

Third Annual MSG Industry Night

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Featuring:



FARMERS



and MLB Consulting

“Toyota taught me how to take **the road less traveled.**”

Toyota is honored to be a sponsor of and participant in the USC Marshall Strategy Group Fall Industry Night.

In the past 8 years, Toyota has hired 24 recent graduates from the USC Marshall MBA program.

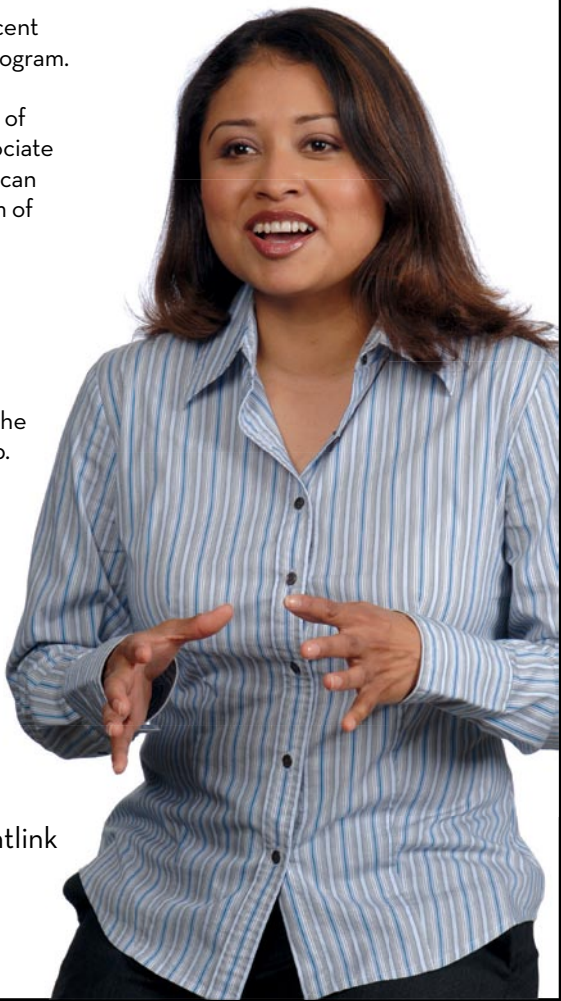
We would like to invite you to explore one of the following Graduate Management Associate programs at Toyota and discover how you can achieve greater success as a part of a team of which you can be proud:

- + Marketing/Strategy
- + Finance
- + Information Technology

Or you could start by getting your foot in the door with an incredible summer internship.

Watch for details regarding a “Day On The Job” event for first year MBAs to be hosted at Toyota at the end of January.

For more information on employment opportunities, please visit us at:
www.toyota.com/talentlink



 **TOYOTA** | toyota.com/talentlink

Agenda

- ❖ Cocktails and Hors d'oeuvres
- ❖ Welcome and Introduction
- ❖ Discussion, Round 1
- ❖ Discussion, Round 2
- ❖ Discussion, Round 3
- ❖ Discussion, Round 4
- ❖ Closing
- ❖ Networking

Companies and Representatives

Toyota

Headquartered in Torrance, CA, Toyota Motor Sales, U.S.A. (TMS) and Toyota Financial Services (TFS) are wholly owned subsidiaries of Toyota Motor Corporation in Japan. Toyota Motor Sales, U.S.A. (TMS) is the US sales, distribution, and marketing unit for Toyota Motor's Toyota, Lexus, and Scion brands. Toyota Financial Services offers auto finance and lease services and insurance products through Toyota/Scion and Lexus dealerships in the US. More than 60% of the Toyotas sold in the US are also made in North America, and Toyota employs more than 30,000 Americans involved in the manufacture, research, financing, marketing, and sales of its cars, light trucks, and SUVs. Toyota, Lexus and Scion products are sold through more than 1,400 dealerships throughout the US. Founded in 1957, TMS and its subsidiaries are also involved in distribution logistics, motorsports, and general aviation.

Megan Gillam

Strategic Planner

Megan Gillam joined Toyota as a Graduate Management Associate (GMA) in 2003 after graduating from Marshall with a concentration in Product Marketing. Megan completed GMA rotations in Lexus Marketing and Strategic Research before taking a permanent position in Lexus Product Planning. She is currently a Strategic Planner in the Advanced Product Strategy (APS) group.

