graduate, undergraduate, Executive Program certificate holders, and international exchange students. The Alumni Network is a non-dues based organization governed by a group of UCLA Anderson alumni volunteers called the Board of Directors. The Board is composed of an Executive Committee and Chapter and Class Presidents. To see who's on the alumni board, visit [alumni.anderson.ucla.edu/bod](http://alumni.anderson.ucla.edu/bod).

**It is our hope that all alumni will take an active role in strengthening the UCLA Anderson Alumni Network. Get involved now:**

- 1. Update your profile to stay in touch with your school and your classmates.** Visit [alumni.anderson.ucla.edu/profile](http://alumni.anderson.ucla.edu/profile).
- 2. Connect with alumni on LinkedIn, Facebook, the Online Alumni Directory and Alumni E-mail lists.** Visit [alumni.anderson.ucla.edu](http://alumni.anderson.ucla.edu).
- 3. Attend chapter and industry events.** Find them all listed at [alumni.anderson.ucla.edu/events](http://alumni.anderson.ucla.edu/events).

The alumni site is the portal to the Alumni Network. Read profiles on alumni. Check out upcoming events. Listen and watch event recaps via audio and video files. Tap into Alumni Career Services. Learn about chapter activities.

## Online Alumni Directory

Search for alumni by name, class year, company and geography. For example, you can find out what other alumni work at your company! Be sure to keep your own information up-to-date to maximize networking potential. Start searching today: click on "My Profile" at [alumni.anderson.ucla.edu](http://alumni.anderson.ucla.edu).

## Alumni Career Services

Alumni Career Services offers programs, resources, and relationships for alumni to manage professional success.



## Event Calendar

The alumni office sponsors a number of social and professional events throughout California, the United States and globally – including industry-based events with alumni and business leaders. Alumni can find out what's happening and when by visiting [alumni.anderson.ucla.edu/events](http://alumni.anderson.ucla.edu/events).

## LinkedIn



Join the UCLA Anderson group on LinkedIn.

Go to [alumni.anderson.ucla.edu/linkedin](http://alumni.anderson.ucla.edu/linkedin).

## Facebook



Join your UCLA Anderson Class group on Facebook. Go to

[alumni.anderson.ucla.edu/classes](http://alumni.anderson.ucla.edu/classes) to find all of the Facebook groups we provide. Also, go to [Facebook.com](http://Facebook.com).

## E-mail Lists

E-mail lists are a great way to network. The lists are used to post job announcements, business opportunities, news and alumni events, and to solicit professional advice. Click on "My Profile" at [alumni.anderson.ucla.edu/profile](http://alumni.anderson.ucla.edu/profile).

## Alumni Weekend Conference and Reunions

Held each fall, all Anderson alumni are invited to return to campus for a weekend of reconnecting with old friends, stretching minds with keynote speakers and sessions, and revisiting the Anderson complex for a look at the future of global business leaders. UCLA Anderson also celebrates the anniversaries of its 5, 10, 15, 20, 25, 30, and 50 year reunion classes. For details on the next Alumni Weekend, visit the Alumni web site at [alumni.anderson.ucla.edu/aw](http://alumni.anderson.ucla.edu/aw).

## Other Alumni Network Resources

### News@Anderson

Keep up with the latest news at Anderson by subscribing to the monthly newsletter which contains alumni profiles, news and information on upcoming events. To subscribe, go to [alumni.anderson.ucla.edu/profile](http://alumni.anderson.ucla.edu/profile), log in and subscribe to the alumni.news listserv. Go to [alumni.anderson.ucla.edu/news](http://alumni.anderson.ucla.edu/news) to see archived issues.

### Assets Magazine

Read this quarterly alumni publication to learn about timely topics related to issues in management and business today. Alumni chapter news and the ever-popular Class Notes help Anderson MBAs stay connected to classmates and colleagues throughout the world.

