

Intro	00:00	Hi, I'm Jake Walsh. And I'm Orion Lamontagne. Thank you for tuning into The Manage-A-Bull MBA podcast where we have deep dive conversations with students, faculty, and staff and alumni to give you a comprehensive picture of the life inside of a top tier MBA program. In this episode we'll be talking with Jonny Percy, second-year MBA and president of the Graduate Management Association and Human Resources Officer for the UB Management Consulting group. In our conversation, Jonny gives us details on how to make the most out of your time in the MBA program. Be sure to check out our show notes where we'll post the links to the UB MBA webpage and contact information for Jonny Percy and ourselves. If you enjoy this podcast, follow us on Twitter @UBSchoolOfMGT to stay up to date on what's happening in the UB MBA, where extraordinary is our normal. Thank you and enjoy.
Jake	01:13	So coming back to you again with another one of our yet to be named podcasts for you listening. This is our fifth recording. Even though when chronologically this could be the third that you see or the tenth that you see. We don't know yet. I'm Jake Walsh. I'm a first-year MBA student. I'm here with my cohost Orion Lamontagne. I can never pronounce your last name.
Orion	01:39	Lamontagne, just like champagne. Oh, it's sort of like La Fontaine.
Jake	01:42	And today we're here with our guests. Jonny Percy.
Jonny	01:47	Heyyyyy
Jake	01:48	Jonny is the man, there's not a single person in the school of management here who does not know who Jonny is. So we're here today to talk to him about his experience and yes, Jonny, you wanna give us a quick brief overview on who is Jonny Percy.
Jonny	01:58	Sure. So, I guess I'll kind of go back a way back to the beginning. I'm originally from Buffalo, New York and moved out to California for a few years. Came back up to Buffalo and have basically been in buffalo boy my entire life. Early on it like high school, I was super into like creative things. I was into making music videos, dancing, so when I originally got to college, I honestly had no idea what I wanted to do. I was just kind of like going in random directions. I was in a UB program called media studies. Okay. And I didn't really get too much out of it. I wasn't feeling I was being challenged. I didn't think there was like a competitive nature to that program that I just really didn't feel

like I was getting much out of it. And it's around the same time I started working at the Microsoft store and the Walden Galleria.

Orion	02:41	I didn't know you worked there
Jonny	02:42	Yeah
Orion	02:43	It was super cool there. I go there all the time.
Jonny	02:44	Oh, it's, it's a blast in there. Yeah. And I think like my personality really fit for it, you know, you need to be people facing, but you also have to like love technology and like be creative and you know, coming up with solutions for people. So I really, really liked that and I kind of started to see how the creative side and kind of the extroverted side of me could match with business. So it's like, yeah, this could be a good fit. Let me switch into business. So I did that Undergrad, graduated with a concentration in marketing and it was kind of just still like, I don't really know what I wanted to do with my life yet. And I, you know, I had heard really good things about the MBA program at UB, and I just went for it and was like, you know what, this could be a good next step for me. At least it's going to be productive. So applied, interviewed with Erin O'Brien and she honestly just like set the tone for my entire experience here because that interview, I don't know if you guys had an interview with her as well, but holy crap. It is like you come and you're like, damn, I need to do this MBA oh my God. She really just sets once, she like asked so much about you and she really got to know what I'm into and how I like to learn and what I'm passionate about and then related it so well with what you can become out of the UB MBA experience. So it's super stoked, obviously got it in and it's just crazy cause within like the first, you know, those first two weeks that advantage, you know, like the first couple of GMA events just meeting not only like the administration, but also like the leadership of the second years. Like I was just so into it, I was like, Oh my God, I love this. It was like the first time I really felt like I was a part of like a community within school all throughout Undergrad I was going to class and I was going back home and I said, I don't, I wasn't getting that much out of it besides like the actual learnings within class and even then you forget a good amount of that stuff. But the MBA was like a community, you know, we were all in here almost every day working in teams, connected with the teachers, like they actually care about you and you can go to their offices and you're just interacting with a lot of people on a day to day basis. I just really, really loved it. So I knew I wanted to get super involved. I especially loved, you know, the GMA events. Just being able to like have a few beers with people,

enjoy some cool events. That was to me, such a big part of my experience. I liked that it wasn't just in class it's also, we're all hanging out outside of class and getting to know each other. Having a blast, creating those relationships that aren't just professionally.