Heather Updegraff

Consumer Strategy Business Lead

Heather Updegraff joined Toyota as a GMA in 2001 after graduating from the Marshall School of Business. Heather completed three GMA rotations including: Toyota Financial Services (TFS) eBusiness, Toyota Motor Sales (TMS) Strategic Research and TMS Advanced Product Strategy. Since her GMA rotations, Heather has held various full-time positions in TMS and TFS. She is currently a Consumer Strategy Business Lead in TFS.

Ryan Wardwell

Graduate Management Associate

Ryan Wardwell joined Toyota as a GMA in 2006 after graduating from the Marshall School of Business with a concentration in Strategy and Marketing. He worked in government consulting prior to attending Marshall and interned in TMS' Vehicle Operations Group in 2005. Ryan is currently a GMA in the Advanced Product Strategy group.

Abbot Vascular

The combined Abbott and Guidant vascular business offers physicians, catheterization labs and clinics a complete line of products to treat patients with cardiac, vascular and biliary disease. Products and technologies for interventional procedures include: a comprehensive line of coronary and endovascular stents; a full offering of guide wires, catheters and balloons; and innovative vessel closure devices.

Bolstered by the acquisition of Guidant's vascular business in April 2006, Abbott began building its vascular presence with the 1999 acquisition of Perclose, a pioneer in vessel closure technologies. Over the next few years, Abbott strategically assembled a comprehensive vascular devices business through a series of acquisitions, licensing agreements and internal development.

Elaine Chen

Senior Product Manager

Elaine Chen is a Senior Product Manager in New Product Planning at Abbott Vascular. New Product Planning is highly involved with both R&D and Business Development to provide strategic inputs on product conceptualization, market entry and market growth. This strategic planning group also develops projected expansion strategies and financial valuations.

Elaine received her MBA in 2006 from the Marshall School of Business. Prior to business school, she worked in strategy development at American Airlines, where she developed and managed strategic plans and forecasts for flight demands and pricing structures. In addition to her MBA, Elaine earned a Bachelor of Science degree with distinctions in Biology and Visual Arts from Duke University.

Countrywide Financial Corporation

Countrywide Financial Corporation is one of the preeminent financial services firms on the country. Founded in 1969, Countrywide Financial has a market capitalization of over \$23 billion with current bank assets of \$84 billion, and employs over 54,000 employees around the globe. While a diversified financial services firm, Countrywide is the #1 top mortgage lender and mortgage servicer and is ranked #122 in the 2006 Fortune 500 rankings.

Eric Aved

Senior Vice President, Strategic Planning

Eric Aved works with Countrywide's executive leadership in support of the corporate strategic planning process. Eric has over 12 years experience in business analysis, strategic planning, financial management, and operations optimization with both high-growth and Fortune 500 companies.

Prior to joining Countrywide in 2004, Eric led strategic and operational consulting engagements for Cap Gemini Ernst & Young with clients in a variety of industries, including financial services. Eric holds a BA in Economics and Organizational Psychology from Claremont McKenna College and an MBA with emphases in Finance and Marketing from the University of Southern California.

Disney

Buena Vista Worldwide Home Entertainment is the distribution arm of The Walt Disney Studios. The Studio Entertainment unit is the foundation on which The Walt Disney Company was built, and at its heart are world-renowned animated features and live-action motion pictures. With the creation of Mickey Mouse and Snow White and the Seven Dwarfs, the world's first full-length animated feature, the Disney name quickly became synonymous with quality entertainment for the whole family.

The Walt Disney Studios distributes motion pictures under Walt Disney Pictures - which includes Walt Disney Feature Animation and DisneyToon Studios - Touchstone Pictures, Hollywood Pictures and Miramax Films. Buena Vista Worldwide Entertainment distribute Disney and other film titles to the rental and sell-through home entertainment markets worldwide. Buena Vista Theatrical Productions is one of the largest producers of Broadway musicals, and the Buena Vista Music Group distributes original music and motion picture soundtracks under its four record labels: Walt Disney Records, Buena Vista Records, Hollywood Records and Lyric Street Records.

John Peters

Director, Sales and Distribution

John Peters currently develops business unit-level and country-level strategies for Disney's distribution of movies across 20+ markets. Prior to joining Disney, Mr. Peters spent 6 years as a business strategy consultant in the Entertainment & Media practice at PricewaterhouseCoopers (later acquired by IBM).

