




## The LEAD Program at Wharton – 2009 (30<sup>th</sup> Annual Program)

Sunday June 28	Monday June 29	Tuesday June 30	Wednesday July 1	Thursday July 2	Friday July 3	Saturday July 4
<p><b>LEAD Participant Arrivals – airport and ground transportation</b></p> <p><b>Greeted by Resident Team Advisors (RTAs)</b></p> <p><b>Welcome to PENN!</b></p>	<p><b>9:00am – 9:15am</b> Welcome Dr. Chris Maxwell</p> <p><b>9:15am – noon</b> Team Games Team Exploration Exercise Team Presentations Dr. Maxwell and RTA's</p> <p><b>Noon – 1:00pm</b> Working Lunch in the classroom with Dr. Anne Greenhalgh – ESSAY CONTEST</p> <p><b>1:00pm – 2:15pm</b> Prof. John Paul MacDuffie Management</p> <p><b>2:30pm – 3:45pm</b> Dugan Lawrence, Goldman Sachs</p> <p><b>4:00pm – 5:15pm</b> Nicole Verrochi Marketing</p> <hr/> <p><b>OPENING DINNER</b></p> <p>Stock Research Teams to meet in the evening</p> <p>All LEADers must read McNeil case in full before McNeil visit tomorrow</p> <p>Essay Contest topics distributed to LEADers</p>	<p><b>9:00am – 11:30am</b> Jane Silverman Survival Exercise</p> <hr/> <p style="background-color: #e6f2ff; padding: 5px;"><b>SITE VISIT MCNEIL CONSUMER HEALTHCARE</b></p> <p>1pm arrival</p> <hr/> <p style="background-color: #e6f2ff; padding: 5px;"><b>6:00pm – 8:30pm</b></p> <p style="background-color: #e6f2ff; padding: 5px;"><b>Keith Ellison, MBA Working session SEEK Program</b></p> <p style="background-color: #e6f2ff; padding: 5px;"><b>(Students Seeking Entrepreneurial Knowledge)</b></p> <hr/> <p style="background-color: #e6f2ff; padding: 5px;"><b>SEEK is a 5-day program focusing on Entrepreneurship, Business Plans, and a Team Business Plan competition</b></p>	<p><b>ADVENTURE NETWORK</b></p> <p><b>All-day off-campus teambuilding program</b></p>	<p><b>SEEK DAY 1</b></p> <p><b>9am – 5pm</b></p> <p><b>Keith Ellison, MBA</b></p> <p><b>Noon – 12:45pm</b> Working lunch with Karen Anello, Business Research Librarian, University of Pennsylvania</p> <p>Using library resources to your benefit when completing equity research, essays and business plans</p>	<p><b>Morning:</b></p> <p>Ballroom Dancing and Leadership with Keith Ellison, MBA</p> <p><b>Afternoon:</b></p> <p>Cultural events in Philadelphia</p>	<p><b>JULY 4 HOLIDAY</b></p> <div style="text-align: center;">  </div> <hr/> <p><b>Breakfast @ Quad</b></p> <p><b>Group Work 10:00am-12:30pm</b></p> <p><b>12:30pm-2pm Lunch in Commons</b></p> <p><b>July 4<sup>th</sup> Festivities</b></p> <p><b>3PM Party on the Parkway Benjamin Franklin Parkway</b></p> <p><b>8PM Concert Sheryl Crow The Roots Benjamin Franklin Parkway</b></p> <p><b>Fireworks to Follow</b></p>

Sunday July 5	Monday July 6	Tuesday July 7	Wednesday July 8	Thursday July 9	Friday July 10	Saturday July 11
<p>Brunch @ Commons 11AM- 12PM</p> <p>Trip to the Zoo 1PM-4PM Septa Transportation</p> <p>Lunch</p> <p>Essay Time 4:30pm-6pm</p> <p>Dinner @ Quad 6PM-7PM</p> <p>Group Work 7:30PM-10:30PM</p> <hr/> <p>Stock Team selections are due</p> <p>Draft 1 of Essay due to your RTA</p>	<p>Depart Penn for Washington DC</p> <p>Washington DC sites</p>  <p>Evening fireside chat with FDIC senior executives</p>	<p>Washington DC</p> <p>FDIC</p> <p>All-day program</p> <p>Dinner at Marrakesh Restaurant</p>	<p>Washington DC</p> <p>WORLD BANK</p> <p>Young LEADers Against Corruption</p> <hr/> <p>Depart World Bank for BET</p> <p>Lunch at BET</p> <p>BET Headquarters Washington DC</p> <p>Depart BET 6pm</p>	<p>9:00am – 10:15am Prof. Franklin Allen Finance</p> <p>10:30am – 11:45am Prof. Georgette Phillips Vice Dean and Director, Undergraduate Division, Wharton School</p> <hr/> <p>Noon: Depart for</p> <p>ETIQUETTE LUNCH</p> <p>Four Seasons Hotel</p> <hr/> <p>2:00pm – 5:00pm and 6:00pm – 8:00pm</p> <p>SEEK DAY 2</p> <p>Keith Ellison, MBA</p> <p>Evening speaker: Nicole Newman of Premier Brand, LLC</p>	<p>9:00am – 5:00pm</p> <p>SEEK DAY 3 Keith Ellison, MBA</p> <p>RTAs return draft 1 of essays to LEADers with comments</p>	<p>Brunch @ Commons 11AM-12PM</p> <p>Explore Philadelphia: South St. 1PM-4PM Lunch</p> <p>Group Work 4:30PM-6PM</p> <p>Dinner @ New Dehli 6:30PM-8PM</p> <p>Group Work/Free Time 9PM-11PM</p>

