



March 2004

This newsletter is also available online at:
<http://www.essecusa.com/newsletter/newsletter.htm>

Editorial

Do not miss...

... Our next **Happy Hour Grandes Ecoles** on Wednesday March 3rd at Flute Midtown. Our special guest will be Jean Cantoni, President of the AFII in North America (Invest in France), who will present the campaign for a new image positioning that France intends to launch in the U.S.

... **ACREFEU's** next conference at the French Consulate in New York on Wednesday April 7th with General Pascal Vinchon, Defense Attaché at the French Embassy in Washington, who will present the "Articulations between the French and American military reserves".

ESSEC USA Community

Please welcome our new team at ESSEC USA Office:

- Anne Stone (E83), reelected President of Essec USA, elected President of the Association des Amis des Grandes Ecoles.
- Alexandra Claus (E96), elected Secretary of Essec USA and Secretary of the Association des Amis des Grandes Ecoles.
- Jean-Xavier Barthelemy (85): Treasurer of Essec USA.
- Leslie Serrero (97): New York Chapter Leader
- Anne Laure Gilard (M99): Newsletter Editor
- Jean-Francois Gueguen (90): VP Job / Internship
- Francois-Olivier Luiggi (H92): Annual Event Project Manager
- Sophie Gilhodes (92): Database Manager

Alumni: we need your energy!!!

- Webmaster
You will be in charge of maintaining the website updated regarding all aspects of the ESSEC USA activity in the US. Your role will be essential in supporting ESSEC USA development online.
- VP Communication
You will coordinate the different Chapters and insure that the information is adequate and communicated to the ESSEC USA Community. You will be a key player in supporting ESSEC USA Mission as an effective network.

A special thanks to Christian Betheuil

Thank you Christian for your dedication to the ESSEC USA community during the past two years – your support and energy were greatly appreciated and the ESSEC USA office will miss you.

News from ESSEC Business School

Alumni Association Membership Dues for 2004

Membership dues are necessary to develop our network and improve services provided by the Maison des ESSEC. Please send your Alumni Membership Form with your updated information to: L'Association des Diplômés du Groupe ESSEC - Service Fichier/Annuaire - 70, rue Cortambert 75116 Paris, France. If you have questions please contact:

vhenriot@essecmde.com or sboucher@essecmde.com.

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ESSEC USA Upcoming Events

Wednesday March 3rd, 2004

Happy Hour Grandes Ecoles

New York Chapter

Special guest: Jean Cantoni
6:30pm to 8:30pm
Flute Midtown
205 West 54th Street
New York
Cash Bar

Thursday March 11th, 2004

First get-together of the year

Boston Chapter

6pm to 8pm
Daedalus Restaurant
45 Mount Auburn Street
Cambridge

Wednesday April 7th

ACREFEU

General Pascal Vinchon
French Consulate in New York
934 Fifth Avenue
Please RSVP ASAP (limited space) by email to [Sophie Romana](mailto:Sophie.Romana) or call 212- 401-1310

Other Upcoming Events

Wednesday, March 3, 2004

Fordham Graduate School of Business Administration Alumni Association and The Media & Entertainment Alliance (MEA)

The Financial Challenges of Emerging Business Models
7:45am to 9:00am (Includes Breakfast)
Fordham University
60th street & Columbus, 12th Floor Lounge
RSVP to mccrank@fordham.edu

Thursday, March 4th, 2004

INSEAD Cocktails

Johnnie Walker Whiskey Tasting
6:30 - 8:30pm
Plaid 76 East 13th Street, New York
For details and to register [click here](#)



Interview of the Month: Vincent Toesca (ESSEC 99)

Q: What is your background?

I am Co-founder and Director, Client Services for Antepo, Inc. We provide Instant Messaging software to telecommunication companies, financial institutions and diversified companies in the US and internationally. The company is New York-based. We started it more than four years ago. Although we signed our first customers in Europe, we decided to focus on the North American market in 2002. We relocated everyone here in New York, including myself! We have been pretty successful doing so, logging marquee customers such as Comcast, Merrill Lynch and Sprint over the past year. Prior to this, straight out of ESSEC, I worked as Consultant for the META Group in France and Belgium. And before graduating from ESSEC as AST, I had received a BA in Political Sciences from Institut d'Etudes Politiques in Strasbourg.

