

Lundquist College of Business

The Highlighter by Career Services

A look back at a successful Fall Term

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LUNDQUIST
COLLEGE OF
BUSINESS
University of Oregon

LCB Career Services Empowers Students to Explore Companies and Opportunities

Each term, the Career Services team works to provide interactive experiences for all LCB students. Whether you're focusing on Finance, Marketing, Sustainability or Entrepreneurship, students gain valuable career insight through off-campus site visits and on-campus employer sessions. This term's experiences are highlighted throughout this piece, so take this opportunity to find out more about the benefits brought to you by Career Services, and make sure to get involved!



Undergrad Alumni share job search tips & tricks in the *Life After LCB* Panel
Panelists (from left to right): Eric Weckert, Matt Gunsul, Bryan Woodfill, Brittany Gill, Leah Carter, Erik Parrish

Ask the Recruiter: One-on-one Advising Sessions

What do you get when you combine recruiters from Nike, Frito Lay, Umpqua Bank and TTI? An incredible and unique opportunity to tap into the mind of employers experienced in screening college talent.

On November 7th, over 50 students took advantage of the chance to spend 30 minutes with a recruiter focusing on their resume, cover letter and relevant questions for their employer of interest. Insider tricks were shared, and students were able to gain valuable recruiter face time.

Interesting takeaways:

- Don't cut your Interests & Activities if you're looking to work at Nike! Nike values an applicant's social and active pursuits... even if it takes more than one page
- Umpqua's innovative banking strategy demands fun, creative and innovative students – financial skills are required, but inspiration is critical.
- Frito Lay and TTI were both impressed with the wide range of LCB students' experiences



A LCB student meets with a Nike recruiter

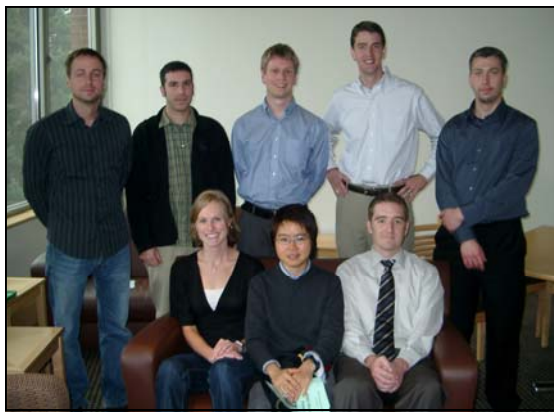


MBA Alumni Share Secrets to Success

On October 9th, eight Oregon MBA alumni from 2002 through 2007 returned to the Lundquist College of Business to share their insights with the MBA program. Current MBAs, searching for direction and reassurance, were treated to invaluable success tips and anecdotal recounts of their post-OMBA career journeys.

Alumni represented the following organizations: Harry & David, The Duck Athletic Fund, Navadi, Symantec, Intel, Xerox, and Conservation Services Group

There are too many tasty morsels to include in one short article, but here are some of the key takeaways from the panelists:



Panelists (from left to right):
Back Row: Mason Adair, Joel Dunham, Ben Whitmer, David Savoy, Eli Volem
Front Row: Kate Neidermeier, Jinn Issarachaikul, Matt English

"I really enjoy the Career Services experiences because they allow me to see how companies operate, what type of people they employ and get a better idea of what opportunities are out there overall. These events have certainly helped to expand my perspective of the business world.

Guru Simrat Khalsa, MBA Class of 2009



Most valuable skills?

- Critical thinking
- Interpersonal skills and networking
- Analytical thinking
- Effective communication
- Professionalism and dependability
- "You can learn the hard skills, but soft skills are hard to teach "

Internships:

- ...provide valuable face-to-face time and opportunities for networking
- ...afford the potential to figure out what you want to do
- ...are a trial for you, but also an opportunity to explore the

While you're a student:

Do:

- Have fun!
- Get involved and make the most of it
- Keep an open mind
- Get to know people
- Use who you know
- Play the 'student card'!- Accept not knowing
- Use the 'free' resources while you have them
- Find your own path
- Create your destiny!

While you're a student:

Don't:

- ...slack on projects
- ...settle on the first job offer
- ...forget who you are
- ...regret 10 years in corporate
- ...burn bridges



Guidance From Within Leads to Exciting Student Opportunities

Students from the Lundquist College of Business gain experience in many fields and with companies. Here is just a snapshot of experiences from two of your fellow classmates:



Bradley Russell

MBA Class of 2008, Concentration in Sustainability
Microsoft Corporate Responsibility

“After spending the past seven years working at small non-profit organizations, working for such a large company was a big change. This internship was a great opportunity to try something completely different without having to commit to a long-term position.”

