



April 2004

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

Editorial

Do not miss...

... **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".

...2004 Newsmakers' Event:

Hospitality Business: How did the survivors survive?

The Hospitality Business might be the inspiration of today's economy as it is gearing more and more towards customer service. May 12th, 2004 at the Four Seasons Hotel, a panel of internationally recognized opinion leaders will examine how this industry has demonstrated its ability to evolve and reinvent itself over the last recessions.

For further information, please visit: <http://www.essecusa.com>

ESSEC USA Community

It happened last month...

During our last Happy Hour Grandes Ecoles, Jean Cantoni, presented the new image campaign France is launching in Spring 2004.

Jean Cantoni is the President of The Invest in France Agency in North America and a member of the Strategic Council for the U.S.A. presided by the Ambassador of France to the US.

The campaign's objective is to transform France's image in order to attract more international investments, fuel the growth and create employment. Based on the fact that France is the #1 choice in Europe for those who want to combine a successful career and some 'art de vivre', the communication program will focus on positive connotations using success stories and real facts.

With a 10 million Euros budget, the campaign's priorities for 2004 are the United States and Japan. Several committees at different levels, from Prime Minister to P.R agencies, will coordinate the implementation of the program. In the USA it will specifically focus on the consequences of the crisis regarding Irak.

For further information, please visit: <http://www.ifana.org>

Alumni job forum

Large software company looking for a Business Engineer to develop their US subsidiary in New York.

Reports to Sales Director. Training in France

Responsible for developing international projects, analyzing clients' needs and insuring international clients' satisfaction, communicating with the headquarter. In the long term, you will manage and develop the subsidiary's activities in the US.

For further information: [click here](#)

Contact: Elvira VEGH: e.vegh@cpmsearch.com

"I'm a fellow alumna from ESSEC seeking a part-time position in New York City. I'm 24 and currently intern for CNN but available evenings and weekends for any domestic work that you may have for me. I can do French tutoring, run your errands, baby sit... etc. I am sincere and diligent at what ever it is that I do. Thank you!"

Elisabeth

Email: ederosanbo@hotmail.com / Tel: 212-281 0227.

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ESSEC USA Upcoming Events

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

Wednesday May 12th

2004 Newsmakers Event

Hospitality Business: How did the survivors survive?

Four Season Hotel

57 57th Street, New York

6pm - 11pm

To register: [click here](#)

Other Upcoming Events

Friday April 2, 2004

Mozart's Cosi Fan Tutte

The New York Metro Vocal Arts Ensemble (NYMVAE)

Lighthouse International

111 East 59th Street, New York

Reception and silent auction: 6pm

Performance: 7.30pm

Tickets from \$35

For information: <http://www.nymvae.org>

or call (212) 981-8951



News from ESSEC Business School

ESSEC Development Campaign 2002-2006

In order to meet the needs of its students and partners, particularly companies, ESSEC wants to go beyond its status as a top French business school and establish itself among the best business schools at an international level. The campaign has two objectives: 1) Support and develop efforts in teaching and research and 2) Develop campus infrastructure.

For the Business School, it is a matter of preparing for the future so that the excellence of its education will be exemplified by the action of managers who have attended its programs. For companies, it is a matter of associating a top business school with their research and development strategy, their human resources or communications.

For further information: <http://www.essec-development.com>

Friendship reloaded

Invited by ESSEC International, presided by Pierre Daban, H.E.M. Howard H. Leach, United States Ambassador to France, gave a conference on October 21, 2003 at the MDE. The theme: "US and France: Friends or foes that is the question."

"The media does protest too much. Good news never makes the headlines" said, Ambassador Leach who, as a former businessman and private investor, looked beyond recent tensions providing evidence of steady co-operation in business, military and even intelligence matters.

Some figures: French companies have around 650.000 employees in the US, and American companies have around 580.000 employees in France. Europe represents 65% of foreign investments in the US, the US represent 45% of foreign investment in Europe. Meanwhile, the noise of wine spilled in the gutter only affects 1% of total transatlantic trade...

Source: *Reflets ESSEC Magazine*

Law Column

The U.S. Employment Verification Form I-9

By [Coudert Brothers](#)

Form I-9 is the Employment Eligibility Verification Form issued by the Department of Homeland Security, U.S. Citizenship and Immigration Services. By law all US employers are responsible for completion and retention of Forms I-9 for all US citizen as well as non-citizen employees it has hired for employment in the US after November 6, 1986.

This process, which includes an employee's attestation of work authorization and an employer's review of documents presented by that employee to demonstrate identity and work authorization, is the means by which US employers document that they have verified whether a newly hired employee is eligible to work in the US.

