Spring Events:
Meet the New WIB Executives
Staying Active in the Workplace
Social Media Strategy & Careers
Portland Site Visit
Careers in Consultancy and the Consumer Goods Industry
Sheryl Sandberg Webinar w/ PwC
“Women & Power in Business”
Spring Ice Cream Social

In this Issue:
Professional Meetings ........... 2-3
Site Visits ......................... 4
Members of the Term & Year/Socials .... 4-5
WIB Executive Board ........... 6
WIB Coordinators ............... 6
Sending Off Seniors ............. 7
History of WIB ................... 8
Looking Forward: Fall 2014 .... 8
Keep in Touch with WIB on Social Media .... 8
**Staying Active in the Workplace**

Jessica Graham, a Fitness Program Coordinator for the UO Rec Center, led an interactive workshop discussing the benefits of staying active in the workplace and taught the group practical exercises to keep the body moving throughout the day. Jessica not only discussed the benefits of being active, but she also explained the potential dangers of sitting all day. Jessica’s enthusiasm really showed the group that getting creative with what you have in the office can liven up a monotonous routine.

“… to love my body for what it can do, instead of what it looks like.” - Jessica Graham

**Social Media Strategy and Careers**

“Find a company you like and go for it!” - Nick Greener

Sasquatch Advertising’s and LCB alum, Nick Greener, came to WIB to give an inspiring story as we all move into our own careers. He explained the importance of informational interviews and how we can all incorporate them into our job search. Along with great advice from his first-hand experience, Nick spoke about social media and marketing careers. He gave insight to members on gaining strategies that we can incorporate in social media to build our personal brand and improve our job search. Nick left WIB members feeling encouraged and prepared for their job searches.
**Careers in Consultancy and the Consumer Goods Industry**

As the U.S. Director of Merchandising Apparel at Nike for 10 years, VP of Apparel at Columbia for 3 years, and the owner of her own consumer goods consultancy for 14 years, Sue Parham, spoke to WIB about her career path and experience, while giving advice from lessons she learned along the way. Sue discussed the differences between men and women in a working environment and that the workplace doesn’t come down to men versus women, but it simply comes down to human nature. As students, Sue emphasized the importance of prioritizing time for networking and making sure to ask for opinions while connecting with a professional.

**Lessons Learned from Sue**

1. Know where you are going
2. Build up your team
3. Be committed
4. Set high standards
5. Ask “what if?”
6. Love your consumer
7. Show your passion

**Sheryl Sandberg Webinar & Follow-up with PwC**

Kelly Keller, PwC’s Pacific NW Market Assurance Leader and several other PwC professionals led a conversation regarding a Sheryl Sandberg webinar. The conversation developed into an interactive discussion based on the concept of women being called “bossy” in the workplace and how to persevere when negativity may arise.

**“Women and the Power in Business” Workshop**

Dr. Cara DiMarco, a licensed psychologist and a full-time professor at Lane Community College, spoke to WIB regarding assertiveness in the workplace. Dr. DiMarco exposed members to viewing life as a relationship to everything. Dr. DiMarco also broke down three attachment styles, anxious attachment, avoidant attachment, and secure attachment to help us better understand ourselves and those in our lives. With the in-depth explanation Dr. DiMarco provided, members are able to use what they learned in ways they interact with family, friends, coworkers, and students.
**Portland Site Visit**

At the beginning of May, WIB went to Portland to visit Weiden + Kennedy and Columbia Sportswear. WIB learned about the advertising industry and the unique culture at Weiden + Kennedy. Barby, a WIB former President, led WIB on a tour of Weiden + Kennedy and gave insight on the recruiting process and human resources. Barby also taught WIB members the concept of *failing harder*, a motivating expression for Wieden + Kennedy. This expression implies that when one fails he or she does so wholeheartedly.

WIB then headed to Columbia Sportswear in the afternoon and heard from women who told their personal successes and challenges in the workplace. One woman, whose specialty is information sciences, was very inspiring letting WIB members know that they are capable of anything they set their mind on. We left Columbia feeling determined, inspired, and ready to tackle any project.

