

70-201 Professional Service Project

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Table of Contents

1.	Introduction	3
2.	Activities Board: General	4
3.	Activities Board: Freshman Year	4
4.	Activities Board: Sophomore Year	7
5.	Activities Board: Junior Year	9
6.	Activities Board: Senior Year	12
7.	Activities Board: Develop Business Skills	15
8.	Activities Board: Develop Leadership	16
9.	Activities Board: Develop Professional Networks	17
10.	Activities Board: Community Involvement	18
11.	Reflections	19
12.	Conclusions	21
13.	Appendix	22

The first time I ever stepped onto Carnegie Mellon's campus, I knew that it had everything I wanted. This was the perfect school for me because it not only offered me the caliber of classes that I desired, but it featured so many opportunities for me to get involved and learn outside of the classroom.

Coming in as a freshman, walking through the Activities Fair, I acted as most freshman do. My eyes were much larger than my stomach as the saying goes. I signed up for everything that interested me and spent the next three weeks attending meetings and trying to sort through what I wanted to devote my limited time to for the next four years. As it nears graduation, there has been one club that has stood out and has provided me with so much experience that has been and will be valuable. This club is the Activities Board.

General

The Activities Board is the largest organization on campus in terms of funding. Its main purpose is to entertain the campus community. To do so, there are several committees that focus on different types of entertainment. These are: Concerts (brings the large Fall and Spring concert), Coffeehouse (brings slightly smaller concerts about once a month), Underground (brings concerts to the Underground about every 3-4 weeks), Skibo (holds concerts and events in Skibo every other week), Films (shows 4 films a week in McConomy), Lectures (brings lecturers to campus about once a month), Political Speakers (brings 2-3 political lecturers to campus a semester), Comedy (brings about 4 comedians a year including the Carnival comedian), ReadMe (publishes a satirical newspaper every other week to publicize our events), Special Events (does events on campus including Winterfest and Fiesta which are celebrations for the end of each semester), Publicity (helps run the website and organizes all of the committee's events), Tech (runs all the light and sound for every event on campus), and Main (oversees all of AB). AB has been around since the 1970s and; hence, has a large network of AB alums surrounding it. It is an organization that has faced many changes every year but one that always puts on successful events.

Freshman Year

One of my passions in life is film. I believe movies are a vital part of all cultures. They represent a universal way to share stories, talent and beauty. When I walked by the Activities Board (AB) table at the Activities Fair, I was handed a wallet size card that had a list of all the films they were showing for that semester. I knew right away that this

was the organization for me. I started attending weekly meetings and officially became a member of the AB Films Club.

As a member of this club, I was able to help out with little things that helped this organization run so successfully four days a week. For one, I helped by doing poster routes on campus. This meant that I would go to one of four parts of campus and advertise these films by hanging posters in optimal spots on campus. Though this may seem like a marginal contribution, the more I did it, the more I learned the art of it. Occasionally, I would poster with older members of AB who would show me more areas of campus or who would share postering “secrets” with me. Simple things such as putting the posters at eye-level, being able to spot posters that were not allowed to be there right away (so you could take them down) and rearranging the boards to make room for your poster ended up making a world of difference in getting the word spread quickly about these films that happened so frequently. Something this club already had going for them was the fact their posters were always recognizable. They may change the movies every week, but the basic design, size and colors were always consistent. I remember discussing the importance of branding in Introduction to Business, how the image of the Coca-Cola bottle and logo were recognizable from afar anywhere in the world. This certainly held true for Film’s posters at Carnegie Mellon. It benefited the organization so much because there are hundreds of posters hung on the same boards every day on this campus; however, Films never really had to compete with the other posters other than for space because they were well-branded and any student walking down the hall could recognize a Film’s poster. Therefore, the important part was getting them out there for people to see rather than try and create fancy or different posters.

