Intro: Welcome to Simon Bizcast, a podcast with prospective business school students navigating the admissions process, exploring Student Life and more. Join us at the University of Rochester Simon Business School for our advice and take on all things B-school.

Dylan: Welcome to the Simon Bizcast podcast. We certainly appreciate you all tuning in to listen to today's episode of the MS student experience. I am joined today by two of our favorite MS students. We don't have favorites typically. But these two are just stars in our classes and in our classrooms. We have some awesome perspectives to share today about what it's like to be a student at Simon Business School. From how to manage your day, what the classroom experience is like, maybe differences that our students here have felt or seen from, an undergrad to now being a more professional student in a business school setting. So a lot of awesome insights to share with you all today. I'll turn it over to you Fernanda to introduce yourself to our listeners.

Fernanda: Yeah, of course. Thank you, Dylan, for the invite. I'm really happy to be here talking with you and hopefully, informing people who are thinking of business school as well. So, my name is Fernanda, I'm from Uruguay in South America. I came to Rochester actually in 2019, to do my undergrad, and graduated with a Bachelor of Science in Business and a minor in Computer Science in May of 2023. And then, immediately after my graduation, I started my MS in Business Analytics at Simon, I am currently doing Spring A. Same with Tony. And I've been enjoying my experience so far, like a lot. I really like it. coming from undergrad at U of R I thought it was going to be similar, but to my surprise was actually quite different. And I love the community that we have at Simon and the many opportunities and students from all over. So yeah, I'm interested in terms of career like in venture capital, my experiences have been there, and also data science. So that's why I'm doing Business Analytics. And, yeah, happy to dive deeper into any of these things that I just mentioned.

Dylan: Oh, yeah, we definitely will today, which was what the listeners are here for. So thanks so much for the intro, and [we are] also joined by Tony. Tony, would you like to introduce yourself as well?

Tony: Thank you then happy to be here. My name is Tony Maalouf. I'm originally from Lebanon. My background, I started with a BS in Finance. I also got my MBA as well from Lebanon. I have two years of experience as a financial analyst where I used to do financial modeling for my company. And currently I'm at Simon doing a MS in Finance. Where I'm currently also involved in clubs such as The Simon Finance and Investment Club, which delves deeper into giving you essentially more of a feel of how your career is going to be later on in the finance field. And also, I'm with the Masters Advisory Council, where we represent the MS student body and essentially carry any concerns that they may have to the Simon faculty and staff.

Dylan: Awesome. Well, thanks so much for that introduction. And I know between both your introductions, you kind of talked a little bit about, your journey to getting to Simon. So would you mind sharing a little bit about, maybe how you ended up at Simon Fernanda, you talked a little bit about being a University of Rochester undergrad student. But can you kind of talk a little bit more about, maybe why pursuing an additional degree in a business school degree made sense? And, how you got to being here at Simon today?

Fernanda: Yeah, I know, my case is pretty particular. But I did business in undergrad. And I was always very passionate about technology. And even though I did a track in business analytics, I felt the time that I was graduating that I didn't have, like the skills that I wanted to have or
enough at least like the experience. And I already knew the quality of the professors at Simon because I've had like a few of them in undergrad in their share with both programs. So, I was interested in learning more about these specific skills because I am interested in VC I just mentioned, [particularly] looking into how we can actually use Data analytics and data science in the private markets for investments. I just wanted to have a deeper expertise in Python, SQL and all this like, data analytic tools. And I've thought that having a master's degree in data, it was just a year for me. So, it would be a good opportunity to do that. I did it immediately after, because also, I was thinking about if I go to the industry, and then coming back, it would have been harder. So, in my case, I wanted to get my education done as soon as possible. Although now meeting so many MBA students, I feel like I might be interested in doing an MBA in the future as well. So, who knows… [laughs]

**Dylan:** And that's something we can certainly explore in a sort of MS to MBA pathway opportunity. And, I think another benefit, you had a pretty short commute going from, staying in Rochester to continue your education. So, your commute time was pretty small, which is kind of nice.

**Fernanda:** Yeah, for sure.

**Dylan:** Awesome. And, Tony, I know you came from undergrad and had some work experience. So can you talk about, how you ended up here at Simon?

