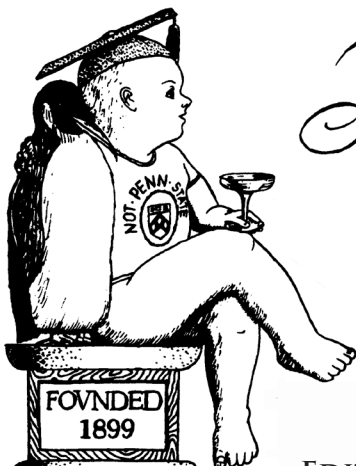


# *The Pennsylvania* PUNCH·BOWL

NOW A  
MAJOR  
PUBLICATION

**THE BUSINESS ISSUE**

*Spring 2017 | Philadelphia, PA | Since 1899*



# The Pennsylvania PUNCH BOWL

VOLUME XCIII SPRING 2017 ISSUE FOUR

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AFTER A SUCCESSFUL ROUND  
OF SEED FUNDING, WE'RE



AND TURNS OUT WE'RE PART OF



Dear SAC and PubCo, thank you for contributing to our GoFundMe / pitch competition prize / embezzlement fund / whatever bizarre mechanism we use to suck money from you each year. As stated in our Shark Tank application, there are several criteria for becoming a ground floor Punch Bowl Investor. Here is a quick refresher:

You must have NO CONTACT with other joke-based institutions on Penn's campus. This includes, but is not limited to, most senior societies, "middle-tier" fraternities, and the Office of the Provost.

You must read word each word on every page that we publish. To ensure you follow through, there is a message you must text us hidden in every issue. We will know if you don't find it.

You must give us more money each year. We will give none to you.

Failure to conform to these terms will result in your immediate removal from all equity-based profit-sharing synergistic schemes we may conduct in the future. Also we'll just take all of your money. Cool?

Dear Aspiring Business People,

Other Ivies are quick to criticize Penn, calling it too “pre-professional.” I say - what the hell is wrong with pre-professionalism? Come to Penn, you get a job! You get a job, you get paid! I came to Penn, and boy do I get paid. Three-million-bones-per-year paid. That’s twelve-million-gumballs-per-year paid. Do you know how many gumballs that is? That’s a gumball for every person in Arizona. Twice.

In all of those Introduction to Marketing courses they teach you that business is about creating value and capturing it. That’s bullshit. It’s about getting paid. They will also teach you that the 4 P’s are product, price, place, and promotion. That’s also bull. The 4 P’s are paid, paid, paid, and pre-professionalism. And that’s because pre-professionalism helps get you paid. You come to Penn, and you get on a path.

If you’re smart enough to be in Wharton, Wall Street it is. Sure, your first job post-grad will keep you in the office roughly 60% of the week, but it’s worth it. You know why? You get paid. Then after two years (after you have logged well over 365 full days of work) you’ll move onto private equity, and get paid even more.

Those engineers almost have it figured out almost better than the Whartonites. After seeing some career service reports I almost felt the need to learn how to code just so I can get in on that Java-money. But they’ve got a ceiling - just make sure you always have some app or side project brewing because you don’t want to hit that pay ceiling.

Ah, and then we have our precious College of Arts and Sciences. We need to keep them around so we can sustain that liberal arts facade. Most of them end up doing some form of consulting, anyway. I just hope enough of those who can’t get consulting jobs choose Medical School or Law School so they too can get paid.

But the nurses almost have it figured out better than everyone else! They get hired like crazy and can choose whatever hospital they want. Then they get paid too. Sure, I throw US News a few extra bones each year to keep them in the top two, but that is just one of my many investments. And investments get you paid.

I consider myself quite business savvy: that’s because I keep my eyes on the prize. That sweet, sweet cash. Sure, there are jobs out there that are “socially conscious” and have “net positive impact” and I encourage you all to go out there and find what’s right for you. But I implore you all to go out there get paid, and pay it forward to our fine institution.

