Women in Business had an exciting site visit at State Farm’s Salem Operations Center and at the Woodburn Company Stores, Nike and J. Crew. Patty Meighen, State Farm HR, showed us around the facilities and told us about jobs at State Farm for college graduates. The Salem Operations Center is home to many departments: fire claims, human resources, and customer service for after hours auto claims just to name a few. State Farm is customer owned (through shares) and offers incredible benefits for its employees.

After our tour we met with three employees from different departments. None of these women (two of which are UO alums!) expected to work for State Farm, but have stayed with the company because of their benefits, willingness to accept differences, and the ability to move up in the company.

For our last stop we met with Susan Michaels, visual manager at J. Crew. Susan is another graduate from the UO. After graduation, Susan got a job with Max Azria managing their store inside Bloomingdales! Now back in Oregon to work for J. Crew, Susan is in charge of setting up the displays at the Woodburn store.

All in all, it was a very insightful trip. It helped the women see what to look for come graduation!

Highlights:
- State Farm Site Visit: “It helped the women see what to look for come graduation!”
- Week of Welcome: “The main goal...was to spread awareness of Women in Business and to recruit new members.”
- Intramural Volleyball: “We also have opportunities for fun team building experiences.”

Inside this issue:
- Food for Lane County
- Intramural Volleyball
- Member of the Term
- Meet the Execs
- Funk/Levis
- Week of Welcome
- KPMG
- What’s Next?

Above: The sign-in sheet for the State Farm site visit. The girls got a behind-the-scenes look at the Salem Operations Center.
Below: The group huddles after a site visit to Golden Temple during spring term.

Fall 2009

“Empowering women in the area of professional development.”

WIB GETS INSIGHT FOR LIFE AFTER COLLEGE
By Catlin Bowers, VP of Marketing

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All in all, it was a very insightful trip. It helped the women see what to look for come graduation!
October 22nd was a day of giving for the members of Women in Business. All the ladies pulled back their hair and grabbed their sneakers for a night full of sorting and packaging donated food. We made conversation with the wonderful women in the professional field that helped to provide us with a chance to volunteer for our community. Sara Brandt, the meeting coordinator of Eugene’s Professional Women’s Forum (PWF), helped to organize this event.

First, we met the people that work to help underprivileged families every week by providing them with boxes of food donated from our local community. We were then taken on a short tour of the facility before we had the chance to get to work. It was great to see how many people pool their effort and resources to help those who are less fortunate.

The night was filled with a variety of delicious smelling cereals ready to be packed away in individual bags and sent out to the families. As soon as we had our assembly line down, the process came quick and easy. It even gave us the opportunity to socialize with the members of PWF. To think that three hours of our 168 hour week could do so much is a great incentive to do more next term.

WIB TEAMS WITH AMA AND SCORES

WIB provides a variety of professional involvement to help women at the University of Oregon excel in their future professional careers. However, we also have opportunities for fun team building experiences.

This term, WIB teamed up with another LCB club, American Marketing Association, to create a co-ed intramural volleyball team.

With over 20 registered players, we always had plenty of attendance plus side-line cheerleaders to pump us up during the game. Our first game was an intense face-off. Most of us were either first-time volleyball players or dusting off old skills from childhood. Although we didn’t win our first game, we had a blast and created great team bonds.

We went on to win the next couple games including our first play-off game. Our season was over when we lost our second play-off game to a very talented team. We would have loved to play a couple more games together but we enjoyed the time we had.

The purpose of intramural sports is to have a great time, build team relationships, and get a little exercise at the same time. We definitely accomplished these things and helped WIB members get more involved.

REACHING OUT TO THE LOCAL COMMUNITY

“We met the people that work to help underprivileged families every week by providing them with boxes of food donated from our local community.”

WIB and Professional Women’s Forum ladies worked together with Food for Lane County to package donated food for families in need.

MEMBER OF THE TERM

Starting this year WIB will award a Member of the Term for each term. The award will be given to a member that has shown dedication and enthusiasm for the club.

The Fall 2009 award goes to Alyssa Mcbee, a freshman. Alyssa had great attendance at meetings and activities and was part of the intramural team.

Alyssa joined WIB at the beginning of fall term after Tayah Butler, an undergraduate academic advisor, suggested it to her during an advising meeting.

She has enjoyed being a part of WIB this term and plans to remain a member. Alyssa said she enjoys the club because, “it allows me to meet new people, especially business oriented students, since all my classes aren’t business classes.”

Her favorite parts of this past term were the intramural volleyball because she was able to bond the most with the other members on the team and the luncheon with Funk/Levis & Associates because it was her first experience interacting with business professionals in a casual environment.

Looking ahead, she said, “I am looking forward to the Gala, since I have heard so much about it! Also, I am looking forward to meeting more professional business women during meetings.”

Great job Alyssa!
MEET THE EXECS

Lindsay Nelson, President, is a senior majoring in Business Administration with a concentration in Marketing and a Communications minor. This is her third year in Women in Business. In the summer of 2009, she started her new position as an Advertising Executive with the Oregon Daily Emerald. Lindsay’s goal for WIB is to create more involvement opportunities within the club to build and maintain stronger relationships. She believes WIB should be an outgoing, fun support group for students.

Tamsen Shilling, Vice President, is a Business Administration major with a concentration in Marketing and a minor in Economics. This is her second year in Women in Business. She is also a member of the American Marketing Association and works as a student technician at the law school. Her goals for Women in Business include increasing the diversity of the members by marketing the club to students outside the Lundquist College of Business, along with continuing to engage the members through interesting and informational speakers and site visits.

