University of Oregon Lundquist College of Business

WOMEN IN BUSINESS

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HAPPY NEW YEAR!
PROFESSIONAL MEETINGS

INTERNSHIP INSIGHTS
WIB opened fall quarter with a professional meeting based on experiences of peers in the business school. An internship panel was held to provide insight on internships at companies such as FritoLay, Nike, KPMG, and Nordstrom. Each individual gave a synopsis of their internship experience while also offering helpful tips about the process of securing an internship. Members were happy to hear from peers and felt confident to find an internship of their own.

MANAGERIAL ADVICE FROM A NIKE SR DIRECTOR
Kris Young, Senior Director of Nike Footwear and Equipment Buying, led an interactive discussion surrounding motivation, gaining credibility, and job searching tips. Members came prepared, asking thoughtful questions that benefitted the entire group. Kris touched on her experiences with motivating people who may not be self-motivated and suggested to members to find out what works for that person to better help them succeed in their position. As we discussed job searching tips, Kris advised for each and every member to find a mentor who performs strongly in an area that you want to grow in as a leader. This way, there is emphasis on the skills you want to be strengthened through the guidance of a mentor. Lastly, Kris left members feeling inspired as she stressed that no one can choose a wrong path and the importance of trusting themselves.

“... understanding your boundaries, what is important to you, and your values. With that, comes respect for you.” - Kris Young
PROFESSIONAL MEETINGS

SUSTAINABLE BUSINESS
We hosted Laura Strohm, Program Manager in the Center of Sustainable Business in the Lundquist College of Business, Shandy Buckley, Sustainability Supervisor at Glory Bee Honey, and Kelly Hoell, Consulting Associate for Good Company, to participate in a sustainability business panel. Through this panel, we learned that sustainability initiatives are most effective when they are merged with company culture. Both Shandy and Kelly spoke about the path they took that led them to a career in sustainability and how those values are integrated in their daily lives. Members were exposed to a different area of business that allowed them to explore a possible new avenue of interests. This panel left us understanding that sustainability is based on the idea of a triple bottom line: profits, people, and planet.

CAREER BUILDING ADVICE
Our last meeting of the term was led by Sabrina Rokovitz, Vice President/General Manager at Enterprise for the Oregon & SW Washington region. Sabrina’s welcoming personality created a free-flow discussion between herself and members. Sabrina gave a snapshot of her collegiate and career paths and opened it up for questions. Many members were curious about job or internship searching and wanted to hear any advice Sabrina had for them. Sabrina explained that just like researching what college to attend, we need to conduct the same process when finding companies we want to work for and what positions we want to be in — a lot of this can be done by informational interviews and putting yourself out there. Another theme we discussed was work-life balance and what work is like once you begin to have a family. Sabrina used another analogy in that work-life balance is like a see-saw; there isn’t an even scale all the time. It is up to us to learn when to teeter and totter between work and personal life. These lessons are something that will stay with members long past their academic career.
PIZZA SOCIAL!

At the beginning of the term we held a Pizza Social at Pegasus Pizza so that prospective members could learn more about WIB’s professional meetings and networking opportunities while getting to know the executive board and returning members. It was a hit!

Outside of our bi-weekly meetings this quarter, we held a community service event. Our project was to help carve pumpkins for the Dorris Ranch annual haunted hay ride. Members and executives were present and time flew by as we started forming stronger relationships with one another. We had so much fun carving all kinds of different pictures and shapes – we even carved a WIB pumpkin!
SOCIALS & MEMBER OF THE TERM

Holiday Social: The holiday social is something members look forward to all quarter long because it is such a fun way to take a break from studying for finals and simply relax! This year we had a hot cocoa bar, a tea bar sponsored by Bigelow Tea, cookie decorating, a white elephant exchange, a photo booth, and the announcement of Member of the Term. We all had such a great time together before parting ways for the winter break!

MEMBER OF THE TERM: MARISSA SODDERS

Marissa was chosen as Member of the Term because of her enthusiasm for WIB, willingness to offer a helping hand when needed, and her ability to build relationships with fellow members. Marissa is a junior from Aberdeen, WA and is majoring in Business Administration with a concentration in Marketing and pursuing a minor in Economics. One of Marissa’s favorite parts about WIB is how welcoming everyone is and how easy it is to get involved and get to know other members. Thanks for all of your hard work Marissa!
Sixteen women took a trip to Seattle for a weekend to meet with Boeing and Amazon and to explore the infamous Pike’s Place Market.

