"Two Thumbs Up!"
To the cast and crew of Special K.

QUAKER

And a warm welcome to our newest talent.

Summer Interns
Rich Brest
Josh Holmstrom
Gary Raucher
John Farquhar

Full Time
Kristyn Dunn
Karen O'Shea
Robin Winer

The 22nd Annual Special K Revue

Who Let the Dean Out?

McCormick Auditorium in the Norris University Center
Northwestern University
May 3-5, 2001

Ira and Leonore S. Gershwin Theater at the University of San Francisco
San Francisco, CA
May 19, 2001

Fall Show
September 2001

Production Board
Ruth Barkowitz  Choreography Director
Matt Biggs    Band Director
Josh Daitch  Executive Director
Brian Daly  Band Director
Dominic Engels  Creative Director
Gretchen Hall  Vocal Director
Erich Kirr  Technical Director
Dan Matkowsky  Creative Director
Martina Sangin  Producer
Steve Sherman  Creative Director
Shun Shimizu  Marketing Director
Throughout its 22-year history the Special K Revue has seen venues, themes, dates, and participants all change. One thing has not... Dean Donald P. Jacobs.

From supporting the original production staff to participating in our comedy, Dean Jacobs has provided endless enthusiasm for Special K. He has attended the Evanston show every year and has traveled to support the “Road Show,” an event that he initiated to bring the entire Special K production to prospective students and alumni on both coasts.

On behalf of the hundreds of Special K alumni from the past 22 years, we would like to express our most sincere gratitude to Don Jacobs for his personal contributions to Special K.

Dean Jacobs, you are and will always be a member of our family. We thank you for helping us continue to create, produce, and perform this tradition we all know and love as Special K. We dedicate our show to you.
A.T. Kearney
welcomes you to
Special K
and welcomes
our new full-time associates
Felipe Aidar, São Paulo
Parul Anand, Chicago
Sergei Brussovansky, New York
Florent Carbonneau, Chicago
Vincent Chun, Cambridge
Shawn Cole, Atlanta
Alejandro Colindres, Alexandria
Leonora David, Paris
Tim Drozd, Chicago
Jenny Lee, Chicago
Kim Michaels, Chicago
Marilde Ramirez Raz, Chicago
Parijat Sharma, Chicago
Kim Sladkin, Costa Mesa
Lidan Yang, Alexandria

ATKEARNEY
Where your ideas make a difference.

List of Acts

ACT I
It's Special, Baby
Judgement Day
Claims to Fame
K Rations
Infatuation LLC (A)
Face in the Crowd
School Daze
Lame Biz
Danger! Danger! Danger!
Our Town

ACT II
Band Feature
Special K 2001 Movie
Buzzword Bingo
Takes One to Know One
No Class (Tomorrow)
Kellogg Time
CMC Careerphone
Stairway to Kellogg
Ignorance is Bliss
Who Let the Dean Out?
Flashback
Act I Credits

It's Special, Baby
Director: Josh Daich
Writers: Paul Cell, Dan Matkowsky
Choreographers: Ruth Berkowitz, Jason Schlueter
Vocal Directors: Gretchen Hall, Catherine Vaughn

Judgement Day
Director: Benjamin Gutkin
Writers: Helena Cook, Steve Sherman

Claims to Fame
Director: Josh Daich
Writers: Joe Dziedzic, Dan Gingiss, Barbara Liss, Mark Shedletsky

K Rations
Director: Josh Daich
Writers: Dan Matkowsky, Steve Sherman
Choreographer: Temi Levy
Vocal Directors: Dorothee Gutierrez, Catherine Vaughn

Infatuation LLC (A)
Director: Mark Shedletsky
Writers: Josh Daich, Tim Freeth, Steve Sherman
Choreographer: Stephanie Blackburn
Vocal Director: Gretchen Hall

Face in the Crowd
Directors: Paul Cell, Jon Neuhaus
Writer: Paul Cell

School Daze
Director: Dan Matkowsky
Writers: Dan Matkowsky
Choreographers: Kelly Cornelis, Jen Hsu
Vocal Directors: Dan Matkowsky, Amy Walter

Lame Biz
Director: Mark Shedletsky
Writers: Josh Daich, Mark Shedletsky
Choreographer: Abby Sorenson
Vocal Directors: Lara Biggs, Katie White

Danger! Danger! Danger!
Directors: Barbara Liss, Jonathan Glaser
Writers: Dominic Engels, Jonathan Glaser, Trisha Maguire, Tom Maguire

Our Town
Directors: Katie Weaver, Martina Sanga
Writers: Jorge Aguayo, Margaret Quan
Choreographers: Daniela Rodriguez, Jorge Aguayo
Vocal Directors: Katie White, Deborah O'Fallon

