### WIB Did it Again

Wendy Lane of Lane PR speaks to WIB members and local professionals at 2nd annual gala

The 28th of February marked the second annual Women In Business gala, an event for professional women to mentor and mingle with WIB members. For members, the gala is an opportunity to learn how to mingle and present themselves professionally. The event gives members a glimpse into the future; for the professionals, it takes them back to the days when they were just beginning.

Wendy Lane, of Lane PR, spoke about age, wisdom, and the timeless lessons all women in business learn. She began with her childhood, sharing stories about how she made her first dollars collecting and selling building permit information and berry-picking while babysitting her younger brother. Her grandparents owned a grocery store during the Great Depression, and she never tired of hearing people in her town rave about how they were saved from starvation by the generosity of her ancestors. The early business lessons, like those of her grandparents, were the building blocks of her career.

*Please see Gala, page 2*

---

### Blazing a New Corporate Trail

A lifetime of teaching and discovery

Most career paths are redirected with twists and turns, leading us on to new ideas and opportunities. Jean Meeks has followed an especially winding road that has taken her to remarkable heights. Meeks described her career as a “wild journey,” during which she worked in numerous different industries such as engineering, hotel management, and construction. She has found success because she knows “the business of the business.” Meeks is able to understand how the business of each company works, regardless of the industry. This has allowed her to prosper in many different business formats. She has been a valuable asset to many companies because of her strong business sense. Grasping the business of the business has helped her excel in a variety of industries and cultural environments, many of which she had no prior experience.

Meeks grew up ice-skating, where she learned the discipline and focus needed to work hard to obtain her goals, be confident, and get where she wanted to go. Meeks started her career very early; she began working at age 11 and has yet to stop. She spent much of her childhood as the only one in her family with a disposable income, so she used her money to help support her family. When her younger sister’s skating career became too expensive for her parents, Meeks spent most of her hard-earned income on her sister’s skating career.

Today, Meeks owns a consulting firm, JFM Consultants. She has four associates, all women, and describes her company as an “eclectic group of five.” After working with men for years, Meeks enjoys the culture change and finally getting to be the little sister. Meeks did not plan to start a company of only women. The women just gravitated to one another and

*Please see Meeks, page 2*

---

### Table of Contents

<table>
<thead>
<tr>
<th>Gala continued</th>
<th>Term</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sponsor</td>
<td>3</td>
</tr>
<tr>
<td>Residencial Adventure</td>
<td>2</td>
</tr>
</tbody>
</table>

*Gala*
Taking Women In Business to Africa

Women In Business President Kristen Gallagher will travel to Ghana this spring to assist female business owners market their micro enterprises.

Life requires us to make adjustments, to reassess situations and adapt our plan in order to take advantage of presented opportunities. For Kristen Gallagher, the plan was to graduate early in order to take advantage of some much needed and earned rest and relaxation. The hard work paid off, but the plan has changed. Gallagher has been infected with a genetic addiction to being productive. It was passed down by her successful parents and now it has pushed her to spend her spring term helping others.

Gallagher will be departing to Ghana on March 28th as a volunteer with the organization Women In Progress. Women In Progress is a non-profit volunteer organization that works to help women achieve economic independence and alleviate poverty in developing nations through the sustainable growth of small female-owned businesses and coordinating international volunteers abroad.

Gallagher decided to go to Ghana and participate in the Women In Progress program in order to do something for others. “I feel like as college students, we become so engulfed in ourselves—what I need to do to graduate, what I need to do in order to receive a good GPA, what I need to do for all my other responsibilities. I’m sick of focusing on me, and I saw going to Ghana and working for this organization as a chance to stop thinking about me and to give my time, energy, and knowledge to someone else,” said Gallagher. It’s a dream of Gallagher’s to break away from the selfish lifestyle and use her University of Oregon skills to make a difference in the future of women and their families in Ghana.

Gallagher will volunteer for two months contributing to the sustainability of female-owned businesses through marketing and promotion. Despite the major differences between a typical day in Ghana versus at the University of Oregon, Gallagher will still be working a typical 40-hour week.

This trip would not have been possible without the support of friends, family and her UO WIB network. Gallagher thought she had the funding for her trip covered until she discovered that she had to raise double the original projection. Gallagher reluctantly turned to WIB for support. “I figured out that, as uncomfortable as it would be for me, I would ask for help from WIB,” said Gallagher, expressing her discomfort in asking her peers for money. In order to avoid just asking for donations, Gallagher turned to her artistic abilities and began selling her artwork. Just days after presenting her mission and request to WIB members Gallagher had over $500 in orders. “Without a doubt, I would not be able to go on this trip without the help of WIB.”