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| Jake | 05:05 | Yeah, it's not just such as school anymore. It's kind of like a lifestyle. |
| Jonny | 05:07 | 100%. |
| Jake | 05:08 | Was there a gap in between your undergraduate and graduate or did you roll straight into the MBA program. |
| Jonny | 05:13 | Straight into it. I had applied for a few jobs and I really wanted to work for Microsoft corporate. And then it didn't end up turning out and it makes sense. You know, it was Undergrad. All I had done was really worked with the Microsoft store, so it would have been a tough transition to go straight to corporate from there, because it's Microsoft, you know, is one of those companies were usually you've worked for five years and then go to corporate, but a, yeah, I just applied to the MBA program and was like, you know what, this could be good for me. And honestly, it's the best decision I ever made in my life. |
| Jake | 05:43 | I can agree with that one. |
| Jonny | 05:45 | Yeah. |
| Jake | 05:46 | So you've been talking a bit about the GMA. What is GMA? |
| Jonny | 05:49 | So GMA stands for the Graduate Management Association and basically what it is, it's the student government that kind of oversees all the full-time MBA students. I kind of like to say we curate the social experience of the MBA students. Yeah. So there is, you know, all these things that you're doing inside of class, but you know, like what, what are you guys going to do to connect outside? And that's really what we take care of. So whether it's, you know, throwing happy hours, networking events, potlucks throwing our end of the year, formal dances, slash parties, we take care of all that stuff and we like to do it big. |
| Jake | 06:22 | Yeah, which is no, no joke. Festivus was an absolute blast. I cannot wait for soiree. So I don't know if you mentioned or not, but Jonny is the president of GMA. He's our fearless leader. You know, we work hard, on the technical stuff. We work hard and |

technical inside the classroom and then Jonny takes care of us outside the classroom. Keep us sane.

Jonny	06:44	It's a good way to put it.
Jake	06:45	Slightly inebriated at times, but you need, you need it to get through
Jonny	06:50	Work hard, play hard. Should we get Orion in here?
Jake	06:52	Yeah, I think he's locked out. We locked Orion out of the room.
Orion	07:59	Sorry, I didn't want to bother it
Jake	07:02	Orion is no longer on this podcast.
Orion	07:03	Having a coffee.
Jake	07:03	He's been demoted
Orion	07:04	will happen and not
Jake	07:06	No we're leaving this in
Orion	07:07	No (Laughter)
Jake	07:13	Action (Laughter)
Jake	07:17	So you get into the school, it sounds like you kind of dove in headfirst.
Jonny	07:21	Yeah.
Jake	07:22	When did you realize, or how did you go about going above and beyond just the class work to get involved in, you know, an organization like this where it's, it's another, another load. I know there's some other groups you're involved in as well. Like how was that process for you? Did you know you wanted to hop right in with other groups or did they just start to grow on you or?
Jonny	07:40	Yes, so I think honestly it was pretty quick. Within those first two weeks in advantage, they kind of set the tone and I already knew I wanted to like be that guy just cause like through all those activities I was just like really getting along with everyone. I felt like I, you know, I was an outspoken voice within my class, kind of like, you know, somewhat of a thought leader. But then

you know, when the first couple of GMA events happen and I met last year's GMA, I should, I loved those guys. I think they're going to be lifelong friends of mine for sure. Yeah. I think they really initially sparked my interest in GMA cause I was just like, I love these guys. I love what they're doing. I want to do that for the next class. That just looks like so much fun and I feel like I can really kill it.

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| Jake | 08:21 | You throw a good party, I got to give it to you, so what other groups are you involved in? Cause I know you keep busy here |
| Jonny | 08:41 | 100%. So the main two are the GMA and the UB MBA consulting group and the consulting group is basically exactly what like what it sounds local startups or companies reach out to us and we do pro bono consulting engagements with them. So it's, it's a really like diverse portfolio. Sometimes we're doing, you know, full out, I'm forgetting the name. We're doing full out like market research for a company to see, you know, like into what avenues should they go. We did one they called project rainfall. So for them, they want to build this whole farmer's market, and try and get like the surrounding community be a little bit healthier. But, you know, we had to first assess like, you know, what foods do the local community wants, how much did they spend on shopping and you know, how do they get to this new grocery store and all that stuff. So that was kind of interesting project. And then other teams have done things like financial research into like how much would it cost to put up a community center and how would you staff it and you know, what, where would you bring the food in from? So it's a really diverse kind of set of projects that we do, which is kind of nice. But yeah, all in all, it's basically linking up with local companies or startups and helping them out in any way we can with our, you know, business mindset. |
| Jake | place | Yeah. I know that's something I'm really looking forward to getting a hand in, Orion and I, we've both got accepted into the consulting group. |
| Jonny | 10:07 | Future of the group, |
| Jake | 10:09 | hopefully it goes well. |
| Orion | 10:11 | And you're the, your role in the consulting group is |
| Jonny | 12:14 | It's the, it's the vice president of human resources. |
| Orion | 10:18 | You, do you deal with the, you decide who gets into the group? |