Act II Credits

Band Feature
Special K 2001 Movie
Director: Dominic Engels
Writers: Josh Daich, Dominic Engels, Albert Hwang, Mark Shedletsky, Angela Teng

Buzzword Bingo
Director: Josh Daich
Writer: Steve Sherman
Choreographers: Ruth Berkowitz, Abby Sorenson
Vocal Directors: Gretchen Hall, Rebecca Evans

Takes One to Know One
Director: Benjamin Gutkin
Writers: Jonathan Glaser, Barbara Liss

No Class (Tomorrow)
Director: Deborah O’Fallon
Writers: Michael Brodkin, Dan Matkowsky
Choreographer: Temi Levy
Vocal Director: Marcus Chugh, Amol Dixit

GMG Careerphone
Director: Steve Sherman
Writers: Dan Gingiss, Steve Sherman

Stairway to Kellogg
Director: Daniela Rodriguez
Writer: Steve Sherman
Choreographer: Daniela Rodriguez
Vocal Directors: Marcus Chugh, Dan Matkowsky

Ignorance is Bliss
Director: Jon Neuhaus
Writers: Dominic Engels, Jonathan Glaser

Who Let the Dean Out?
Director: Steve Sherman
Writers: Josh Daich, Dan Matkowsky
Choreographers: Jen Hsu, Kelly Cornelis
Vocal Director: Joe Dziedzic

Flashback
Director: Josh Daich
Writers: Rebecca Evans, Barbara Liss
Choreographer: Ruth Berkowitz
Vocal Directors: Gretchen Hall, Rebecca Evans
Kraft Foods would like to congratulate the cast and crew of the 22nd annual Special K Revue on all of their hard work!

We'd also like to welcome our newest cast members...

<table>
<thead>
<tr>
<th>Full-Time</th>
<th>Interns</th>
</tr>
</thead>
<tbody>
<tr>
<td>Benilda Anzures</td>
<td>Megan Ainsworth</td>
</tr>
<tr>
<td>Alice Ayres</td>
<td>Michelle Beels</td>
</tr>
<tr>
<td>Lisa Belcher</td>
<td>Claire Lundin</td>
</tr>
<tr>
<td>Kendell Johnson</td>
<td>Ellery Malkin</td>
</tr>
<tr>
<td>Eva Saks</td>
<td>Stephanie Nassau</td>
</tr>
<tr>
<td>Katy Wang</td>
<td>Rob Persuad</td>
</tr>
<tr>
<td>Katie White</td>
<td>Faith Son</td>
</tr>
</tbody>
</table>

Cast

Carter Balkcom
Tom Barrett
Ruth Berkowitz
Matt Biggs
Flip Block
Kelly Cornelis
Piper Cutcliffe
Josh Daitch
Amol Dixit
Joe Dziedzic
Dominic Engels
Rebecca Evans
Gretchen Hall
Lisa Lawton
Trisha Maguire
Dan Matkowsky
Deborah O'Fallon
Chat Rivera
Jason Schlüeter
Steve Sherman
Sara Thomas
Tony Utan
Catherine Vaughn
Amy Walter
Troy Williams
Peter Willmert
JPMorgan Congratulates...

the cast and crew of the 22nd Special K Revue on a job well done.

Band

The Special K 2001 Band

Cornelia Laemli  Conductor
Brian Daly  Co-Director, Baritone Sax
Matt Biggs  Co-Director, Bass Trombone

Andrea Zannier  Bass Guitar
John Lee-Tin  Piano
Rich Monopoli  Drums
Nicolas Hrel  Guitar
Jeff Shotts  Trumpet
Ruth Owen  Tenor Sax
Dave Meierding  Alto Sax
Kenya Takeda  Alto and Soprano Sax
Clara Kim  Violin
Eric Hu  Violin

www.jpmorganchase.com
Would Like to Congratulate the Cast & Crew and Welcome Our New

Consultants for 2001:
Alex Chan - Hong Kong
Robert Day - San Francisco
Darren Dougan - Sydney
Debora Fang - Los Angeles
Brooke Ferber - Boston
William Gramley - Boston
Andrew Grieve - Chicago
Kevin Johnson - Sydney
David Mirelez - Chicago
Hernan Ozon - Madrid
Ned Peveryle - Atlanta
Katherine Young - Toronto

Summer Associates for 2001
Metin Bayram - Chicago
David Baker - London
David Burke - Boston
Nicolas Harel - Paris
Brian Martin - Chicago
Anand Mehta - Chicago
Sung Hoon Park - Seoul

Clay McDaniel
Blake McWhorter
David Meierding
Doug Monroe
Stephen Moon
Jason Moss
Shoba Narayan
Deborah O'Fallon
Margaret Quan
Priya Rajagopalan
Paul Rutten
Omar Saad
Raphael Savalle
Mike Schulte
Dan Shedy
Mark Shoaf
Steve Sherman
Brooke Stabbert
Ben Straley
Angela Teng
David Vanderweide
Sue Wallace
Jeff Zacc
Jeff Zeunik