Another small task that I was able to help with was ticketing before films. Ticketing was yet another opportunity to help with marketing as I soon discovered. It gave me the opportunity to advertise the film verbally as people walk by and also gave me the responsibility of tending to the revenue coming in. I became a very sought after ticketer during my freshman year because I knew the movies as a whole and could read a person quickly and be able to tell them what they need to hear to want to see a certain film. Every time I ticketed, I was able to pull people in who were not planning on seeing a movie that night. I learned to do this partially from that first business course I took, where we learned the importance of building relationships with customers. By taking a risk and reaching out to complete strangers, I was able to pull in even more customers.

As April rolled around, I was enjoying everything about AB Films. However, I wanted to be more involved. This whole concept of being able to market movies to different people was something that intrigued me. I also wanted to flex my movie muscles even more by being able to pick more of the films shown. The Main Films Chair at the time had talked about some openings as chairs, but I did not think I was even eligible for these since I had only been here a year. However, I took a risk and sent in my nomination for Sunday Films Chair.

I ended up having to run for this position since there were other people striving for it. Since my business classes had already begun to emphasize the importance of presentation skills, my nomination speech was far beyond anyone else's. Of course, it also helped that the genre for Sunday happened to be the one that I am the most knowledgeable about, horror and cult. After presenting my knowledge and some of the films I planned to bring for the next semester, I won that position.

Sophomore Year

Sophomore year, I was Sunday Films Chair, a position that really allowed me to grow as a person and as a leader. This position meant I was able to research films that I thought would be successful and suggest them to the Main Films Chair. I also got to project a film every Sunday night for the year. Sunday became mine. This meant that marketing became an even larger part of my responsibilities. Every week, I had to create a poster from scratch to sell my film for that week. Again, I had to have a strong knowledge of my “product” and figure out what aspect of these sometimes obscure films I had to get across in one poster to draw in the largest crowd. Not only that, but to create these posters, I had to teach myself how to use Photoshop, a program that I was not familiar with. However, I was motivated and taught myself this powerful program that is now something that helps me with my marketing career.

Aside from having more responsibility with marketing these films, I also learned a rather odd skill that not many people have. I learned how to work a 35mm projector and build a film. This may not be a skill that relates to business directly, but it does make for a good talking point or “cocktail party topic.”

The sheer fact that my Sunday night was now dedicated to projecting a film for three showings really helped me grow as a student and leader. I now had to truly manage my time because I lost an entire evening a week. This taught me how to work efficiently and helped me to be able to complete a double major, hold a work-study job and be involved in extra-curricular activities for my college career.

Being in the University Center every Sunday for hours on end also gave me a better understanding of how the University works. This really helped me develop a

professional network of contacts within the University. By the end of my run, I knew everyone who worked in the UC by name. If I got locked out of McConomy or needed to fix the sound in MediaTech's office, I knew exactly who I needed to go to and what I needed to do. Continuing well after my time as Sunday Chair, these connections have proven to be very beneficial. By knowing everyone on a first name basis, I am able to plan events faster and more efficiently because they know me and trust my judgment, so I don't need to jump through as many of the hoops. These are very valuable connections that have helped me be a more successful leader and gave me the connections necessary to solve problems effectively.

Finally, this position opened the door to the rest of AB. As a chair, I now was obligated to attend weekly "chairs only" meeting for AB to discuss what all the other committees were doing and to get to know everyone. Since my previous involvement was only with films, I really had no idea about the rest of AB. These meetings allowed me to see how large AB actually was and how many different activities they had their hands in. It also introduced to me to a strong network of twenty people who are some of the most involved on campus. Most importantly, these were people who had ideas and made them happen. These were people who I learned valuable leadership experience from and this group of people allowed me to practice what I learned in Organizational Behavior. I found that the "corporate culture" of AB was what I was looking for and worked well with. It was fun, laid-back, but we also got things done. Events always happened and they were successful. I also learned that the best way to work with other chairs was to shadow them and watch how they best worked, pick up on their tricks of the trade, and offer advice in the areas that they struggled with. What really drew me to

helping and learning from the rest of AB was the fact that I was the only one who was a Business student. I wanted to share everything I was learning about marketing and business as a whole to help the rest of AB and I also wanted to learn what these other chairs were doing, even if they didn't have the business background, to run their committee or business successfully.