Jonny	10:22	I wouldn't say like it's not, it's definitely not just me who's deciding who gets into the group. I would say I was just mostly in charge of like promoting the group to you guys. You know, scheduling all the interviews, go through all the resumes and just kind of leading that process. Whereas there's also like a VP of business development who's really in charge of like getting people to submit project proposals. You know, another one's VP of operations. So that's just making sure like our meetings are all set up, we have the rooms, we have the necessary resources, that type of stuff. So it's kind of an interesting, those three different roles. But I liked the human resource one cause I love people, I was kind of like yeah, I feel like I have a good tap on, you know, the first year class through GMA. I thought it worked out. It was actually really fun interviewing everybody. We had 24 interviews in total and I was in 17 of them. So, oh, it was awesome. It was really cool. Never, never been on that side of the table. So it's like very interesting. Yeah.
Jake	11:15	Yeah. That's one thing actually I don't think I've ever, I don't think I've ever interviewed anyone. That said until we started this podcast. I just like talking, so that's, I just don't shut off half the time. So it kind of had the interview with people. So up until this point, the people we've talked to, and depending on who's listening, you may have already, you may have listened far past this at this point, but we've only talked with students who completed the first semester and you're, you're in your second year now. So I'm interested to hear your perspective a little bit on how things change after you finished that first year because so many of the classes within the first two semesters are kind of prescribed to you as like a core curriculum and then you get to start branching off from picking your own. And I'm curious how you made that transition, because correct me if I'm wrong, but what I've heard is you actually did not subscribe to a single concentration. You're kind of doing your own, you know, build your own,
Jonny	12:09	Build your own MBA.
Jake	12:10	Exactly. So I'm interested to hear about that and how that process worked for you.
Jonny	12:17	Yeah, sure. So yeah, coming in I, I did want to do a concentration, I wanted a management information systems cause you know I was like into the technology side but I kind of want it to be more on the business side of technology. So I looked at after the first year, obviously you have all these classes kind of like set up for you and then going into the second semester of your first year, it's really the first time you

get to choose one or two electives I believe is you know, kind of how it was. And that's when you really start this like track on this is the concentration you're going to finish with. So I initially did do management information system classes and honest to God, I just really found that it was like A it was super technical and you know, being, I want to know the technical side, but I'm not, I don't feel like utilizing my skills to the fullest. It will not be me sitting at a computer hammering out code or SQL for the rest of my life. Like that's just not the best way you can utilize my skill set. But on top of that, I was just like going on rate my professor and they're like, you're checking out the classes that you'll have to take going hmmm. Like, you know there's, you're going outside really outside of the realm of the core MBA program and those core MBA professors. Yeah. And that's what I was like, I don't want to like, I'm just one of those people if I don't love my professor, I'm not going to like the class. I have to really like my professor because I think a good professor could teach me anything and I will enjoy it. But if it's like a skill I really want to learn, but like the professor's just like not that into it or they're just like have it create a curriculum that's like going to really facilitate learning. I'm not going to enjoy it at all. So basically I just found that that was going to be the case for me and I kind of saw my future within kind of this area called like customer success or client experience in the software world. And there's really, I guess you could say like consulting's pretty close, management information systems is pretty close, but you know, none of these jobs are going to be looking for like, oh, is there a management information systems concentration? So I was like, you know what? I'm going to build my own track, take classes that I'm interested in that I think will fit in my journey and the vision that I see. And I think it's worked out really well, honestly. Like all the classes I've taken, I've gotten a lot out of, especially this past semester where it was the first one. You really just got to choose all your own electives and it was, it's awesome cause it's like I want to take a little bit of marketing because you know, I'm interested in these companies that create marketing technology, but I also want database management systems cause I want to know, you know, how databases work and know a little bit of SQL. At least be knowledgeable on the surface level of it. So it's kind of cool cause you do get to customize your load based on like what job you want in the future.