Lauren Burington is a senior public relations.

Gala: continued from page 1

In college, Lane walked into her first business class at the University of Oregon as one of three women in a class of 300 students. In 1971, Lane graduated from the UO as one of only four women in her class. After graduation, Lane left Oregon for New York to attend a promotion school. Living with a denizen of other (not to mention well-to-do) women in upper New York was an experience to remember. Lane waned nostalgic about an occasion when she, along with a few companions from the school, went to Saks Fifth Avenue to try on couture dresses for a job. One of the girls owned a fur coat, and the group took turns going into Saks one at a time so that each could have her own turn with the glamorous coat. Lane continued her journey using every new opportunity to its fullest, not to mention hobnobbing with the likes of Liza Minelli and Andy Warhol.

Lane made the transition to public relations in the 1980s and never looked back. Her current company is one she started in a home office with ambitions of filling the world with good PR. The company is based on Lane PR’s core values: “embod[y] integrity and honesty to conserve client resources as if they were our own.” These values grew from Lane’s professional experience, which, in turn, is what inspired her to open her own PR firm. One of the reasons Lane started her own PR firm was in response to a number of dissatisfied customers she saw every day who were not getting what they wanted from the business world.

As the night stretched on and Lane finished sharing her wisdom, WIB President, Kristen Gallagher, stepped up to the podium. Gallagher closed the evening with her personal thoughts and lessons wrapped up in her “top five pieces of advice.” She discussed the impact each lesson had on her as a person and a future businesswoman, not to mention her appreciation for being able to move past the tough parts of life. She encouraged the group to keep the big picture in mind, rather than allowing yourself to become caught up in smaller obstacles.

WIB would like to thank Microsoft and

Meeks: continued from page 1

eventually started working together. Meeks laughs when describing her firm as “therapy for business.”

In addition to business therapy, Meeks is also an adjunct professor of management at the University of Oregon. She enjoys teaching, and says all of her career choices have been “nothing more than teaching.”

Erica Petrizzi is a junior accounting major.
Rowe Marketing Group—Term Sponsor

The success and viability of our club depends on the support of sponsorship. At Women In Business, we like to fully utilize our resources by seeking out sponsors who have far more to offer than just dollars. This term, our words of wisdom have come from Kevin Gallagher, CEO of the Rowe Marketing Group in Chicago.

Gallagher wanted to contribute to the growth and preparation of WIB members by increasing the awareness of what to expect when entering the workforce and placing yourself in the right job. Successful job placement has less to do with your skills and more to do with knowing yourself. “Many companies have formulas that make it nearly impossible to compensate you for your future worth if you enter the system at a low point. Money is important; don’t be afraid to demand what you are worth,” said Gallagher.

Gallagher encourages success and reminds members that it isn’t easy to develop your own company. It takes not only time and dedication but also knowing when to cut your losses and move on.

Since Gallagher has been the CEO of Rowe Marketing, the company has made three acquisitions, restructured profit sharing and 401K plans, relocated from downtown Chicago, revised health care plans twice, and spun off two divisions.

Success is not all about profit, and students need to learn how to incorporate personal morals and values at work. “Many people reach their business goals, but in the end their peers judge them on the manner in which the goals are achieved,” said Gallagher.

Gallagher understands what it is like to need money when you don’t have it. “I had to borrow unsecured money in a hurry. A gentleman loaned me the entire amount on a handshake.” Gallagher explained that his fee could not be repaid in dollars. “He said [to Gallagher] that someday when I was successful, someone would come to me for help, and he asked me to promise that I would remember him and

Thanks to our sponsors!

This term is sponsored by:

Gala sponsors:

For sponsorship information, please contact Catherine Roller, croller@uoregon.edu

Women In Business Newsletter Staff:
Lauren Burton Chief Editor
Kristin Vanderburgh Copy Editor and Staff Writer
Rebecca Gomez Staff Reporter
Samantha Lance Staff Reporter
Erica Patrizzi Staff Reporter

Women In Business Officers:
Kristen Gallagher President
Catherine Roller Vice President
Joanna Meng Vice President of Finance
Erin Nunn Vice President of Marketing
Megan Blackwell Vice President of Membership