Being Sunday Films Chair was one of the best experiences I have ever had. But, I knew that I wanted to get more involved. I wanted to do more with AB and I wanted to lead others and show them what I had learned in the past two years. Luckily, the Main Films Chair was graduating in May. This meant that there was an opening and I took advantage of that. I once again ran and won the Main Films Chair position. This ended up being a huge learning experience for me, but one that really helped me discover myself and my leadership style.

Junior Year

The responsibilities of the Main Films Chair included dealing with film distributors to book all the films, budgeting a \$60,000 budget, running weekly meetings and making sure that four films happen every week. I understood all this when I ran, but I also hoped that there would be a training period at the end of the year from the soon-to-be graduating Films Chair. As much as I tried to set up a training session, it kept being pushed off and soon I was on my own with no information. This ended up being a huge challenge for me as I was thrown into the hectic world of a Films Chair with no idea where to begin.

Thankfully, the problem-solving skills that I had been taught from my business background and my time as Sunday Films Chair gave me the skills I needed to figure it

out. I was able to take these skills and my leadership skills and really develop them my junior year. To begin, I contacted all of our film distributors to establish a relationship with them and let them know that there had been a change in leadership. I also collected all of the Films Chair's suggestions early on in the summer, so I could dedicate time over the summer to creating an ideal films schedule around holidays, events, etc. (Appendix 1)

The year I became Main Films Chair, there was a huge change in Films. In the past, the Student Dormitory Council showed films on Saturdays. Theirs were never as successful as our films and we had constantly been pushing them to do better advertising. They decided to give Saturday films to us, as well as some funding to help pay for it (though not enough which turned into a different issue). By acquiring Saturday, this proved to be a huge challenge to the club. First, we needed a theme for Saturday to help sell the films to the public. After much discussion, we decided to try a "classics" night for Saturday. As the first few Saturdays went by, attendance was low compared to other nights and I needed to find a solution. Second, we also needed more manpower to run Saturday films. I had to find another chair for Saturday and I had to motivate the club to ticket for another day during the week.

From my experience at past AB meetings, I learned that AB is the most active and largest organization on campus. I also learned that AB had become very comfortable being self-sufficient and separate from other organizations. I saw this as an opportunity to change AB. Not only do other organizations bring different ideas to the table, but they have large groups of people that we could target and get a guaranteed audience. My mind started to piece these together and I decided that Saturday would be

a good day to “rent out” to other organizations. Organizations could contact us and we would provide the film and the projectionists. They could make an event out of it and we would help them publicize. They would get a unique event that they would not be able to afford otherwise and we would get a successful film night. (Appendix 2)

The money was still an issue though, because my budget could really only cover Thursday, Friday and Sunday. My connections with the University Center that I created as Sunday Chair helped me to contact those in charge of the Late Night events to talk to them about getting sponsorship. I proposed that Films contact organizations who wanted to hold a Late Night event and offer to pair it with a film. We would offer suggestions as well that would best match with an organization. In exchange, Late Night would provide money to us to help pay for these films. They thought that this was a great way to get more organizations excited about running Late Night events and a way to get more people outside of the organizations to attend since there would now be a movie involved. This was a solution that handled both of my goals for Films. It was a way to both get the money we needed for four films a week and team up with other organizations and expand the reach of AB.

Another idea I had to help Films communicate with other organizations was to have advertisements before the films. We could easily show a “trailer” before each film that advertised AB, upcoming events, Film’s meetings and other organization’s events. For a small fee, organizations could provide us with their poster and we would show it to hundreds of captive audience members.

