



Message from the Director
Dr. Deborah Silver

We have had an exciting semester! We welcomed over 100 new students in the fall, some of whom are pictured below at orientation. We have revamped our internship program, and it is now being led by Kathleen Cashman (many of you know her from the Communication & Leadership class). She has an article in this edition on the importance of networking. We have had many great events and workshops, in addition to our annual holiday party featuring the “Jack Keenan Trio”. It was wonderful to see so many of our alumni at the holiday party, we hope to keep in touch with you as we grow the program. Stay tuned for information regarding the spring alumni-student mixer.

Warmest wishes for a Happy Holiday & New Year!



Fall 2013 New Student Orientation

Inside This Issue

- 1 Message from the Director
- 1 PSM Summer/Fall 2013 Welcome
- 2 Corporate Social Responsibility Talk
- 2 PSM Invited to NJBIA Event
- 3 PSM At Entrepreneurship Day
- 3 AWIS & PSM Sponsored Panel
- 4 Article by Prof. Kathleen Cashman
- 5 PSM at NPSMA 300th Milestone Conf
- 6 Lecture by Dr. Georges Grinstein
- 6 MBS in the News

Fall 2013 Orientation



PSM Events



John Spinnato, V.P. NA Corporate Social Responsibility, Sanofi US presenting on Corporate Social Responsibility



PSM student, Prithvindra Maganti, grabbing a quick bite to eat at the PSM Holiday Party during a short break from the Capstone course entrepreneurship presentations



Students mingling at the PSM Holiday Party

Corporate Social Responsibility in Practice

John M. Spinnato was an invited speaker for the Ethics for Science and Technology Management course, Fall 2013. He is the Vice President, North America Corporate Social Responsibility for Sanofi US and is also the President of the Sanofi Foundation for North America. Mr. Spinnato earned an LLM in International Law from the Georgetown University Law Center and his BA and JD from the University of Dayton. He presented a thought provoking interactive talk titled "Corporate Social Responsibility (CSR) in Practice." The talk focused on how Sanofi implements the theoretical concepts of the Triple Bottom Line (3BL). He informed the students of the Regulatory Pressure for CSR Reporting, not only in the US but globally. He highlighted the increasing importance of intangible assets in capital markets and why investors are interested in CSR.

In addition to his daily responsibilities at Sanofi he also blogs on the topic for Boston College Center for Corporate Citizenship <http://blogs.bccccc.net/2012/06/beyond-compliance-corporate-citizenship-and-moral-capitalism/>

PSM Invited to the NJBIA Event

Dr. Sangya Varma spoke about the PSM program at the New Jersey Business & Industry Association (NJBIA), Joint Education & Workforce Development and Health Affairs Committee Meeting on July 10th 2013. This was a wonderful opportunity for the PSM Program and we look forward to building a relationship with them to further workforce development in NJ.

MBS Drug Discovery & Development -- ONLINE

The PSM Program is happy to announce that the Graduate School New Brunswick has approved the Drug Discovery & Development curriculum for online delivery. Students will now be able to complete classes from the comfort of their own home or from their offices. The PSM Program looks to expand the online option to other concentrations in the future.

Entrepreneurship Day

Professional Science Master's Program was one of the sponsors for this year's Entrepreneurship Day run by the Office of Technology & Commercialization (OTC). This event took place on October 7, 2013 at the Rutgers Student Center on the College Ave Campus. The goal of Rutgers University's Annual Entrepreneurship Day is to advance technology development and commercialization by connecting researchers, corporate executives, business development professionals, investors, entrepreneurs, service providers, support organizations, and other members of the regional innovation ecosystem. The conference is part of a series of events that Rutgers holds to support technology commercialization activities within the state and surrounding region. Previous keynote speakers of the conference series included Steve Wozniak, co-founder of Apple; Dan Schulman, CEO/founder of Priceline.com and Virgin Mobile USA; Randall Pinkett, CEO of BCT Partners and winner of the reality television show, The Apprentice with Donald Trump - Season 4; and Bill Joy, co-founder of Sun Microsystems.

This year's speaker was Dr. Donald Black, President of Trialynx, Inc. who gave a presentation on "Lipitor from Bench to Bedside". Dr. Sangya Varma also spoke briefly about the PSM program to the crowd of gathered entrepreneurs.



