For the first WIB meeting of the term we were fortunate to have Jessica Best, the Assistant Director of Career Advising in the LCB Career Services Center. She spoke to us about networking, and how to get the most out of our involvement in Women in Business.

She explained that networking is working to develop relationships that are mutually beneficial. It involves building connections with people and then asking those people for help when you are job hunting in the future. You need to tell people what you are looking for when you do ask for help. Jessica highlighted that an important networking skill to practice is remembering names. Practicing with friends and fellow club members is a good way to improve this skill.

The second thing that Jessica stressed was that, as students, we need to get involved in our community. This means both within the LCB, the campus as a whole, and the local community. As students we need to put ourselves out there and find ways to make an impact.

Finally, the most important advice Jessica gave was to realize that being a part of a club was both a right and a responsibility. We are all leaders in the group. Leadership does not require a title.

The Women in Business club would like to thank Jessica for her time and all of her advice.

Member of the Term: Kelly Defacci

Last year WIB began honoring a member of the term. For fall 2010 the member of the term is Kelly Defacci. Kelly is a sophomore at the University who recently changed her major from Human Physiology to Business with a minor in Chemistry. She joined WIB because she wanted to meet new people and to really take in what the University has to offer. Kelly loves laughing, artsy things, shopping, fashion and running.

Her favorite thing in WIB this year was the site visit in October. She really enjoyed meeting Karin Jacobs from Key Bank and hearing her story. Meeting Kate Byer was also very important to her. She enjoys meeting the professionals at all our meetings and hearing their stories.

Kelly is looking forward to starting her business school classes in the winter and attending the 6th Annual Gala in February. Congratulations from all the WIB execs!
On Tuesday, October 19th WIB was pleased to welcome Lucy Gardner, Leadership Oregon Program Manager for the State of Oregon. She came to discuss her career path with us and what it is like for a woman working in state government. Lucy discussed how she started on one path but then decided she needed to go another direction. She talked about how when she started looking for a new job she ended up in an accidental career. Many people end up in accidental careers. These are careers that are different from where they started. People find other things that they are interested in, the economy shifts causing relocations, or a person finds something else that they are good at. Lucy had three pieces of advice for us as we get ready to start going into the job market. The first thing was that we need to find out what we love to do and what we excel at. The second piece of advice was that we need to stay true to who we are. We need to be authentic in everything that we do in our lives. The final piece of advice was that we need to figure out what gifts we have and what we can bring to the table. We need to decide what we want to contribute to the organization we are going to work for.

Lucy’s talk was interesting and really gave us a lot of things to think about as we get ready to start looking for employment both during and after college. Women in Business would like to thank Lucy for speaking to us.

Site Visit

On Friday October 22nd the Women in Business group had the opportunity to visit three different businesses in the Portland area: Key Bank, Garden City Group, and Kate Byer Interior Design.

We met with three women from Key Bank and learned that there was more to banking than just taking in money and giving it out. Investment management and retirement planning are two key functions within the banking profession. Karin Jacobs’ story was especially enlightening. She began as a teller and worked her way up to being branch manager and the only banker in the Oregon Executive group.

The second company visit was with the employees of the Garden City Group. Garden City Group does legal advertising, which includes the advertising for class action lawsuits and bankruptcy proceedings. There are a handful of these types of companies nationwide.

The women of the company were nice enough to share their advice with us about finding a job after college. One of the first things they told us was that one can never know where you might end up, so be willing to take chances. This will provide opportunity to explore some different areas and maybe find what you love.

They suggested that we do internships or part time jobs as much as we can. This will allow us to have some experience under our belts when starting to look for full time employment. Their final suggestion was to look for small and medium size companies as they will be able to offer us more opportunities.

The final stop on our visit was to meet Kate Byer who owns Kate Byer Interior Design. Kate told us the story of how she ended up in interior design. Her story was very inspiring. It was amazing to learn how she just took the leap and moved to Portland to start her own firm. Plus it was amazing to get to see a house that she was currently working on.

