Winter 2010

“Empowering women in the area of professional development.”

MAKING HEADLINES: THE 5TH ANNUAL GALA

This year, on February 17th, the Women in Business Club held our 5th Annual Gala.

The Gala is an event that we put on every year that connects professional women from the community with students from the business school and other departments within the university. It provides students the opportunity to meet women with professional business experience to learn more about their career interests and create relationships that can lead to internships, mentorships and other opportunities for their future.

Attendance this year was the highest it has ever been. With sixty-nine professionals and fifty-seven students, we were faced with the welcoming challenge of finding enough space for everyone. The event was held in the Atrium of the Lillis Business Complex on campus.

The theme this year was “Making Headlines.” Given the negative news headlines of late in the area of business and the economy, we wanted to focus on positive headlines. The basic concept was: how can students and professionals make decisions and live their lives to create the headlines they’d like to see for themselves?

The event is a great experiential learning opportunity for students. They get to network with professional women and develop a personal relationship with their match for the evening. This has led to internships, long term mentoring relationships, and an insight into what it is like to be a woman with a career in business.

Most students do not have the opportunity to interact with professionals or attend a professional event and this gives them that opportunity. The professionals get the opportunity to impact a young woman’s life by sharing their experiences. The diverse attendance also allows the students to network with a large number of other female professionals in the community. It is also important for professionals to see the impact the Lundquist College of Business has on future professionals in their fields.

Faculty Advisor Deb Bauer said, “The event was a great success this year and we hope that the students were excited to gain insight into the business world and were inspired to live their dreams.”

The club officers spent four months planning and organizing the event. “It was a long and stressful process but we are very happy with the results!” said VP of Communications, Makaela Lipke.

From left: Catlin Bowers, Lauren Barrette, Stephanie Herr, Lindsay Nelson, Makaela Lipke, Tamsen Shilling.
Those who attended the Gala enjoyed a distinguished selection of speakers. The Dean of the LCB, Dennis Howard, spoke first. He talked about the history of women in the business school and how they have grown to become a great influence within the LCB.

Wendy Mitchell, the Assistant Dean, told stories about the accomplishments of recent graduates. She highlighted some of their success stories to inspire students to make their own headlines. All the stories were very inspirational and gave the students something to aspire to.

The keynote speaker for this year’s Gala was Susie Papé, Director and Chairman of the Board of the Papé Group, Inc. Susie was the president of the University of Oregon Museum of Art and is an active volunteer within the community. She spoke of balance between life and career. She also cautioned us to plan for the unexpected and that as business leaders and citizens, “our word is our bond.” There will be times in our lives when we will be faced with problems and decisions that we are unprepared to make. It is how we handle those situations that will set us apart.

Susie put it well when she said, “It’s those who act, rather than react, who are successful in business… and in life.”

COOKING THAI: PROFESSIONAL WOMEN’S FORUM COOKING CLASS

The Women in Business club has had a long, rewarding relationship with the Professional Women’s Forum (PWF), an organization comprised of professional women from the Eugene community. The club officers received an invitation to sign up for a Thai cooking class which was held at one of the ladies’ houses.

A nice Thai gentleman, who has been cooking ever since he was young, was our teacher for the evening. He took on the challenge of cooking all three dishes at the same time. Dish number one was a Spicy Shrimp Soup, with an emphasis on “spicy.” Some of the unique ingredients included mushrooms, lemon grass, galangal root (something we had never heard of), fish sauce and, of course, red chilies and chili paste.

The second dish was probably the simplest. It was a Thai Stuffed Omelet that included pork, assorted vegetables, sugar and fish sauce. The third dish was a vegetarian dish: Stir-Fried Eggplant with Thai Basil. It was a colorful dish with jalapeños, various soy sauces and basil.

All three dishes were exceptional and a great reward for us and for the women of PWF who work hard every day!

MEMBER OF THE TERM

Starting this year WIB has been awarding a Member of the Term for each term. The awards have been given to a member that has shown dedication and enthusiasm for the club.

The Winter 2010 award goes to Valerie Mickelson. Valerie had great attendance at meetings and activities and was a great help during the Gala preparation process.

Valerie joined WIB because she “wanted to gain knowledge about careers not just in (her) major but other areas as well.” She said she was also attracted to the club because of the different activities like site visits and the Gala.