MBS Students network during the Speed Networking event at Entrepreneurship Day 2013

Professional Panel & Career Opportunities sponsored by the PSM Program & AWIS-CJC

The Professional Science Master's Program co-sponsored an event with AWIS-CJC (Association for Women In Science) on October 7, 2013. The event was about career opportunities in Clinical Sciences. Experts from the areas of Human Resources, Clinical Research, and Pharmaceutical Research were present. Panelists spoke about career opportunities in clinical research at their companies and the future of the field. Dr. Varma was also a member of the panel.

PSM at Events



Ines Czechowski, staffs the PSM table at the 5th annual Entrepreneurship Day on October 7, 2013



Dr. Sangya Varma at Entrepreneurship Day 2013.



Entrepreneurship Day 2013



Panelists at the PSM-AWIS event

Networking: Making it work for you

Kathleen B. Cashman

How am I going to find that out? How am I going to find the right internship, co-op, full time position? Sound familiar? Have you been asking yourself the same question? The answer might seem obvious – Networking! Then reality sets in and most people either don't know how or are often not comfortable with the concept. They then make several attempts and wonder why they are not moving forward! Well here are some thoughts to help you be more effective – one interaction at a time!

Often times we set out to meetings and events with good intentions – to meet new people. We end up sitting next to people we know, like and trust. People we see regularly. Sometimes, we reacquaint with someone from our past. Is this networking? The answer is it depends.

If you are engaging in new dialogue and exchanging new information and sharing connections and contacts – you bet it is. If it is reliving past events, sharing stories of old – well move over, you have room to improve.

The key to networking is really identifying the net and what do you need from it to move forward in the work you have identified. Sounds a bit cold but the human element makes it warm. Connecting and exchanging connections is the precursor to the working part.

To effectively build your network you should take a few minutes and review your address book – who is in it, where do you know them from, how well do you know them, and what do you know about them – good places to begin. Now the tough part, what do they know about you? What would you like them to know about you now? If you were to stop there, you could now develop a “Marketing” campaign to get them in the know – but wait, there is more. Central to your success are your goals, your wants, your desires and yes, your needs. If you have thought through how you are going to reach your goals you would have identified where the gaps are – where you are now, what you need to move forward – information is usually part of the process and the easiest to gather from your network. You can even “tweet” about it and gain access to instant responses – not all will be useful, but you will begin to move yourself along on your journey.

Go back to your networking meeting and your network of “friends”. Re-enter the room, find them and now approach them with new intention. Your dual purpose is to have them know something new about you and for you to get your request for information fulfilled. Begin with this in mind. Go one step further – to make the entire event successful, how many people would you like to gather this information from? 3, 6 or 10? How many new people from within this number? 3 – 5? If the event is 2 hours long and you have a group of friends that can help you to get to the 3 number – you now know you need to move around the room – start by sharing with your friends your new purpose for attending this event: *“I need to walk away with 10 ideas / responses to this question: (insert question). Of the 10 I would like half to be from people I have just met. Can you help me meet 5 new people? Can you help me first by sharing your ideas on my question?”* Now you are working your net and it will begin to work for you – like magic.

(Continued on page 5)



Kathleen Cashman speaking at orientation



Kathleen B. Cashman is the instructor for Principles of Leadership & Communication course (a required course for all MBS students) and the newly appointed internship coordinator. She is President of Cashman Consulting LLC, an International Management Consulting and Training firm. Kathleen has an extensive track record as a highly effective facilitator and trainer. She works with organizations and helps to develop the key initiatives to leverage talent – both retention and attraction strategies and serves as a corporate coach. She routinely works with business people to help them gain greater confidence and professionalism, as well as build their abilities in relevant skill area.

We are excited to have her in a more expanded role in our program. Students and Alumni who would like to speak to Kathleen, please contact our office at psminfo@dceo.rutgers.edu.

As you meet new people, be conscious of your friends – I bet you they are off asking your question to other people and gathering more information – you have given them purpose to attend the event. After the event, follow-up with purpose with everyone, especially your friends. Share what you gained and how you are using it and ask for insights and ideas from them. With your new friends, thank them for their contribution and ask to further discuss this and other things at future events or set up separate meetings for coffee, breakfast or other times.

