

# WE LELCOME

TO THE WHARTON MBA ALUMNI NETWORK



## WHARTON ALUMNI AFFAIRS

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WHARTON ONLINE  
ALUMNI COMMUNITY  
[www.whartonconnect.com](http://www.whartonconnect.com)

## FROM THE DEAN

Dear Wharton Graduate:

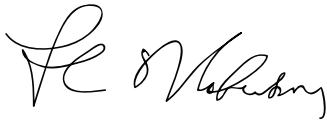
Perhaps one of the greatest benefits of your Wharton education is that you have access to one of the strongest business networks in the world – the Wharton alumni network. You also have a lifelong relationship with Wharton and with Penn. To leverage this vibrant community, I encourage you to be involved with the School and to be an active alum.

This brochure outlines the resources available to you and the ways in which you can become more involved. You might think about joining a regional club or coming back to campus for reunion. You may choose to take a leadership role within your class and become a Class Ambassador. Or you could choose to interact with students through our speaker events and consider hiring Wharton talent for your business. The School also has resources to advise you, should you find yourself thinking about a career transition.

Please do browse the information available here so that you might find a means of reconnecting with Wharton and the alumni network.

The Wharton brand is only as strong as our community, and we rely on your involvement and leadership to nurture it.

With best wishes,



THOMAS S. ROBERTSON

DEAN

RELIANCE PROFESSOR OF MANAGEMENT AND PRIVATE ENTERPRISE  
THE WHARTON SCHOOL OF THE UNIVERSITY OF PENNSYLVANIA

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# WHY STAY CONNECTED TO WHARTON?

Your affiliation with the Wharton alumni network can be transformative, both personally and professionally. The School's greatest strength is its people. Even if you have not maintained a connection to Wharton since graduation, it's easy to reconnect. This brochure outlines the various ways through which you, as an alumnus/a, can become involved with the School and the resources it provides for you.

At Wharton, we regard our alumni as strategic partners in the School's success. Together, we will ensure the continued advancement of the School and achieve great things for Wharton and the world.

Wharton's global network extends to over 85,000 alumni in 140 countries. As Wharton alumni, you have access to many points of connection.

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WE REGARD OUR ALUMNI  
AS STRATEGIC PARTNERS  
IN THE SCHOOL'S SUCCESS.



## ALUMNI PUBLICATIONS

### *WHARTON MAGAZINE*

Published four times a year, *Wharton Magazine* is the primary source of news and information about the Wharton School, the world's leader in global business knowledge creation and dissemination. It is mailed to all Wharton alumni with a current mailing address. You can access the online version of the magazine, as well as multimedia extras, at [www.whartonmagazine.com](http://www.whartonmagazine.com).

### *WHARTON UPDATE*

*Wharton Update* is the eNewsletter of the Wharton alumni community. The newsletter features monthly news and highlights concerning the School, its alumni, events, and more. It is sent to all Wharton alumni with a current email address. You can view the current *Wharton Update* online at [www.wharton.upenn.edu/alumni/newsletter](http://www.wharton.upenn.edu/alumni/newsletter).

### *THE PENNSYLVANIA GAZETTE*

Wharton alumni also receive *The Pennsylvania Gazette*, the alumni magazine of the University of Pennsylvania. *The Gazette* currently mails to more than 240,000 alumni, faculty and staff of the University of Pennsylvania six times a year. You can access *The Pennsylvania Gazette* online at [www.upenn.edu/gazette](http://www.upenn.edu/gazette).

### *RED & BLUE ONLINE*

The *Red & Blue Online* is an eNewsletter published by the Penn Alumni Relations Office. The monthly newsletter is sent to all Penn alumni with a current email address. You can view the current *Red & Blue Online* at [www.alumni.upenn.edu/redandblue](http://www.alumni.upenn.edu/redandblue).

### OTHER COMMUNICATIONS

A list of publications available to Penn alumni can be viewed at [www.alumni.upenn.edu/publications](http://www.alumni.upenn.edu/publications).

TO RECEIVE WHARTON AND  
PENN COMMUNICATIONS,  
PLEASE ENSURE THAT WE  
HAVE YOUR CURRENT  
CONTACT INFORMATION.

Visit [www.whartonconnect.com](http://www.whartonconnect.com)  
or email [alumni.affairs@wharton.upenn.edu](mailto:alumni.affairs@wharton.upenn.edu)  
to update your details.



## ONLINE RESOURCES

### WHARTONCONNECT

Connect with one of the strongest global business communities—Wharton alumni—through the School’s online alumni community. Update your information so that you are always in touch with this unparalleled network.

If you have not previously signed up, please do so. The more comprehensive and accurate our alumni contact information, the stronger the network. Sign in to WhartonConnect at [www.whartonconnect.com](http://www.whartonconnect.com).

### LINKEDIN

The official Wharton Alumni LinkedIn group, *Wharton School Alumni*, provides a great opportunity to connect and collaborate with fellow Wharton alumni. To join the official Wharton Alumni LinkedIn group, go to [www.linkedin.com](http://www.linkedin.com) and search for “Wharton School Alumni” in the LinkedIn Groups Directory.

