Winter Newsletter

WOMEN IN BUSINESS
WINTER NEWSLETTER

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Winter Term Events:

Dependable Strengths Workshop
Papé Site Visit
Networking Workshop
Ford Family Foundation
Gala Prep Meeting
9th Annual Gala
Meet the WIB Executives
Dinner with the Eugene Professional Women's Forum
WIB Elections
Winter Social
Networking Workshop

WIB welcomed KL Wells, a networking guru and owner of *Networking Power* who taught the group a new approach to networking, as well as how to build a network in 90 days. She had the group write down a list of qualities and characteristics students personally seek in others. She asked two simple questions: Who inspires you? Who do you hold in high regard? With this, WIB members were able to identify certain people that fit this mold, and are important “power partners” now and into the future. She enforced the concept that real networking is all about finding ways to make other people successful. Wells stated, “You can be more successful in two months by becoming genuinely interested in someone else’s success than your own” which was incredibly eye opening for the group.

Dependable Strengths Workshop

Women in Business participated in an activity hosted by Kristi Lodge from the UO Career Center. Focusing on identifying unique skills and strengths, members were able to uncover personal attributes that provided insights into possible career paths. The program provided students with the tools to market themselves effectively, and allowed for a rewarding and fulfilling self discovery of “dependable strengths”.

Be genuinely interested in other people

Be a great listener and encourage others to talk about themselves

Surround yourself with people who are smarter than you

Create the life you are inspired to live

Be strategic who you bring into your inner circle, this is your power team

“Who you surround yourself with is who you become. Networking is used to sift and sort, so be mindful of who you choose” ~ KL Wells
Working in the Not-For-Profit Industry - The Ford Family Foundation

On February 11th, Denise Callahan from The Ford Family Foundation (TFFF) inspired us with her career story and was able to share her own personal obstacles to better prepare Women in Business for their own career paths. Denise, originally from Eastern Oregon, is currently the Director of Scholarships at TFFF and graduated at the top of her class from Willamette University. Denise opened up to us about her undergrad struggles and how she originally wanted to be a lawyer, but ended pursuing what she felt was best for her, Non-Profit Administration. Her story was not only refreshing, but inspiring to hear that what’s best for us isn’t necessarily what others see us doing, but rather what will make us happy. Her words touched so many members, especially at this pivotal time in our lives. Overall, we were able to learn a lot about the unique challenges and rewards of working in the Not-For-Profit industry, a sector we often overlook or don’t hear much about.

Meet the WIB Execs

Two weeks before elections on March 4th, WIB held a meeting for all members interested in running for an executive position. The meeting was set up as a panel discussion facilitated by faculty advisor Tina Starr. Current execs answered questions about their position including skills needed, time commitment required, what they’ve learned, and how they’ve grown from the experience.

"I’ve learned so much, not only from the duties of my role, but especially from my fellow execs and members”

~Rachel Bruce, President
The 9th Annual Gala: “Spread Your Wings”

On February 19th, Women in Business held the 9th Annual Gala in the Lundquist College of Business Atrium. Gala is a formal networking dinner event that provides WIB members a chance to be paired with a business professional based on their career interests. This year’s theme was, “Spread Your Wings” which was based around the concept of taking risks and soaring to new heights. With over 160 attendees, and 13 company sponsored tables, this year marked a new record for the event, making this the biggest Gala yet.

On February 16th, the WIB execs led an etiquette meeting for the students attending Gala. The meeting’s focus was to bring members up to speed on proper etiquette and networking techniques so they could make a good impression on professionals attending Gala. Based on the feedback that the execs heard from the attendees, the meeting was helpful and increased the members’ confidence about attending Gala.

The evening of Gala started off when Kelly Weiss, the VP of Communications for WIB, welcomed everyone to the event and introduced the Dean of the Lundquist College of Business, Kees de Kluyver. Kees gave a speech and reinforced how important an organization, such as WIB, is for young women hoping to enter the professional workforce. His continued support over the past four years at Gala has been incredibly uplifting and encouraging for the group.

“Gala was a great opportunity for members to be exposed to a variety of professional backgrounds and careers. My match was helpful in providing relevant information to the career I am pursuing and was open to sharing her personal experiences as well” ~ Ana Pena, VP of Membership
The 9th Annual Gala Continued...