Women in Business would like to thank the professionals of Key Bank, Garden City Group, and Kate Byer for an amazing day.
Meet the 2010-2011 WIB Executives

President: Barby Mercado is a senior in the Lundquist College of Business and is originally from Gladstone, OR. This is her 2nd year in Women in Business. She is currently working on getting a Bachelor of Arts with a double major in Business Administration and Spanish, focusing on the LCB Global Management Certificate and Marketing.

Vice President: Makaela Lipke is a senior at the University of Oregon. She is in the LCB Honors Program and is majoring in Business and double minorin in Spanish and Economics. Last year she was the first VP of Communications for WIB. This year, as the new Vice President she has high hopes for the club and plans to create a more interactive atmosphere.

VP of Marketing: Anelise Fredrickson is a senior within the Lundquist College of Business. She is majoring in Business Administration with a concentration in Marketing and a minor in Psychology. She plans to pursue a career in consumer psychology or marketing analysis. She spent Fall Term 2009 studying business in Northern Italy and had the time of her life.

VP of Finance: Denise Anderson is a senior at the UO, majoring in Accounting and minoring in Economics. Denise plans to continue her education in Accounting and earn a Master’s of Accounting, and would then like to continue on to pursue a career with an accounting firm in Portland.

VP of Membership: Alyssa McBee is an accounting major with a minor in dance at the University of Oregon. She is a junior in the honors program at the Lundquist College of Business. After completing her undergrad, her career aspirations after college include working at a public accounting firm and becoming a dance team coach.

Patty McConnell owner of Old Dominion Collision Repair

Women in Business were pleased to have Patty McConnell from Old Dominion Collision Repair come to speak with us about women working in a non-traditional field.

She has owned the company since 1988. When she first took over as the owner she oversaw a staff of seven, which has grown to a staff of twenty five. She went from doing the payroll to owning the company. Now Old Dominion Collision Repair is considered to be in the top 10 of collision repair places in the country.

Patty told us that when she took over the business she wanted to do something to set the company apart from all other body shops. The first change was renaming the business to collision repair instead of the traditional body shop moniker. She called the marketing department in the Lundquist College of Business and asked them to do a marketing analysis and she discovered that 50% of all car repair decisions are made by women. Armed with this information she made the changes she felt necessary to build her business into what it is now.

Patty shared several pieces of advice. One thing she said that stood out was that our challenge in life is to always follow our dream. She followed this by saying you can do what is your passion even in a company that is not your passion.

One of the members asked Patty how she finds balance between work and home life. She replied by saying that finding the balance is always difficult. It is still difficult when the kids are all grown up. You learn how to balance by realizing and knowing what you can and cannot do.

She spoke about the importance of networking. Also she spoke about the differing communication styles of men and women. Finally she talked about the communication and other problems that the generation gap can cause sometimes in your working relationships.

Women in Business extends our gratitude to Patty for taking time from her schedule to come and speak to us.

“You can take your knowledge to any business”
Spring Luncheon with Accounting Professionals

Each term we have a professional luncheon that gives our members the opportunity to speak in a more intimate setting with professional women in a specific field.

This term’s luncheon was an accounting luncheon held on November 12th. We had three accounting professionals from Eugene, Lake Oswego, and Portland attend. The professionals were Mandy Wilson from Price-waterhouseCoopers LLP, MyKim Tran in Business Development from Delap, and Shannon Dolan with Retirement Plan Services at Jones & Roth.

The women spoke with the members about everything from how they got started in their careers, technological changes in the industry, how the field has changed, and what we can do to set ourselves apart.

The women said that technological advances have done a number of things to improve the industry, from increasing response time to providing flexibility. However, it can also lead to problems if you become tied to these new technologies. With our increased use of internet, phones, and laptops you can find your work invading your home life. Professionals must learn to set boundaries for themselves, coworkers, and their clients, in regards to expectations to work at home.