What gave me the ability to try and make these changes as a leader was my Marketing I course that I took. AB Films was already a successful organization. I could

have kept things the way they were and everything would have been fine. The other nights would have made up for Saturday's poor performance and AB could have continued to avoid working with other organizations. However, in Marketing I, I learned that an organization could not stay stagnant and successful for long. For my project with this class, I worked with a small business owner. He was successful for just starting a business and wanted to expand. However, by creating a marketing plan for him, I discovered that he couldn't expand without stepping back and marketing himself and creating relationships. He had to make changes if he wanted to continue his success and Films had to do the same.

Both of these ideas were successful and continue to be active and improved upon in Films. They have helped spur communications between other AB committees and organizations throughout campus. These changes made AB as a whole seem more approachable and offered free advertising for AB by letting people of all different organizations know who and what AB is and the opportunities it offers.

After being involved with Films for three years, I had officially fallen in love with AB as a whole. I was now not only a member of Films, but I had joined Comedy and Concerts too. I wanted nothing more than to help AB be all it can be. This love caused me to run and become Main or president of all of AB for my senior year.

Senior Year

I never thought that I would have the opportunity as a student to run the largest and arguably most powerful organization on campus. AB is essentially a \$350,000 business. What's unique about AB is that we are not reliant on profit. We are allocated a large sum of money and, if we spend it all, we can apply to get even more in the future.

This gives AB a lot of much needed freedom to function. My job is now to make sure that each and every one of my 28 chairs gets to do whatever events they want to.

The switch from Films Chair to Main Chair was a challenging one because the positions and responsibilities are very different. My responsibilities now involve a lot more guidance, time management of meetings I have with organizations and people across campus and making AB more known and successful. These require very valuable business skills as I obviously need to have strong relationships with my chairs and be someone who they can talk with and confide in. I also need to know how to professionally meet with people to get support and sometimes more funding for AB. These people have ranged from student leaders of other organizations to President Jared Cohen, so I have learned to adapt my presentation skills and messages to whatever the situation. Finally, my love for marketing still gets to shine through as a main concern for AB is always about audience size.

Some ways to help market AB that I have been working on for this year revolve around publicity and general knowledge. For one, I have been working to try and get exclusive AB postering areas in each of the academic buildings so that our posters will be easier to see and there will be one location in each building where people will know to look for events. This will also help other organizations so that they have more room on the poster boards because we will no longer be taking their space with our large number of events.

I am also teaming up with GSA, Senate, and Student Government to help advertise to a wider range of students (and appeal to graduate students) and work with them to get some much needed events calendars in the University Center, which will

benefit all event-holding organizations. Getting graduate students to our events has always been a huge challenge. This has motivated me to really sit down and meet with graduate students on campus to learn more about the events that they want and how best to advertise to them.

Finally, I have once again been pushing my chairs to team up with other organizations. This year already we have seen a lot more collaboration as far as small concerts and lectures goes. We have brought some great acts and these are groups and people that we may have never even thought to bring without someone else's suggestion. Not only have we been teaming up with other organizations, but AB has been collaborating within AB a lot more. Just this semester we had a wildly successful dance party on Halloween that happened because Tech, Coffeehouse, Concerts and Special Events took the initiative and worked together. Also from that event, we rekindled our past relationship with WRCT and will have an AB radio show starting in the Spring semester.

It's remarkable to think that this is my fourth and final year in AB. I know that I could not have thrived in AB as much as I did without the skill set that I learned from the Business school. With the Business school, I was able to take classes in Finance, Operations, Organizational Behavior and, of course, Marketing. This gave me a well-rounded view of how a business runs and gave me the knowledge to run AB successfully. Managing a budget as large as \$350,000 is no easy task, but my background in Finance and Accounting helped make it run smoothly and never leave me with a question about money. My background in Operations and OB made me realize that every aspect of a business is important, no matter what area you are

involved in. This caused me to take the time to work with each committee and make sure everything was running smoothly and make sure that everyone was on board with any changes that I wanted to implement. Finally, my background in Marketing gave me the skills necessary to advance the organization in terms of branding and audience size. My skills in marketing let me create marketing plans to solve my goals for AB and gave me a bag of tools that I could access whenever I needed a new way to market. Most importantly, it taught me the importance of integration and this meant that I never tried to do any marketing without integrating it with the rest of the goals to make sure everything was consistent.