Q: Why did you decide to come and stay here?

It is a combination of opportunity, timing and... luck as well, because I really enjoy living here. The primary driver was to grow our business here. North-American companies are far more receptive to the software solutions we market than anywhere else. Then, other Antepo co-founders were already established in New York and the US had proved to be business-friendly to us. Eventually and personally, I had spent some time in New York before, liked it a lot and my gut feeling was I would settle down here at some point. Done.

Q: What advice would you give to ESSEC graduates who would like to come to work here?

Take your chance. Don't be shy! It may be intimidating at first but you can make your way here. The hardest part is certainly to find a company, French or not, that can sponsor you for a visa. Then it's up to you. I think working and living here is pretty binary: you like it or you hate it. I had previously worked for a US organization so I was familiar with the mindset: tough, competitive but rewarding. The rules are clear, if not blunt, but you can achieve more in less time than in Europe.

Q: How do you think your ESSEC background helped you to be where you are?

I think ESSEC helps think out of the box. That's something I already liked about it: it gives much more room than other schools to the individuality, sense of initiative and endeavor while delivering excellent education and promoting the values to teamwork. I remember ESSEC as a spirited community.

Q: What do you consider as your role in the ESSEC family?

Frankly, my role has been pretty limited so far, essentially due to tight schedules. However I must confess I am delightfully surprised by the activity of ESSEC USA. I just need to find more time to get involved!

Thank you Vincent... To find more about [Antepo](#)

Immigration Law Column

H-1B Cap Reached

In a press release dated February 17, 2004 USCIS announces new H-1B procedures reaches cap.
"Washington, D.C.-- U.S. Citizenship and Immigration Services (USCIS) announced today that it has received enough H-1B petitions to meet this year's congressionally mandated cap of 65,000 new workers. After today, USCIS will not accept any new H-1B petitions for first-time employment subject to the FY 2004 annual cap."
To read more about the subject: [click here](#).

Tuesday, March 9, 2004

**Graduate School of Industrial Administration
Carnegie Mellon University**

Distinguished Alumni Lecture by John Dimling -
Chairman of Nielson Media Research
"Media Research; Here and There"
6:00 - 9:00 PM
Princeton Club of NY, 15 West 43rd Street
For details and to register [click here](#)

Wednesday, March 10, 2004

Columbia Business School Alumni Club/NY

The Brand and Interactive Marketing
6:00pm - 8:00pm
Merrill Lynch
200 Park Avenue, 13th Floor, New York
For details and to register [click here](#)

Thursday, March 11, 2004

Columbia Business School Alumni Club/NY

Wine Tasting at the Friars Club
6:00pm - 8:00pm
57 East 55th Street
For details and to register [click here](#)

Wednesday, March 17

SiliconFrench Workshop

6:00 pm - 10pm
Americana Ball Room
707 Continental Circle
Mountain View, CA 94040
[click here](#) for details

Thursday, March 18, 2004

Columbia Business School Alumni Club/NY

What Makes a Great Place to Work?
Ernst & Young and the Great Place to Work
Institute
6:00 - 8:00 PM
Ernst & Young
5 Times Square, 22nd floor, New York
For details and to register [click here](#)

Contact the ESSEC USA Chapters:

- [Boston](#) - Claire Stokes
- [Chicago](#) - Damien Zinck
- [Los Angeles](#) - Isabelle Mauras
- [Miami](#) - Ovidiu Sofronia
- [New York](#) - Leslie Serrero
- [San Francisco](#) - Caroline Rougeot Isautier

Thank You

Please feel free to send us your questions, comments or suggestions.

We hope you enjoyed reading our first ESSEC USA Newsletter for 2004 and we look forward to seeing you at one of these events.

Kind regards,

[Anne-Laure Gilard](#)