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| Jake | 14:35 | Can you give us some names of these different classes you took this past semester? |
| Jonny | 14:40 | Yeah, sure. I think the highlight was negotiations. That was super cool. |

Jake	14:50	I've heard very good things about that.
Jonny	14:52	That one's awesome. The professor, we just call her Dr. B, cause she's Super Russian and her name is very hard to pronounce, but, it's like Katerina Bezrukova I think is how you say it. But she is a super impressive lady. She's done teamwork and collaboration research like all of her life. And so she's done research for like NASA. on like, who do we send up to in space? She's done research for like pro MLB teams and MBA teams. On like, who should we draft based on like the current set of personalities that we have who will fit in invest?
Jake	15:41	That's interesting.
Jonny	15:44	Oh yeah, she's super cool. So yeah, she, she's just got a really neat perspective on it and like the whole class is super, super hands on. So like every class you'll have a big negotiation that you like prepped for. You have this role, you're, you have this, you know, either a point system or it's more qualitative at each one is very different and kind of every time there's like a surprise at the end or like a hook where you're like, oh crap. You know, based off last time I was just trying to get as many points as I could. But then this time they ended up being like the wrong thing to do. So it kinda tells you all the different ways that negotiations can be applied and it's just super fascinating. So that was my favorite one for sure. But, yeah, I mean like took consumer behavior with Chuck. Chuck's always a good time.
Jake	16:15	Chuck's a great time. I'm thinking of class with him this coming semester. Digital marketing and analytics.
Jonny	16:20	I'm in that one as well.
Jake	16:21	This one? Yeah, that'll be good. It's the first time he's taught that, or well to the MBA version. He said he'd done a similar version for the MIS students but this is going to be more geared towards business students.
Jonny	16:31	Okay. I didn't know that.
Jake	16:33	Yeah. I guess we will be certified in our Google and Google, Google Display Network at the end of it. Like he said the course is like module based, built around utilizing Google analytics and the final exam is essentially taking like the certification test for that.

Jonny	16:54	That is awesome. So I will tell you over this winter break I got my Google fundamentals of digital marketing certification, which I think is different from what you're talking about.
Jake	17:04	Sounds different.
Jonny	17:05	Yeah but it is, it's amazing cause like there's all these resources online. All these certifications you can get. I mean obviously, it just helps to put certified by Google in the fundamentals of digital marketing on your resume. It's like we don't hear about that stuff. So I'm super glad that you know, like that's kind of like the goal of this class is to like get this thing you can put on your resume.
Jake	17:20	Yeah. Well that was one of the things that really stuck out to me cause I find that super applicable and there's some other side projects I'm working on now where just understanding how the whole back end of Google works for display networks and the search engine optimization and all that. I think that's incredibly beneficial to have a
Jonny	17:39	100%.
Jake	17:40	But I'm curious, this other certification you had, is that something you just did on your own or was that through a class or it's just,
Jonny	17:45	I honestly, I just found it. And like I said, there's, so basically what I want to do at postgraduation is for, for, you know, some sort of software as a service company. And a lot of them in New York City or like especially on like the marketing side of things and especially when it comes to like local search, search engine optimization. There's a lot going on with that. So I was kind of feeling like I don't have that much experience hands-on with like digital marketing software or platforms. I was like, you know what, this, this, this is probably a good thing for me to have. Just so like I know you know the fundamentals of all of these different topics. So they're like, I can speak to them at least obviously, you know, just another like knock on the, on their resume. So it's just something I found it was like, I think this would be, this would be good for me. And it's a, Google does an amazing job with their kind of like learning systems. It's all like four-minute video, take a little quiz, four-minute video, take a little quiz. So like if you have 10 minutes, you can hammer out a module, which is really nice. Or You could sit there for four hours and do it. So it's kind of nice how customizable it is.

Jake	18:49	On that note, this is something I'm, I want to ask people throughout the school, but what's your opinion on some of the other certifications out there? Like something like, do you know, do you or do you have the Lean Six Sigma, because I've heard some mixed reviews on like if something like that is really worth going into, like if you already have the MBA, do you really need that as well?
Jonny	19:10	I mean I think any certification you can get it certainly will help. Like that means you went through some sort of like actual like laid out class or lecture of any sort and like learn those skills as they're supposed to be taught. Like well you know we like learn bits and pieces of it and operations, but you don't get like the full-fledged like this is how you do this skill or this is how you do this process.
Jake	19:33	So you have done this.
Jonny	19:34	I have not done this. That's like very operations.
Jake	19:36	Are there any other certifications you have done?
Jonny	19:38	I mean, I'm working on my sales force certification as well, which is just a Salesforce administrator. So it's just basically like you can work around build custom apps and all this type of stuff in the Salesforce platform. So I think it's huge because it's like, it, it shows the company, like if you, I think one of the big things that companies are looking for these days, it's like that learning orientation. So like you may not know everything you need to know for this job right now, but like does this person have like the attitude where they're going to want to come in, be curious and like learn all these skills and if you have all these certifications and like, you know, kind of differing things, or even if they're all within the same, I guess like field that just shows like you have this certain orientation, this isn't something you did in class. You went out of your way to go, like learn an extra skill, learn an extra software platform.
Jake	20:23	Which speaks to you, your attitude.
Jonny	20:24	Yeah, 100%.
Jake	20:27	Similar on that front. I'm curious, what do you do for your internship? Cause being a second-year one of the things that is part of the MBA program, between your first and second year, you have to do a credit-bearing internship over the summer and I'm curious when you did for that.