In 1999, he received his MBA in Finance from Northwestern's J.L. Kellogg Graduate School of Management. Prior to attending business school, he worked as an account executive at Ogilvy & Mather Advertising's New York office.

Mr. Peters received his Bachelor's degree from Cornell in 1993.

Farmers Insurance

Farmers Insurance is the nation's 3rd largest property and casualty insurer. Farmers is headquartered in Los Angeles, California and has sells homeowners, auto, commercial, and life insurance in 41 states. Farmers has approximately 18,000 employees and services more than 15 million customers each year.

Stephanie Braun

Homeowners Product Manager

Stephanie Braun graduated from the Marshall program in 2006 and joined Farmers in July of 2006. She is a product manager with responsibility for the homeowners insurance product in Kansas, Nebraska, and Iowa. Before attending Marshall, Stephanie spent five year with Fidelity Investments doing corporate strategy. While attending Marshall, Stephanie was co-director of Marshall Ambassadors, VP of Client Relations for the Global Consulting Challenge, and Co-chair of Social Events for Challenge4Charity.

Kamalesh Jha

Auto Product Manager

Kamalesh Jha graduated from the Marshall program in 2006 and joined Farmers full time in summer of 2006. Kamalesh interned with Farmers during the summer of 2005 and throughout 2005-06 school year. He is a product manager with responsibility for the auto insurance product in Oregon. While attending Marshall, Kamalesh was on the AGBS board in charge of technology.

Pat Nangle

Senior Recruiter

Pat Nangle is Farmer's head recruiter with responsibility for all product management recruiting in addition to many other areas of the company. Pat has a diverse human resources background and has been with Farmers for three years.

Mattel, Inc.

Mattel, Inc., is the worldwide leader in the design, manufacture and marketing of toys and family products, including Barbie®, the most popular fashion doll ever introduced. The Mattel family is comprised of such best-selling brands as Hot Wheels®, Matchbox®, American Girl® and Tyco® R/C, as well as Fisher-Price brands, including Little People®, Rescue Heroes®, Power Wheels® and a wide array of entertainment-inspired toy lines. With worldwide headquarters in El Segundo, Calif., Mattel employs more than 26,000 people in 42 countries and sells products in more than 150 nations throughout the world. The Mattel vision is to be the world's premier toy brands—today and tomorrow.

Bernie Hsu

Strategic Planning

Bernie joined Mattel Brands' Strategic Planning and Business Development group in January 2005, where he is responsible for the creation of long-term brand marketing strategies and evaluating strategic investments and partnerships. He is currently focused on the Boys brands, including Hot Wheels, Batman, Cars, and Scene It?. Prior to Mattel, Bernie worked as Director of Business Development for Spring Street Networks, a Battery Ventures-backed online dating company in New York, and earlier in his career held positions with the investment management firm BlackRock (now part of Merrill Lynch) and Bankers Trust (now Deutsche Bank) in their Strategic Planning department. He graduated with a BSE in Engineering & Management Systems from Princeton University and an MBA from the Kellogg School of Management.

MLB Consulting

MLB Consulting is a Los Angeles-based firm that provides distribution advice to producers and directors in the filmed entertainment and video game industries. Built on the extensive experience of its founder, Mike Burkenbine, MLB Consulting has attracted such clients as Activision and Warner Bros.

Mike Burkenbine

Mike Burkenbine started his career in the Real Estate field analyzing opportunities for developers in Riverside, Orange and San Bernardino Counties. Specifically he provided feasibility and absorption analyses to many of the top developers in Southern California.

While employed at ACNielsen Mike undertook the role of business development and directed the creation of a consumer sales tracking system for Home Entertainment which became the industry standard today and is the only one of its kind. It is now called VideoScan. This system allows each studio to view DVD sales to consumers and is used to evaluate sales and marketing efforts as well as to have a view of the competitive milieu. It is also integrated into supply chain systems. Throughout this time Mike was an on-site consultant to The Walt Disney Company, Warner Bros., Sony Pictures Entertainment and NBC/Universal with regard to their digital media strategy and distribution.

During this time Mike began his MBA studies at The University of Southern California. After completion of his Master's Degree in Business Administration with an emphasis in Entertainment he was recruited to work for Sony Pictures Entertainment in the Columbia TriStar Home Entertainment Division as Executive Director of Home Entertainment. His responsibilities included Sales Planning/Supply Chain, Research, Merchandising, Vendor Managed Inventory, Reporting, Digital Strategy (VOD & PPV), and North American Business Development. He was responsible for the release of such titles as Men In Black I & II, My Best Friend's Wedding, Jerry Maguire, Crouching Tiger, Hidden Dragon, Godzilla, Spider-Man 1 & 2 as well as facilitating several billion dollars in catalog sales.