[Read the rest of this article](#)

The Investor Visa E-2: A short or long-term solution

By [Julie Krasnogor](#)

Treaties between the United States and many countries allow foreign nationals to come to the United States to manage substantial investments as an E-2 visa holder. A treaty of Friendship, Commerce, and Navigation must exist between the United States and another country in order for the E visa classification to be granted to nationals of that country. France and the United States have such a treaty in place.

[Read the rest of this article](#)

Tuesday, April 6th 2004

ESSEC USA--MBA Corps

Ambassador Eric M. Javits

Refreshments: Wine and Cheese

Time: 6:00-8:00

Union Club

101 East 69th Street (at Park Avenue)

For more information: 917.579.6612

To Register: www.mbacorps.org/eventcia.htm

United States Ambassador to the Organization for the Prohibition of Chemical Weapons will discuss the status of threats and disarmament in Nuclear, Biological and Chemical weapons (WMDs); new patterns in the use of weapons of mass destruction and arms controls approaches in a seamless world.

A unique chance to meet the U.S.A.'s current point person in the global WMD disarmament process, as well as a great evening of mingling...

Wednesday, April 7th, 2004

Columbia Business School Alumni Club

Finance and Banking Committee

How Much Should Quarterly Earnings Matter to Investors?

6:15pm - 8:00pm

Merrill Lynch

200 Park Avenue, 13th Floor, New York

For details and to register [Click here](#)

Wednesday, April 14th, 2004

Chicago GSB NY Alumni Club

Meet the Author Nobel Laureate Joseph Stiglitz

Time Life Building

1271 Sixth Avenue

6:30pm - 9pm

To register: [Click here](#)

Thursday, April 22nd

Heart's Home USA

Exceptional auction of old and rare vintage

wines from 1769 to 1990

Cocktails and exclusive Bordeaux, Burgundy and Loire Wine tasting

Consulate General of France

934 Fifth Avenue, New York

7pm

For further information: [Click here](#)

Contact: [Cyril Rabesein](#) (Essec 00)



Interview of the Month: Leslie Serrero (ESSEC 97)

Q: What is your background?

I am currently a consultant for the Boston Consulting Group in the New York office, where I have spent a majority of my time working on marketing strategies for consumer goods companies. I graduated in June 2003 with an MBA from Harvard Business School. Prior to Harvard, I worked for three years at General Electric Global Exchange Services in Europe. I started at GE as a financial analyst, implementing the European finance structure for the professional services organization, and supporting the business development team in Europe, Middle East and Africa. I then moved to a 'black belt' position – internal consultant role – leading productivity and customer satisfaction driven projects across Europe.

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

I always had the desire to work and live outside of France. I spent some time in Brazil, loved it, and knew I would move again. During ESSEC, I had the opportunity to do an exchange program with the University of Chicago, and I decided I should try to come back to the US for a longer period of time. Then, working for an American company in Europe confirmed my willingness to experiment first hand the US business culture. My decision to go to Harvard was the next logical step in deciding to relocate to the US. It was an easy transition, and a great opportunity to find out about the US business world. I knew I wanted to work in New York after my MBA, so I focused my job search on New York exclusively. – and was lucky enough to find a great job !

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

It is worth trying and taking a chance. It's a great opportunity that they will not regret. It is probably more difficult to find a job once in the US, because getting a visa can be challenging. I would therefore try to be hired by a company in France. For recent ESSEC graduates, it is worth looking into "VIE" – a number of French graduates came to NY via that mean. For more experienced alumni, I would look into openings within my company and/or leverage the ESSEC network to find out about opportunities in the US.

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

ESSEC gave me a great education, credibility in the French business world, and the opportunity to apply my knowledge through the 'apprentissage'. This combination of factors helped me get a job at GE, which in turns probably helped me go to HBS, and where I am now. In addition, because of its 'challenger' position, ESSEC has to constantly reinvent itself. This position provides a unique culture to ESSEC that is transmitted to its alumni: the constant search for improvement and an open-minded approach to issue.

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

When I arrived in Boston, I felt there was a need to connect the various alumni with each other, and thought I could help create that link. It was a great opportunity to meet a number of alumni and start creating a community. I hope I can continue that role now that I am in New York. I also hope to continue helping the association building its network with the other top French and US graduate schools in New York.

Thank you Leslie...

Contact the ESSEC USA Chapters:

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

Thank You

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

We hope you enjoyed reading this Newsletter and we look forward to seeing you at one of these events.

Kind regards,

[Anne-Laure Gilard](#)
ESSEC USA Newsletter Editor