Creative Staff

Metin Bayram - Chicago
David Baker - London
David Burke - Boston
Nicolas Harel - Paris
Brian Martin - Chicago
Anand Mehta - Chicago
Sung Hoon Park - Seoul

Director:
Dominic Engels

Asst. Director:
Howard Green

Producer:
Dominic Engels

Asst. Producers:
Howard Green
Jon Neuhaus
Congratulations
to the Cast and Crew
of
Kellogg's
Special K 2001

BOOZ·ALLEN & HAMILTON
The Pepsi-Cola Company congratulates the cast and crew of Special K...

...and the newest members of the Pepsi team!

Full-Time: Brett O'Brien
Summer Intern: Ronnie Frankowski

The Joy of Pepsi™
Accenture congratulates and welcome the following Kellogg Graduate School of Management students who will be joining our Strategy Practice:

James Dietrich
Azhar Ghani
Erica Goldman
Jason Hermitage
James Jone
Alyssa Kennedy
Marcletta Kerr
Robert Kurinsky
Brad Pari
Amy Peller
Bruce Quinn
Alejandro Scopelli-Catala
John Zhuang Sun
Renee Thibeault
Ken Thompson

* Consulting * Technology * Outsourcing

* Alliances * Venture Capital
It's Special, Baby

Come and get your program
Won't you have a seat
If you come in late
Then try to be discreet
We guarantee you'll love the show
So settle in

We know you've got to study
You have to find employment
That's why you need to take
A break for some enjoyment
You'll laugh at us, we'll laugh at you
So let's begin

It's Special K (It's Special, baby)
Tonight (It's Special K)
What you say? (Some MTV and a little Broadway)
It's Special K (Oh no!)
That's right
It's Special K

Our yearly parody
Was cloaked in mystery
But now we are about
To let the secret out
We guarantee you'll love the show
So settle in

Now did you really think
You'd be allowed to drink
So put away the beer
And make it disappear
You'll laugh at us, we'll laugh at you
So let's begin

It's Special K (It's Special, baby)
Tonight (It's Special K)
What you say? (Forget the NASDAQ, the Dow and the Nikkei)
Special K (Oh no!)
That's right
It's Special K

It's Special K (It's Special, baby)
Tonight (It's Special K)
What you say? (We should study, but we prefer to play)
Special K (Oh no!)
That's right
It's Special K

Class of 2002
You're almost halfway through
Have we got a show for you, it's the Special K Revue
Edition number twenty-two.

You will have it all
When you come back in Fall
Back to Leverone Hall
Have a ball
Oohh-hoo-hoo

It's Special K (It's Special, baby)
Tonight (It's Special K)
What you say? (It's so much fun that, we do it every May)
Special K (Oh no!)
That's right
It's Special K

It's Special K (It's Special, baby)
Tonight (It's Special K)
What you say? (So let's get to it, with no further delay)
Class of 2001
Your time is almost done
Special K has just begun, laugh along and have some fun,
Party 'til the morning sun.

You may shed a tear
Graduation is near
It's that time of year
Outta here
Oohh-hoo-hoo

It's Special K (It's Special, baby)
Tonight (It's Special K)

It's Special K
Congratulations to the Class of 2001 from P&G

Welcome to the newest members of our organization and best of luck to everyone in their endeavors.

Infatuation L'C 'A'

Harvard Case writer
His writings in my M&S case book.
It took me hours to read, but it's worth a look. He writes so profoundly that he touched my soul. And I can't believe it, I'm in love with a Harvard Case writer.

I don't like numbers and I'm not a nerd
But I find I'm drawn to his every word
My Boston baby's got provocative prose
I love his character depth, and I hope he knows that I'll pull all-nighters To read my case Writer
Harvard Case Writer

We started dating at the end of CIM Week
From the start I knew that she was a freak
While the Kellogg women are in short supply
I cannot compete with this Harvard guy so I will not fight her
She loves her case writer

My Kellogg boyfriend said he's had enough
But he's a free rider, doesn't read this stuff
So, I'm off to Boston with my true soulmate
And I'll live with him when I graduate.
To make me much brighter With my Harvard Case Writer
Harvard Case Writer
Congratulations
to our NEW Kellogg
team members

We welcome
to SC Johnson

Brand
Management Hires

Laura Dillon
Cathi Chislaghi Roberts
Sriram Ramakrishnan

Summer Brand
Management Interns

Chris Brown
Diane Chen
Erik Seidel
Sweta Shah
Linsey Simpson

K Rat ions

Oh no no no no no, oh no no no no no
I'm here at Kellogg again
Another full day in Lev-Andersen
I'm hungry
I want to eat something fun
But I can't leave, my class starts at one
So I'm stuck in the Atrium
And there's not much time left for me
Looks like I'm having