Our first stop was at Boeing where we started the morning off networking with about twenty diverse women. This was a great time for members to ask the questions they wanted to get answers to and to learn more about a woman’s position at Boeing. After, we had an inspiring presentation from Laura Bogusch. She gave us a look into her collegiate and career paths as well as elaborated on her roles throughout Boeing. She advised WIB members to make a commitment to being proactive and becoming invested in themselves. Following Laura’s captivating speech, we heard from ladies that represented Boeing Women in Leadership. It was encouraging to see that companies have a women based affinity group. We had such a motivating experience in our morning session with Boeing. To end the site visit, we toured the Boeing factory, which required us to ride in golf carts because it was so big! Ana, our President and Jen, one of our members were tasked with driving their own!

During our time at Amazon, we spoke with a recruiter, Celeste Diaz. Celeste showed us Amazon’s vision of company culture, values, and community outreach. We learned how connected Amazon’s employees are with Founder and CEO, Jeff Bezos. After learning Amazon’s motto: Work Hard. Have Fun. Make History, we toured a few of their twelve buildings on campus.

The young women that attended the Seattle site visit created memories with one another, while grasping an understanding about each company’s values, culture, and goals. Until next time, Seattle!
WIB made history this past December, by traveling the farthest yet to Austin, TX for five days with fifteen women. Our agenda for the week included: IBM, GSD&M, Whole Foods, University of Texas at Austin MBA Program, Influence Opinions, and Dell.

Our time at IBM was spent touring one of their buildings and participating in a speed networking session. We networked with women from Demand Generation Marketing, Finance & Business Operations, and Web Strategy. Each woman had such great advice for WIB members regarding how to handle a tough situation, job applications, interviewing, and pursuing your interests.

GSD&M is an advertising company located in the heart of downtown Austin. Lauren Kelly hosted our group and guided us through GSD&M’s values and culture. We learned that a big part of how the company runs is influenced by the founders who created GSD&M because they wanted to “stay together, stay in Austin, and make a difference.” We left with an appreciation for their purpose initiative in every day tasks.

Andres Traslavina, Talent Recruiter at Whole Foods, explained things he looks for when he is recruiting and gave valuable advice regarding the topic of career vs. job. Andres encouraged members that they can be good at anything they set their minds to.

“The intersection of passion & talent equals your dream job.” - Andres Traslavina
University of Texas at Austin is highly recognized for their MBA Program. During our time there, we heard from six current MBA students and ask them questions regarding an MBA, prep work for the GMAT and the application process. Many members left considering getting an MBA down the road when they hadn’t necessarily considered it before!

Influence Opinions is a smaller communications firm that is extremely successful. We met with the Founder & CEO, Elise Yates. Elise talked about her career path and about different situations with clients that enabled her to use her problem solving skills. This woman is the definition of a powerhouse — she stays true to herself and her beliefs while having earned credibility.

Our last company to visit was Dell, Inc. Jenn Saavedra, HR, Chief of Staff & HR Business Partner, put together a panel of six employees that worked in HR, Finance, and Marketing. This was an interactive conversation that led to valuable advise regarding interviewing and building your personal brand. After learning tips on all parts of an interview, members feel prepared to tackle any interview that comes their way.

Aside from visiting these astounding companies, WIB was able to explore Austin and get an idea of the city culture. We explored Mozart’s Cafe, had a breathtaking view of the city from the 360° Bridge, walked around downtown, and celebrated holiday cheer at the Trail of Lights. Austin created an infinite number of memories for the execs and members. This trip was a complete success!
Women in Business is celebrating 10 years! Only a decade ago, the UO Women in Business Club was established in reaction to a decline in female enrollment in the undergraduate and graduate programs within the Lundquist College of Business (LCB). Over the past few years WIB membership has continuously increased – this fall term alone, membership has increased 23.5% and is expected to continue to grow in the coming years. The WIB club presents a unique opportunity for women with a genuine interest in business to develop and utilize their knowledge within the various business disciplines through panels, skill-building workshops, professional speakers, site visits, 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

WINTER TERM:

Professional Meetings

Professional Meeting & Brunch with UO Investment Group

10th Annual Gala: February 25, 2015

WIB Executive Board Elections

Winter Social

A message from the 14 – ’15 Exec Board:

As we reflect on these past 10 years, we have been able to grow and provide opportunities for our members because of your continued support and belief in the Women in Business Club. Thank you so much; we couldn’t do this without you.

A big thanks to you!

Sincerely,
Executive Board 14 – ’15