### FACEBOOK

Check out the Wharton School’s public profile on Facebook—and become a fan—by visiting [www.facebook.com/WhartonSchool](http://www.facebook.com/WhartonSchool).

### FLICKR

View the Wharton School’s photostream at [www.flickr.com/photos/thehartonschool](http://www.flickr.com/photos/thehartonschool).

### TWITTER

Follow Wharton on Twitter at [www.twitter.com/wharton](http://www.twitter.com/wharton).  
Follow Penn on Twitter at [www.twitter.com/pennalumni](http://www.twitter.com/pennalumni).

THE MORE COMPREHENSIVE  
AND ACCURATE OUR ALUMNI  
CONTACT INFORMATION, **THE**  
**STRONGER THE NETWORK.**



## LIFELONG LEARNING

Expand your base of knowledge and access the educational resources of Wharton faculty, students and the global alumni network.

### *KNOWLEDGE@WHARTON*

With more than 1.3 million subscribers, *Knowledge@Wharton* is a free online business publication presenting business news, analysis and research to corporate executives, entrepreneurs, policymakers and academics. *Knowledge@Wharton* is available in English, Chinese, Portuguese and Spanish, with regional editions for China, India, Spain and Latin America. View or subscribe to *Knowledge@Wharton* by visiting <http://knowledge.wharton.upenn.edu>.

### WHARTON EXECUTIVE EDUCATION

Wharton Executive Education offers more than 30 programs spanning areas such as leadership, finance, marketing and strategy. For more information, please visit the Wharton Executive Education website at [www.executiveeducation.wharton.upenn.edu](http://www.executiveeducation.wharton.upenn.edu).

### WHARTON SCHOOL PUBLISHING

In 2004, Pearson Education and the Wharton School launched Wharton School Publishing, an innovative player in global business publishing. Wharton School Publishing publishes books by a select group of the foremost business thinkers, including leading members of Wharton's faculty and other world-renowned scholars.

To learn more about Wharton School Publishing books and alumni discounts, visit [www.whartonsp.com/alumni](http://www.whartonsp.com/alumni).



## LIBRARY RESOURCES

Stay linked to learning through lifelong library privileges and resources:

**The Lippincott Library** — The Lippincott Library offers a variety of services to alumni for business research. To view these services, please visit [www.library.upenn.edu/access/alumni/lippincott.html](http://www.library.upenn.edu/access/alumni/lippincott.html).

**Penn's Van Pelt Library** — Many of the University Library resources are available for use by Penn alumni. Please visit [www.library.upenn.edu/access/alumni](http://www.library.upenn.edu/access/alumni).

## CLUBS AND EVENTS

Wherever life and work lead you, be sure to take advantage of the many Wharton activities that occur on campus and around the globe. Stay connected to classmates, other alumni and your alma mater by attending annual alumni traditions like Wharton MBA Reunion Weekend.

### WHARTON REGIONAL AND AFFINITY CLUBS

Wharton alumni come together through an active network of clubs and representatives that create local hubs within an expanding community worldwide. Make the most of a personal and professional network that links alumni across ages, experiences and interests, as well as geography. Don't see an affinity club that interests you? Start one. No matter which topic you find compelling, other Wharton alumni will likely share your passion. Connect with your Wharton Regional and Affinity Club Network by visiting [www.wharton.upenn.edu/alumni/clubs](http://www.wharton.upenn.edu/alumni/clubs).

### WHARTONCONNECT CALENDAR

The WhartonConnect Calendar of Events allows the user to view all Wharton-related activities taking place throughout the year, both on campus and across the globe. To learn more about Wharton events, visit [www.whartonconnect.com/events.html](http://www.whartonconnect.com/events.html).

### GLOBAL ALUMNI FORUMS

Each year Wharton alumni meet at Global Alumni Forums, hosted by the School in centers of economic importance and business growth around the world. Learn about business opportunities and meet corporate and government leaders. For information on upcoming Global Alumni Forum events, visit [www.wharton.upenn.edu/alumni/forums](http://www.wharton.upenn.edu/alumni/forums).



## WHARTON REUNION WEEKEND

Family activities, professional networking, lifelong learning, a chance to reconnect and the opportunity to celebrate are just five of the many reasons to attend Wharton MBA Reunion Weekend. Check out the schedule—including class-specific events—and register for reunion at [www.wharton.upenn.edu/alumni/reunion](http://www.wharton.upenn.edu/alumni/reunion).

## PENNEFITS

Penn Alumni Relations offers valuable services and discounts to all alumni through a number of partnerships. Many of the programs generate revenue that supports alumni programming. Check out the benefits available to you at [www.alumni.upenn.edu/services](http://www.alumni.upenn.edu/services).

## WHARTON MERCHANDISE

Show your Wharton pride by wearing some of our branded merchandise. Shop online at [www.wharton.upenn.edu/alumni/shopatwharton](http://www.wharton.upenn.edu/alumni/shopatwharton).