**Tony:** Yeah, sure. So, my main reason was, I wanted to explore more opportunities in finance, especially in the US being like, the finance hub of the world, particularly in New York City. And I wanted to go more into that. My main focus from Simon perspective was I wanted to get an advanced degree that focus more on the quantitative aspects. As Fernanda mentioned, learning more about Python, I feel like that's essentially the future of financial modeling. And I feel like at Simon, you can get that experience and also being one of the highest-ranking programs at Simon and also, the top faculty that Fernanda mentioned, like, made me very interested in Simon getting to learn from these faculty and essentially, growing my finance knowledge as well.

**Dylan:** Yeah. And you did a lot of research on Simon. And that's sort of the reason that it felt like the right fit for you. And I know, that's what a lot of prospective students are out there looking at. What does that next step look like for me, academically and professionally. When you're doing your research on business school, what did you both find [was] the reason that Simon specifically was the right place for you to pursue, a business analytics degree, and a finance degree?

**Fernanda:** I can go ahead and answer that if you want. So I think for me, it was, as I just mentioned, a mix of already knowing the opportunities with the professors, the community, and also knowing the Simon alumni network, as well, I thought that there was a lot of people from Simon when I was an undergrad, as I was networking and doing these things, I would always like look for that as well. And I already knew that a lot of alumni are in the in this field, and tech, and finance. So, I thought that would be a good place for me to go. Beyond the faculty quality. And also, I think that you have our community I really like as well. Overall, I think when I was exploring business schools, of course, being a undergrad, you have I already had that, like in mind as well. How being a graduate student would be like, a little bit. And to my surprise, it was different than I expected. [I thought] it would be more similar, but it was a good surprise,
because I actually really like it. So it was, a mix of all those three things, alumni network, quality of professors, and the fact that I really knew the community as well.

**Dylan:** Yeah. And I think that's, that's sort of an interesting piece. You talked about, being an undergrad at the same university, just kind of shifting schools and, obviously, getting a more advanced degree. Can you talk a little bit about, for both of you that shift from being an undergraduate student, where, you certainly have career resources, and there's clubs and organizations, but what does that shift to business school look like? And how did you kind of approach that? Tony, want to kick us off with that?

**Tony:** Sure. So, for my undergrad, like, the main focus was into academics. I do have a bachelor's in business, but going into a full-fledged business school in an advanced degree, the main focus turns to career search. And I believe, the Career Center at Simon is certainly much more pledged towards providing students with those resources. I haven't experienced like, career offices like Simon's before, but starting out right from the get go, we were onboarded. Through the Career Center, we received so many resources. And I knew from the start that I have to connect with people. I have to network, and Simon and the Career Center do focus on that as much as possible, because in finance, that's the main area I would say. So, they have been able to essentially shift my focus into networking and into like, trying to capture as much of the business school experience as possible.

**Dylan:** Yeah and I think that is definitely a huge kind of element and the shift that the majority of our MS students as young professionals start to see. It's certainly focusing on academics are doing well inside the classroom. But a huge part of, the integrated student experience truly is, career placement, and advancing your career. Becoming a more advanced professional. You both started your program last July. And so, you're creeping up on almost a year at this point. But, talking about the Benet center and their resources to kind of support you as a as a young professional, how have you typically utilized their resources as we're getting closer to commencement, this May?

**Fernanda:** Yeah, I personally, really like my advisor. And she's been super helpful. I always talk about this but, I'm super surprised about the quality of her assistance. It's super personalized. Also, she really understands what I want to do. And even though she doesn't have as much experience in this particular field that I want to go into, venture capital, which is not a traditional path for Business Analytics students, usually, she has put so much effort into trying to give me the right resources. And also helped me with my resume. I would say that the first step I took with the Benet Center was perfecting my resume. I had a similar experience; I did do something like in between programs. But I basically have the same experience added to like the experiential learning clubs I'm part of. But that is something that's ongoing still, so I'm figuring out how to put it on my resume. But in July, I started with her, and she gave me so much insight into how to perfect my resume bullet points, specifically, and how to make those more significant and impactful for the employers. And that has made such a significant impact as well in how I approach recruiting, because I feel like I can sell myself better when I'm talking to you interviews. And I've gotten so many more interviews after that. So that will be the first thing that had a lot of impact in my specific career search or job search. Then the second thing is just having access to the Benet career peers, it's been super helpful as well. Those are MBA students second years, we usually have more experience in recruiting and in these industries. So just having access to them and try to do mock interviews or just overall like advice, I think it's
super helpful as well. Yeah, that's been my experience, mostly and just trying to get the most out of it, because it's super helpful. And it's very different from undergrad as well.