# Alumni Career Services

[alumni.anderson.ucla.edu/career](http://alumni.anderson.ucla.edu/career)

**Alumni Career Services offers programs, resources, and relationships for alumni to manage professional success. Whether you are in job transition or progressing on your own career development plan, you can find a wealth of resources at [alumni.anderson.ucla.edu/career](http://alumni.anderson.ucla.edu/career).**

## **Parker CMC Classifieds**

*Browse Jobs, Upload Resume, or Post a Job*

The Parker CMC Classifieds are available free to students and alumni. With new daily job listings from companies across the globe, the Parker CMC Classifieds are a great resource to start your job search. Alumni can set e-mail alerts for specific job criteria and post resumes to an Experienced Hire Resume Book. For alumni looking to **HIRE UCLA Anderson** alumni, posting your jobs at Parker CMC is free. The LinkedIn group UCLA Anderson Alumni Network is also a wealth of job leads for alumni!

## **Networking**

*Alumni Directory and Networking Events*

Leverage your UCLA Anderson network. Over seventy percent of jobs are found through networking. Plus, building and strengthening network relationships increases your professional success throughout your career. Start by joining e-mail listservs by geography, industry, year, or special interest. Find UCLA Anderson alumni in the Alumni Directory. Join groups on LinkedIn and Facebook. Attend programs at local alumni chapters or at UCLA Anderson. Visit the alumni web site to see a calendar of all programs.

## **Alumni Career Coaching**

*Individual, Group, and Ask the Career Expert teleconferences*

Just as a golf pro can help you improve your golf swing, career coaches can advise you on enhancing your career development, whether you're making a job transition, negotiating salary, setting an on-boarding plan, effectively communicating across an organization, or developing a long-term career strategy. Contact Alumni Career Services for resume reviews, career strategy and advice, or referrals to fee-based individual coaching. Join an Alumni Career Transition (ACT) job search networking team or call in for free career advice on the Ask the Career Expert weekly calls.



## **Webinars and Career Programs**

*Job Transition and Lifelong Learning*

Alumni Career Services addresses the evolving needs of alumni throughout all stages of their careers with online webinars or local programs and workshops for career development. Look for programs or the rich library of program recordings such as Getting to the Top, Building a Portfolio Career, Branding Yourself, Job Search Targeting and Networking, Career Shifting, Using LinkedIn and Social Media, Birkman Method Workshop, Storytelling to Sell Yourself, Communication Skills, Team Leadership Skills, and many more.

## **Additional Resources for Job Transition and Beyond**

*Online Resources and Career Tools*

For tools to manage your career during job transition or develop skills for the next level within your current organization, visit [alumni.anderson.ucla.edu/career](https://alumni.anderson.ucla.edu/career). There you will see online career resources and tools including how-to information, webinars, worksheets, articles, and links to the best resources for self-assessment, research, networking, resume writing, interviewing, negotiating, and general career advice.

For more information on Alumni Career Services, contact:

Kathryn Ullrich ('92)

Associate Director, Alumni Career Services

[alumni.career.services@anderson.ucla.edu](mailto:alumni.career.services@anderson.ucla.edu)

310.825.8216

# Alumni Weekend and Reunions

[alumni.anderson.ucla.edu/aw](http://alumni.anderson.ucla.edu/aw)

## Alumni Weekend Conference

Attend the annual conference held in the fall and expand your network, your knowledge and your personal growth!

Return to UCLA Anderson to reunite with friends and faculty, make new connections and take advantage of career development opportunities. Enjoy faculty presentations, professional development and networking.

## Alumni Weekend





## UCLA Anderson Reunions

In 1989, UCLA Anderson held its first annual reunion. At its inception, the celebration encompassed a 10th year reunion for the Class of 1979. As alumni interest and engagement grew, the program was eventually expanded to include 5, 10, 15, 20, 25, 30 and 50 year reunions.

Reunion celebrations are held during Alumni Weekend. Enjoy an elegant evening under the stars, starting with a cocktail reception followed by your Reunion Celebration Dinner. Reunions are a great way to renew contact with classmates and catch up with their personal and professional news.

## REUNIONS at Alumni Weekend



# Chapters and Affinity Groups

[alumni.anderson.ucla.edu/chapters](http://alumni.anderson.ucla.edu/chapters)

UCLA Anderson chapters are a great way to expand your network, stay connected to the school, enjoy educational and social events and participate in community service projects.

## Three Ways to Get Involved in Your Alumni Chapter:

1. Check out the chapter's web site and event calendar
2. Contact the chapter president
3. Join the chapter listserv and chapter LinkedIn group



### Regional Chapters

For a complete list of regional chapters visit [alumni.anderson.ucla.edu/chapters](http://alumni.anderson.ucla.edu/chapters).