Get that money,



President Amy Gutmann



## Skittles the Monkey, ph.D

### Objective:

Pursuing a career in monkey business

### Education

University of the Gombe (1999-2003)

*M.B.A. (Monkey Business Associates) in Flinging Shit*

Went to college on the GI Bill after fighting in the Gombe Gorilla War

University of the Gombe School of Monkey Business (2003-2006)

*ph.D (Poop Hurling Doctorate) in Flinging Shit*  
I really love flinging shit)

### Work Experience:

#### **IBM (International Business of Monkeys)**

June 2006- October 2010

Expert in picking bugs out of my fur, led a joint program between the bug picking and shit flinging divisions to pick bugs out of shit  
Developed the BugTracker™ IT Program, which greatly increased bugs picked out of fur

#### **Harambe Brothers Tree Fund**

October 2008- Present

Leading investment expert in overseas feces funds

Brought in over 200 million bananas for the company that were then sold on the international banana markets for a considerable profit

Analyzed impact of foreign aid on rebuilding projects following the Gombe Gorilla War

### Professional References:

Jane Goodall

Coco the Gorilla

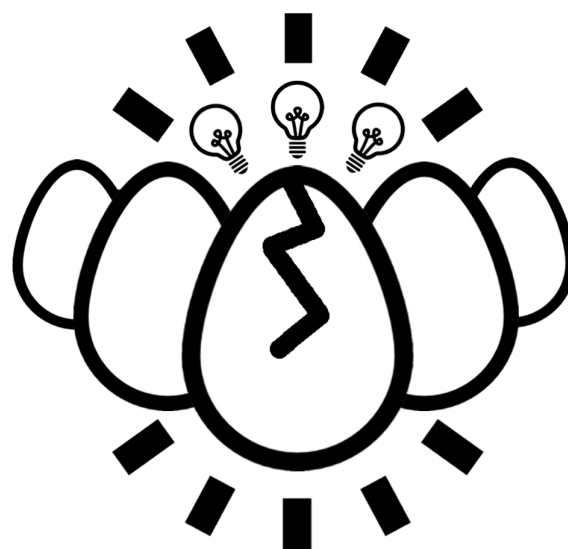
Harambe

### Skills:

- Flinging shit at literally everything
- Javascript
- Sign language
- Flinging shit (I know I put this already but I really really enjoy it)
- Microsoft Office Suite



## EGGcubator



**a startup incubator  
for incubator startups**

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**hatch your next great idea**

# *Punch Bowl Movers and Shakers*

The Punch Bowl is proud to showcase some of the best and brightest talent in the business world. Each of these titans of industry have bravely and courageously led their respective companies through good times and bad, sometimes very bad. Sometimes so bad that they never recover. Whatever, we are proud to spotlight them regardless.

**Jeffrey Skilling, Former CEO of Enron:** When Skilling was asked at his Harvard Business School admission interview if he was smart, he replied, “I’m fucking smart,” thus beginning a lifetime of success. After becoming one of the youngest partners in the history of McKinsey & Company, he joined Enron to learn how to jack up the prices of energy and gas. Skilling’s Darwinian approach to business at Enron made it a very lucrative company. He knew how to establish himself as the boss too. When someone once criticized him for never producing any official balance sheet with earnings (borrrrrring) he said, “Thank you very much, we appreciate that...asshole.”

We can all learn so much from Jeffrey Skilling, who is currently serving 14 years of a 24 year sentence for conspiracy, insider trading, making false statements to auditors, and securities fraud, all as a result of Skilling vs. United States. Follow his lead, and you too can be big enough to face off against the United States! Enron filed for bankruptcy in 2001 and finally shut down completely in 2006.



**Mark Pincus, Former CEO of Zynga:** Pincus is an alum of dear ole Penn! Hurrah Hurrah! He has made his livelihood creating the most addicting of online games, but with a special twist. Pincus’s company Zynga seems to have a magic algorithm to make games so addicting for about 1-3 months only, and then suddenly they become irrelevant! They haven’t seen success here just once, they have seen this happen time and time again. Remember how amazing Words with Friends was from August-October, 2011? How about its sister game, Scramble with friends, from May-July, 2012? Let’s not forget Draw Something. What a fun third week of January, 2013 that was. My mom discovered all of these games last week. Look, he has a brand new market!



**Oscar Muñoz, CEO of United Airlines:** What an ambitious leader. Under his leadership, United Airlines isn’t just losing baggage and causing major delays for no apparent reason, they’re also inspiring wonderful brand loyalty. United customers are so loyal that they just won’t leave the plane unless they’re literally dragged out! Think about it. The flights are so popular that United promises more people seats than actually exist on the aircraft. Then, they offer major incentives to get some people off. When that doesn’t work (’cause people just can’t stand to be away from United Airlines), they randomly select paying customers to kick them off!



We here at the Punch Bowl have never seen such brand loyalty before. Kudos to Muñoz for running the perfect airline, never once causing bodily harm onboard the aircraft unless they absolutely have no other option!