Jonny	20:41	Yeah, so I worked for Rich Products, which is a food manufacturer in Buffalo, private company and I'm in the IT department, on the scene called the digital workplace team. So basically our task is to help transition the company over to new software platforms, the main ones being really like Office 365 and like One Drive for business. Another program called Microsoft teams. You guys heard of that at all?
Orion	21:12	I heard of it recently, but I don't really know what it is
Jonny	21:14	So teams is basically like Microsoft's answered a slack. So slack is like this kind of like collaboration platform. You have this like threaded chat style. You can upload files very similar to that, but they've also like ported in Skype. So now you can do like, you know, a video conference with your team or if you upload a PowerPoint file we can all select a PowerPoint file and open it up in like the full PowerPoint desktop application and like work simultaneously on it. Collaborate in real time. So it's kinda nice like Google sheets and Google slides and all that stuff. Like you always use it in school cause it's like okay we can see what we each other is like adding or subtracting live. So they've kind of add that functionality to this program, besides the point. So that's some of the types of stuff that we're, we're pushing throughout the company. So I've absolutely loved it. And not going to lie. I was, I was kind of down, I wanted this other internship for a company called Huron Consulting group. So we
Orion	22:07	I talk to them today?
Jonny	22:08	Oh yeah?
Orion	22:09	I almost mentioned it when you talked about salesforce. Cause that's what they do, they consult for them
Jonny	22:13	They're a super cool company. I was really into them. Basically what happened is they used to take MBA interns and they got to word down from corporate that like we should only take undergrad interns. So that kind of shout out my chance with them. But nonetheless, you know, you kind of just roll with the punches. So I went to Rich Products and I was just like blown away because they are so flexible and they're so like, you know, what are you good at? How are you going to contribute? They really, they don't tell you like this is what you're going to do day in and day out. I think like a lot of other companies, at least how I hear is like you're going to be an excel day in and day out, crunching these numbers. I can have fun doing that but not eight hours a day, you know? So I really liked that. They like kind of left it to me to make my own pen impact. So it was super cool

because you know, they started thinking, how are we going to introduce all these new softwares to people and how do we Richify it, as they call it. So I was like, oh, what if, I knew I liked making videos and I'm pretty good with animation software and stuff. So I actually was like, Hey, what if I, you know, make some like teaser videos or like explainers on how to use this stuff. And they like, hey, sure man go for it. So I went and made a little video that was like two minutes long, real flashy animations flowing around really like boom, here are the new features. Here's how it's gonna impact your life, make your life easier, save you time. And they absolutely loved it and so they just like gravitated to this, you know, like video production or animation or whatever you want to call it. And then we kind of made it like the tenant of like how we communicate all of these new softwares to the whole company. So like, it's ridiculous. Like we put my video on this giant surface hub, which essentially an 88 inch TV with speakers and all that. And they just roll it into like the main atrium where like 800 people are walking by every day. And my videos just on a loop. So it's been like super cool because I mean the video production, the animate, that's stuff that was just a hobby for me. But it was kind of cool seeing like, oh, I can loop this in with my love for technology and like, you know, I kind of know how to interact with people and get them interested. So like combined all of those three things to like to really make like a cool impact at this place. So I loved it. It was a really awesome experience. I'm still there.

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| Jake | 24:18 | So that was going to be my next question. Are you still working for Rich throughout the school year and everything? |
| Jonny | 24:18 | Yes. Yeah. |
| Jake | 24:22 | Can you speak to that a bit? Like working and balancing a, an internship that's outside of school while still being in school. |
| Jonny | 24:26 | So I guess my experience is going to be a little bit different from, you know, other people that you've talked to. I think a lot of people they got an internship at let's say like, you know Moog or like Delaware North or something like that. And they're like, I want to work here after graduation. So they turned that into their focus. So like school is now like, you know, they got their internship, they really liked it. Now they're working throughout the year. They're working probably like 20 hours. I mean even more than that because they're like, I want to show these people that like I wanted, whereas I'm a, I'm a little bit different because, I'm like super involved in UB. Obviously, you have to, you know, manage a bunch of different things. But also it's like my goal is to work in New York City because that's where my |

girlfriend of five years has just gotten a full-time job. So I'm like my, my full commitment is not to is you know, internship. But I really like it and I want to keep working here cause I'm just, I'm, I'm having fun, I'm enjoying it. So I've only been working eight hours a week throughout that first semester, which was just like two days for our shifts. Super easy. It was really nice too because like, you know, it is this kind of creative stuff. So they come in, they're like, hey Jonny, can you make another video for this, this and that? Sure. I'm like, okay.

