April 17, 2009

Keynote: Dr. William Danko
Assistant Managers
  - Jess (21)
  - Kristin (24)

District Manager mentions promotion
River Basin

7 million people depend on the basin for water

Used for irrigation, hydroelectric power, and consumption.

80% of water used for irrigation, 20% used for consumption

High population growth, decreasing water supplies
Colorado River Basin

- 17 million people depend on the Basin for water
- Used for irrigation, hydroelectric power, and consumption.
- 80% of water used for irrigation, 20% used for consumption
- High population growth, affecting water supplies
How are costs measured?

- CROSS: Colorado River Open Source Simulator
- Utilizes data from eleven general circulation models (GCMs) that forecast future streamflow patterns based on average flows and changes in future usage
Memos sent via daily printed reports and FedEx packages

Unclear what the culture at corporate is like

(Sampler, 1998; Powell, 1997; Sorensen, 2002)
Phil Sidoti, Siena College

Siena College Student Conference in Business
April 17th 2009
• Theory Development and Methodology
• Data Collection and Sample Profile
• Results
• Concluding Remarks
Methodology

- Pretest survey was conducted - adjustments were made for the national sample

Section 1: Credit Card Debt Status
- Inspired by questions from Nellie Mae’s credit card study in 2001

Section 2: Theoretical Scales
- Roberts and Jones (2001) Credit Card Measure Scale
Free Cash Flow compared to Capital Expenditures
## SWOT Analysis

<table>
<thead>
<tr>
<th>Strengths</th>
<th>Weaknesses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Increased net revenue by 30% as compared to Q4 2008</td>
<td>Luxury goods in a recession economy</td>
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<tr>
<td>Building 140 stores in 2009, 65 more planned in 2010</td>
<td>Short term sales difficult to accurately forecast</td>
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<td>Cut inventory and SG&amp;A expenses</td>
<td>Weak customer loyalty</td>
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<th>Opportunities</th>
<th>Threats</th>
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<td>Expansion to Europe and China, 5 new stores in China in 2009</td>
<td>Sensitivity to pricing strategies, low margins</td>
</tr>
<tr>
<td>Best Buy Mobile Kiosks</td>
<td>Technological advances and inventory obsolescence</td>
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<tr>
<td>The exit of Circuit City enables potential increase in market share</td>
<td>Online retailers and warehouse stores</td>
</tr>
</tbody>
</table>
Keystone

Practicality & Feasibility

 rated own

(0-100)

I as the business and Practicality, issues addressed through modified Likert Scale
3 Significant demographics
(School of concentration, Gender, Class Year)
What is RFID?

- Radio Frequency Identification
- Components
  - Tag/Transponder
  - Reader/Antenna
  - Computer & Software/Infrastructure
What is RFID?

- Radio Frequency Identification
- Components
  - Tag/Transponder
  - Reader/Antenna
  - Computer & Software/Infrastructure
Future Uses

- Smart Appliances
- Shopping
- Interactive Objects
  - Cell phone
  - RFID Medicine cabinets