Dear loser,

Just kidding! I, Donald J. Trump, am happy to offer you the opportunity to attend my illustrious university, and let me tell you, this is an opportunity you do not want to miss.

Here at Trump U, we are going to teach you about words, great words. Possibly even the best words, who knows? You're going to learn so many words, people will get tired of hearing you say good and smart things. I mean, look at me! When I start talking, everyone in the room thinks to himself, "Wow, Donald really has a way with words. No wonder he's so successful." Well guess what, if you join us at Trump U, you can be too.

At my university, you'll learn how to negotiate. I mean, I wrote the book on negotiating! So you really can't go wrong by carrying it around with you at all times. How do you think I stay so successful? I read the Art of the Deal every single day, cover to cover. So do all of our top students. Also, the Trump U curriculum teaches all sorts of useful strategies, like how to make deals, and talk about business. And get rich! Make sure to read my book.

You may have heard people talking, people saying bad things about my university, but it's all lies. I mean, all of those people saying I don't have a plan? Saying that I have no idea how to teach business? Saying Trump University is a misleading scam designed to drain the wallets of gullible wannabes? Let me tell you this, I have a plan. Believe me, I know more about education than the professors do - that's a fact! But I won't reveal any details yet, just in case you decide not to come to my incredible university. In which case you'd be a loser. And I don't want to broadcast my plans to losers, so we'll hold off on that for now.

Some people are even trying to slander Trump U, saying we don't teach good business practices. Let me ask you, have you heard about our acceptance rate? Don't believe those phony numbers you see in the media - anything over 10% is fake news. The real number is 3%, or 2% — I'm even hearing as low as 1%. Still though, people are always after me — even Amy Gutmann is saying all sorts of outrageous things about me. But let me ask you, I mean, have you seen that photo of her from the 90s? Her university has so many problems — like transfer students! She really needs to solve the serious problem of transfer students. Sad to see, I mean really sad.

But I digress. Here at Trump U, our goal is to make each and every one of you as wealthy and successful as Donald Trump. That's it! All we want is for everybody to be just like me, for every person to have lots of money and business sense. And normal-sized hands, maybe not as big as mine, but still pretty big.

Sincerely,

Donald J. Trump

Dean of Admission

# Punch Bowl's Interview Tips

**Always send a follow up thank you email within 24 hours of your interview** and be sure to include personal details that you remember from your conversation as well as others you researched yourself: the address and estimated value of their home from Zillow, the name of their firstborn child, and their deepest fears!

**A small gift of a few hundred dollars is always appreciated when accented with a wink!** Remember, it's not technically a bribe if you avoid making a stupid joke about "your friend Mr. Franklin" etc.



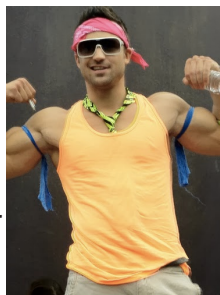
**Always remember to use the STAR method in answering behavioral interview questions.** A lot of people will say STAR stands for "Situation, Task, Action, Result," few know about the alternate strategy of "Synergy, Tangential-Point-to-Buy-Time, Anecdote-Unrelated-to-the-Question-but-Shows-You-Have-a-Sense-of-Humor, Repeat-the-Question-to-Buy-Yourself-More-Time."



**Always pad your resume.** That's, right, the padfolio isn't just a ploy to make you look more put together, it's also an important protective barrier for your resume. Recruiters are trained to determine levels of ink oxidation on application materials, if your resume has been exposed to the elements you'll be out of the running for your carelessness.



**Never seem too eager about the opportunity.** Like in dating, you always want to seem like you're not really that into it, you don't want to seem desperate! You're a Penn student after all, the offers should be flooding in. Make them work for your approval: the foundation of any healthy relationship. Just, like, be cool.



**"Negging"** is a fun interpersonal tactic whereby you subtly break down another person's self-esteem to make yourself seem more attractive and it works like a charm during interviews. Throwing out something like "Look how great that suit fits you! It really hides your gut," will make you the alpha in the room. Be careful, when used highly effectively it will make you sexually irresistible, be sure to prepare for the possibility of a whole different kind of case interview if using this trick.