This year, WIB welcomed Sabrina Parsons, CEO of Palo Alto Software, and developer of the best-selling business management software, LivePlan to be the keynote speaker for the evening. Palo Alto Software develops software and tools specifically targeted for entrepreneurs and small-business owners. Sabrina assumed the CEO role in May 2007 and is responsible for Palo Alto’s business planning, fiscal and strategic goals and all of the company's traditional marketing. Sabrina is a mother of three boys, 9, 7, and 4 years old, and is the author of a blog about the challenges and rewards of being a “Mommy CEO” on ForbesWomen.

The ‘Mommy CEO’ spoke about not being afraid to be assertive while constantly believing in the power of being a woman. Her speech began with the simple phrase: “Who Runs the World, Girls” and she repeated this message throughout. She posed the question, "If you were not afraid, what would you do?" This simple question allowed every individual in attendance to reflect and truly dream big. She encouraged all of us to do one thing every day that scares us. Sabrina’s powerful message about the potential of women in leadership roles inspired students and professionals alike. For once, the group of ambitious young women were capable of flying without limits and gain a new sense of confidence. She told the group to do one thing every day that scares you, a notion that will be instilled now and for many years to come. The night ended with a raffle of various gift baskets to professionals to show our appreciation for their support.

WIB would like to thank Dean Kees de Kluyver, Sabrina Parsons, and all the professionals for your help in making the 9th Annual Gala a true success. Without your continued support, this event would not be possible. Also, thank you to all the volunteers that gave their spare time to help plan, set up and clean up the event, helping it to run smoothly. WIB is already looking forward to next year’s 10th Annual Gala! We will make sure to spread our wings, making it bigger and better than ever.

“Do one thing every day that scares you”
~ Sabrina Parsons
Members of the Term

Peipei Lei is a senior Business Administration Major with a concentration in Finance. Her favorite part of WIB is the fact that “It provides good chances to learn from others and also share our personal experience as a business student.” Her dream job is to work in a global financial firm, and we wish her luck in her pursuit!

Aubrey Hinderlider is a junior Accounting & ISOM Major who has been a huge support throughout the term to all members. Her constant smile is incredibly uplifting and contagious. Her dream job is to be an Internal Managerial Accountant for Amazon, and we know she is more than capable of making this a reality. Fun fact, Aubrey is married to her High School sweetheart!

Socials

WIB had a winter social at the VP of Membership, Ana Pena’s house to take a break from studying and the stress of finals. The evening allowed members to socialize over an evening of games and Chipotle catering. WIB loves events like this because they allow members to get to know one another outside of
Papé Site Visit

On January 24th, 20 members drove out to the Papé corporate headquarters on Goodpasture Island Road in Eugene to learn more about one of Eugene’s largest companies. Susie Papé, Chairman of The Papé Group, Inc., greeted the group and led a tour of the company’s custom-built offices, which Susie herself had a hand in designing in the 1990s. Following the tour, Susie sat down with the group for an extended conversation about the company’s history, the role she’s served since her husband Randy’s death, advice on being a woman in a male-dominated industry, and the importance of community involvement. The group came away from the visit inspired by Susie’s grace and gumption and we were very thankful to strengthen WIB’s connection with such an amazing community figure.

WIB Apparel

In order to increase recognition of the club and further attract members, the exec board decided to design sweatshirts, or as we like to call them, WIB Swag! They feature not only the University of Oregon logo, but WIB’s as well.

Sweatshirts are available for sale at meetings and various events throughout the year. Contact the VP of
Communications at uowib.communication@gmail.com if you're interested in purchasing one.

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.

Looking Forward: Spring Term

Professional Meetings:

✦ Staying Active in the Workplace
✦ Social Media Strategy and Careers
✦ “Women & Power in Business” Workshop
✦ Careers in Consumer Goods and Consultancy

Portland Site Visit

Spring BBQ Social

Follow WIB on Social Media

Connect with WIB on Twitter, Instagram, and Facebook. Stay informed of current events, pictures, and upcoming news. We are just a “like” away!