Kafé Kellogg again
The sandwich or soup? Or maybe a scoop
Of low-fat tuna
We are raising our voice, we don't have a choice
We feel such discontent

Lunchtime was never a bore
When I worked before
So many restaurants, I had choices galore
But that's all over now
I wish we could have that at Kellogg somehow
But the same options all the time
What a miserable state of affairs
Downstairs, oh

Kafé Kellogg again
The pizza's gourmet, at least that's what they say
The cook is thinking
That he's Wolfgang Puck, and we're out of luck
It tastes like excrement

No no no no no no, no no no no no
We can't do this again to ourselves
Oh please free us from this nightmare
Lunch time fills us with such great despair
It's like a punishment

Kafé Kellogg again
The sushi and Thai were fresh in July
Oh baby baby
Won't you do us a favor
Please find the flavor
It's more than nourishment
Kafé Kellogg again

The GMA said, it's all in my head
They thought they helped, but
What do they give us instead
A bowl made of bread
It's like a punishment
School Daze

I need one week to be by myself
Put back all my cases on the bookshelf
A few days of privacy
I promise nobody will miss me
Just a hint of solitude
Is that too much to ask or am I just rude
Some time to be all alone
Go get someone else to share your Tombstone

Gave up employment that was gainful
That was painful
Good-bye to corporate bashes
Got to Kellogg in September
I still remember
All my KOA rashes
All the shouting during CIM Week
Everyone shrieked
And it couldn't be louder
Congratulations, you're a Moose now
Not a Cash Cow
And you couldn't be prouder
You start to stress in M&S
About your group it's such a mess
You take a guess it's horizontal integration
You're playing football with the flag
You should be zigging when you zag
A little snug, you're gonna need an operation

I'd love to talk, but I got no time for chit-chat
I have a meeting with my groupmates for Markstrat
And then I also have a marathon for Fin D
The only way to be there is to clone a twin me
And every week I have a GMA meeting
Who's got time for eating

I need one week to be by myself
Put back all my cases on the bookshelf
A few days of privacy
I promise nobody will miss me
Just a hint of solitude
Is that too much to ask or am I just rude
Some time to be all alone
Go get someone else to share your Tombstone
Go get someone else to share your Tombstone
Go get someone else to share your Tombstone

Ski Trip comes after finals end
Me and 500 of my new friends
Cheesy Wine the next semester
The polyester
And the jackets of pleather
I'm stuck with everybody inside
I'm feeling freeze-dried
Cuz of the brutal Winter weather
Then in March I went on Spring Break
That was a mistake
Cuz everybody was together
Just tell me why it went awry
We never want to say good-bye
I want to fly to my solo vacation
Don't hate my guts I'm not a putz
There are no ifs or ands or buts
That I'll go nuts, and just in time for graduation

How should I feel about all of this teamwork
I know they say I gotta build my own network
I'm a guy who needs time for reflection
To eat a meal without a buddy from my section
Maybe go by myself to a movie
Just once would be groovy

I need one week to be by myself
Put back all my cases on the bookshelf
A few days of privacy
I promise nobody will miss me
Just a hint of solitude
Is that too much to ask or am I just rude
Some time to be all alone
Go get someone else to share your Tombstone
Go get someone else to share your Tombstone
Go get someone else to share your Tombstone
Sapient, a leading business and technology consultancy, helps its clients discover and harness the competitive advantages that are possible in an increasingly digital, networked world. Founded in 1991, Sapient now employs approximately 2,600 people in offices in Atlanta, Austin, Cambridge (Mass.), Chicago, Dallas, Denver, Dusseldorf, Houston, London, Los Angeles, Milan, Munich, New Delhi, New York, San Francisco, Tokyo, and Washington, D.C. Sapient is included in the Standard & Poor’s (S&P) 500 Index.

More information can be found at www.sapient.com.

Lame B'iz

Dot com, dot com
Twelve million bucks we blew
Dot com, dot com
The honeymoon is through
I took my chance
I quit my job at Dell
Dot com, dot com
Now you are SOL
I love the Bay
Pacific Heights is grand
With no paycheck
You're moving to Oakland
We worked so hard
I can't believe we've failed
Dot com, dot com
The CEO has bailed
Gotta be brave, ride the next wave
Kidz pools suck!
Our time is done
Our burn rate was too high
How long, VC's
Before I'm serving fries
Red Herring said
We're on the auction block
That's what you get
For listening to a sock...