**Get a face tattoo.** Sure, interests sections are great for letting a bit of your personality shine through, but...fuck

## The Art of the Deal

### Chapter Summaries

1. NEVER break eye contact. Assert your dominance, financially and sexually.
2. Always go for quantity over quality, in buildings and business practices.
3. Fun fact: Atlantic City's regulatory laws are based on the board game Monopoly. Take advantage by bulldozing houses and replacing them with shitty hotels.
4. Maternity leave is NOT a right, and neither is a minimum wage income.
5. It's not a pyramid scheme if everybody makes money!
6. Always make your deals the same way you take your Trump Steaks: Extremely well-done.
7. Import goods from overseas to artificially enhance your brand. This applies to building and to wives.
8. If people aren't buying your steaks, consider adding some Spicers to mix it up.
9. Short on cash? Defund public broadcasting to fund your business ventures. Less art, more deals.
10. Call literally everything you do "the best deal," even if it's a terrible deal. If a company sends thousands of jobs to Mexico, make a few stay back home and all of a sudden it's a huge success. Nobody will notice.
11. If you can succeed in real estate, you can solve the Middle East.
12. When you aren't sure what to do, it's never a bad idea to drop a big fucking bomb on a place you can't pronounce. Fareed Zakaria and Brian Williams will be too distracted by their boners to maintain even the illusion of criticism.
13. Hire somebody else to write books for you, nobody will read them anyway.



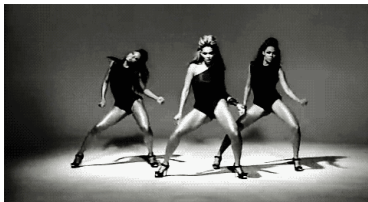
that, amiright? Nothing says, "That's one cool, employable motherfucker," like a sliver panther shooting out of a cannon emblazoned across the side of your face. Alternatively, "Over It" written across your forehead will automatically let a recruiter know that you're an ironic tastemaker for those of you interested in media and fashion jobs.

**Always negotiate your starting salary in your first round interview.** Don't waste your time with a company whose base starting salary is less than 90k.

# Pad Your Resume: Apply to Penn's Premier Clubs

## HYPE DANCE CREW

- Must have 20+ years of professional hip hop experience
- Recommendation from major celebrity (past references have included Beyonce, Lady Gaga, etc.)
- Official patent for original dance move
- 15 credit units taken at Juilliard in dance courses
- Own dance shoes



## WHARTON HEDGE FUND CLUB:



- Operate own hedge fund for +20 years
- Recommendation from George Soros or a similar figure
- Background check to show no history of empathy for poor people
- Have hedge clippers
- Own gold padfolio

## Kappa Alpha Theta:

- Have been rich and thin for +20 years
- Recommendation from Paris Hilton, Melania Trump, Tiffany Trump or similar figure
- Drug test to show deadly levels of cocaine
- Consent to a closet search (dresses deemed out of season or skirts/shorts longer than 2.5 inches will result in a terminated application)
- Own a Canada Goose



## Mask and Wig:

- Improv or stand up experience for +20 years
- Recommendation from any Late Night Host (lots of choices, we're flexible!)
- Lead actor on original NBC sitcom about an original topic like love in the modern era
- Be a "man"
- Own a feathered boa

## AMY GUTMANN'S 2017 PROPOSED BUDGET

### STUDENT WELLBEING

Repainting Alexander Liberman's "Covenant" statue outside the High-rise apartments	\$4,000.00
Tampons for the entire female student population	\$2.25
Squirrel Reproductive Health	\$2,000,000.00
Subsidy for the Official Unofficial Penn Squirrel Catching Club	3.9% Tuition Increase
A closer CAPS	\$nah

### ACADEMIC

Wharton student vertebrae removal to facilitate self-satisfaction	\$78,000,000.00
Engineering stipend for a box of LEGOs	\$20.00
Pipe cleaners, toilet paper rolls, puffy paint, Elmer's glue (SAS)	\$15.52
A hired actor with which Nursing students can share stories from their last clinical and who will pretend to care	\$25.00 / hour

### ATHLETICS

Scooters	\$12,000.00
Hoverboards	\$25,000.00
Any attempt to attract students to athletic competitions	\$12.95
Bikes	\$19,000.00

### AMY GUTMANN

A year's supply of water from Ponce de León's Fountain of Youth	\$40,000,000.00
24K gold dental grill	\$20,000.00
Complete Don Corleone Godfather costume, plus cat	\$8,945.30
A joke about that MasterCard commercial	priceless



# **“I went to Wharton...to drop out!”**


If you're reading this then it means I've just earned another \$100 million. While you read that sentence I moved up 10 spots on Forbes' list of billionaires.

