

[skidmoreconsulting.org](http://skidmoreconsulting.org)

## 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 Creamer , 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 pro led 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 March 2018, Strategist and Operations Business Analyst, Deloitte*



# Blue Box Branding for Saratoga TODAY

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

## Bike Sharing for 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

SSCP consultants present "Blue Box Branding" Prototypes to Saratoga TODAY.  
*Left to right: Chloe Silversmith '17, Rebecca Façett '18, Owner and Publisher Chad Beatty, Editor Chris B. Shee, Mohammed Miah '18, Nick Bronson '17*

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

# SSCP's Recent Clients

City of Saratoga  
CDTA

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.

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

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

# 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*

## 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; Tedd Foster, Campaign Director,  
Universal Preservation Hall; behind, Philip Morris,  
CEO of Proctor's; Jingling Zhang '17, and Kevin Wang '17*

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

*Former Saratoga Mayors JoAnne Yepsen and Kenneth Klot with the SSCP Farmers' Market team, Keld in Teras '17, Nicole LoRusso '17, Kengthsagn Lo is '17, Jeb Clarke '16*

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

## 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

SSCP is an immersive experience that blends

Maya Reyes '17  
Ecosystem City Execution Leader, IBM



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 March 2018, Staff Consultant,  
Financial Services, EY*

*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 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

# What does the press say about SSCP?

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.

"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

# 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.

. B O Z 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, Moha Maiboko '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: V Ng '17,  
Caitie Opfer '18, Colleen Burke,  
Rob Pierce '17, Ma a Re es '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 SSCP 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 Munichello '94, Director, Talent Development Consulting, EY.

Thanks to Caitie 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](http://skidmoreconsulting.org)

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

Skidmore-Saratoga Consulting Partnership: SSCP

Testimonial Videos and Podcasts  
on our websites.

Colleen Burke  
[cburke2@skidmore.edu](mailto:cburke2@skidmore.edu)