Now bring me employee number 3
We have no cash
And you're not working for free
You know what that means
Relaunch the IPO!
No!
We bought your shares back at FMV
Here is your check
It's for three fifty
Have a nice latte
But I just bought a Porsche
The puppet said we'd strike it rich
And I believed it...
Go collect your things
And now it's time to find another job
I have some suits in my closet I think
And, this green Armani tie
You'll need it, you lazy bum
Foosball was your main priority
Employee number 3
But I'm a Kellogg Grad
And you are still fired
Your fate's the same as mine
And I will see you
In the unemployment line

Finale
But I just lost my job today
Your brush with failure is OK
I know I have the skills to lead
The Valley loves a few good scars
Those jobs in tech still have cache
Follow your dreams you will succeed
Our Town

Paolo Alto, so overrated, so what if it's by the Bay?
Always the big earthquake looming,
Too many entrepreneurs consuming
Luxury cars zooming,
Nouveau money flowing,
And the crowd is growing!
I like the Chicago suburbs, you've got the lake and fall colors!

I want to go live in Evanston
I'll be aglow here in Evanston
Fun is all over Evanston.
Way too much snow in Evanston.

Runs by the lake will be so nice
Until you slip on some thin ice
So many golf courses nearby
Doesn't get warm here 'til July.

Where do we rent here in Evanston?
Housing's expensive in Evanston.
Vintage apartments in Evanston
Renting from Parliament is no fun!

Parking near Kellogg's a nightmare
I got ten tickets, so beware
Driving 'round here makes me crazy
You should just walk, don't be lazy.

Life can be fun here in Evanston.
Bars close at one here in Evanston.
We can't let loose here in Evanston!
Just go to the Deuce after Nevin's, hon

Evanston's close to Chicago
Taking the El down is so slow
Why are you so pessimistic?
We think we're just realistic...

Highways are nowhere near Evanston.
No where to bowl here in Evanston.
Shopping's a bear around Evanston.
You forget Kellogg's in Evanston

Maybe this town isn't so bad
Don't go out West for that tech fad
I think I'm gonna stay 'round here
See you in Evanston next year!
ANHEUSER-BUSCH IS RECRUITING

Since 1852, Anheuser-Busch has succeeded through innovation and a focus on the future. The people of Anheuser-Busch have been the driving force for this success as the company has grown to become the largest brewer in the world. Put your education and experience to work in a challenging and progressive business environment.

Come visit us at www.anheuser-busch.com to learn more about our company.

Kellogg 2nd Year MBA Students
For Our Executive Development Program
In Fall 2001

Buzzword Bingo

You learn to be a manager in business school
To use the frameworks and get jobs that pay
But how do you avoid appearing like a tool
When you search for something smart to say
Save the day, with your MBA!

Think outside the box, on the bleeding edge
Try diversification, options for a hedge
First mover advantage makes you look astute
Grabbing at that low hanging fruit
Total Quality Management
That's the strategy to implement

Buzzwords always make 'em think that we've got expertise
The shifting paradigm, in Internet time
Causes CEOs to pay our fees

Our core competency's using big words without fail
So our client sees the synergies
And exploits economies of scale

Our industry knowledge is weak
But we sound like we're smart when we speak
And when we say... information superhighway!
It's demonstrating we learned to use all those buzzwords
With our Kellogg MBA

Buzzwords always make 'em think that we've got expertise (buzzword bingo)
It's a total crock, but talk the talk
And just watch your salary increase

Our core competency's using big words without fail (using big words)
Disintermediate and integrate
With consultant-speak you will prevail!

Our industry knowledge is weak (for sure!)
But we sound like we're smart when we speak (B2B, B2C, ASP, JIT, NPV, Don't you see?)
And when we say... information superhighway!
It's demonstrating we learned to use all those buzzwords
With our Kellogg MBA

Our industry knowledge is weak
But we sound like we're smart when we speak
And when we say... Fluff, like we use EVA,
It's demonstrating we learned to use all those buzzwords
With our Kellogg MBA, S. A. P. F. Y. I.
Buzzword bingo! Yeow!
No Class (Tomorrow)

It's gettin' real late
Let's go to the Deuce tonight
My meeting's at 8
But baby it's Tuesday night
Just look at the time,
Your body is so sublime
It's way too late
Just one more hour would be great
I've got to write an essay
That sounds so cliché
The Deuce is pretty far
I've already warmed up my car
I've had such a long, long day
Then let me whisk you away
I've got to leave this bar
Baby, just one more PBR

I don't want to fight
Just give me one small chance
He's not too bright
I'll teach you turbo finance
I've got a right...
Or would you like to dance?
To get some sleep
I've got much more than two left feet
Don't you know you need a breathmint.
Hey boys I'm almost in
Why can't he take the hint
If only you had a twin
It's time to depart
Oh baby don't break my heart
Cuz it's Tuesday night.