The Search:

As a member of Net Impact, Bradley saw the Microsoft job posted on their database of internships and jobs, www.netimpact.org. Bradley returned to school to focus on sustainability/corporate social responsibility and was excited to discover this opportunity. She submitted a resume and cover letter the old fashioned way – through the mail and was contacted by email a few weeks later. She interviewed with three members of the Citizenship team and was offered the job.

The Position: Bradley’s primary role was to support the citizenship communications manager. She worked with her to develop communication tools to ensure that all citizenship departments across the globe have access to the information they need to implement their programs.

What she loved: Bradley loved learning how Microsoft integrates corporate social responsibility into their core business strategy. They have extensive recycling programs on their campus, LEED certified buildings and other initiatives to lower their footprint - and this isn’t even considered part of their citizenship effort. Their citizenship initiative takes advantage of the company’s core competencies to increase opportunity for people worldwide.

Why Microsoft and why sustainability? Bradley actively believes that businesses have the ability to make positive social and environmental impacts, while increasing financial performance. Microsoft was not on her radar when she first started her search, but when she saw the posting, she was intrigued by the company’s enormous resources and wide reach. They truly have the ability to make an impact, and Bradley was able to be a part of that this summer!



Michelle Reyes

Bachelor of Arts in Accounting, expected June 2008
Perkins & Co.

“Be open to different companies, not just accounting firms, but private firms as well – they have a lot to offer!”

The Search: Networking pays off. Michelle has spent the last year in constant communication with Perkins & Co. and perfecting her resume, cover letter and interview skills with the Career Services team. After interviewing for the internship last year, Michelle kept in touch with the recruiters, attending a summer social and Meet the Firms this fall on campus. According to Michelle, Meet the Firms was a fun, friendly experience where she was able to gather information about a variety of accounting and finance firms.

Since accounting recruiting occurs so early in the fall term, Michelle spent the first two weeks of October preparing. She applied on UO Joblink and after successfully completing the on-campus interview was invited to the Perkins & Co. offices in Portland. The 2nd interview consisted of two ½ hour interviews and an hour lunch where Michelle was glad she had prepared an abundance of questions.

Tip: Prepare lots of questions to ask your interviewer...if you think you have enough, prepare more!

Why Perkins & Co.? Michelle focused on Perkins & Co. throughout the job search process. She was looking for a firm that would provide her with opportunities to openly talk with executives, ask questions, listen to opinions, and truly enhance her skills. Michelle loves the welcoming environment that Perkins & Co. offers!

On Early Timelines: Although Michelle was incredibly busy for the first two months of the term, it is certainly rewarding to have a job secured prior to graduation. Having excelled in this fast-paced environment, Michelle must continue to stay focused on school, but can definitely relax a bit too!

For those future accountants still on the hunt, don’t lose hope if you don’t have an offer in the fall. Firms and companies continue to look for good people throughout the year!

Big Opportunities in Consulting and Public Relations

By Bill Sherman, Assistant Director, Employer Relations

The Oregon MBA program got a close and personal look at two hot career fields—consulting and public relations—on Friday, October 12. Three fast growing companies were featured in this business trip to Portland. Here’s the lowdown on each, including advice on what you need to do to get started in these lucrative fields.

J I B E

www.jibeconsulting.com

Interested in helping companies tackle their operations, manufacturing, HR, accounting and IT challenges? Nimble, 75-employee, West-coast focused Jibe Consulting may be just the right fit for you. Based in Portland, Jibe trains and deploys its technology consultants to “fix problems, not solutions.” Specifically, the firm helps companies implement broad-based systems (Oracle, Siebel) that help companies work better, faster, and smarter.

Points of entry: Staff Consultant, Sr. Consultant, summer intern

Who they Hire: Undergraduate Business and Accounting Majors, MBA, MAcc

Hitachi Consulting

www.hitachiconsulting.com

The second company we visited is what is sometimes referred to as a “Tier 1” consulting firm. Located in Portland’s US Bank building, Hitachi Consulting has global reach—with offices in most major US markets and around the world. Areas of focus include aerospace and defense, communications, consumer goods and retail, energy and utilities, engineering and construction, healthcare, high tech and software, manufacturing, and much more. “There is no typical day in the life of a consultant,” says recent graduate Brittany Gill. UO alum Rich Fong agrees, “Every project and role varies, presenting its own unique set of interesting challenges.” Both describe Hitachi Consulting as collaborative, fun, and intellectually stimulating.

