

Creative Thought Creating Value



Skidmore-Saratoga  
Consulting Partnership

[skidmoreconsulting.org](http://skidmoreconsulting.org)  
[skidmore.edu/sscp/](http://skidmore.edu/sscp/)

SKIDMORE  
C O L L E G E

## SSCP's Mission

Create strategic partnerships between our campus and our community by offering pro bono consulting services to assist Saratoga's for profit and not-for-profit enterprises in realizing their potential and achieving their goals.



*Battenkill Valley Creamery, SSCP Fall 2016:  
New York State's #1 Milk!*



*Saratoga National Bank, SSCP Fall 1017:  
SSCP's first public company client!*

# What is the Skidmore-Saratoga Consulting Partnership?



The Skidmore-Saratoga Consulting Partnership, known as SSCP, is a one-of-a-kind consulting practicum – affording intense, hands-on, real-world consulting experience to highly accomplished undergraduates.

## Super Selective

SSCP requires a 3.6+ GPA, faculty nominations, internship experience, and successful completion of behavioral and case interviews.

## Diverse and Interdisciplinary

SSCP attracts the best students from all majors and minors campus-wide, including: Arts Administration, Computer Sciences, Economics, Engineering (with Dartmouth), International Affairs, Management & Business, Math, Physics, Social Work, Sociology and Studio Art.

## Global Perspective

SSCP's student consultants have come from Bangladesh, Brazil, Cameroon, China, the Dominican Republic, Germany, Ghana, Haiti, India, Japan, Nepal, Senegal, Swaziland, the United States, Vietnam, and Zimbabwe.

## Liberal Arts Tradition

SSCP is an advanced, four-credit seminar and practicum in Skidmore College's acclaimed Management and Business Department.

- ▲ Ranked by the College Resource Network as “The 14th Best Business Management Program in the Nation” -- out of more than 500 business programs
- ▲ Named by College Finder as a “Top Choice School for Studying Business” – alongside UPenn, USC, Carnegie Mellon, NYU, Michigan and Babson
- ▲ Designated by Forbes as the 7th “Most Entrepreneurial College”



## What does SSCP do?

- ▲ Offers pro bono consulting services to businesses and not-for-profit organizations in the greater Saratoga and Capital District regions. Clients range from start-ups to public companies, from social enterprises to arts organizations.
- ▲ Engages three clients each semester – analyzing, researching, benchmarking, surveying and co-creating strategic solutions. In addition to weekly classroom discussions, consulting teams meet with clients once each week and do extensive field research.
- ▲ Delivers a final presentation of strategic recommendations to the client's executive team, board of directors or invited audiences, as well as a comprehensive PowerPoint Deck with all supporting research and findings.



*Final Presentation to Client: The Saratoga Juice Bar Team presents gift to clients, from left to right, Ibramina Thiam '16, Christel MacLean, Co-owner; Jeff Whiteside, VP E-Commerce; Jack Sloan '18; Colin MacLean, Co-owner; Aaron Smith '16.*

# Saratoga Juice Becomes a Legacy

## A case example of what SSCP does

“Right from the beginning, it was clear that it was a deep dive... The students on our team were amazing. They were committed. They started out by getting to know our company. They sat in on our team meetings. They went to our co-packer in Edison, NJ. They went to the City and researched juice all over Manhattan and really got to know what set our juice apart. You get fresh eyes and students who are passionate. I would jump at the chance to do it again.”

**Christel MacLean**  
**CEO, Co-owner and Co-founder**  
**Saratoga Juice Bar/ Legacy Juice**



*Product research at co-packer's cold pressed juice plant in Edison, NJ. Left to right, Aaron Smith '16, Fiona Casson '16, Sam Mark '16, and Jack Sloan '18*

“First we learned everything we could about the fast growing juice industry and the macro-environment. We met with the client weekly; we traveled to Edison, NJ to witness raw fruits and vegetables being pressed into juice. We profiled the dense competitive landscape, went to just about every retail juice store in Manhattan to research the competition, and then created a comparative matrix of success factors, noting investment as the critical variable.

