

USG Corporation Harvard Case Solution & Analysis



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What is Nationals

- NSBE40: Engineering & Leadership in Harmony
 - March 26th - 30th, 2014 in Nashville, TN
 - Family Reunion, All Under One Roof
- Approximately 8,000 people in attendance
- Career Fair, College/Grad School Fair
- Hospitality Suites
- Panel Discussions, Workshops

Fall Regional Conference

- Friday, November 25 - Sunday, November 27
- San Francisco, CA
- Registration Fee: \$80
- Regional Equipment to Nationals
- Career Engineering Information
- Show Off our membership to the entire region

Need more?

- WORKSHOPS
 - Leadership
 - Business Plan
 - Engineering Design: The Science of Innovation Presented by General Motors
 - Design Innovation: How to be successful in your first year presented by General Motors
 - Team Work
 - Impact your Global Community
 - Innovation
 - Networking for Success: What to do after you've made the cut!
 - Power Leadership: What is Leadership and How to be a Leader

Need more?

- WORKSHOPS
 - Leadership
 - Guaranteed 4.0
 - Leadership Swagger: The Science of Influence Presented by General Mills
 - Getting Recruited: How to be successful on your Job Search presented by Chevron Corporations
 - Team Work
 - Impact your GLOBAL community
 - Inspiration
 - Networking for Success: What to do after you've made the contact.
- Power Lunches by Shell Oil Company and Eaton Corporations

Fall Regional Conference

Friday, November 15- Sunday, November 17

- Los Angeles, CA
- Registration Fee: \$80
- Regional Equivalent to Nationals
- Theme: Engineering Innovation
- 'Show-Off' our membership to the entire region

Year Theme: All About Nationals

- Preparing through Academics, Community Service and Professional Development
- Importance of attending FRC
 - Prepares us for Nationals
 - Strengthens Local Engineering Network
 - Cheaper alternative for students
 - Need to represent

Producing Leaders

- Very young membership
- Learning Professional Skills
 - Represent USC, Viterbi, and our chapter
- Volunteer with aspiring engineers
 - K-12 Math Competition
 - Case Study Competition
- Brief leadership opportunities



Financial Breakdown

FRC

- Registration Fee: \$80

NATIONALS

- Total Cost \$804.25
 - Roundtrip Flight: \$555
 - Hotel: \$119.25
 - Registration: \$100
- Reducing the Cost
 - Fundraisers
 - Payment Plan
 - FUNDING