- Jake 25:33 That's really cool though. That they've been so flexible with you.
- Jonny 25:35 Oh and that's one of the huge perks of Rich Products is like you can mix and match however you want it. You could work, you know, you work 25 hours if you want throughout the semester or you could work five. Like they don't really care. But as long as they feel like you're making an impact, they'll keep you around. But I will say like the, the balance thing does get tough and I could see for you two guys as well cause like I see it in your future that you'll probably be very involved in the school as well. So like it is tough once you have not only your schoolwork but you know if you have like, you know, loved ones or family and then you also have known like the organizations that you're involved with consulting group or like maybe GMA or something like that. And then you also have work. So it starts to become this, you know, balancing it and you're trying to find a full-time job and the job search and all that stuff. So it does become, a little bit more fragmented. Your, your balance is now spread of on all of these things where it's like the first semester your focus is school 100%. You are, that is what you're doing day in and day out. So it's, it's, I would say it's tougher for me at least in that it's, I've had to like be way better at time management and like figuring out when am I going to do this? What are we gonna do with that? What am I going to study for this test versus what am I going to go to dinner with my girlfriend or something like that versus I'm just going to school, doing my thing, going to events and then just going back. So it, it's, it's much different. I think for some people it could be way easier because they could not get involved. They could literally just take like 15 credits, so easy classes and then just go home or you could do kind of like what I've done, which is like getting super involved. And still do the classes and still work outside. So it's, it's, I mean it's really all up to you. Like which journey you kind of want to take.
- Jake 27:21 Being so involved. I mean what, what makes you tick, because you are one of the most, you're one of the most involved. People I've seen. You never are lacking for energy or attitude.

You're completely all in on anything I've seen you do. I'm curious, you know, what, what keeps you pushing?

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| Jonny | 27:39 | That's a super good question. I think like, I try and relate it back to my childhood because like I legit think my parents did like the most kick-ass job of raising me. |
| Jake | 27:51 | (laughter) Shout out mom and dad and |
| Jonny | 27:53 | Shout out mama Percy and Papa Griz because they kicked ass. Like, I don't know. I think they just like really like I, there's nothing that I'm like I get up every day because I just love the sunshine and now it's like, I dunno, I just, I enjoy things, you know? I think it's like if you just have like a natural enjoyment of like life and like getting involved and like, I think that's why I do it all is cause I actually liked to do it or as you know, I think someone who has an attitude of like, oh, like I have to go to class. They're like, oh, well I have to do, like they're not going to get involved because they're in the mindset of like, oh, this sucks. Or you had the mindset towards school or towards your job or anything like that. Yes, it's, you're going to become less involved, going to have less than impact. So I think it just comes down to like the fact that I feel like I go in with the attitude that I'm going to like what I'm doing, I'm going to like, these people going to have a good time. Even if I work hard, like at the end of the day I'm going to be like really happy with the result that happened. |
| Jake | 28:47 | So that's a great attitude to have man. |
| Orion | 28:49 | So you mentioned, you mentioned trying to balance all this stuff. You're almost done with the MBA program, kind of your experience with the majority of it's so far. So you talked a little bit about that first semester. So could you tell us a little bit about how, because Jake and I have only, we've only experienced really the first one is what comes after that. What's the MBA program like going forward? |
| Jonny | 29:14 | 100%. Yeah. So the second semester, are you guys taking data model? |
| Jake | 29:20 | Yes. |
| Orion | 29:21 | Yes. |
| Jonny | 29:22 | Okay. So your second semester will be in terms of like schoolwork, it will probably be just as hard. There is a little bit |

less group work or it's less. So you're not in this same group for literally everything unless you guys did data modeling with your exact same group?