**Dylan:** Yeah, so you're definitely seeing the shift from sort of the undergrad career support and now that it's really a part of your day to day or week to week and focusing on career placement and advancing yourself as a professional. I think that's definitely a big shift that we start to see. Tony, how about you I know you talked a little bit earlier about sort of utilizing the Benet center but how have you kind of utilize their resources navigating, the world of finance as a whole.

**Tony:** Yeah, from July I started off, connecting with my advisor as well. Also perfecting the resume perfecting the cover letters. Those are all important aspects of applying. And coming from Lebanon, networking and coffee chats aren't that big of a part of the Career Search as much as in the US. So, I would say, being able to connect with my advisor, getting some advice on how to handle those coffee chats, how to handle those networking events, and how to handle interviews as well as setting up mock interviews. Either with my advisor or the three peers, which Fernanda mentioned, being able to leverage on these resources, especially with their career peers, who have an experience in finance as well. And they went through the process. It's been very helpful from the get go I've, gotten used to how recruiting and how networking works.

**Dylan:** Yeah, and I think that's, that's a good segue. And like, my next question, talking about networking, I think networking sometimes can feel a little uncomfortable. And like, as an undergraduate students sort of shifting into more of a business setting with folks, sometimes networking just doesn't feel like it's comes naturally to a lot of people. But can you both kind of talk a little bit about, the importance that you've found, that networking has in terms of being a business school student, whether that's, obviously career placement and looking to land roles, but also maybe some other aspects like, how has networking felt for you? Is it something that you're comfortable doing on kind of a week-to-week basis? What does that look like for you nowadays?

**Fernanda:** Networking, it's been such a roller coaster for me. To be honest. So, coming from undergrad as well. I feel like I'm a very social and approachable person overall. But, I think, because I'm from Uruguay and in Latin America, networking is not really a thing. It felt to me very unnatural. And I felt like I needed to have something deeper or more insightful to talk about with the people I was networking with and approaching. So, it definitely has been a mindset shift for me to just try to [understand] I'm trying to learn something from these people. It doesn't necessarily mean that I have to ask for anything. Just understanding that I want to get to know what they're doing, how they got into their role. And just seen as a learning opportunity helped me to try to be more comfortable when approaching people and not feel like it's ingenuine, because that's how I originally felt when I started networking. And it's definitely been super helpful. So, at the beginning of the program, I was going through a little bit of a crisis, trying to understand what roles specifically I wanted to go for, given that I had more time. And like, I was interested in this data analytics, in venture capital and private equity space. So, what I did is I went on a networking spree for three weeks. And I had calls with around 25, 30 people, I don't remember exact number. It was really intense. But because I was really trying to learn about the role and how they got there, it didn't feel ingenuine and I actually made really great connections. I learned a lot about the role and had way more clarity about how I could pitch myself after because I heard how they were telling me their stories. So that's just one example of how I started business school. And I was like, okay, this is my time to network. Because before I as I
just mentioned, I wasn't as comfortable. And that has been building up. And I feel like after so many events, also like networking with students at Simon also makes me feel just much more comfortable. And I see it as a learning opportunity, I would say.

**Dylan:** Yeah, and I think that you made some really good points of like, sometimes networking feels like you're always trying to get something out of someone as opposed to building a network and learning, right? You're building people that you can turn to, and whether that's, “Hey, I saw that you earned this certificate online, like I would love to learn more.” Or you're learning what it takes to get into venture capital or whatever the case might be but can truly feel not genuine. But, as a young professional, I think it is pretty integral and to what you I think should be doing what you need to be doing. Tony, how do you feel with networking in the in the finance industry nowadays?