I remember it like it was yesterday; the happiest day of my life. I opened the Penn Admissions website and found that I, after years of hard work in school and on several start-ups, had been accepted to Wharton. Finding this out was the happiest day of my life, because I knew no matter what I did I would be alright, because with that acceptance I could fulfill my lifelong dream: dropping out of Wharton just so I could say I dropped out of Wharton.

A little background on me: I am thoroughly convinced that I am the second coming of Steve Jobs and a direct descendant of Thomas Edison. I know for a fact that I will start the next multi-billion dollar corporation, but to make my legend grow I need one thing: a backstory. I must be mythologized and apotheosized so people can forget how much of an asshole I actually am. What better backstory is there than dropping out of the nation's best business school and going off to start a huge company? I would be like Bill Gates; a model of doing things my own way. And like I dropped out of Wharton to do it.. God I just get aroused saying that.

I've always been a trailblazer, so dropping out of Wharton will be no exception. I created my first startup when I was 12, and by age 13 had already made several hundred thousand dollars in profits by opening a production plant in Vietnam. When the workers started asking for higher pay than 50 cents an hour and to work less than 20 hours a day, I closed that startup and increased my returns by using my profits to engage in speculative attacks on Uganda's currency, from which it has never fully recovered. To get the capital for my next startup, I poisoned my grandmother over a time span of 6 months to facilitate my inheritance. Unfortunately she had lost most of her money in a ponzi scheme that I had organized, but after suing my cousins I had acquired enough to get a leg up.

Like I said, I've always been a forward thinker. I keep long-term goals in mind, and that sort of thinking is what got me into Wharton--that and a limitless supply of Adderall courtesy of my physician father and attorney mother. Now, it's only natural that same kind of thinking would lead me to abandon Wharton. In a few years it'll be a central piece in the mythos I'll have built up around myself: the 22-year-old who dropped out of a top business school to become a billionaire. The young rich white male who defied the odds society had beset against him and rose to annihilate all adversity and poor people who dared get in the way of his dream. The book deals to discuss the failings of modern education would come through quicker than you could comprehend. My groundbreaking idea of creating the BuzzFeed for dogs will captivate and stir a nation wracked with turmoil and racial tension; I just may help achieve world peace. My IPO would gain national or even international news coverage. And when it comes time to give back to the community... I can only imagine the returns my investments will get. Thank you for this opportunity Wharton, I promise this drop-out will make you proud. But I also want to emphasize that this is entirely for me and no one else. I am a god.




Update background photo

**John P. McDoucheypants**  
 Student at The Wharton School  
 McDoucheypants Startup Incubator • The Wharton School  
 Beverly Hills, California • 0 &

I really just love finance. I never feel more at peace than when I'm financing. Sometimes I finance and refinance my mortgage just for fun/to pay for college. I work for my own startup incubator. It's an incubator to incubate itself. The idea is that it's too small right now so it needs to incubate in an incubator so the company is the incubator to incubate it. We are really in need of a coder and if you know anyone willing to help us out that would be incredible. Text 215-573-3434 if you are interested. Below is a link to the car I want to drive.

Media (1)



**Add new profile section**

Edit your public profile

Add profile in another language

**Connect with co-workers**

Learn more about who they are.

**Experience**

**Executive Director of All The Things**  
 McDoucheypants Startup Incubator  
 Jan 2015 – Present • 2 yrs 4 mos  
 Greater Philadelphia Area

**Chief Managing Officer of Managing**  
 Boys Prep  
 Jan 2013 – Jul 2013 • 7 mos  
 Beverly Hills, CA  
 See description

**Education**

**The Wharton School**  
 Business Degree of Business, Business  
 2014 – 2018

**Boys Prep School for Prepping Boys**  
 Highschool, Business Finance, 12th  
 2010 – 2013  
 Activities and Societies: Honor Roll and Deans list boyyy  
 See description

**Featured Skills & Endorsements**

Finance
You don't have any endorsements for this skill yet

Business Spanish
You don't have any endorsements for this skill yet

Handshakes
You don't have any endorsements for this skill yet



# Punch Bowl Stock Tips

So you've just come into a small loan of a million dollars but have no idea how to spend it. Why not take that hard-earned money and invest it all and see your profits double, triple, or even quadruple? Investing is pretty much an exact science, so the more money you invest, the more money you'll make, it's that simple. Here are some more tips to help you get some more of that cold hard cash:

Refer to investing only as "The Game" or "The Grind." Use the term hedge fund in every sentence regardless of context. The first step to investing in The Game as a pro is knowing like you know what you're talking about.