Sunday July 12	Monday July 13	Tuesday July 14	Wednesday July 15	Thursday July 16	Friday July 17	Saturday July 18
<p>Bus</p> <p>Ocean City, NJ 9AM-4PM Lunch</p> <p>Dinner @ Commons 6:30PM-8PM</p> <p>Group Work 8:30PM-10:30PM</p> <p>RTAs collect draft 2 of essays and review</p>	<p><b>DOW ADVANCED MATERIALS</b></p> <p>Site visit 8:00am – 1:00pm</p> <hr/> <p>Afternoon</p> <p><b>Courtesy Interviews</b> with UPENN admissions office</p>	<p><b>SEEK DAY 4</b></p> <p>9:00am – 5:00pm</p> <p><b>Keith Ellison, MBA</b></p> <hr/> <p>Afternoon</p> <p><b>Courtesy Interviews</b> with UPENN admissions office</p> <hr/> <p>Fireside Chat with Joseph Camarda, MBA</p> <p>Regional Manager Private Wealth Management, Phila. &amp; Washington DC Goldman Sachs</p>	<p><b>TEAM BUSINESS Simulation</b></p> <p><b>Ben Franklin Room, Houston Hall</b></p> <p>10am – 4pm</p> <p>Team Business Instructors:</p> <p>Lara Azzam Andre van der Bergh</p>	<p>9:00am – 10:15am Dr. Mike Useem Management</p> <p>10:30am – 11:45am Joe Pinto, General Mills</p> <hr/> <p><b>Depart Penn for transport to McNeil Consumer Products</b></p> <p><b>Arrival time: 1:00pm</b></p> <p><b>Final team presentations to McNeil</b></p> <p>LUNCH PROVIDED AT MCNEIL</p> <p>RTAs return draft 2 of essays with comments</p>	<p><b>CENTOCOR</b></p> <p>Site Visit Business Cases 8:30am – 3:00pm</p> <hr/> <p>Fireside chat with Shahzad Khokhar President and CEO</p> <p>DigiDent Solutions</p>	<p>Breakfast at the Quad 8am-9am</p> <p>10AM- 1PM <b>Community Service Mural Arts</b></p> <p>Lunch/Group Work 2PM-5PM</p> <p>Dinner 5:15PM-6:00PM</p> <p>Movie Night: Harry Potter 6:20PM-9PM</p> <p>Group Work/Free Time 9PM-11PM</p>

Sunday July 19	Monday July 20	Tuesday July 21	Wednesday July 22	Thursday July 23	Friday July 24	Saturday July 25
<p>RTAs collect <b>FINAL DRAFT OF ESSAYS</b></p> <p>Breakfast on the Bus</p> <p>Six Flags Depart at 9AM 10AM-6PM Stipend Lunch</p> <p>Dinner @ the Quad 7PM-8PM</p> <p>Group Work 8PM-11PM</p>	<p><b>DEPART PENN FOR NEW YORK CITY</b></p> <p>Check into dorms</p> <p>Guided walking tour of Wall Street</p> 	<p><b>NEW YORK CITY</b></p> <p>9:00am – Noon</p> <p><b>DRAFT FCB</b></p> <hr/> <p>1:00pm – 5:00pm</p> <p><b>GOLDMAN SACHS</b></p> <p>Stock Competition presentations</p>	<p><b>NEW YORK CITY</b></p> <p>10:00am – 1:00pm</p> <p><b>CREDIT SUISSE</b></p> <p>Depart 1pm</p> <hr/> <p>2:00pm – 5:30pm</p> <p><b>UBS</b></p>	<p><b>NEW YORK CITY</b></p> <p>Check out of dorms</p> <p>Lunch in town</p> <p>Cultural NYC Tour and Harbor Cruise with Lunch</p> <p>Depart for NYC for Penn</p>	<p>9:00am – noon</p> <p><b>SEEK DAY 5 Business Plan Competition</b></p> <hr/> <p><b>EVENING</b></p> <p><b>Closing Dinner</b></p> <p>Announcement of Essay contest and Business Plan competition winners</p>	<p><b>DEPARTURES</b></p>