**Tony:** Yeah, I agree with all the points Fernanda mentioned and sometimes it does feel a bit overwhelming and a bit disingenuous. But still, at the end of the day, we are here to learn about the positions. This is like the main point of business school, we are here to learn what we're essentially doing, even if we, read how the job description is and online reading about these positions. At the end of the day, the day-to-day work of these professionals, it's like, it might be totally different of how it might seem online. And I definitely have seen like through my networking calls, people are interested in talking to you like especially Simon alumni, they want to like to tell you more about what they're doing, people are interested in telling you about what like they're working on. And so, at the start, it was a bit overwhelming. But then like you get to learn that people do want to talk to you. And they do want to tell you more about what they do. And it does help a lot, especially like if you are planning to apply to the company, they're working in to get more insights on how the recruiting process works, how they essentially navigated that process. And I believe like networking is essential if you want to get into that field or that job. To be able to know how that person went through it is essentially like the main important part of networking. Without it, I don't believe it would be as seamless to get into these jobs.

**Dylan:** So, it sounds like both of you have sort of put time on your calendars in order to have networking calls to learn from, folks, alumni from Simon, it sounds like you're both very busy. And I know you're both very busy. Just hearing about, your past couple of semesters. Can you shed a little bit of light on like, what a typical week looks like for you? You're trying to apply to jobs. You're trying to get these networking calls in, do well on your class projects, and have a good time while you're, pursuing a business school degree. Can you talk about what like a typical week as a Simon student looks like? And maybe how many hours a week you spend between, your coursework, projects, career advancement and engagement. You talk a little bit about maybe what a typical week looks like Fernanda?

**Fernanda:** Yes, my weeks are a little hectic. I don't know if it's the usual case for everybody, but I'm involved in a lot of things. This quarter, I'm taking two classes. I started with the business Capstone, because I'm not on internship track, so that's going on right now. I have classes Mondays and Wednesdays. Tuesdays are free, Thursdays are just for labs. And then Fridays, we don't have classes. So, this week, actually is quite chill, in terms of classes, and that's good. Then, I work part time for the Center for Entrepreneurship and Innovation. So usually after classes on Mondays and Wednesdays, I work from two to 6pm. And then on Tuesdays, I kind of have the same schedule. And Thursdays and Fridays are a little different. Then, I'm part of the summer school venture fund, as a portfolio analyst. So sometimes I have meetings on
Wednesdays. And, I have to do a little bit of work for that as well send these emails in checking with current portfolio companies. Then I’m organizing a Hackathon in March coming up for students from all over New York State. So, I’m pretty excited about that. It’s been an ongoing effort from last year to this year, so that is taking me a lot of time as well. I definitely do a little bit of work for that every day, either sending some emails, making sure current registrants have enough information and just planning. And then I also have a podcast. Actually, that’s a little bit of pause right now because I’m super busy. And I don’t have enough time, but usually I do schedule calls with potential guests or record episodes and have to edit them and recruiting as well. So that is just like going as well like, yeah, I don’t know, I’m like, I just do it. And then I do try to keep myself active. So, I dance at the end of the day around 8pm. I try to do it every day. There are weeks that are harder than others. And then I do try to have fun as well in try to go out to bars or with friends during the weekends. But it depends, I think that I have different priorities in different weeks. Like, if I have exams coming up, I will probably put more effort into that. And like, all these projects might be less of a priority that week. And if I know I don’t have any assignments to or any exams, maybe I prioritize other things. So, it’s just like, kind of like a dynamic type of prioritization.

Dylan: Yeah, sounds like knowing yourself, knowing how you work best. Managing a calendar and managing your time effectively sounds like is kind of what you’re doing on a kind of a day to day or week to week basis. You’re super busy, which is great. And I think in kind of a whirlwind of a program that is, 10 months at the shortest, it can move really quickly, I’m sure. And, Tony, how about you? What are some kind of helpful tips that you use on kind of the extracurriculars to sort of manage your time and, what a typical week in the life of Tony looks like?

Tony: Yes. So, I feel like fall was a very hectic semester for me and spring has been calmer. But still, like I’ve tried to put a lot of focus on my extracurriculars in fall, so I can focus more on recruiting for the spring. It’s typically like close to five hours of classwork coursework throughout the week. And then I tend to put like one to two hours per course per week. That’s from the academic side, I used to do Simon vision consulting, which used to take two hours per week, during my fall semester as well. Now in the spring, I’m not doing it anymore. I also have Masters Advisory Council, which also takes two to three hours a week, as well. Even though it might seem overwhelming, at the end of the day, it’s quite fulfilling. So I tend to like enjoy these meetings and enjoy these extracurriculars. From the recruiting side. It’s sort of like, on and off, but typically, it’s sort of like close to two to three hours a day. And on average, and yeah, other than that, there’s like Simon events almost every day. So I tend to sneak in one or two, like per week, or sometimes I tend to skip those. But yeah, it’s quite enjoyable to go to these events as well. I was hanging out with the friends definitely over the weekend.