She has enjoyed being a part of WIB this term and plans to remain a member. She is also considering taking on a leadership role next year. Valerie said she enjoys the club because she likes “the diversity of the types of activities done,” particularly the site visits.

Her favorite part of this past term was the Gala. “It was a great experience and I had a lot of fun,” she said. “I really enjoyed getting to talk with my match.”

Looking ahead, she said, “I am looking forward to more site visits. I am also contemplating running for an executive office.”

Great Job, Valerie!
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 minor 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.

Club officers gather with Deb Bauer and Susie Papé at the club’s 5th Annual Gala.
On January 26th, WIB hosted Taryn Stanko, an Assistant Professor of Management here in the Lundquist College of Business. Professor Stanko led a negotiation workshop which focused on negotiations students will face, such as job offers and salary negotiations.

She highlighted the challenges that people face when put in a situation that requires negotiation, such as keeping a competitive mindset, dealing with difficult people and managing your emotions. She specifically discussed how most people feel uncomfortable just asking. Her advice was, “If you haven’t heard ‘no’, then you haven’t asked enough.”

Toward the end of the workshop, we delved into an interesting discussion about gender and negotiation. Professor Stanko told us an interesting fact: nine times more men than women asked for more when negotiating salaries. That is an alarming difference. However, she gave us some tips on how to defy this statistic:

- Be prepared
- Ask questions
- Don’t take the first offer
- Price is not more important than maintaining good relationships
- Don’t let emotions take control
- Evaluate and reflect

The WIB club really appreciates Professor Stanko’s support and advice. The tips we were very useful and will prepare us for real-life situations.

On February 9th, in preparation for the Gala, the members of Women in Business hosted Jessica Best, the Assistant Director of Career Advising. Jessica discussed dinner etiquette and appropriate professional wear for formal events like our Gala.

First, we discussed what each of us wanted to gain from the event. Some mentioned that they wanted to create relationships that could lead to mentoring while others wanted to gain insight into a certain business field. However, everyone wanted the opportunity to make a connection with a professional from the community.

Once we had established our expectations, Jessica directed the conversation towards how we were going to make this experience beneficial. She talked about being a proper host and representing not only ourselves but our school, as well.

We also learned the more technical side of etiquette including which utensils to use when and how to signal to the waiter that you are finished with your plate. What to wear was also a big concern for some of the women because “business casual” and “business professional” can be ambiguous terms.

We are very thankful that Jessica took the time to talk to us and help us make the Gala experience the best yet!

April Razey, from Enterprise Holdings, was the first professional speaker of the term. April is a Recruiting Manager for Oregon and southwest Washington for Enterprise Rent-a-Car. She focused on networking skills to prepare us for the Gala. April was very enthusiastic and ready for our questions about networking, job search advice, interviewing tips, and expectations of employers.

Throughout her presentation, she addressed the question: How do you network? The first point, and probably the most important, was “do your homework”. Making sure that you are prepared to talk about yourself, make small talk and that you have researched the company are huge factors when creating a great first impression.

The second point, “meet people”, was especially relevant considering our Gala was only weeks away. April said to take initiative. She gave tips on ways to do this by discussing how to enter a group of people, beginning conversations, continuing conversations and exiting.

Once we had addressed what to do before and during the networking event, it was important to consider what to do after you have created these new relationships. Sending a thank you to the professionals you met is greatly important and can make a difference in the future of your relationship with that person.

April Razey’s advice on networking was very helpful in preparation for the Gala and helped the women create many valuable connections for their future.
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 spring term. We have some great professionals who will be discussing many different issues and areas of business.

Kelli Matthews will be conducting one of our first professional meetings. Kelli is an Adjunct Instructor in the school of Journalism and Communication. She will be discussing social media and its increasing relevance in today’s world. Mary Goldy, a campus recruiter for Target, will be joining us towards the end of the term. Mary has attended some of our meetings in the past and is an appreciated supporter of Women in Business.

We are also planning a luncheon and site visit, as we do each term. We plan on having various professionals for our luncheon from different companies and fields so as to offer diversity in perspectives and hope to have the site visit in Portland.

We look forward to the last term of the year and preparing for the 2010-2011 school year!

Special Thanks to our Sponsor!

WIB would like to send a big Thank You to the Professional Women’s Forum who sponsored us with a generous donation this term!

Sponsors’ benefits include: Logo on promotional materials, the opportunity to speak at a meeting, tickets to our annual Gala and more!

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

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