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| Orion | 29:41 | Similar. |
| Jake | 29:42 | A couple of, most of the same group. |
| Jonny | 29:43 | Okay. Okay. So I mean maybe not that much, but I mean you'll still have, you know like the board of directors project, which is like pretty similar to corporate champions, although you're doing it for some company that is like struggling globally, not just in the Buffalo area, you shouldn't say that they're struggling in the Buffalo area. Just you know, companies that need help in the Buffalo area. So that's like your big semester-long project. So you'll have like another one of those. So that will feel kind of similar but a little bit different in a way. Cause you don't get to interact with the company. Which is kind of a cool aspect. You know, you'll have IT, you'll have operations, you'll have another accounting class. You'll meet Dambra, Dambra is the other accounting professor. He's awesome. I mean like the first-semester accounting, it's a little dry. It's a little dry, Dambra is the type of dude who can teach anything and make it interesting for you. So you will enjoy that change of pace. But yeah, I think like the second semester it's pretty similar. Especially you're taking data modeling cause you got this like heavy like a technical class with Frank Krzystofiak who's basically been like leading the charge in this MBA program for like 40 years. And then yeah, you'll have those, you know, kind of mix and match classes, things that only lasts seven weeks so that the second semester is pretty similar, especially if you're taking data modeling, which I've heard is the best class you can possibly take. |
| Jake | 31:03 | I mean, even before we started orientation I was hearing that through anyone I talked to, data modeling, Krzystofiak |
| Orion | 31:12 | Modeling and LeaderCORE. That's what I hear over and over again from the alumnus. |
| Jonny | 31:20 | That's true. You're starting up LeaderCORE too. So that'd be kind of cool. And that is like, that's an interesting one because LeaderCORE is, is one of those classes where you go in, you literally, it's, it's like a conversation. Like there's, yes, there are skills that you're taking it from it, but it's also just like trying to like really explore yourself and also like trying to help your peers out your peer zone and like, you know, what can we all do to like be better if we are struggling in certain things. Like how can |

we work on that and attack that. If we are doing great, it's something, how do we teach it out to our peers and whatnot. That's, I like a really cool like qualitative class and you'll just kind of like enjoy. Like at first you're like, oh man, it's like three-hour class. And it's like once every couple of weeks then whatever. But then you'll just kind of enjoy it. It's a pretty cool time. But yeah, and then the second year, obviously this semester, I don't know if you guys have the internships yet.

Jake	32:09	Not lined up yet.
Jonny	32:12	Okay. That's totally normal
Jake	32:13	Yeah still playing the field with the all that.
Jonny	32:15	So that will be kind of like an interesting thing for you to do cause you're also searching for that internship throughout this. So that's when you start to feel the like I'm doing school and whatnot. But now you're also like, you know, you're the consultant group, so that'll be this outside extracurricular thing doing your searching for a job, an internship I should say like that's another thing that you're kind of like spending so much other time on. So this is when you start to kind of feel that like, all right, I got gotta really be like, you know, I can't spread myself to them. I got to manage all the time. Yeah. And then, yeah the summer is just straight up your internship. Some people have awesome experiences, some people hate their internships. So choose wisely. Yeah. Yeah. And then, then going into the year, your second year is, is really, it's, it's so cool cause it's like you just do this, went this whole year and you felt like you're kind of looking up to the second years. Like, oh they did it and then now all of a sudden you are that, you know, it's like, it's super weird cause like you felt like you had these like, you know, almost like mentors or I want to say that you looked up to and that would help you guide through the process and now it's on you to do that for the next class. So that's, I think that was one of the coolest things. One of the coolest transitions to the second year. And then on top of that, it's just total freedom at this point. So can you can get as involved or as little involved as you want, get take the classes, you know, whatever class load you want, you can do it. So it's just way more freedom. The classes I will say like are a little bit less, intensive. I guess that depends. I mean, I took classes that were like challenging, but they're not like a stats where it's like you really got to push yourself and learn this new skill. I'm the only one that was like that. For me, it was like database management learning SQL. Like that's super technical. But yeah, so the second year it's all just like for me, honestly my main focus has been GMA, you

know, consulting group and honestly it's been like the job search and you know, family stuff and then it's classes, which kind of sounds bad but it's like you gotta you have to manage it as much as you can. You have to like for me, I literally like listed out like what are my priorities? Like I knew in terms of this I want to do a great job at GMA, I really want to like get to know the first years and like set the tone for them and like make sure they're having a good experience. Then I also want to make sure that we get the right people in the consulting group and then like the future of that is, you know, in good hands. And then also, you know, for me at least like the family and the friends, like spending good time with them and making sure like you're, I want to say almost like your spiritual self is in good health. So that's like super important to me. And then class obviously still very important, but like, you know, I kind of looked, put together this totem pole of like, I don't want to like max myself out and then spend no time with my family or my girlfriend. I feel like that. So it's just kinda like you have to like, you have to think about that stuff more. And just for me, it was helpful to literally be like this is what's important to me this upcoming year.

Jake 35:16 Yeah. So going into your final semester. What are our thoughts, your apprehensions? You got one, one semester left. And then you're going off into the world.