**Socials**

WIB celebrated the end of the year with an ice cream social at our President’s, Ana Pena, house. We announced the Members of the Term and Member of the Year as well as gifted our seniors with WIB memorabilia. This was a time for members to take a break from the stress of finals to play games and enjoy the Eugene sunshine!
Members of the Term

Karina Padilla joined WIB during winter term of her junior year. She is currently pursing a Bachelor of Science with a degree in Accounting. After graduating, Karina plans to become a Certified Public Accountant. Outside of school, Karina enjoys movies, exercising, and cooking.

Michelle Virgin will be a junior this fall in the Robert D. Clark Honors College majoring in Business Administration and minoring in Media Studies. Michelle also loves music and plays clarinet, alto saxophone, and tenor saxophone. Michelle’s favorite part about WIB is the opportunity to grow as a businesswoman.

Member of the Year

Jennifer Doll joined WIB this year and has thoroughly enjoyed the experiences she has had so far. Her favorite thing about WIB is the long lasting and supportive friendships she has developed. Jen is also looking forward to becoming more involved with WIB as the club’s Event Coordinator. Her aspirations include studying abroad in Italy in the spring as well as working in corporate finance once she graduates.
Meet the 2014-2015 WIB Executives

Ana Pena  
President

Kelly Weiss  
Vice President

Casey Livesay  
VP Marketing

Kelsey Martin  
VP Communications

Mackie Donaldson  
VP Finance

Donna Maleki  
VP Membership

Coordinators

Starting this [spring] quarter, the executive board implemented the opportunity for members to become more involved with the club as Coordinators. These four new positions strive to help the executive board complete tasks. The Contact Management Coordinator will work directly with the President in assisting with a range of duties. The Sponsorship Coordinator will work directly with VP Membership in talking to businesses and professionals about sponsoring WIB events. The Event Coordinator will work directly with Vice President to execute logistics of events for members. Lastly, the Website Coordinator will work directly with VP Communications to help keep the website up to date for current and prospective members. We are thrilled to have these new positions and can’t wait to see the outcome!

Lizeth Marin  
Contact Management Coordinator

Kodi Thompson  
Sponsorship Coordinator

Jennifer Doll  
Event Coordinator

Aubrey Hinderlinder  
Website Coordinator
Congratulations Seniors!

This year four brilliant women that were WIB executives graduated from the Lundquist College of Business. The four women have taught, inspired, and encouraged our members more than ever.

Rachel Bruce graduated with an Accounting degree in June and is currently interning at KPMG in Portland in their audit practice. Once her internship is over, Rachel will devote some months to study for and take the four parts of the CPA exam. Rachel is hoping that during busy-season, she will be offered another internship with KPMG. Before working full time next year, Rachel is determined to take some time off to travel.

Brittany Krieg is currently interning at Levi Strauss & Co. in their European accounting department for the summer. In the fall, she will return to the U of O to complete her final term of her undergraduate degree with a major in accounting and minor in art. During fall term she will apply to graduate schools for fall of 2015. In between her undergrad and Master’s she will pursue a job in the accounting or finance field.

Sydney Baldatcher will be working in a marketing and social media role for Women's Care in Eugene. She will be creating a marketing plan for Women’s Care and seeing it through. During her summer, Sydney went on a three week long road trip with her boyfriend. This included camping, wine tasting, and visiting family and friends. Sydney hopes to have an opportunity to get involved with an entrepreneurial venture in the near future.

Kelsey Malvey is currently job searching in the San Francisco Bay Area in hopes to relocate. She is focused on start-ups in the technology, food, and apparel industries. Aside from exploring her career options, Kelsey is backpacking through the Sierra Nevada Mountains and will visit Machu Picchu, Peru in September.
History of WIB

The University of Oregon Women in Business Club was established in the spring of 2005 in reaction to a decline in female enrollment in both the undergraduate and graduate program within the Lundquist College of Business (LCB). Six motivated women recognized a need for 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. WIB provides a unique opportunity for women who are interested in business to develop their knowledge through skill-building workshops, professional speakers, and networking events. WIB shows women different business careers and while building long-lasting relationships with other UO students.

Looking Forward: Fall 2014

- Professional meetings
- Seattle Site Visit
- Fall Social
- Austin, TX Site Visit

Follow WIB on Social Media!

Connect with WIB on Twitter, Instagram, and Facebook to stay up to date on current events, pictures, and upcoming news! Also check out our website wib.uoregon.edu for helpful resources and tools. We’re just a like away!