Then we did a VRIO analysis of Saratoga Juice's competencies and competitive advantages. We conducted a survey covering everything from the “Saratoga” brand name to price sensitivity and the market's willingness to pay. We did a financial analysis to determine comparative margins. We recommended against retail expansion in favor of wholesale; designed a new website; redesigned and managed the client's Instagram account; created an e-commerce strategy including prototype shipping packaging, and recommended smaller bottles at a lower price point. Now, just two years later, we are watching the local juice brand realize its dream of going national under the wholesale name “Legacy Juice,” incorporating many of SSCP's strategic recommendations.”

**Jack Sloan '18**  
**Saratoga Juice Bar Consultant Spring 2016, SSCP Manager**  
*As of May 2018, Strategy and Operations Business Analyst, Deloitte*



# Creative Thought Creating Impact

## **Impact:** Two Houses for Habitat for Humanity

In Fall of 2014 when Habitat for Humanity of Northern Saratoga, Warren and Washington Counties engaged SSCP, the organization had never built a Habitat home in Saratoga. The SSCP team dove in to focus local resources on two lots. Today there are completed builds at 26 Cherry St. and 195 Division St.



*Cherry St. Habitat House*



*Division St. Habitat House*

*Habitat for Humanity Division St. Groundbreaking.  
Left to right: Lyssa Jackson '16; Habitat President,  
Tammy DiCara, and SSCP Manager Maddy Tank '16*

“During my tenure with SSCP, our main objective focused on actionable and measurable impact and on answering the following question: how can you identify the known and unknown needs of your client and create sustainable and achievable solutions? My first client was Habitat for Humanity. My team interviewed 23 individuals ranging from internal volunteers at our local Habitat and similar Habitat affiliates around the country to Skidmore professors, fundraisers, local residents and business owners in Saratoga Springs. Through these interviews, we were able to recommend a series of housing grants and corporate partnerships to help ease the financial burden, while reminding them of their main focus: build homes for families in need. Three years later, two beautiful homes supporting three families have been built in Saratoga Springs.”

**Maddy Tank '16, SSCP Manager 2016**

*Currently, Creative Producer, Best Made Company*

## **Impact:** Blue Box Branding for Saratoga TODAY



*SSCP consultants present “Blue Box Branding” Prototypes to Saratoga TODAY. Left to right: Chloe Silversmith '17, Rebecca Fawcett '18; Owner and Publisher Chad Beatty; Editor Chris Bushee; Mohammed Miah '18, Nick Brown '17*

In Fall 2016 when Saratoga TODAY engaged SSCP, the client was concerned about brand confusion around their 9 magazine publications and weekly newspaper. The client implemented SSCP’s strategy recommendations less than a week after the final presentation and now the Blue Box is recognized on all their publications.

“They gave us a series of maybe nine suggestions – all good suggestions – I think we have implemented three all the way through the organizations -- with the rebranding, redesigned website, brand unity, and the blue box strategy for distribution. So they have definitely impacted the business this year. And they weren’t just suggestions; they did a lot of the work for us. They gave us visuals. They laid things out. They actually built some prototypes for us. The integration was flawless.”

**Chad Beatty**  
Owner and Publisher, Saratoga TODAY

## **Impact:** Bike Sharing for Saratoga



Above, Kai Inaba '16 presents bike share solutions to Mayor Yepsen and the Saratoga Springs City Council.



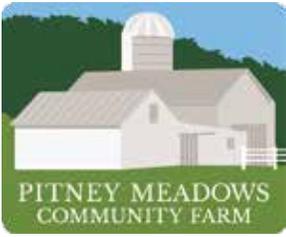
Above, Sean Timmons '18, checks out SSCP’s impact on bike sharing in Saratoga.

In Spring 2016 when the City of Saratoga and the CDTA engaged SSCP, there was no infrastructure for bike sharing. Today there are 11,000 shared bikes in the CDTA region with bike lanes on North Broadway and bike depots throughout Saratoga.

“Working with The City Council, CDTA and influential community leaders on the implementation of the Bike Share Program was an amazing experience. The project was in its infancy so we had the ability to make an impact on how the program would be implemented. Our final recommendations were taken into account and just about a year later, the CDPHP Cycle was born! It is a great feeling to see the program in action and know that SSCP played a critical role in bringing bike sharing to Saratoga.”