Now that you have a picture of success, all things are possible.

Key Networking tactics utilized:

- 1) Know your audience – who will be there and what do you know about them, them about you
- 2) Be specific about what you need to accomplish at the event – have a goal to gather information and meet new people – be as specific as you can. Clarity is Key.
- 3) Enlist support of your friends – being comfortable helps you be the best you
- 4) Exchange information – be curious as to why others are at the event – what is it they have come to learn? Have plenty of business cards and always carry a pen.
- 5) Follow-up. Share and deepen the connection, one follow-up at a time. This is where most people fall short – choose to be different!

It becomes easy to manage groups of 5 – 10 connections per event. Organize your contact files and notes for easy access, have a process of connection points and follow your process.

Rutgers PSM Attends National Professional Science Master's Association 300th Milestone Event at Capitol Hill

On a national level, the 300th Professional Science Master's Program has just been affiliated and recognized. This milestone event was celebrated on November 12, 2013 in the Members Room at the Library of Congress. The program featured policy makers, higher-education leaders and business leaders who provided perspectives on the importance and value of the PSM degree to US employers. The moderator of the event was Ross Grossman, Vice President for Human Resources at Regeneron Pharmaceuticals, who also serves on the Rutgers PSM Industrial Advisory Board. Congressman Richard Hanna (NY - 22nd DISTRICT) and Congressman Rush Holt (NJ - 12th DISTRICT), helped coordinate the milestone event. And of course, Rutgers was featured as part of Mr. Grossman's remarks. For more information about this event please see <http://psmmilestone.com>.

Following the milestone celebration, the National Professional Science Master's Association (NPSMA) held its national conference also in Washington (Nov. 13th-15th 2013). The event attracted representatives from many of the 300 programs and also featured alumni from those programs. Dr. Deborah Silver is the Vice President of the NPSMA Board of Directors and is also a member of the PSM affiliation advisory board. A recent addition to functions of the NPSMA is the ability for alumni of different university PSM's to network and interact. Stay tuned for an email from us on how to access this new feature.

Did You Know?

- Since 2007, the number of Professional Science Master's programs has nearly tripled from 108 to 300
- As of Fall 2013, more than 900 corporations and other employers have recruited and hired PSM graduates.



Dr. Deborah Silver at the Library of Congress at the Milestone



Dr. Deborah Silver & Dr. Sangya Varma at the NPSMA Conference in Washington, D.C.



Dr. Georges Grinstein's distinguished lecture on Modern Visual Analytics

PSM Lecture Series: A Lecture on Modern Visual Analytics Research by Dr. Georges Grinstein

This Fall 2013 semester, the PSM program held a standing room only lecture by Dr. Georges Grinstein. In this talk, Dr. Grinstein set the background for understanding the key problems in information visualization and visual analytics, and presented a few research topics he has worked on over the last 20 years to address these problems. The problems include enhancing data perception, visualizing millions of variables, evaluating insight, and visualization for the masses.

Dr. Georges Grinstein is Professor of Computer Science at the University of Massachusetts Lowell, head of its Bioinformatics and Cheminformatics Program, Co-director of its Institute for Visualization and Perception Research, and of its Center for Biomolecular and Medical Informatics. He received his Ph.D. in Mathematics from the University of Rochester.

MBS Career Lunch

Every month, the PSM program runs a "career lunch and learn" event. PSM staff and students get together to discuss career opportunities and job prospects. Students are asked to bring their CVs and their potential job announcements to the lunch for the discussion.

Rutgers PSM Program in the News

Dr. Deborah Silver, PSM Director, was featured in an article in Scientific American discussing professional science master's programs.

The PSM Office Wishes You a very Happy & Healthy Holiday Season!

Upcoming Events

We're going to have some exciting events this Spring Semester!

- Alumni/Student Dinner

Workshops

- Mock Interviews
- Dining Etiquette
- Social Dos & Don'ts
- Professional Etiquette in the workforce

Innovation

- EcoComplex Trip
- CCIT Trip

Check our website for more information!