Points of entry: Consultant, Sr. Consultant, summer intern.

Who they Hire: Undergraduate Business Majors, MBA

Learn more about consulting and PR careers by consulting our resource library at LCB Career Services in Lillis 240

L A N E P R
PORTLAND • NEW YORK

www.lanemarketing.com/

To round out the afternoon, the group sat around the boardroom of Lane PR to visit with its founder, Wendy Lane—a graduate from the University of Oregon. Wendy gave us a crash course in what she calls “America’s most misunderstood marketing medium.” Wendy’s firm helps companies build credibility and get attention, so that they get written up by the likes of *The Wall Street Journal*. Umpqua Bank is one of its success stories—Lane PR was able to get over 400 news stories for the Oregon bank last year. Publicity like that is priceless. With just 25 employees, Lane PR is a powerhouse, billing \$20 million a year and snatching national awards left and right. “PR allows you to see and experience all aspects of business,” says one of Lane’s recent hires, who left a high-powered firm in New York for the much saner pace of Portland life.

Points of entry: Account Coordinator, Account Executive, summer intern.

Who they Hire: MBAs and savvy business undergraduates.

Halloween Resume Blitz: Taking the SCARE out of your Job Search!



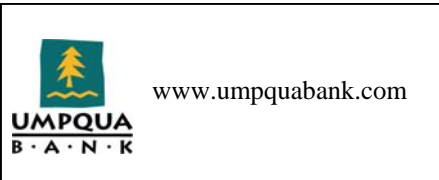
No tricks and two treats - that’s what Career Services offered LCB students on October 31st this year! From 9am until 4pm, Career Services went to where the students were the 1st Floor Lillis Atrium and set-up an engaging, interactive display.

Students were encouraged to meet informally with Career Services advisors to discuss job search resources, resumes, cover letters, interview skills, and to learn more about the benefits of Career Services. The second treat? A candy of their choice for engaging with our team! This event assisted over 40 students and acted as a catalyst to increase awareness of, and promote the use of, the Career Services team.

Behind the Logo: Companies Search for Identity

By Jessica Best, Assistant Director, Career Advising

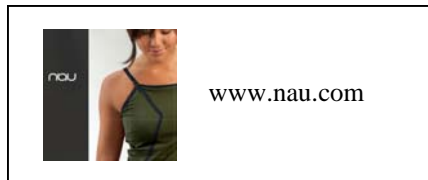
How does a company define its identity? During our second business trip to Portland with MBA students, we had the opportunity to see several stages in this process.



Umpqua Bank is an Oregon-grown financial institution with roots in the logging industry. When that industry took a huge hit in the mid-1990's, South Umpqua State Bank had to make a decision: was it going to provide services to a small geographic niche, or was it going to adopt a completely new vision and redefine the banking experience? Umpqua decided to scrap the classic "bank" atmosphere and recreated their branches into "stores" with a decidedly retail feel.

Along with the strong, almost single-minded focus on customer service and experiences, they incorporated such neighborhood connections with "Discover Local Music" and "Lemonaire" initiatives. Their completely innovative approach to business has also lead to an innovative approach to marketing. Rather than the usual print and TV advertising, Umpqua has chosen to market their culture through non-traditional channels like handing out free ice cream from branded trucks.

The second company on our agenda was Nau, a producer and distributor of active wear with the philosophy that clothing can and should balance beauty, performance, and sustainability. Nau is a company whose philosophy and vision for itself is included in the very DNA of the company. From their distribution methods to their articles of incorporation, they are dedicated to leaving the planet better off than when they found it. For example, 5% of all revenue (not profit) is donated to social and environmental causes, no wage will be less than 1.5 times minimum wage, and there is a maximum gap between the lowest and highest paid employees. In every business decision they make, they keep their original vision for the company in mind.



Ian Yolles, VP of Brand Communications for Nau, presents to LCB MBAs



LCB MBA students pay close attention to Neal McLaughlin, Sr. VP of Finance and Principal Financial Officer at Umpqua Holdings Corp.

Our experience at Adidas America was



quite different. This was a company whose vision from the original founder, Adolf Dassler, has continued to evolve throughout the almost six decades since he made his first athletic shoes by hand. Currently, Adidas America seems to be revitalizing and reunifying their vision under a new President. After seeing what Umpqua Bank has done with reimagining themselves and how Nau constructed an identity from the very beginning, it is exciting to imagine the possibilities that Adidas has to unify and redirect their identity over the next few years.