**Sean Timmons '18**  
Consultant Spring 2016, SSCP Manager  
*As of May 2018, Associate Analyst, Boston Biomedical Consultants*

# SSCP's Recent Clients



THE CHILDREN'S  
**MUSEUM**  
at SARATOGA



City of Saratoga  
CDTA



SARATOGA AUTOMOBILE  
MUSEUM



THE SARATOGA  
FILM FORUM

at **UPH**



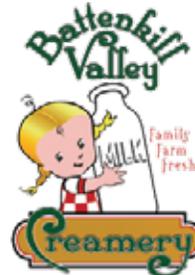
THE DAILY  
GAZETTE



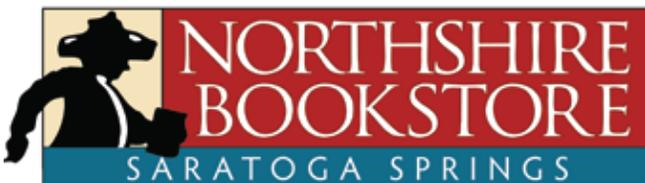
SARATOGA EAGLE  
SALES & SERVICE



THE ORIGINAL  
**SARATOGA CHIPS**  
America's First Kettle Chip



**Peabody's**  
SARATOGA'S SPORTS BAR EST. 1985





# The “Saratoga” Brand



SSCP has done national and local market research, surveys and focus groups on what “Saratoga” means to consumers, and often makes recommendations to clients on how to leverage their association with Saratoga.



*SSCP does an on-campus taste test for Saratoga Chips. Left to right, Lyssa Jackson '16, Yoon Young Sim '16; VP Marketing Rachel Davis; Carol Jia Lu Lee '16, Peter LaChance '16*

- Saratoga TODAY
- Saratoga Brewery
- Saratoga Chips
- Saratoga Juice Bar
- Saratoga Spring Water Company
- Saratoga IPA
- Saratoga Lager
- Saratoga Eagle
- Saratoga Marketplace
- Saratoga National Bank
- Saratoga Preservation Foundation
- Saratoga Farmers' Market
- Saratoga Automobile Museum
- The Children's Museum of Saratoga
- The Inn at Saratoga

# What do clients say?



## The Saratoga Spring Water Company

“Saratoga Spring Water Company’s experience with its SSCP team was entirely positive. Not only did they bring a level of commitment and dedication to the project, but they helped to identify and flesh-out both strengths and weaknesses in our business strategy. Having an objective perspective allowed us to think more broadly about the topics essential for growing our business and the SSCP team was the catalyst for this change.”

**Adam Madkour, President  
Saratoga Spring Water Company**



*SSCP Student Consultants at  
The Saratoga Spring Water Company  
with President Adam Madkour*

## at UPH Universal Preservation Hall (UPH)

“Universal Preservation Hall (UPH) was very fortunate to have the opportunity to work with and benefit from the team of SSCP student consultants. Their fresh ideas and research have been invaluable in developing a marketing strategy for building awareness of Saratoga’s newly renovated performance venue. They were thorough, professional, organized and fun to work with! We continue to refer to their plan. I would highly recommend the SSCP to any company that needs a solution to a business issue.”

**Teddy Foster,  
Campaign Director,  
Universal Preservation Hall**



*Weston Stewart-Tennes '17; Teddy Foster, Campaign Director,  
Universal Preservation Hall; behind, Philip Morris,  
CEO of Proctor's; Jingling Zhang '17, and Kevin Wang '17*



## Saratoga Farmers' Market

“The students from SSCP were very thorough in their research and very professional. We did not realize there were so many ways the Farmers' Market could excel as a business. And, it was fun reevaluating the market and deciding what direction we really want to go in. I think it brought life back into the market.”

**Julia Howard,  
Market Administrator,  
Saratoga Farmers' Market**



*Former Saratoga Mayors JoAnne Yepsen and Kenneth Klotz with the SSCP Farmers' Market team, Keldwin Taveras '17, Nicole LoRusso '17, Kengthsagn Louis '17, Jeb Clarke '16*



## Pitney Meadows Community Farm



“SSCP has done such a great job in terms of not only working with the public sector, but the private sector as well.”