So we'll share a cab
But that's it all right?
I'll pick up the tab
Then get out of sight
When I tell the guys
Hey, I'm not your prize
Oh ain't this grand
I don't think you get what I've planned
And then just one dance
This is no romance
A shared pizza slice
Let me give you some advice
I'd love some, won't you give me a hint
You're really quite boring and bland,
I thought we had something poetic,
Actually, it's kinda pathetic,

Let's walk for a while
I have a can of mace,
Can you give me a smile
I'll spray it in your face,
The Starlight above
Would you just go away,
I think it's love,
Would you prefer some pepper spray,
Why you gotta break my heart
You just don't have a clue
I feel like we are drifting apart
It's not me...It's you.
But, I'm a Kellogg guy,
You're certainly not shy,
Ahh, but it's Tuesday night.
Kellogg Time

I just checked my watch
'Cuz I'm always running way behind
I'm late for M&G
And I sure hope I don't get fined
I was relaxing, fully reclined

Late for class, pay the fee, pay the fee
Don't they know that I don't draw a salary
Went to check my loan
But Chuck was on the phone
And that's why we're never on time

Wouda made the meeting
But I couldn't find a parking spot
I don't use Meeting Maker
So I'm sorry, I just forgot
Stopped at Chipotle, three tacos I got

All this food, is for free, is for free
Thanks to the recruiters who keep feeding me
Check out the buffet
Cheese and crudites
And that's why we're never on time

At Kellogg, standing in line

At the Deuce until three, until three
I was too hung over from a drinking spree
Last night I hit the booze
Today I hit the snooze
And that's why we're never on time

Yeah, checking my e-mail
Yeah, Old Orchard had a sale
Yeah, and that is we're never on time

Don't you go, blamin' me, blamin' me
Kellogg students don't know punctuality
Lots of things to do
Admit you know it's true
And that's why we're never (that's why we're never on)
That's why we're never
That's why we're never on time
We welcome our incoming Class of 2001

Bernard Zion
Margaret Quan
Elizabeth Likens
Jennifer Stansbury
Susan Donahoe

Stairway To Kellogg

Damn, this traffic jam
You are making me late
Gotta get by so let me through
Damn this traffic jam
Scatter this herd without further ado
Damn this traffic jam

So I'm in a hurry to get to class
On the stairs you won't let me pass
Why you gotta gather there
Gabbing away like you just don't care

Damn, this traffic jam
You are making me late
Gotta get by so let me through
Scatter this herd without further ado
Damn this traffic jam

Things get worse with your backpack
Struttin' round you couldn't be cuter
But all those books upon your back
And your big laptop computer
Blocks my way while you yak, yak, yak

Damn, this traffic jam
You are making me late
Gotta get by so let me through
Scatter this herd without further ado
Damn this traffic jam

Don't get me wrong I don't mean to chastise
I, too, like to socialize
At Kellogg that's what life's about
But the Atrium's where you should hang out

Damn, this traffic jam
You are making me late
Gotta get by so let me through
Damn this traffic jam
Scatter this herd without further ado
Damn this traffic jam

Now someday we'll have breathing room
In the new building, I assume
But there's just one small complication
It wasn't done...
It wasn't done 'til graduation
Who Let the Dean Out?

What will Donald Jacobs do
Once he is retired
I'm sure he'll find a job or two
That's what Dean Jacobs will do

If Donald Jacobs wants to run
In the year 2004
He'd make a better president
Than either Bush or Gore

I bet if he became the dean
At the U of C
He would soon improve their rank
From 10 to number 3.

So what will Donald Jacobs do
He'll be the next John Glenn
And captain the space shuttle crew
That's what Dean Jacobs will do

I want these sweatshirts off of me
I need a new wardrobe for my body
But I'm really in a bind
Cuz I can't make up my mind
Should I become a CEO
Or star on the next Survivor show

What will Donald Jacobs do
Once he is retired
I'm sure he'd find a job or two
That's what Dean Jacobs will do

I say Donald Jacobs is
Looking for some fun
Perhaps he'll run Club Med Cancun
While he's basking in the sun

If Donald Jacobs wants to have
His name on the marquee
Then he'll take Walter Matthau's place
In Grumpy Old Men 3

And if he stays in Chi-Town
He could coach the Bears
He could teach them teamwork
And answer all our prayers

So we might not all agree
Just what he's gonna do
But I'm sure he'd find a job or two
That's what Dean Jacobs will do

I'm sure he'd find a job or two
Cause that's what Dean Jacobs will do,
That's what Dean Jacobs will do!

Flashback

First weeks at Kellogg
Unsure you will succeed
Will you pass every class
Or get tossed on your ass

All the meetings for your courses
Balance sheets and 5 forces
You're so sick of Finance
You just want to dance

Cuz when the homework is done
We just love, havin' fun
And that's what we recall
Most of all

What a B-School!
And the crown jewel
Is a culture you'll love, from the moment you arrive
Class is part of it
But at the heart of it
Are the people we will remember all our lives

You make so many friends
And the fun never ends
Two years go so fast
Kellogg's a blast

What a B-School!
And the crown jewel
Is a culture you'll love, from the moment you arrive
Class is part of it
But at the heart of it
Are the people we will remember all our lives
What a B-School!