Only invest on Fridays. Since it's the day you're most likely to be murdered, fewer people investing means better odds you'll score big.

The Game is all about shortcuts. Only nerds put in a lot of effort; the less work you do, the better. It all boils down to dumb luck anyway.

Print out more money using your copier so you have more money to invest. You'll recoup all that money you spend on paper and ink when you're rolling in the dough.

Invest high--preferably on something strong like cocaine or heroin. Use that fuel to fuel your investing, which you can then use to fuel your new drug habit. Remember, it's not an addiction if you can afford them.

Stocks naturally fluctuate in price, which is it is essential that fluctuate your auras. Different zodiac crystals have proven success in markets (Capricorns dare not try, they will only head toward financial ruin)

If supply is greater than demand, be more forceful and demand more.

If your friend works for a company, hit them up for some insider tips. Learning all there is to know about The Game is crucial to your financial stability.

Make sure your second wife is okay with your spending and investing habits. Love is the only thing that can't be bought. Perhaps that's why it alludes me so.

Capitalism is definitely flawless and in no way responsible for the commoditization of your skillset making you a lowly husk of a man devoid of personality or ambition.

Money can't buy happiness but it can buy the car your daughter always wanted. Maybe she'll finally speak to you again.

Don't buy objects, buy memories and experiences. Those will be the only things you have left when Nancy takes half your shit in the divorce.

Above all, don't have fun. This is literally a matter of life and death. If you're not rich then you're poor and if you're poor, why bother?

# Interviewer: “Do you have any questions for me?”

Who do you think you are? Where do you get the nerve? Who gave YOU the right to ask ME if I have any questions? Do I look high? When do I get the free food? What's your sexual harassment policy? Can I call you dad? What kind of birthday gifts do you get employees? Will you be my AA sponsor? Is this a good time to mention that I'm a vegan? Do you have any answers? Do you validate? No, not parking; do you validate self-worth? Have you been in the bathroom since I got here? No? Nevermind then. What the snake policy here? Will you watch my snake this weekend? Do you care if I'm a snek? How hard can we go at the Christmas party? Will there be mistletoe and will the hot secretary be at the office party? Who does everyone make fun of here? Who do I sleep with to get more vacation days? How many strikes do you get? Not a question, but I got a guy in waste management. I'm having a post interview throw-down wanna come? Why is porn blocked on your wifi ? :( Did I seem high? What's your policy on alcohol in the workplace? What's your policy on buying alcohol for me but outside of the workplace? Can I borrow your ID? What is the workplace policy on memes? I'm sorry you made me cry but could you pass the tissues? Do you background check? The secretary... are those DDs? Will you tell your daughter I say hello? She won't call me back... Hey can you take a look at this weird thing on my back? Do you want to be a plus one to my sister's wedding? Do you like raisins? No? Well how about a date then? How much do you frown on sleeping with your interviewer? How much does sleeping with your interviewer help you? Does it make you uncomfortable that my starting salary is higher than your current salary? I glass-doored it. How many hotdogs can you fit in my mouth? Excuse Me Sir, Do You Have a Moment to Talk About Jesus Christ? Is anime banned in the workplace or just the tentacle stuff? What's your birth date, time, and place? I need it to look up your starchart. Have you or a loved one been diagnosed with Mesothelioma? Do you consider the age of consent to be 16 or 18? So, really, \*how does\* a bastard orphan son of a whore and a Scotsman dropped in the middle of a forgotten spot in the Caribbean by providence impoverished in squalor, grow up to be a hero and a scholar? What is your insurance coverage like for mob-related damages? Do YOU have any questions? Can I have a hug? Do you have the number of a good carpet cleaner? Because I had an accident on the way in here and you might need one now. What's your policy on flat-earthers? Have you been fully vaccinated? I'm a carrier for many assorted infections. Will you really be calling me back? My dad never did. DTF? Are those [\*gestures to arms\*] real? Who's your dealer? Do you use double ply? Because single is not going to cut it. How does it feel to be a capitalist pig? Can I pet your dog? When are you expecting? Would you consider yourself to be a silver fox? So when will you call me? I've had this knot in my back for ages, do you think you could get it out for me? I do all my best thinking at night so is it okay if I call you later with some? Do you think all tourism is colonialism? Who did you vote for? Did you know you snore? Not yet, can you come back to me?

“Not yet, can you come back to m