**JoAnne Yepsen,  
Former Mayor of  
Saratoga Springs**

*Fall '17 SSCP Consultants at Pitney Meadows Community Farm*

“We are grateful to have had the opportunity to work with the Skidmore-Saratoga Consulting Partnership. The team of students conducted an important community needs assessment for the newly formed, not-for-profit, Pitney Meadows Community Farm. Additionally they researched comparable community farm initiatives around the region and made key recommendations about organizational structure, developmental pacing, and leadership. This was a challenging project demanding a careful and strategic presentation of the data and feedback. The diverse student team was cohesive and effective in working together. They brought a variety of skill sets to this project. They were well organized and professional.”

**Barbara Linell Glaser,  
President, Linell Lands Inc.**



## What do SSCP alums say?



“SSCP is an extraordinary opportunity for Skidmore students that distinguishes its student consultants in the job market. SSCP was the highlight of my job interviews and always resonated with interviewers because of the hands-on consulting experience it gave me while still a student. Unlike any other class, SSCP fosters real business skills that are invaluable in beginning a career in any industry. Working in consulting at EY now, SSCP allowed me to hit the ground running armed with the client interaction and problem solving skills I gained during my two semesters in the course.”

**Nick Barra '15**

**Senior Consultant in Financial Services, EY**



“SSCP gave me real hands-on consulting experience before I started my job at IBM. I was part of the "SSCP Bike Share Dream Team," working with a client to create tangible and tactical strategies to realize the City of Saratoga and CDTA goals. A year and a half later, it is so exciting to see many of my team's recommendations come to life! SSCP set me up to be successful in my first year in consulting at IBM.”

**Tess Mattimore '16**

**Digital Consultant, IBM**

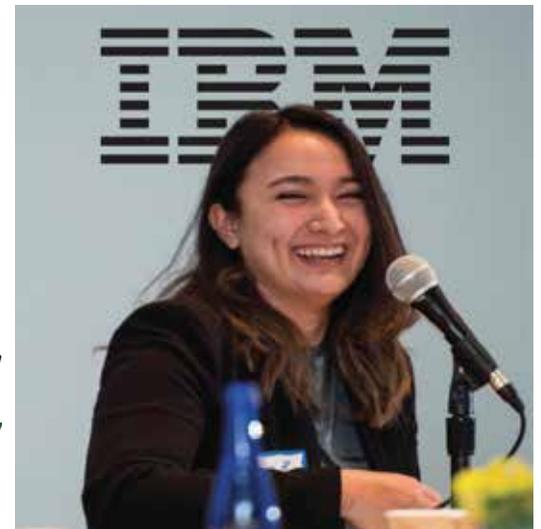


“My work with SSCP gave me everything I needed to start my first day, first meeting and first project at KPMG with confidence. The common issues relating to small business I had tackled with my SSCP teams were equally applicable to larger corporations. Furthermore, the practice I gained leading and organizing client meetings added greatly to my business professional soft skills. SSCP was all my now-manager wanted to talk about during my interview because it was just that unique for undergrads to be delivering the results and work our SSCP teams execute each semester.”

**Nicole Bennett '17**  
Advisory Associate, KPMG

“SSCP is an immersive experience that blends academia with the real-world across all curricula perfectly, allowing students to understand project management, teamwork and organizational behavior first hand. My experience in SSCP, as a consultant for the Brookhaven Country Club and as an SSCP Manager, helped to prepare me to navigate my workplace today.”

**Maya Reyes '17**  
Ecosystem City Execution Leader, IBM



“SSCP was a fun experience and I would highly recommend it to anyone who has any interest in business. As a college student, the chance to engage with local businesses and their owners / employees is great in so many ways - you learn how to listen, how to engage professionally, how to present, how business works...

it's a great skill set. It was also great in helping me appreciate just how much businesses matter and how important it was to our clients to find solutions to their challenges, first with Roohan Realty in dealing with a changing marketplace and competitive landscape and then with Habitat for Humanity in essentially helping them to keep their volunteer dream alive and even increase their impact in the community.”