In regards to how the accounting field has changed, the women responded that the economy has been driving those changes. It has affected everything, including just the day to day business activities.

Many organizations are finding themselves teaching more “soft skills” to their employees. This includes teaching to be more intuitive when talking to clients and to have a plan B in case the message did not come out as intended. Accounting is a service industry and you need to know how to talk to your clients.

A member asked the question about how we could set ourselves apart when starting to apply for internships and full time positions. The professionals responded that we need to do research before we go to events and know who we want to talk to. We need to have an actual conversation with them while still telling them a little about you.

We need to continue to build our network and improve our networking skills. Each one of us needs to work on doing unique things to make us distinctive. Finally we need to know what the firm is about and what the work climate is like.

The best piece of advice from Shannon was that if you find an area you are interested in or a particular industry or field then get out there and talk to people in those fields and learn about it. From MyKim the most memorable thing she told us was “It is never too late to make a bad impression.” Mandy told us to take advantage of the opportunities in front of us and that it is okay to move from where you start.

The luncheon was of great benefit to our members and the professionals really gave us a lot to think about. We would like to thank Shannon, Mandy, and MyKim for taking time out of their schedules to share some of their knowledge with us.

“\textit{You have to fail before you can succeed}”
The University of Oregon Women in Business Group was established spring term of 2005 in reaction to a sharp decline in female enrollment in both the undergraduate and graduate programs within the Lundquist College of Business (LCB). Six motivated undergraduate women who recognized a need for female representation within the LCB and its clubs initially founded the group. After the last couple of years, WIB membership has increased to include 40+ undergraduate and graduate women and is expected to grow dramatically during the coming years.

Sports Business Internships

For the last meeting of Fall term, the Women in Business club was pleased to host Ellie Saxton, Marketing Intern with Intercollegiate Athletics at the University of Oregon and Rachael Doyle the Assistant Director of Promotions and Gameday Promotions with Intercollegiate Athletics at the University of Oregon. For this meeting WIB also invited members of the Warsaw Sports Business Club to attend.

The women spoke to us about how to get internships and the paths they took to get to their current positions. Both women did a number of different internships and other full time positions before reaching where they are now.

They had some good advice for all those in attendance. They told us to talk to all speakers at club meetings, site visits, and luncheons that we attend. Ask them about their jobs to find out what they do and what they like about it. You need to ask these questions to find out if you would be interested in that position or field. You need to introduce yourself to the head of your department and get to know them and let them get to know you. They have many contacts that they can put you in touch with. If you have a particular position that you are interested in, find someone that you can do an informational interview with. These interviews can be very helpful.

The most important thing for students is to be prepared to do unpaid internships to get the experience you want. If you use those unpaid internships wisely they can payoff. You need to be prepared to make sacrifices. If you think you do not have time for internships, then make sure you get face time with people. Also look into doing volunteer work or being a member of a club. You can use all of these things to make contacts and show businesses what you are willing and capable of doing.

The best advice from Ellie and Rachael was to “be persistent”. Always talk to people and get your face and name out there. If people do not know who you are they are not going to want to help you. Remember to keep up with all of the contacts that you make along the way. Also use the resources available to you, such as the Career Services Center.

Thank you to those members of the Warsaw Sports Business Club that attended. WIB enjoyed having you. A big thank you to Ellie and Rachael for sharing their stories with us.

Looking Forward

- Upcoming professional meetings:
  - Jaime Koleno and Amy Delany, Pacific Continental Bank — Finance & Marketing
  - Kelli Matthews, School of Journalism — Social Media
  - Jessica Best, LCB Career Services — Professional Etiquette & Dress

- Volunteer Event—Truffle Shuffle on Feb. 13, 2011

- 6th Annual Women in Business Gala on Feb. 16, 2011
  “Paint Your Own Picture” with featured speaker Erin Tyburski