Develop Business Skills

My involvement with the Activities Board has given me real-world business experience that has helped me both better understand and be successful with the business curriculum but has allowed me to actually put my business curriculum to work. Tepper emphasizes presentation skills as early as freshman year in Introduction to Business. I know that I would not be the strong presenter I am today without the wonderful practice and advice given to me through my business classes. However, I also know that more practice makes anyone better. As discussed, I have made presentations to AB and about AB for quite a while now. I run weekly meetings where I need to present to my chairs and listen and provide advice to them. I also have had to present to many different people to try and “sell” ideas that I have for AB. To get funding from Late Night for Films, I had to present my case. To get support from GSA and Senate for my publicity ideas, I had to go to their meetings and present. I think that

presentation skills have definitely been an aspect of business that compliments my work with AB very nicely.

Problem-solving skills are another skill that has been invaluable to me. Tepper has really taught me that not only do you need to evaluate your alternatives, but you need to be willing to take risks, even if that means making quick judgments. When it is midnight on a Friday with a full theater waiting to see a movie and the sound system breaks, it was vital for me to take the knowledge I learned about the system and figure out who to call to get it fixed quickly. When you walk into the office on a Wednesday and the Thursday film still has not arrived, it was vital for me to figure out how to get the film there in time and work with the distributor to make it happen. AB has taught me to always be prepared and expect the unexpected. When I write up cases for class, my write-ups always include ways to deal with seemingly unexpected events and very efficient ways to solve the problem because, when you're under pressure, things need to happen fast and efficiently.

Develop Leadership

I have definitely grown as a leader throughout my time in AB. I have learned about both my strengths and weaknesses, which has allowed me to better my strengths and work on my weaknesses before I enter the workforce. One of my strengths is my ability to listen and support. When you are trying to motivate thirty people to dedicate a lot of time to put together successful events, you need to listen to what they need. I learned that the best way for me to successfully help them is to have individual meetings with each of them. During our initial meeting, I got to know them better and see how they would like to be motivated. Throughout the semester, I have met with

them to discuss progress and what they need help with. By doing this, I can individualize help for each chair and let them know that I actually do care about them as people and want to help them.

A weakness of mine that I discovered is that I tend to over-book myself. I have so many ideas and changes that I want to do that sometimes I forget to balance my time to where it's really needed. I have learned that sometimes, you just cannot get everything done, especially not by yourself. I have had to prioritize what would be the most beneficial to AB and lay the groundwork for my other ideas. This has allowed me to free up time to have these individual meetings with chairs and make myself available for all their events so that I am there to work through emergencies with them if something happens, show my support, and give better feedback once it's over.

Develop Professional Networks

Perhaps the most important thing I learned from AB was we could not function the way we do without our connections. As Films Chair, I built up connections with all of the University Center, which has allowed me to pull strings when I need to get rooms booked for a concert at Main; with FedEx/Kinko's, which gets us speedy deliveries and discounted rates for the hundreds of posters we order every semester; with professors and agents, who can get us direct communications with potential speakers or bands we want to bring which allows us to bring higher caliber acts more quickly; and with our extensive list of alumni, who work all across the country and keep us up-to-date with their connections and can even get us special rates from their companies (part of the sound system was donated by Dolby because of an AB alumni). AB has truly opened my eyes to how powerful a network can be and how important it is to always be on good

terms. It takes work to maintain the connections that we already have and it is important to understand that you never know when a connection may come in handy. Because of AB, I have a long list of names, numbers and email addresses that I will never get rid of and I would have never had otherwise.