Currently Mike is a film and TV producer and has his own video distribution and consulting firm (MLB Consulting) for which he provides distribution advice to producers and directors in the filmed entertainment and video games fields. His consulting client list includes Activision, Warner Bros., Ivy West. His executive producer credits include: Scorpio Men on Prozac.

In addition, Mike's philanthropic activities include: Board of Directors, Marshall Associates of the University of Southern California; Board of Advisors, Career Resource Center of the Marshall School of Business; Chairman, Student/Alumni Committee for the Marshall School of Business; and Board of Directors, Special Olympics of Southern California.

NBC Universal

NBC Universal International Television Distribution is responsible for the distribution of NBC Universal product to all forms of television and new media outside of the U.S. and Canada. This includes a rich library of more than 4,000 feature films and 55,000 television episodes, including current and library titles, formats, non-scripted titles, sports, news, long-form and short-form programming and locally produced content from around the world. NBCU International Television Distribution provides this wealth of product to both traditional and new media outlets, and is a leader in adopting and maximizing new means of groundbreaking content delivery.

Daniel Levine **Vice President, Sales Strategy and Development**

In his role, Dan represents the sales strategy group on deal negotiations and works on the development of strategic analysis for the group.

Prior to joining NBC Universal, Levine was director of planning & business development for TVN Entertainment Corp. During his tenure, he lead financial planning and analysis activities while also lending key analytical support to affiliate sales in development of MSO carriage deals. Levine was also responsible for supporting all corporate development activities.

A graduate of the Syracuse University, Newhouse School of Communications, Levine also holds an MBA from the University of Southern California, Marshall School of Business.

Southern California Edison

Southern California Edison (SCE) is one of the nation's largest investor-owned electric utilities, serving more than 13 million people in a 50,000 square-mile area of central, coastal and southern California excluding the City of Los Angeles and certain other cities. Based in Rosemead, California, the utility has been providing electric service in the region for 119 years. This SCE service territory includes approximately 430 cities and communities. As of March 31, 2005, SCE had consolidated assets of approximately \$23.9 billion. As of December 31, 2004, SCE had approximately 13,500 employees.

Dr. Gary Stern, Ph.D. *Director, Market Strategy and Resource Planning*

Gary Stern is the Director of Market Strategy and Resource Planning for Southern California Edison Company (SCE). He reports to the Senior Vice President of the Power Production Business Unit, and manages a division responsible for resource planning, capacity and energy market design, and monitoring the wholesale electricity market in California.

In March, 2006, Gary's responsibilities were expanded to include the resource planning group that develops SCE's long term procurement plan, develops resource strategies, and performs various analyses on major resource alternatives for SCE. Gary leads SCE's efforts, working with the California Independent System Operator (CAISO) and the Federal Energy Regulatory Commission (FERC), to ensure that the wholesale electricity market design being implemented by the CAISO results in a reliable and efficient outcome for SCE as a large buyer and seller of electricity on behalf of its customers.

Gary's recent endeavors have included managing SCE's efforts to obtain refunds for market manipulation and market power abuse during the 2000-2001 electricity crisis in California. Gary has participated in the negotiation of refund settlements for California totaling, to date, over \$2 billion. He is also managing the design and the development of a capacity market for California, partnering with various other stakeholders.

Gary Stern holds a Ph.D. in Economics from the University of California at San Diego.

Mike Whatley

Manager, Strategic Projects

Mike Whatley is the Manager of Strategic Projects in SCE's Market Strategy & Resource Planning group. He is responsible for managing development of SCE's Long Term Resource Plan and directing scenario analyses of large capital investments (\$500M+) that have a major financial impact on the Company. Mr. Whatley also advises executive management on emerging issues affecting the future of the Company, including forecasts for needed generation (both fossil- and renewable-based), economic evaluation of new supply-side and demand-side resources, and establishing long-term market price forecasts and scenarios.

Prior to joining SCE, Mr. Whatley previously held the position of Manager, Systems Dynamics for Edison Mission Energy conducting technical analyses for various business development opportunities in the U.S. and United Kingdom markets. He has also held positions in Edison International's Strategic Planning & New Business Development group, and for SCE at the San Onofre Nuclear Generating Station.