What a B-School!
FALL BALL, CHEESY WINE
And the crown jewel
LAHIMA CONGA LINE
Are the people we will remember all our lives.

What a B-School!
SO FAREWELL TO A HELLLVUA DEAN
What a B-School!
AND WE THINK YOU ALL KNOW WHAT WE MEAN
What a B-School!
YOU WILL REALLY LEARN A TON
What a B-School!
YOU'LL WORK HARD AND YOU'LL HAVE SOME FUN
FUN, FUN, FUN, FUN, WHAT A B-SCHOOL!
**Allen Center**
The luxurious Kellogg facility on the lakefront, reserved for the high-paying weekend executives. Rarely visited by ordinary Kellogg students.

**Atrium**
The heart of Kellogg – the place to see and be seen by everyone.

**Bidding System**
The capricious method by which students select classes and get job interviews.

**Case**
1) A written description of a business situation used as a teaching tool.
2) A typical interviewing technique where the interviewer presents a hypothetical situation and the student tries to bluff his or her way through the analysis of this situation.

**Cash Cow**
Nickname of one of the sections first year Kellogg students are divided into during CIM Week and for first quarter classes. Keepers of an anatomically correct cow costume.

**Cheesy Wine**
Kellogg's frighteningly accurate recreation of a 1970's nightclub – bell bottoms, platform shoes, disco, and lots-o-hair.

**CIM Week**
Stands for Conceptual Issues in Management. A rigorous orientation week that is Kellogg students’ first exposure to what life at business school is really going to be like – filled with group hugs, late nights, and debauchery, with little time for rest.

**CMC (Career Management Center)**
The end all and be all of a Kellogg student's job search, and the site where many grown men and women have been known to weep copiously from the pressure.

**Day at Kellogg (DAK)**
Weekend of festivities for prospective Kellogg students to give them a taste of life at Kellogg. Includes a TG, a bar night in Evanston, and a bar night in Chicago.

**DFC**
Digital Frontier Conference – an annual high tech conference put on by Kellogg students. Before the stock market "correction," tickets were extremely hard to come by.

**Ding**
A rejection from a company, but a ding "builds character and is not a reflection on your personality."

**Dongle**
Essential piece of equipment to connect your laptop to the Internet at school.

**Dope Wars**
A video game played by many Kellogg students on their Palm Pilots

**DS**
Decision Sciences, a required course on statistics

**Face Book**
The Bible of Kellogg students, containing critical information on fellow Kellogg students, including name, hometown, interests, and (most importantly) pictures.

**Fall Ball**
Kellogg's annual formal event.

**Fin D**
Notoriously difficult and time-consuming second year finance course.

**4Q**
Refers to students in Kellogg's four quarter program, which gives you an MBA in one year instead of two if you're willing to spend the entire summer in the classroom.

**Five Forces**
A commonly taught strategic analysis framework popularized by Michael Porter.

**Free Rider**
Group member who does no work, relying on teammates to pick up the slack. Also known as a 2nd year during Spring Quarter.

**GIM Trip**
Global Initiatives in Management – a class and international trip focused on assisting global businesses. Also known as Spring Break.

**GMA**
Graduate Management Association – the Kellogg student government body.
Jacobs Center
The home sweet home of Kellogg students. Recently named after Dean Jacobs. Includes Andersen Hall, Leverone Hall, and the addition to the building that may someday be completed.

Kafe Kellogg
The Kellogg cafeteria, located in the heart of the Atrium. Many students buy meals and coffee here.

KOA
Kellogg Outdoor Adventure – an intense one-week camping/hiking/hiking trip in which Kellogg students get to really know each other prior to starting class.

LAHIMA
Latin American, Hispanic, and Iberian Management Association. Known for their legendary LAHIMA parties.

Late Fee
Small donation required by certain professors when a student arrives late to class. Proceeds either go to charity or free food when it comes time for teacher evaluations (see TCEs)

Leverone (aka Andersen-Leverone Hall)
Home to Kellogg students (see Jacobs Center)

Lev 157
Where the printing, copying, faxing, and phoning needs of Kellogg students are taken care of.

MarkStrat
A marketing strategy simulation used in the second year Marketing Strategy class.

Meeting Maker
State-of-the-art electronic meeting room reservation system. Avoideed like the plague by most Kellogg students.

MMM
Masters of Management in Manufacturing – special Kellogg students who actually enjoy classes like Factory Physics.

Mark II (aka “The Deuce”)
Local bar and late-night Kellogg hangout – open till 4am and conveniently located near IHOP.