Community Involvement

The main purpose of the Activities Board is to provide a wide range of entertainment to the campus community. We are funded by the Student Activities Fee that every student pays; therefore, we need to make sure that we have something for everyone. This puts a lot of pressure on us to be continuously listening to our community and having a very strong understanding of their likes and dislikes. This is also why advertising is so important to us because it is pointless for us to have an event that appeals to a certain group of students if those students do not know about the event. We pride ourselves on our ability to judge the community and provide exciting entertainment for everyone.

Though our main focus is on the campus community, the work AB has done has made Carnegie Mellon a well-known name in the surrounding area as far as events go. It is regularly promoted as a venue for shows and many performers approach us wanting to stop at Carnegie Mellon on their tour. AB has allowed Pittsburgh as a whole to feature many big name performances that have drawn in crowds from all over. This benefits our larger community of Pittsburgh and has helped to establish it as an up-and-coming city to feature on tours and has helped to draw more people to the city for shows in general.

Throughout my time at Carnegie Mellon, I have been involved in more than just the Activities Board. I have also been a part of the Carnegie Clan, the Undergraduate Marketing Organization, and multiple honor societies. With all of these other organizations, I have planned events, helped with marketing and shared ideas. However, the Activities Board is truly the pinnacle of my growth both personally and professionally at Carnegie Mellon. As much as I was involved with any of my other organizations, AB was where I learned and tested my skills. Without AB, I would have not been as successful in my other organizations, which is why I chose to focus on AB. It gave me a much more well-rounded view of real-world business than anything else I was involved with. I also spent hours upon hours of every week doing work for AB and working with multiple organizations and chairs to get events done.

Personally, this has helped me grow into the patient but determined person that I am. I will work relentlessly to get an event to happen, but I will always take the time to listen to what is holding everyone up and what support the chair needs from me. I have also become strong and confident because I have had to deal with pretty much every problem that you can think of. I have learned not to let people take advantage of the fact it is a student organization or that I am “just a student.” I have learned to carry myself and speak with more confidence and will work with anyone to get problems sorted out.

Professionally, I have become more responsible and more willing to take risks. To run AB, I have to dedicate at least a certain amount of time each week. This doesn't include any emergencies or events that I may also need to deal with. This is on top of being a full-time student, working part-time and having some sense of a social life.

However, I am also doing what I love and have signed up for that level of time commitment and responsibility. This is not something that I can just brush aside when I get busy with school. AB is my job and I need to show up ready to work every day, no matter what else is going on.

As a leader, it can be scary to take risks because, if you fail, you fail in front of everyone. However, I also know that for me to really help AB grow, I need to be willing to put myself out there and take those risks, regardless of failure. AB has taught me how to fail and how to use those failures to make future risks more successful. During my summer internship, I was even commended because I was so willing to jump in and offer ideas or risky solutions and follow through with them. I know that this understanding of failure and acceptance of risk are invaluable for my professional future.

Conclusion

Overall, I can look back at my work with AB with pride and know that it was worthwhile. I have made lasting changes in AB, including creating relationships with other organizations like Late Night, Student Government and other organizations, advertising all campus events before films, and working to change how AB is seen and advertised across campus. In the future, I hope that the inter-organization collaboration continues to grow and I hope that future chairs continue to analyze the market and figure out new and better ways to reach the campus-community.

My experiences with AB have been some of the best, hardest and most unique that I have ever had. I know that I would not be the person I am today without AB and these are experiences that I would not trade for anything. Some of my closest friends have been in AB and this has provided me with a strong network of both personal friends and professional acquaintances since AB has so many alumni. It has also given me a strong understanding of how Carnegie Mellon functions. As I leave here after four years of involvement, I can truly say that Carnegie Mellon is my school and that I have forever left my mark.