UCLA Anderson has over 30 alumni chapters around the world including:

1. Los Angeles
2. Orange County
3. San Diego
4. Bay Area
5. Ventura/Santa Barbara
6. New York
7. Chicago
8. Boston

### International Chapters

1. Argentina
2. Brazil
3. Chile
4. Mexico
5. Spain
6. China
7. Japan
8. Singapore
9. Taiwan

## Get Involved through Welcome Week

Worldwide UCLA Anderson Welcome Week is celebrated in the fall and is an opportunity for alumni to come together to experience and celebrate the prestigious and diverse network of UCLA Anderson alumni that stretches around the globe. Meet up with like-minded, successful and engaging alumni to share memories, as well as to exchange expertise, advice, contacts, referrals and ideas.

### Affinity Groups

Affinity, Chapter and LinkedIn groups are another dimension of the UCLA Anderson community. These affiliations provide useful networking opportunities in addition to chapter and class alliances.

#### Diversity Chapters

Contact chapter leadership and subscribe to e-mail lists at [alumni.anderson.ucla.edu](mailto:alumni.anderson.ucla.edu).

- Anderson African American Alumni Association (AAAAA)
- Anderson Latino Management Alumni (ALMA)
- Gay & Lesbian Business Association (GLBA)

#### Industry Groups

To find out what industry-specific groups UCLA Anderson offers, visit LinkedIn or sign up to an industry e-mail list.

High Tech

Media, Entertainment & Sports

Entrepreneurship

Marketing

Financial Services

Real Estate

Sustainability & Energy

Non-Profit

Life Sciences & Healthcare

Consulting

Consumer Packaged Goods

Government & Military

To subscribe, go to [alumni.anderson.ucla.edu/profile](mailto:alumni.anderson.ucla.edu/profile) and log in.

# Online Services

## *alumni.anderson.ucla.edu*

The Office of Alumni Relations offers a variety of online services to provide you with tools to stay connected to the school and fellow classmates. Simply visit *alumni.anderson.ucla.edu* to see these services and more.

### **Update Your Profile**

It is important to update your profile when you move or change jobs. When updating your profile, be sure everything is current, especially your preferred e-mail and mailing address. This will ensure you receive information regarding your class reunion, news from the school, current events, and more. Click on "My Profile" at *alumni.anderson.ucla.edu/profile*.

### **Lifelong E-mail Forwarding**

Your lifelong e-mail forwarding (LEF) makes it easy to keep in touch with fellow classmates. LEFs are formatted as: *firstname.lastname.classyear@anderson.ucla.edu*. This address will forward to your preferred e-mail when you update your profile. Click on "My Profile" at *alumni.anderson.ucla.edu/profile* to update your profile.

### **The Online Alumni Directory**

View profiles and search a database of over 36,000 UCLA Anderson alumni. Search by name, class year, geography, company or industry to reconnect or network with fellow alumni.

### **Alumni Network Calendar**

Find out what is happening in any part of the world, or promote your alumni-related event on the Alumni Network Calendar. RSS feeds of events by region are available.

### **Social Networking**

The UCLA Anderson Alumni Network is thriving in the realm of social media. Reconnect with classmates and join your class group on Facebook. Go to *alumni.anderson.ucla.edu/classes* to find your class group.

Join the UCLA Anderson group on LinkedIn and find networking and business opportunities, post and search jobs, or find fellow alumni in your region. Go to *alumni.anderson.ucla.edu/linkedin*.

### **Alumni E-Mail Lists**

Keep in touch via e-mail with classmates and alumni through multitudes of opt-in e-mail lists. Lists are organized by class year and program, geography and industry. These lists are used to announce news and events, share job openings, request referrals and share personal news.

# Board of Directors

[alumni.anderson.ucla.edu/bod](http://alumni.anderson.ucla.edu/bod)

The board of directors is the representative body of the UCLA Anderson Alumni Network. The board represents the interests of all UCLA Anderson alumni to the school. The board's mission is to assist in the creation of the lifelong relationship between UCLA Anderson and its alumni worldwide.