M&S
Management & Strategy, a notoriously tough required first-year strategy course.

McManus
University apartments for Kellogg students. Formerly known as the Learning and Living (and Loving) Center.

Moose
Nickname of one of the sections first year Kellogg students are divided into during CIM Week and for first quarter classes. Known for their annoying “Moose” cheer.

Norris Center (aka Norris)
Northwestern’s student center, awash with undergrad students. Sometimes Kellogg students eat lunch there.

OB (aka MORS)
Organizational Behavior – a Kellogg department which teaches the softer more interpersonal management skills. Recently renamed Management & Organizations to make the name sound less clinical.

Old Orchard
Shopping mall in neighboring Skokie. Why anyone would build an outdoor mall in this climate is anybody’s guess.

Parliament
A local real estate management company. Owns several buildings often inhabited by Kellogg students.

QSR
Quiet Study Room. Due to heavy usage of cell phones and quantity of crunchy food consumed therein, should probably just be called “Study Room.”

TCEs
Teacher/Course Evaluations. Professors are rated on a scale of 1-10 on their teaching abilities. Used by the student body to determine which teachers to avoid.

Tech Venture
The GIM trip equivalent for those interested in high tech jobs. It culminates with a pilgrimage to San Francisco during Spring Break.

Team Net
An online rating system to provide feedback to a Kellogg student’s group mates on their performance as a member of the team.

TG
Kellogg’s version of Happy Hour (TGIF), held right in the Atrium. Roll in the kegs!

TMP
The Manager’s Program – Kellogg’s part-time MBA program. All the work and none of the fun.

Tombstone
Brand of frozen pizza consumed in large quantities at the Deuce. Nobody cooks a Tombstone better than they do!
Best of Luck

to the Cast and Crew of
"The Special K Revue"

&

Best Wishes

to

Dean Jacobs

citigroup

Song Credits

IT'S SPECIAL, BABY (based on "Let It Whip" by the Dazz Band)

INFATUATION LLC (A) (based on "Paperback Writer" by the Beatles)

K RATIONS (based on "Oops!...I Did It Again" by Britney Spears)

SCHOOL DAZE (based on "One Week" by Barenaked Ladies)

LAME BIZ (based on "Work Song" and "Confrontation" from the musical "Les Misérables")

OUR TOWN (based on "America" by Leonard Bernstein and Stephen Sondheim)

BUZZWORD BINGO (based on "Oklahoma!" by Rodgers and Hammerstein)

NO CLASS (TOMORROW) (based on "Baby, It's Cold Outside" by Frank Loesser)

KELLOGG TIME (based on "Larger Than Life" by the Backstreet Boys)

STAIRWAY TO KELLOGG (based on "Traffic Jam" by James Taylor)

WHO LET THE DEAN OUT? (based on "What Would Brian Boitano Do?" by Trey Parker and Matt Stone)

FLASHBACK (based on "Flashdance...What A Feeling" by Irene Cara)
Thank You

Dean Jacobs
Megan Byrne
Carole Cahill
1800 Club
Brandon Cox
D. Edward Davis
Thom Duncan
Deborah Garcia
Matt Harder
Rich Honack
Eric C. Honour, Jr.
Roxanne Hori
Kafe Kellogg
Kellogg Student Affairs
Mark II Lounge
The Merger
Norris Center Staff
Norris Sight & Sound
NJU Public Safety
Don Owens
Theresa Parker
Joti Rockwell
Michele Rogers
Special K 2001 Sponsors
Special K Volunteers
Paula Traill
West Coast Alumni Clubs
Ed Wilson

Special Thanks To:
Our families who put up with our absences.
Our professors and group members for being patient and flexible.

There are different technologies, and then there are difference technologies. Technologies that make a difference in how, or if, someone lives. Every day, the people of Guidant help save and enhance the lives of hundreds of thousands of patients around the world through the development, manufacture and marketing of a broad array of cardiovascular related medical solutions.

As a world leader in the design and development of cardiovascular products, Guidant's innovation is steered by the entrepreneurial spirit that so many companies seek, but few actually achieve. Although Guidant is a young, dynamic organization, our core business groups have firmly established track records within their markets. Our unique structure also provides all of the resources of a large organization, while preserving the innovative and entrepreneurial environment of a smaller company.

Through employee stock ownership, career paths that develop diverse thinking and a focus on exceeding the expected, a career at Guidant is not only an opportunity to affect the future of others, but also oneself. We are always seeking high potential individuals to ensure our industry leadership and growth. For more information on the exciting opportunities available at Guidant, please visit our website.

www.guidant.com

Equal Opportunity Employer
DARWIN WAS WRONG ABOUT EVOLUTION IN ONE REGARD.
IT ISN'T ALWAYS SLOW.

Credit Suisse First Boston wishes to congratulate the cast and the crew of Special K and the Class of 2001.