# MBA ALUMNI CAREER MANAGEMENT

Career development is a lifelong process. MBA Career Management's goal is to provide Wharton MBA alumni with valuable resources and information to effectively navigate the career management process and facilitate successful career transitions. To learn more about MBA alumni career resources, please visit <http://mbacareers.wharton.upenn.edu/alumni/>. In addition, there are several key resources available to alumni employers with summer, full-time or advanced-level hiring needs. For more information, visit <http://employer.wharton.upenn.edu>.

## CAREERPATH

CareerPath is an integrated job board, event sign-up and company contact system for Wharton MBA alumni. CareerPath allows alumni to identify and apply for job opportunities, research companies and contacts, and sign up for career programs. The database comprises over 1,500 high-quality postings annually from employers and executive search firms. Alumni can have specific positions emailed directly through the job search agent feature in CareerPath. To register for CareerPath and learn more about job search agents, visit the MBA Career Management website at <http://mbacareers.wharton.upenn.edu/alumni/> and select "CareerPath Registration page."

## WHARTON MBA ALUMNI RESUME BOOK

MBA Career Management has partnered with MBA Focus to create a resume service that provides MBA alumni with greater visibility to hiring professionals. Over 1,300 alumni have completed a profile in this searchable database. Submit your resume at <http://mbacareers.wharton.upenn.edu/alumni/resbook.cfm>.

## ADVISING SESSIONS

Alumni can schedule an appointment with a MBA Career Management career advisor to discuss their job search and how to leverage Wharton resources to achieve short- and long-term career goals. Schedule a phone or in-person advising appointment at <http://mbacareers.wharton.upenn.edu/alumni/brief.cfm>.

## FACTIVA

Accessed through the MBA Career Management website, Factiva is a comprehensive collection of business data compiled by Dow Jones and Reuters. This resource offers the ability to cross search over 12,000 websites while keeping you informed of business-driving news across industries. Access this resource at

<http://mbacareers.wharton.upenn.edu/alumni/subscriber/factiva.cfm>.

## WETFEET INDUSTRY GUIDES

MBA Career Management is pleased to offer free access to more than 50 industry insider guides, industry profiles and career resources. Explore this resource at

<http://crs.wetfeet.com/schools/whartonalumni/default.aspx>.

## EXTERNAL CAREER COACH REFERRAL LIST

For Wharton alumni who are seeking long-term or dedicated career counseling to navigate job transitions, improve networking and further professional development, we have compiled a referral listing of external career coaches and negotiated a discounted rate for coaching services. These coaches are available for multiple advising sessions. For more information, please visit

<http://mbacareers.wharton.upenn.edu/alumni/coach.cfm>.

## BLUESTEPS

BlueSteps.com is a premier career management service for senior-level executives, developed by the Association of Executive Search Consultants (AESC). Wharton has partnered with BlueSteps to provide a 30 percent discount on all lifetime BlueSteps memberships, using partner code “Wharton” at registration. A membership ensures that your resume is accessible to over 300 retained executive search firms in more than 70 countries. Members can access career resources, tools and research reports to effectively navigate career transitions and manage short- and long-term career objectives. Learn more by visiting [www.bluesteps.com/Partners/Wharton.aspx](http://www.bluesteps.com/Partners/Wharton.aspx).

## ADDITIONAL JOB SEARCH RESOURCES

For a full list of the over 40 career resources and services available to Wharton MBA alumni, visit

<http://mbacareers.wharton.upenn.edu/alumni/>.

## GET INVOLVED TODAY

You gain more than you give when you devote your time and talents to strengthening Wharton's reputation and brand. We encourage you to take advantage of the many opportunities to stay connected and reconnect with Wharton and Penn, and we look forward to our ongoing engagement with you. To find out more about how you can be involved, please contact Alumni Affairs at [alumni.affairs@wharton.upenn.edu](mailto:alumni.affairs@wharton.upenn.edu) or +1.215.898.8478.

## HOW TO ENGAGE WITH WHARTON AND THE ALUMNI NETWORK

- Join a Wharton Club.
- Attend Wharton MBA Reunion Weekend.
- Organize a gathering of your classmates.
- Submit a profile to *WhartonConnect*.
- Join the *Wharton School Alumni* LinkedIn group.
- Subscribe to *Knowledge@Wharton*.
- Volunteer to speak at a student event.
- Give to The Wharton Fund.
- Attend the Global Alumni Forums.
- Recruit Wharton students or alumni for your company.
- Read Wharton communications, including the *Wharton Magazine* and the *Wharton Update*.
- Attend Wharton Executive Education programs.
- Become a Class Ambassador.

## THE WHARTON FUND

The Wharton Fund is essential for funding many of the School's key programs and initiatives. Wharton relies on its alumni and friends for this annual unrestricted resource, which makes a difference across the Wharton community. We welcome and appreciate your support.

Make a gift through the School's secure online giving page at [www.wharton.upenn.edu/giving\\_to\\_wharton.html](http://www.wharton.upenn.edu/giving_to_wharton.html).