



[Siena College](#) is in need of people to serve as panelists for the School of Business Senior Capstone course.

After going public in 1992, Starbucks' strong balance sheet and double-digit growth made it a hot stock. In an amazingly short time, Starbucks became a wildly successful global brand. By 2007, Starbucks' performance began slipping. The company reported its first-ever decline in customer visits to U.S. stores, which led to a 50 per cent drop in its share price. It is now the end of 2009 and Starbucks' management is contemplating next steps. Like your coffee strong and competition stronger? The final case for our senior capstone class is Trouble Brews at Starbucks!

Your task is to serve as members of Starbucks' Board of Directors while the student teams will act as "consultants" presenting the results of their strategic analysis. We ask that you attend one session of 3 to 4 team presentations. You will listen to student proposals, ask questions, and provide developmental and evaluative feedback to the students on the quality of their presentations. This semester we have 26 teams that will present in one of seven sessions during the time slots listed below.

- * Sessions 1 and 2: Wednesday Dec 16, 5:30 to 10 p.m.
- * Sessions 3 and 4: Thursday Dec 17, 5:30 to 10 p.m.
- * Sessions 5 and 6: Friday Dec 18, 5:30 to 10 p.m.
- * Session 7: Saturday Dec 19, 8:30 a.m. to 1 p.m.

Times include 30 minutes at the beginning of each session to share a light meal and prepare for the presentations.

[Please contact Professor Thurston to let him know if you can participate and what session you prefer.](#) **This is worth four experiential points for Leadership Tech Valley participants!**

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