Lauren Barrette, VP of Membership, is a Business Administration major with a concentration in Marketing and a minor in Spanish. Lauren is also part of the Clark Honors College. As well as being the VP of Membership for WIB, she also works in the Peer Advising office and is the VP of Communications for AMA. Lauren aspires to work in an international advertising agency where she can be creative and have fun working.

Catlin Bowers, VP of Marketing, is a senior in the Lundquist College of Business. She will receive a B.S. in Business Administration with a concentration in Marketing and minor in Communication Studies. She is also a member of the UO American Marketing Association. She attended Parsons School of Design studying Design and Management before transferring to UO two years ago.

Stephanie Herr, VP of Finance, is a senior majoring in Business Administration with a minor in Economics. This is her second year in Women in Business. Stephanie would like to pursue a career in project management or purchasing, and is particularly interested in solar power and alternative energy sources. As VP of Finance, Stephanie would like to see WIB effectively and efficiently allocate the budget to make this year the best one yet!

Makaela Lipke, VP of Communications, is a junior at the University of Oregon. She is in the Lundquist College of Business Honors Program and is majoring in Business and double minorin in Spanish and Economics. She is the first VP of Communications for WIB. She thinks WIB gives a great opportunity to women in the LCB to come together in a supporting and intelligent environment and has great hopes for the future.

Deb Bauer, Faculty Advisor, is a Senior Instructor of Finance who received her BS in Finance at Bryant University and her MS in Finance from the University of Oregon. She spent two years as a Commercial Real Estate Analyst at Bank of America before coming to teach at the UO. She also worked as a credit analyst for Norwest Financial. Apart from advising WIB and teaching Finance, Deb is the course coordinator for the Business Minor Finance courses and is involved in many university committees.

Execs gather at the club’s booth during Intermingle.
The Women in Business group was proud to welcome two members of the Funk/Levis staff, Sherisa Aquirre and Amanda Croteau, for an informational lunch. The luncheon was held at the University of Oregon’s Lundquist College of Business on Friday, November 20th.

About 20 women attended this question and answer session with the women from Funk/Levis. They discussed what it was like to work for the Eugene marketing. They offered interesting information about the field, along with some new perspectives. They took us through a day in the life at an independent marketing firm, but reminded us that one day can be dramatically different from the next. They work for different companies of various sizes in Oregon and the Eugene area. They learn as much as they can about the company before completely re-doing the marketing plan. This can include a company’s advertising, their shelving displays, or even a complete re-design of the company logo. The club was very excited to meet the women of Funk/Levis, as about 30% of the students in attendance were majoring in marketing and ranged from freshmen to seniors.

The luncheon was a great success, beneficial to both Funk/Levis and the Women in Business Club.

KPMG

By Makaela Lipke, VP of Communications

On October 20th, the members of Women in Business gathered for an informational evening courtesy of KPMG.

KPMG is an international Big Four public accounting firm. They are frequently featured on “Best Places to Work” lists, including a #5 spot on Business Week’s 2008 “Best Places to Launch a Career” list. A group of dynamic professionals from the Portland office spoke about interviewing skills, business etiquette, and career goals.

WIB was very glad to have the women from KPMG take the time to talk to us. We always appreciate it when professionals from the community offer their experience and advice to the women of the club. It allows us to get insight into the business world that we all hope to soon be a part of.

Thank you, KPMG, for supporting Women in Business!

WOW! WEEK OF WELCOME

By Tamsen Shilling, Vice President

At the start of the school year, the executives of the Women in Business club participated in two Week of Welcome activities: Intermingle and the Student Resource Fair. The Week of Welcome is created to welcome the new students to the University and to introduce them to resources on campus. At Intermingle we had prizes, like candy and a Women in Business shirt, for students who participated in our activities. Later, at Intermingle, two lucky executive board members, Lindsay Nelson and Lauren Barrette, agreed to have whipped cream pies thrown at them in exchange for participants’ email. The email addresses were compiled for a mass message sent out to remind everyone of the first WIB meeting. As a result of these efforts the majority of the attendees of the first meeting were first year students. The main goal of participating in Week of Welcome was to spread the name of our club and to recruit new members. The executives of Women in Business are very happy with the success of their participation in the Week of Welcome activities and plan to take part next year!

Club President, Lindsay Nelson (left), takes a pie in the face while VP of Membership, Lauren Barrette (right), gets silly with the whipped cream during Intermingle. It was a successful event that allowed the club to get exposure to incoming freshman and upper-classmen looking to get free stuff!
Our Mission Statement:

The primary objective of the UO Women in Business Group is to provide support, encouragement, and guidance to female students within the settings of business and academia. 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 aims 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.

WHAT’S NEXT?

WIB is looking forward to the next two terms. We have our annual Gala in February for which we have already started planning.

Our Gala is an annual event where each student is paired with a professional in their area of interest for a night of mentoring, advice from our keynote speaker, food, and prizes. Last year’s Gala was a great success and we hope this year’s will be even better.

In addition to this event, we have a number of interesting speakers scheduled to attend our professional meetings. April Razey will join us in January. April is a Recruiting Manager for Oregon and SW Washington for Enterprise Rent-a-Car. She will focus on networking skills to prepare us for the Gala.

We will continue to provide interesting and educational opportunities for our members in the coming terms.

Special Thanks to our Sponsors!

WIB would like to send a big Thank You to Banner Bank who sponsored us with a $500 donation this term!

Sponsors’ benefits include: Logo on promotional materials, the opportunity to speak at a meeting, ticket(s) to our networking Gala and more!

Interested? Contact Lindsay Nelson at president.uowib@gmail.com

“Empowering women in the area of professional development”