## Mission Statement

To foster a mutually beneficial relationship among the UCLA Anderson School, its students and its worldwide alumni network by:

- Continuing to support and inspire brilliant thinkers, successful leaders and intellectual capital valuable to the business community
- Leveraging the rich talents and many resources of the greater alumni community to develop future leaders and grow the UCLA Anderson School legacy

## Executive Committee

The executive committee is the policy-making body of the Board of Directors. The executive committee conducts, manages and controls the affairs and business of the UCLA Anderson Alumni Network.

## Leadership Opportunities

Nominate yourself or a colleague for a position on the Executive Committee of the UCLA Anderson Alumni Network Board of Directors. Get involved, give back and demonstrate your leadership skills. Go to [alumni.anderson.ucla.edu/bod](http://alumni.anderson.ucla.edu/bod) to nominate yourself or a colleague.



# Beyond the MBA...

## Executive Education

**UCLA's Executive Education programs expand management horizons and actualize leadership potential with programs that equip individuals to embrace innovation and drive sustainable growth throughout the enterprise.**

Examples of recent executive programming include:

- Executive Program
- Director Education & Certificate Program
- Entertainment & Media Executive Program

Complete details on Anderson's Executive Education can be found online at [execed.anderson.ucla.edu](http://execed.anderson.ucla.edu).

## Research Centers & Institutes

**Specialized centers support faculty research and sponsor courses, extracurricular activities and conferences. They also provide varied opportunities for continuing education and contact among scholars, students and industry leaders.**

**Center for Global Management (CGM)** prepares global leaders for rapidly changing markets and organizations by advancing deep knowledge, learning approaches and innovative research on the issues that are central to the global agenda for management.

**Center for International Business Education and Research (CIBER)** seeks to enrich the international content of the business school curriculum, provides funding to faculty and doctoral students working on projects related to international business and economics, and conducts programs that reach out to the Los Angeles area business community.

**Center for Managing Enterprises in Media, Entertainment & Sports (MEMES)** examines the forces of change on the management of enterprises in entertainment and media including the impacts of technology, consolidation, and globalization.

**Laurence and Lori Fink Center for Finance & Investments (Fink Center)** unites research and practice in the field of finance—transforming fundamental knowledge into applicable practices benefiting today's global economy.

**Harold and Pauline Price Center for Entrepreneurial Studies** fosters the study and practice of entrepreneurship and business innovation by providing the foundation on which creativity can flourish and individuals can succeed.

**UCLA Anderson Forecast** provides business leaders, government officials, and the academic community reliable and independent economic analysis and consulting needed to make informed decisions today and in the future.

**Richard S. Ziman Center for Real Estate** advances thought leadership in the field of real estate by generating influential research, educating the next generation of leaders and providing meaningful forums for industry professionals and policymakers.

Learn more about these groups online at [anderson.ucla.edu](http://anderson.ucla.edu).

# Giving Back

[anderson.ucla.edu/accelerate](http://anderson.ucla.edu/accelerate)

## The Anderson Fund

Anderson Fund donations provide immediate funds for the Dean to allocate toward the school's priorities. These gifts give the school the flexibility to fund new initiatives, enhance student life and build academic programs.

*Recent Anderson Fund investments include:*

- Faculty recruitment & coaching
- Student support, including clubs & activities
- Classroom & technology upgrades

By supporting Anderson with a gift, alumni help current and future students achieve a world-class education, and greater increase the reputation of UCLA Anderson.

### Ways to Give:

**Online:** [anderson.ucla.edu/accelerate](http://anderson.ucla.edu/accelerate)

**Mail to:** UCLA Anderson School of Management  
Office of Development  
110 Westwood Plaza  
Mullin Management Commons  
Suite F301, Box 951481  
Los Angeles, CA 90095-1481

**Fax to:** (310) 206-9856

**Phone:** (310) 206-0639

### UCLA Anderson Dean's Society

Alumni and friends who contribute \$2,500 or more annually to the Anderson Fund are recognized as members of the Dean's Society.



#### Benefits include:

- Invitations to UCLA events and receptions featuring distinguished faculty, administrators and alumni
- A special annual event with the Dean
- Access to UCLA's top-ranked libraries
- UCLA Recreation Center privileges
- Purchase of priority seating as available for football and men's basketball games
- Free admission to many UCLA athletic events (except football and men's basketball)
- Recognition as a Chancellor's Associates member

## Key Contacts

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On Campus Location:  
Mullin Management Commons, Suite F301