Jonny 35:23 It's, it's crazy. It's a super weird feeling. It's like a school. You mean you guys both have different perspectives on this? Cause you know, you went out and worked before you went straight into your MBA. But for me at least like school has been the defining structure of my life for countless, I mean literally my, I can't remember a time when I wasn't in, you know what I mean? So it's like it's going to be super weird there. It's like right, you gotta work, you go home and then there's no, like I'm always, you know, I'm always staying there like I Shit, what else am I supposed to be doing? Yeah. I said, what am I forgetting about? What meeting did I like, you know, not put it, I got it. So it's like it's going to be super weird to like go to work and go home. All right. I guess this time it's mine now. So it's kind of weird because it's like on you to make the most of your time from now on where it's like, I always feel like because I am extroverted, like I got into a program and like it was very clear that like people like believed in me to take over GMA or do consulting group. It's almost like you get that like subconscious pressure of like, yeah you, you kick ass. Like, of course, you're going to do this. Like, so I always just like, yeah, I'll do it for sure and I will want to do it well. So I don't want to say I was like ever, never guilty is not the right term, but it was like, and

even pressure isn't the right term, but it's like you do feel that. Like I, I'm in this program, I'm doing well, you know, like somewhat of a thought leader in this program. I should be, you know, I should be really getting involved here. There's, there's almost that pressure to do that. Whereas once again to the real world, I'm like, is there, is there that pressure? I guess there's at work a little bit to get, you know, involved in certain projects.

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| Jake | 37:03 | Sure, I mean it all depends on where you end up and end up doing. But very true. You definitely strike me as a person who keeps busy and finds something to be involved with. |
| Jonny | 37:09 | 100% yeah, no doubt. And I think it will be cool too cause like as I said, I'm interested in the music industry making videos. It'll be cool to like have some time to do that. Just literally just as a hobby, just you know, create content, make cool stuff, kind of explore those hobbies and finally have some disposable income to kind of beef up your gear a little bit. So that's, I'm really excited about that. And obviously like I said that had the girlfriend for five years, just like the absolute love of my life. Like she's just an incredible person. So like I'm just super stoked to like get our lives started together and all that. So there's, there's, there's some parts I'm not looking forward to, which is just like being around awesome people, like-minded people all the time to like really having to go to the city and like find your, you know, your group or whatever. But yeah, I mean there's, it's, it's a lot of tradeoffs, but I'm, I'm very excited |
| Jake | 37:59 | Was living in New York City always a goal or is that just how things played out? |
| Jonny | 38:03 | I will say it was not always the goal. It's definitely how things have played out because, you know, my girlfriend, she's from that area. I've always wanted to move to like a bigger city. As I said, I've been to buffalo boy for like most of my life and like every time I tell someone I'm from Buffalo, like, really? I thought you were some from blankety blank or like, no one ever thinks I'm from Buffalo, which I don't really understand, but so I'm kind of like excited to, you know, just try out a new city and just like, you know, have to learn it on my own. I think that's like, I think that's a pretty big learning experience. It's like being thrown into a totally new area. You know you don't have mom to lean on anymore. You don't have to like that stuff. So it's like you got to figure it out on your own. So I'm like, I really stoked for that. But I think New York City is, to me at least, it's like, it's like the center of the world. Like every time I go with my parents, there is just so much going on and this, oh my God, |

you're just, you're always looking, at least for me, like I'm always looking up. Yep. Yeah. Everything is so tall.

Orion 39:02 I always call it the capital of earth.

Jonny 39:03 Yeah.

Orion 39:04 It's like basically, that's where all the commerce things. I mean, everything is there. Everything that matters.

Jake 39:14 Damn. Well, we're almost, we're almost wrapping up but before we go though. I mean, we got, we have one of the faces of UB here. So you have a couple of sentences to a prospective student who's thinking about coming here. Yeah. What is it?

Jonny 39:28 Wow. If I were gonna sum it up succinctly, I would say to someone who's considering UB, I think that UB's MBA program will allow you to tap into your innate potential like no other place can. I kinda told a little bit about how my story, I was going to class, I was going home, I was working a little bit, but I, I knew that I could be great and I wouldn't have been, I wouldn't have been as involved or really realize my potential if it wasn't for this program. So like if you're, if you're kind of sitting on yourself and you're like, I know I can do great things, but like I, you don't feel like you're in a situation or in the environment or around the right people to really like let that come to fruition. The UB MBA program will do that for you. So that is what I will say is like if you're sitting on yourself, you're like, you know, you could do great things, but you're looking just for that and kick in the ass go into the UB MBA program because they will do exactly that for you.

Jake 40:26 There we go. Go to UB MBA. Okay. Awesome. So Jonny. Thanks for joining us

Jonny 40:36 Yeah, thanks for having me on. This is fun. That's a wrap.

Orion 40:39 All right.

Jonny 40:40 Sweet.

Jake 40:41 Tune in next week!