

Why pursue a Lake Forest MBA in these challenging times?

An Open Letter to Chicago-Area Business Professionals

These are challenging times. While some sectors are holding their own, most are struggling just to survive. If you're feeling the impact of the weakening economy, you're probably wondering how to insulate yourself against risk and how to sharpen your competitive edge in a shrinking marketplace. This letter is for you.

Whether times are tough for your company and career, or if you're doing well despite the economic challenges, choosing to pursue an MBA is a big decision. Perhaps you're asking yourself, "Why pursue a Lake Forest MBA now?" Yes, these are uncertain times. But we believe that getting a Lake Forest MBA now is a smart strategic decision. Here's why:

1. Professionals at Chicago-area companies, these days more than ever, need the competitive edge that comes from augmenting their deep functional expertise (for example, in IT, sales, finance, engineering, or marketing) with **broad business perspectives and leadership strengths**. The Lake Forest MBA program gives you this edge.
2. Becoming a student at LFGSM gives you access to a **vast network of business professionals** — classmates, alumni and faculty. It's a network of people at different levels, in different functions, and in different industries — people to whom you might normally not have access, and people with whom you will share a common bond. And with 70% of LFGSM alumni living in the Chicago area, your network is relevant and local.
3. Business school has always been a great place to gain new knowledge and perspectives. You'll hear from your classmates how other companies are dealing with the crisis. And with a 100% business-leader faculty, **LFGSM is the ideal place to learn practical ways to face the challenges**. Our instructors are at the front lines of business every day.
4. There's no better time to start your Lake Forest MBA. **Put it on your resume now**. Even if you're months or years from graduation, hiring managers give credit to those enrolled in an MBA program — they see you as being committed to your career and willing to invest in yourself. It's never been more important to **stand apart from the crowd**. In the U.S., only 9% of the adult population hold master's degrees. Last year, less than 1% earned MBA degrees. Your Lake Forest MBA gives you credibility, status and competitive advantage.
5. Getting ahead and staying ahead is your goal. The knowledge and business skills you'll gain in the Lake Forest MBA program will impact your job and your performance every day. Our practical approach to business will allow you to

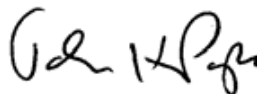
“learn it today and use it tomorrow,” so you can help **lead your company and your colleagues through changing and difficult times.**

6. Tuition reimbursement isn't a guarantee. Not all companies offer it, and some are eliminating this benefit. If you're fortunate enough to have it, this is a great time to take advantage of this important benefit. And if you're personally funding your Lake Forest MBA, in part or in whole, our financial aid counselors can guide you through the process to help **put our practical, results-oriented MBA within reach.** Affordable funding options, including low-interest government subsidized loans, are available to qualified borrowers. Last year, LFGSM awarded 105 scholarships and is proud to be one of the only top not-for-profit business schools in Chicago that offers this kind of support to part-time MBA candidates.

In the end, it's most important that you **consider the value of your investment** in an MBA program. Lake Forest Graduate School of Management is proud to offer a strong value in the MBA market. We are the fourth-largest, not-for-profit MBA program in Chicagoland — with a 100% business-leader faculty, a practical results-oriented curriculum, and a tuition rate less than half that of other high-quality part-time MBA programs in Chicago. Not many things provide a strong return these days — if you're going to invest in something, **why not invest in yourself and your career?** The returns you'll reap on your investment in a Lake Forest MBA will be many — financial and otherwise. Think of a Lake Forest MBA as your personal insurance policy and career accelerator.

These tough times require a strategic approach to your career. In the long run, the markets will rebound and the economy will thrive again. We're confident that a Lake Forest MBA will make you a stronger player now, and put you in an enviable position in the future.

With best wishes for your career success,



John Popoli
President & CEO
Lake Forest Graduate School of Management

P.S. If you're not sure how to get started with your Lake Forest MBA admissions process, you have several options. On our home page, you can request information, ask a question to an admissions representative, or RSVP for an upcoming MBA Preview. Or call us any time at 1-800-737-4MBA.