**Kojo Amarteyfio '15**  
Investment Banking Associate, Barclays



# SSCP Alums: Where are they now?

SSCP alums are making their mark in consulting, finance, media, market research, technology, public relations, accounting, and healthcare. Some companies SSCP alums are at include: KPMG, EY, Deloitte, IBM, PwC, McLagan, Kantar, Boston BioMedical Consultants, Vice, Hubspot, Square, Splash, Best Made, Blackrock, Barclay's, AXA US, Goldman Sachs, Morgan Stanley, ING Capital, JP Morgan, AIG, Credit Suisse, Silicon Valley Bank, Epic, Omnicom, PURE Group, Abernathy MacGregor, Thomas Reuters, Lieberman Research, and Nielsen... Check out these three alums from Google, S&P and NYU Langone Medical Center:



*Angela Botiba '15*  
*FPG Analyst, NYU Langone Health*  
**Consulted for Roohan Realty**  
**Spring 2014**



## S&P Global Ratings

*Keldwin Taveras '16*  
*Analyst, S&P Global*

**Consulted for Saratoga Farmers' Market Fall 2015**



*Vu Nguyen Lam '17*  
*Software Engineer, Google*  
**Consulted for Death Wish Coffee Spring 2017**



## What do SSCP students say?



*SSCP Manager Caite Opfer '18 and Senior Consultant Amelia Steeger '18, celebrate the heights at an SSCP team building workshop atop the ropes course at the Saratoga YMCA.*

“SSCP is such a unique experience for Skidmore students to apply the concepts they've been taught in class, no matter the subject, towards solving complex business problems. Working with local clients, you are given the opportunity to make a lasting impact on the community. The experience inspired me to pursue a career in consulting and it served as a differentiator when I interviewed with consulting firms. I am excited to apply the knowledge I've gained from participating in SSCP to my new position at EY.”

**Amelia Steeger '18,  
Senior Consultant**  
*As of May 2018, Staff Consultant,  
Financial Services, EY*

“SSCP has been an amazing asset to my college career. I felt prepared interviewing with consulting firms. It was especially helpful being able to speak about my consultancy with Death Wish Coffee, but then also talk about how my role as SSCP Manager gave me hands on experience with project and people management. Early on in SSCP I was working with very experienced adults and had to prove I deserved my seat at the table. It was intimidating and fun all at the same time. Gaining credibility and trust from clients was one of the hardest things I've ever done. SSCP has exposed me to real world experience that put me ahead of other candidates on the job market. I am excited to start a position at McLagan this coming summer consulting on human capital in asset management.”

**Caite Opfer '18, SSCP Manager**  
*As of May 2018, Analyst in Asset Management, McLagan (Aon)*



## What does the press say about SSCP?

ALBANY  
**BUSINESS REVIEW**

### Want to work with these consulting students? Get in line

SUBSCRIBER CONTENT: Dec 9, 2016, 2:40pm EST



SHANNON SWEENEY

Students from the Skidmore-Saratoga Consulting Partnership. Pictured from left to right is Juliann Persina, Rob Pierce, Nicole Bennett, Luke Hirschhorn, Kelsea Schimmell and Jack Sloan.

Businesses that want to work with Skidmore College consulting students will have to wait.

The Skidmore-Saratoga Consulting Partnership has a waitlist of clients who want to work with them. It offers free consulting services for businesses and not-for-profit organizations in Saratoga Springs, New York.

The class works with three clients a semester on various consulting projects that include market research, business plans, social media campaigns and website design.

Fourteen students spent this semester working with Northshire Bookstore, Battenkill Valley Creamery and Saratoga Today.

At the end of the semester, the students give their clients a report of recommendations. Clients don't look at these recommendations as student projects — they view them as a way to change their business for the better.

"They were the best of the best," Tom Roohan, owner of Roohan Realty in Saratoga Springs, said. "They came prepared; they asked good questions; they did their homework — they made us do our homework, too. I would do it again."

Roohan Realty is a previous client of the partnership. The consulting students helped the company create a new website, looked at data analytics and worked with the company to create an app that helps find local properties for rent or sale.

Other previous clients of the class include Saratoga Farmers' Market, Brookhaven Golf Course and Caffe Lena.

"We learn everything about not just the client, but the industry they're in," Nicole Bennett, a manager in the class and a senior at Skidmore, said. "It comes with the characteristics that the consultants have."