Appendix 1: Example of Friday Films list and Box Office Report

AB Friday Box Office Reports 2008-2009

Date	Notes	Film Title	Distrib	Rental	Shipping	Revenue	Attendance	Invoice Received	Invoice Submitted
29-Aug		Forgetting Sarah Marshall	Universal	\$ 850.00		\$ 241.00	250	Yes	Yes
5-Sep		Iron Man	Swank	\$ 985.00		\$ 690.00	696	Yes	Yes
12-Sep		Wall-e	Swank	\$ 985.00	\$ 55.00	\$ 978.00	1,042	Yes	Yes
19-Sep		Indiana Jones	Swank	\$ 975.00		\$ 247.00	250	Yes	Yes
26-Sep		Kung Fu Panda	Swank	\$ 960.00		\$ 253.00	258	Yes	Yes
3-Oct		Run Fatboy Run	Swank	\$ 835.00		\$ 98.00	99	Yes	Yes
10-Oct		Hancock	Swank	\$ 985.00		\$ 198.00	206	Yes	Yes
17-Oct	MidSem Break								
24-Oct									
31-Oct		Hellboy II	Universal	\$ 850.00		\$ 76.00	78	Yes	Yes
7-Nov		Wanted	Universal	\$ 850.00		\$ 174.00	175	Yes	Yes
14-Nov		Dark Knight	Swank	\$ 985.00		\$ 600.00	621	Yes	Yes
21-Nov		Pineapple Express	Swank	\$ 985.00		\$ 266.00	269	Yes	Yes
28-Nov	Thanksgiving Break								
5-Dec		TBA				\$ 482.00	600	Yes	Yes
23-Jan		Eagle Eye	Swank	\$ 835.00		\$ 103.00	112	Yes	Yes
30-Jan		Burn After Reading	Swank	\$ 850.00	\$ 55.00	\$ 209.00	220	Yes	Yes
6-Feb		Quantum of Solace	Swank	\$ 985.00		\$ 220.00	223	Yes	Yes
13-Feb		Zack and Miri	Swank	\$ 960.00	\$ 55.00	\$ 125.00	132	Yes	Yes
20-Feb		Bolt	Swank	\$ 985.00	\$ 55.00	\$ 196.00	203	Yes	Yes
27-Feb		Mad Max Thunder Dome	Swank	\$ 700.00	\$ 21.00	\$ 22.00	26	Yes	Yes
20-Mar		Milk	Swank	\$ 925.00	\$ 55.00	\$ 186.00	192	Yes	Yes
27-Mar		The Spirit	Swank	\$ 925.00	\$ 55.00	\$ 55.00	58	Yes	Yes
3-Apr		Good, The Bad, The Ugly	Swank	\$700.00		\$ 12.00	12	Yes	Yes
10-Apr		Benjamin Button	Swank	\$ 985.00		\$ 241.00	250	Yes	Yes
24-Apr		Slumdog Millionaire	Criterion	\$850.00		\$ 506.00	515	Yes	Yes
1-May		Frost/Nixon	Universal	\$ 850.00		\$ 211.00	220	Yes	Yes

Totals:				\$20,795.00	\$ 351.00	\$ 6,389.00	6,707		
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Total Costs:	\$	21,146.00
Total Revenue:	\$	6,389.00
Total Attendance:		6,707

Appendix 2: Example invoice for working with other organizations

Activities Board Films Committee
Carnegie Mellon University

Event Invoice #7
Organization: XXXXXXXX XXXXX
Event: XXXXXXXXXXXX Film Festival
Date: March 1, 2009; March 4, 2009

Invoice for above event:
Projectionist Fee for It's a Free World: \$90
Projectionist Fee for The Mother: \$35
Total Charge \$125

Please send me the name of your authorized signer and your Oracle string to be charged once the billing process is complete if there are no issues with the above amount.

Once you have verified this amount, it will automatically be transferred from your Student Activities Oracle account by David Ruvolo in 2 weeks.

Thank you,
Alex Gutow
Activities Board Films Main Chair