Chapter Spotlight

Chapter Spotlight: Georgetown University

Each issue of the FM Forum will recognize a local FMA chapter for outstanding service, accomplishment, and leadership.

Georgetown University FMA Chapter

Georgetown has had a small FMA chapter for a number of years but only since 2005 has the chapter grown significantly and become very active. This year, Georgetown's chapter is diligently working toward the Superior Chapter designation. The current student leaders are Brittany Skoda (President), Peter Stefanski (Junior VP), David Shevlin (Sophomore VP), and Tiffany Yu (VP Membership).

The current faculty advisor for the Georgetown FMA chapter is Professor Lynn Doran. Dr. Doran has been on the faculty at McDonough School of Business at Georgetown since 1998. Prior to that, she held various teaching positions, most recently as Adjunct Assistant Professor at Carnegie Mellon University.

Program Activities

Besides being a professor & advisor for the FMA chapter, Dr. Doran is also Director of Georgetown's Capital Markets Research Center. The Capital Markets Research Center (CMRC) is an integral part of the educational programs of the McDonough School of Business at Georgetown since 1988. Prior to that, she held various teaching positions, most recently as Adjunct Assistant Professor at Carnegie Mellon University.

The Capital Markets Research Center is an active supporter of undergraduate and graduate programs in accounting and finance. CMRC funds the undergraduate finance and accounting awards at graduate and provides financial support for the Georgetown Accounting Society, the MBA Student Emerging Markets Network's annual conference, and Georgetown's Financial Management (FMA) student chapter. Although the student officers and members of the various organizations provide leadership and develop the programs, the Center provides the student chapters with faculty advice and funding.

Georgetown's FMA chapter hosts seminars, workshops, and trips each year. Guest speakers are also a large part of chapter activities. By networking between Georgetown alumni who work for investment banks and other firms, the chapter is able to obtain speakers from a wide range of companies. For instance, last fall, a group of alumni from Merrill Lynch held a resume writing workshop for the student members. In the spring, the CFO of Abercrombie and Fitch was a guest speaker.

Each spring, Georgetown's FMA chapter sponsors a trip to New York for business students. The group visits the New York Stock Exchange and investment banks. This year, the students visited the offices of Merrill Lynch and Goldman Sachs, which gave them the opportunity to learn about working on Wall Street. Also this year, Georgetown's FMA chapter had the opportunity to visit the office of Friedman, Billings, Ramsey, an investment bank headquartered near Georgetown, in Rosslyn, Virginia.

Many of Georgetown's FMA chapter's activities are funded through the CMRC. The Center is funded through the generous support of it's corporate sponsors. Current corporate sponsors for the CMRC are:

- Credit Suisse
- Deloitte & Touche
- Friedman, Billings, Ramsey
- Goldman Sachs & Co.
- Lehman Brothers
- Merrill Lynch

Membership Involvement

Georgetown's FMA keeps in contact with members and non-members primarily through email. The president of the chapter is continuously communicating with members about upcoming events as well as chapter and McDonough School of Business activities. Emails are sent out to undergraduate business students with notification of events that are open to non-members.

Membership Recruitment

The best technique for recruiting new members is through electronic communication to all business students explaining the benefits and advantages of a FMA membership. The chapter found that using "member-only" events and the opportunity to be inducted in the FMA National Honor Society are the best tools for attracting new members. Having professors announce FMA recruitment in classes and other meetings held by the McDonough School of Business also helps to attract new members.

Georgetown University FMA has done an excellent job in obtaining and keeping members interested during and beyond their college careers. The chapter and its officers keep members involved through great activities funded by the Capital Markets Research Center. Keep up the great work!