Companies are chosen through a vetting process, said Colleen Burke, director of the partnership. They need to be available for meetings once a week and share financial information. The students and clients sign non-disclosure agreements.

Students in the class go through a rigorous process, too. Juniors and seniors interested in the class must have a 3.6 GPA, a faculty recommendation and also complete a series of interviews. A lot of the students end up entering consulting after graduation, working for companies like IBM and Ernst and Young.

"The students get so passionate about their client because they know it's their client's wallet, their livelihood and their passion," Burke said.

The program began in 2000 under Roy Rotheim, a professor of economics. It was originally an entrepreneurial partnership, but Burke took over the program in 2013 when larger companies and businesses in Saratoga wanted to get involved.

Now, businesses are lining up to work with the students. Next semester, the class is working with Death Wish Coffee, Universal Preservation Hall and a to-be-determined third business.

Potential employers are lining up to interview the students, too. "Every potential employer is just blown away," Bennett said. "These are things that you don't get to do until a couple years into a firm or in graduate school. We're doing that at the undergraduate level."

The partnership is housed in the Department of Management and Business at Skidmore, which completely redid its business curriculum in the past few years. Skidmore has 2,539 students enrolled this semester.



# Consulting 101

## Skidmore Alums in Consulting Come Back to Campus to Advise, Coach, Interview and Recruit

Partnering with the Career Development Center and the Management and Business Department, SSCP co-created and annually co-hosts Consulting 101 – a panel and workshops for all Skidmore students interested in internships and careers in consulting.

Many thanks to our Skidmore alums in consulting who share insights about their consulting careers and open doors for Skidmore students to apply for internships and entry-level positions at their firms.



### Consulting 101 Panel Spring 2017

Left to right: Panel Moderator, Mark Purowitz '86, Principal, Deloitte Consulting LLP; Rebecca Israel Lady '98, Managing Director, Deloitte Advisory Federal Strategic Risk Services; Beiwen Zhu '12, Organization Transformation and Talent, Deloitte; Kelsey Rogers '13, Director of Client Services, Kantar Retail; Conor Molloy '14, Analyst, Deloitte; Samantha Fassak '14, Talent Project Manager, EY; Maya Reyes '17, Ecosystem City Execution Leader, IBM.



*At a breakout session, Mohau Mazibuko '17, speaks with Reyes '17 and Molloy '14 about job and internship opportunities.*



*Mark Purowitz, Moderator Consulting 101*

*Death Wish Coffee, the #1 selling coffee on Amazon!*  
*Left to right: Vu Nguyen '17, Caite Opfer '18, Colleen Burke, Rob Pierce '17, Maya Reyes '17 and Doodles.*



## Thank you to SSCP's Faculty and Advisors

Thanks to Colleen Burke, Executive-in-Residence in the Department of Management and Business and Director of SSCP. She is our professor, mentor and role model. One of the first women graduates of Harvard Business School, Colleen has had a 25+ year career in consulting and has taught at Skidmore for 16 years.

Also, thanks to Economics Professor Roy Rotheim, who had the original vision for this course and taught SSEP for many years.

And, a special shout out to our alumni advisors, including:  
Mark Purowitz '86, Principal, Deloitte Consulting;  
Barbara Sucoff '85, Founder and President, Focused Consulting;  
Bill McKendree '74, Founder and CEO, Clarion Group, and  
Amy Munichiello '94, Director, Talent Development Consulting, EY.



Thanks to Caite Opfer '18 for creating this brochure.

And thanks to Doodles, SSCP's mascot and service dog, who has been to every SSCP class, every dry run and every final presentation. Here he is touring SSCP Client Brookhaven Golf Course in Fall 2015.





*Saratoga Eagle, Fall 2017*

*Above, SSCP consultants with Saratoga Eagle CEO, Jeff Vukelic and SSCP Director, Colleen Burke. Saratoga Eagle, a New York beverage distributor, delivers over 5,000,000 cases annually to over 2,500 customers!*

**skidmoreconsulting.org**

**skidmore.edu/sscp/**



**Skidmore-Saratoga Consulting Partnership: SSCP**

Testimonial Videos and Podcasts  
on our websites.

Colleen Burke  
cburke2@skidmore.edu

**SKIDMORE**  
C O L L E G E