Dylan: Yeah, sneaking in some personal time is definitely important, some time to unwind, unpack from a long, busy week. And I think that’s a great sort of segue into something else I want to know about sort of your experiences. So far, you both have touched on a couple of different clubs and organizations that you’re involved in on campus. And Tony just mentioned that there’s events that are kind of always happening both within Simon business school, but also across the U of R. Can you talk about maybe one of your favorite events or something that you have attended, or will be attending in the future that you’re really looking forward to?
Tony: Yeah, so I've attended many events, and obviously, all of them were quite enjoyable. I would say the most enjoyable out of them was the Fall Ball, which is the signature event of the Simon Volunteering club. We essentially get together as a school and have a very lavish and light party at the Strong Museum of Play, which is one of the nicest museums in Rochester. Everyone dresses up, it's quite a fancy event, and essentially get together and enjoy our time there. And another one would be the Vision Consulting showcase, which we had in fall, where we got together as a club and displayed what we did throughout the semester. What was nice is I got an award there as best consultant because of my work. So, it was quite enjoyable as well. And an upcoming event that I'm looking forward to would be the Blackjack event, which is also a signature event at Simon in the spring. And it's also quite a fancy party as well, similar to the Fall Ball.

Dylan: Anytime Tony has the opportunity to wear a nice suit and a tie. He loves it. He loves the whole dress up fancy party scene. We love that and there's definitely a lot of opportunities for that as a business school student, for sure. Awesome. And Fernanda, you've had a couple more years at the University of Rochester as a whole. And the same amount of time that Tony has had at Simon. But what's been one of your favorite events or kind of things that you've been able to experience?

Fernanda: Yeah, I would say that at Simon. My favorite social event so far has been the Santa Con that was in December, and it was before finals, wrapping up the semester in the year. I had so much fun. Just for context, it was a party celebrating Christmas vibes and it was encouraging people to wear anything related to Santa Claus. And yeah, it was super fun. I don't remember exactly which clubs, but it was a lot of clubs together that were able to offer that and the venue where it was hosted was nicely decorated. There was great music and really good cocktails as well. It was a very, very fun event and I got to talk a lot with other people there. And then I also enjoy a lot of like the overall happy hours that happen and then a lot of the lunch and learns as well and networking events. I think that's honestly one of the key differences between undergrad and Simon to me at least, the amount of community events that happen. I mean, just like the clubs organizing these type of events and just also OSE which is the Office of Student Engagement. [They] put together so many different events and I feel like that creates a lot of sense of belonging for students.

Dylan: Awesome. Sounds like you're both definitely taking advantage of both the professional clubs and organizations and events, but also the ability to have some fun and enjoy a nice drink with your classmates and your colleagues in the program. So that's awesome to hear. And I know, both of you coming to the city of Rochester, New York as an international student originally. What has life in Rochester sort of been like for you? And has there been anything that's surprised you in a good way about the city or where we're located?

Tony: I would say Rochester, researching it, talking to people, the main thing they mentioned is it's quite cold. But I was very surprised coming here. There's like many things to do. If you're into nature, there's everything that's close. It's like a 20-minute drive to the beach, 20-minute drive to a hike. And yeah, there's tons of like bars, there's tons of restaurants that you could enjoy. I wasn't expecting it to be this vibrant. Because it's a small city, I thought there wouldn't be this many places. But, yeah, it's been quite surprising to find and, I would say, it's quite different than, it might be seen as just cold and all of that. There's a lot of stuff to do.
Dylan: You can tell Tony spent a little bit of time in Rochester because, if you grew up here, like I did there is sort of this ongoing joke of everything is 20 minutes away. It's like, how far away is that? how far away is the beach? How far away is this hiking trail? You're like, that's 20 minutes away and everything is about 20 minutes. So I can tell you've spent some time in Rochester. It's awesome. Fernanda, How about you? I know you, you've had a few more years to experience Rochester and what the city has to offer. But has there been anything that you've really appreciated about your time here in the city?