Mr. Whatley earned a B.S. in Nuclear Engineering from UC Santa Barbara, and has held a California Professional Engineering License since 1997. He has over 14 years of experience in the energy industry addressing natural gas and electric power issues both domestically and internationally.

TBWA\Chiat\Day

TBWA is one of the top ten US-based agency networks made up of 258 full service agencies around the world with expertise in all of the disciplines required for the positioning, launching and long-term management of brands. Services include: advertising and brand marketing strategy services, direct/relationship marketing strategy, interactive/digital strategy, interactive/digital creative production, consumer-focused branding, retail strategy, externalizing, internalizing and operationalizing brands, local activation of retail trade area, ROI tracking/accountability, and much much more.

TBWA\Chiat\Day is part of TBWA Worldwide. U.S. clients include Absolut, adidas, Apple, Beiersdorf, Embassy Suites Hotels, Energizer, Infiniti, Masterfoods, Nissan, Pennzoil, Sara Lee, Sprint-Nextel, Play-Station and Visa. TBWA Worldwide is the most-awarded agency network in the world (The Gunn Report, 2005) and is one of the fastest growing top-ten global agency networks. TBWA has 258 offices in 75 countries, and approximately 9,700 employees worldwide.

Benny Thomas

Planning Director

Benny Thomas is currently the planning director for Mars at TBWA\Chiat\Day, where he has worked on such brands as Pedigree, Whiskas, The Goodlife Recipe, Uncle Ben's and 7Paths. He handled the global planning responsibility on Pedigree.

He has also functioned as the Vice-President of TBWA\India, in Dehli where he headed the national strategic planning and new business functions for TBWA\India's five offices. He also managed the training and development activities for all agency branches.

From 1988 until 1998, Benny was the Senior Creative Director with TBWA Anthem where he managed such brands as Sony Electronics, Gulf Oil, American Express Bank, and UNICEF.

Benny Thomas holds a B.A. with Honors in English Literature from St. Stephen's College at Dehli University in Dehli, India.

Yahoo!, Inc.

Yahoo! Inc. is a leading global Internet communications, commerce and media company that offers a comprehensive branded network of services to more than 219 million individuals each month worldwide. As the first online navigational guide to the Web, www.yahoo.com is the leading guide in terms of traffic, advertising, household and business user reach. Yahoo! is the No. 1 Internet brand globally and reaches the largest audience worldwide. The company's global Web network includes 24 World properties. Headquartered in Sunnyvale, Calif., Yahoo! has offices in Europe, Asia, Latin America, Australia, Canada and the United States.

The Yahoo Media Group is the division of Yahoo! Inc that houses all of the content properties – including music, TV, movies, entertainment, games, finance, news, weather, sports, health, education and kids. "Content" is one of the four pillars of Yahoo!'s business model for success. As a developer and aggregator of compelling content, the Media Group a key driver of Yahoo!'s future strategy to be a major media destination.

Within YMG, the Ad Solutions group works with business units and sales teams to develop advertising strategies for Fortune 500 companies. As internet media sites becomes increasingly more sophisticated, and as advertisers become enticed by the power of the internet to reach targeted consumers, internet advertising is evolving into a highly interactive experience. The Ad Solutions group is leading the charge at Yahoo! to build these highly profitable, interactive campaigns.

Rachel Shader

Manager, Advertising Strategy

Acknowledgements

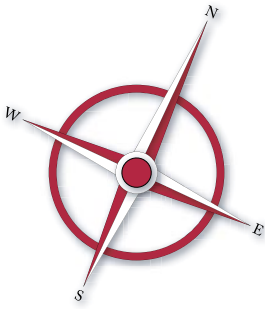
The Marshall Strategy Group would like to thank the following people for their continuing support, patience and assistance.

- ❖ Niti Shah and the Marshall Career Resource Center
- ❖ Professor Arvind Bhambri
- ❖ Saori Ogura and the Davidson Conference Center

We would also like to thank the participating companies and their representatives:

- ❖ Toyota
- ❖ Abbott Vascular
- ❖ Countrywide Financial Corporation
- ❖ Disney
- ❖ Farmers Insurance
- ❖ Mattel, Inc.
- ❖ MLB Consulting
- ❖ NBC Universal
- ❖ Southern California Edison
- ❖ TBWA\Chiat\Day
- ❖ Yahoo!, Inc.





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