WIB was excited to welcome a panel of UO students who interned over the summer at companies such as Google, Fred Meyer, and Enterprise on October 8th. The professional meeting focused on allowing members to gain “insights” on the internship process from applying, to interviewing, to landing a job.

Don’t be afraid to take risks
Don’t let an application/hiring process/job qualifications deter you from applying
Strive to find a company whose culture and relations compliment your individual self and values
Enterprise: Succeeding in a Male Dominated Field

WIB was fortunate to have Erin Clarke from Enterprise: Rent-a-car speak to the club about finding success in a world filled with obstacles. Highlighting the importance of challenging yourself, and believing in the power of the voice of a woman, she inspired the group to have confidence to become a leader. Clarke touched upon the importance of finding a “difficult time or event that you overcame to highlight in an interview”, and used to acronym of STAR as a guide to do so. By showing vulnerability and a time of struggle, she believes you will stand out amongst the rest.

Wild Friends Nut Butter

Women in Business had the special opportunity to host Keeley and Erika, former UO students and founders of Wild Friends Nut Butter. The young entrepreneurs stumbled upon the concept of flavored peanut butter by accident when the two had little food, but a bag of peanuts, a brand new food processor, and two “squirrely little minds”. By adding ingredients such as cinnamon, raisins, coconut, chocolate, and a variety of other delicious tastes, they found that they had created something big. Soon after, they were showcased on Shark Tank landing funding and national branding and exposure. Launching in grocery stores in November of 2011, the company took off and has had success ever since. They inspired creativity in each of the members of WIB, and defined the idea that there are no limits or boundaries, “your mind is your biggest obstacle” Keeley stated. After sampling the different flavors, members were raving about the healthy yet delicious products. We are excited to see the future of the company, and wish Keeley and Erika luck in the coming years.
Kristin Luck: Portland Business Journal’s 2013 Woman Entrepreneur of the Year

WIB was excited to hear from Kristin Luck, an incredibly successful entrepreneur who shared advice that was powerful and truly motivating. Luck has committed herself to bettering and advancing the market research industry, including founding the networking group Women in Research (WIRe) which helps women in their pursuit of leadership, entrepreneurship and career development goals, while also creating a mentoring program for women in market research. It is safe to say, she is a women of immense power, influence, and dominance in the business world. When she talked to the group she emphasized the importance of self-care. She said in the midst of the fast pace and stress of a career, it is vital to “exercise, walk outside, take a deep breath; this is what is key for getting unstuck”. She also stated, “failure is an opportunity to refine and improve, look at defeat as an opportunity to correct”. Overall, Kristin Luck was a role model for young aspiring individuals.

Career Paths: Life After LCB

WIB participated in a three-day employer panel consisting of LCB alumni, hosted by the University of Oregon Career Center and the UO American Marketing Association. Each night consisted of a different concentration, from Marketing & Sports Business, Entrepreneurship, ISOM, Sustainability/General Business, and Accounting & Finance. Nick Greener, a Social Media Strategist from Sasquatch Advertising told the group to “get out of your comfort zone, put yourself out there, meet people, have a conversation with you professor after class”, he said “networking will set yourself about and apart from other people.” Greg Bauman, a Group Sales Account Manager for the Portland Trailblazers said “there is always someone that is going to want to take your job, what are you going to do to not let this happen?” What stood out to the WIB members was what Amanda Pliska, Global Digital Brand Marketing, FBAT Community Manager for Nike stated. She said, “people really really value female opinions. Be confident when you speak and you will succeed.” Overall, it came down to perseverance and initiative that the alumni said were the most vital.
Member of the Term: Kodi Thompson

Kodi Thompson is a freshman at the University of Oregon planning on studying business, mathematics, and economics. Kodi has a passion for dance and photography, and is an incredibly talented individual. Overall, it is quite evident that Kodi has a bright future ahead of her, and it will be fun to watch her continue to succeed in the years to come.

“It is inspiring to be around upper classmen who share similar goals in life including business and success. The tools that WIB has to offer are constructive and enriching.”

Socials

WIB held two socials this term, a fall social and a holiday social. The fall social was held at Track Town Pizza, and gave members an opportunity to meet one another, mingle, and learn more about what WIB has to offer. The holiday social was held during dead week at Kelsey’s house, the VP of Marketing. Members were able to take a break from the stress of finals and studying to decorate cookies, listen to holiday music, and exchange white elephant gifts. Both events were a success, and WIB looks forward to future socials that will further bond members of the club.
Women in Business had the incredible opportunity to meet with Devon Scanlon in charge of HR at the resort. She spoke about her personal experiences as a woman, forming relationships, and the double standards between men and women in the business world. She was truly an inspiration for WIB members.

WIB went on a tour of the brewery and found that the operation that goes into the beer making process is very specific and complex, and takes immense scientific knowledge and engineering. We enjoyed hearing the success story of Deschutes and its expansion over the years that have made it known nationally.

Members visited Mt. Bachelor Ski Resort and heard from a panel of women. They focused on the importance of finding a company whose culture, and management style aligns with your values, while having the potential to grow. Heather Hagler, IT Manager stated “Bachelor is a good balance between work and play” which gets her excited to come to work everyday.
Northern California Site Visit

17 members headed to Northern California the second week in December to visit companies throughout the Bay Area and get a feel for the dynamic atmosphere of a region that is filled with plentiful business and career opportunities. Over the course of the week we visited the Stanford MBA program, Tenuta Winery, Simply Fondue, Beets Hospitality, Sunrun, Houzz, and even Facebook.

“Do what you love and everything else will come.”
~ Sunrun

“Know not only the company well before interviewing, but the competition as well.”
~ Houzz

“Success is a byproduct or consequence of pursuing your passions.”
~ Stanford MBA Admissions
History of WIB

The University of Oregon Women in Business Club was established in the spring of 2005 in a reaction to a decline in female enrollment in both the undergraduate and graduate programs within the Lundquist College of Business (LCB). Six motivated women recognized a need for a female representation within the LCB and founded the club. Over the last few years, WIB membership has increased to include 40+ undergraduate and graduate women, and is expected to grow during the coming years. The WIB group presents a unique opportunity for women with a genuine interest in business to develop and utilize their knowledge within the various panels, skill-building workshops, professional speakers and social events. WIB strives to expose women to a variety of business careers while also providing opportunities to network with community members and build long-lasting relationships with other UO students.

Looking Forward to Winter Term

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<td>Dependable Strengths Workshop</td>
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<td>Networking Workshop</td>
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<td>Eugene Site Visit: Papé</td>
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<td>Professional Meeting with HP</td>
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<td>9th Annual Gala</td>
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<td>Executive Board Elections</td>
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<tr>
<td>Winter Social</td>
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“Empowering women in the area of professional development”