Fernanda: Yeah, I would say that. I love Rochester in the summer. It's really nice. There are so many places to go and it's like the city comes alive again after the winter. And I've had the opportunity to spend a few summers here doing internships remotely. I would go and bike on this trail towards Pittsford and, to be honest, I think it's like an hour bike, but it's really nice, in the summer it's a good way to exercise and it has a canal. It's a really nice neighborhood in the Rochester metropolitan area or I don't know how you guys call it. But, yeah, that's a nice way to spend summer. Then also, of course, I go to the beach specifically, there's the Ontario Park Beach Park and then there's Durand Eastman to go hiking around. I also [like] going to the coffee shops in the summer. Downtown or in the surrounding areas as well near the university. Near the university, we also have Highland Park and I currently live near it. So it's also nice to go for a run there in the summer. Yeah, I would say that I'm a very outdoorsy person, I like doing things outside. So maybe that's why I like it in the summer. In the winter, I don't spend that much time outdoors, of course, but it is beautiful to see how everything looks with the snow. It's like a winter wonderland. I also really appreciate the beauty of that.

Dylan: And that's why you liked Santa Con for sure, because it had the winter, the Christmas vibe to it. The snow was on the ground. I get it. *chuckles*

Fernanda: Yeah. *chuckles*

Dylan: Awesome. So, I guess as we kind of wrap up our conversation today. What do you think is sort of one thing that everyone, whether you're, you know, already admitted to Simon or you're thinking about applying. What do you think is sort of one thing that everyone should know about the Simon experience as an MS student?

Tony: Yes. So, I would say the main thing about Simon is we're not as big of business school as other schools. And so, it tends to create sort of this tight knit community where everyone and in the different programs tends to get to know each other and collaborate with each other. And I would say, that's a very important aspect that's not available in all business schools. And it's sort of like your first gateway towards building your network. So, that's a very important aspect of Simon, which I believe should be highlighted. The academics are definitely a big and strong key about it. But that's the main important part, I would say that's sort of maybe lacking in other business school experiences. And for me, it's one of the most important parts of Simon.

Dylan: Awesome. And Fernanda, how about you? What do you think is one thing that folks should know about being an MS student at Simon?

Fernanda: Yeah, I think it's that the program goes by really quickly. So, make sure to take advantage of everything from the beginning, be really grounded make sure to keep track of your academic experience, but also have fun. Network, talk to other peers, try to learn as much as you can from them. Because at the end of the day in a couple of years after you graduate, I feel like you're going to remember the connections you've made more than that assignment that you
finished. I don't know, that's how my experience has been, specifically from undergrad as well. So, I think that's why I try to prioritize a lot. The value I get from those friendships and connections I make and, how supported it makes me feel as I go through everything.

**Dylan:** Awesome. Well, I certainly appreciate you both sharing your experiences both inside the classroom and a lot about careers and where you're headed. And having some fun here, at Simon and in the Rochester region. Your insights stay have been awesome. And I know our listeners will certainly appreciate what you've shared today. As we kind of wrap up, is there anything that you would like to plug? Fernanda, I know you talked about having your own podcast. Tony, I know you're going to be something huge someday. Where can folks find you?

**Fernanda:** Yeah, I mean, if you're interested in venture capital in Latin America by any chance, you can listen to my podcast. It's available on all platforms. It's called Latam Venture capital podcast. I usually interview investors and some founders or operators in the startup ecosystem in Latam. And also, people from the Latinx community in the US as well. And yeah, if you want to know more about anything about Simon, VC or just Rochester, happy to connect on LinkedIn. I'm an admissions ambassador as well, so you can definitely book an appointment with me.

**Dylan:** Awesome, Thanks. Tony, how about you?

**Tony:** Yeah. I don't have any publications at the moment, but feel free to also connect on LinkedIn more than happy to connect with anyone listening in. And also, if you want to learn more about the program, I'm also an admissions ambassador so feel free to reach out and ask anything you might have about the program or the school more than happy to answer anything.

**Dylan:** Awesome. Well, thank you both so much for joining us today. We hope that you enjoy today's episode of Simon BizCast. Thank you so much.

**Dylan Outro:** Thanks for listening to Simon Bizcast. Make sure you subscribe. So you never miss an episode wherever you may find your podcasts ready to begin your business school journey? Visit Simon.rochester.edu to get started today.