"The Portland Career Services Trip to Umpqua Bank, NAU and Adidas was an invaluable resource for me. Not only did I get a first hand look at how three distinctly innovative companies operate, but I learned what skills and qualities each company looks for in potential employees. The trip also helped me refine my career search and prepare for future informational interviews. I highly recommend going on an any future trips and taking advantage of the chance to learn while being proactive about your career pursuits."

Jim Sever, MBA Class of 2009

CLASS OF 2007: Where are they Now?

Lundquist College of Business Class of 2007

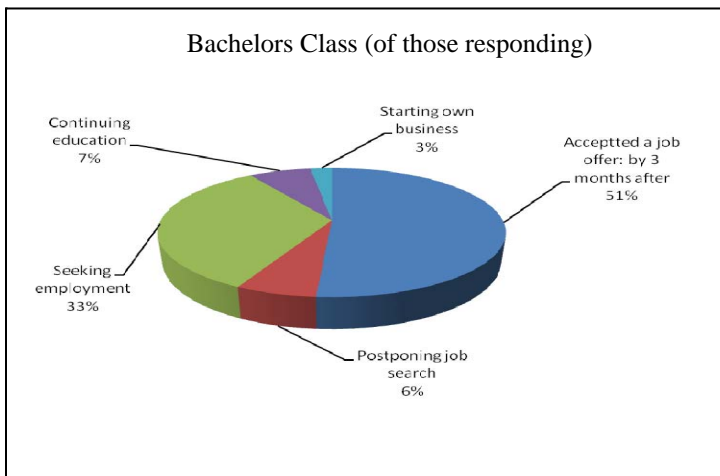
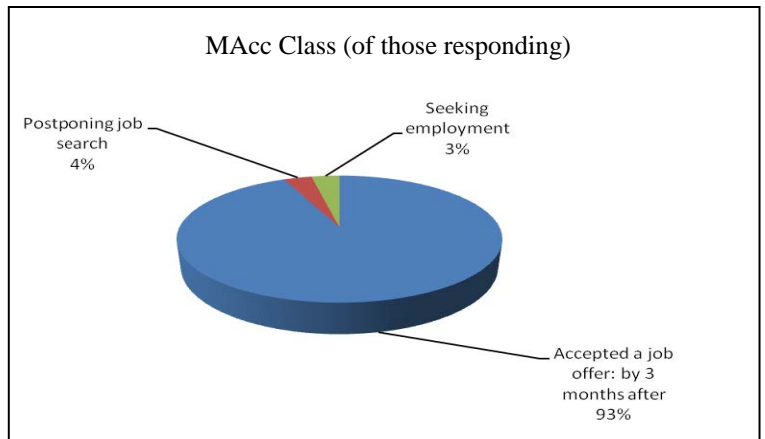
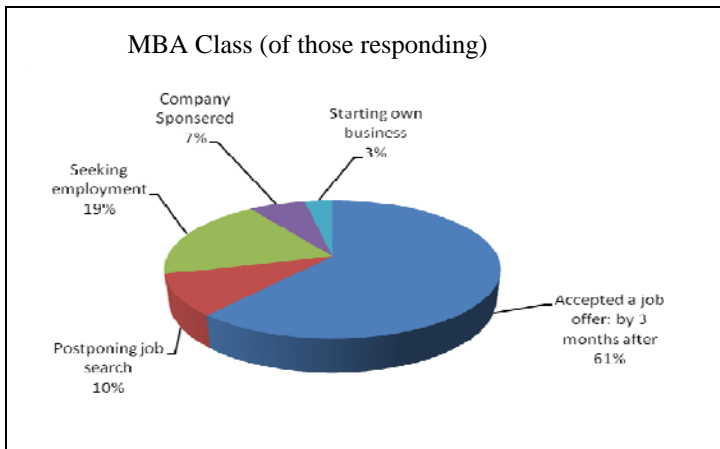
(Data collected through 3 months after graduation)

Data on Graduates – Focused on those Pursuing Employment*:

(* excludes those who are company sponsored, starting a business, or postponing employment)

Data on Graduates – Entire Class:

MBA		Master of Accounting		Bachelors	
% employed* (* of those pursuing work)	76%	% employed* (* of those pursuing work)	97%	% employed* (* of those pursuing work)	61%
Average Salary	\$55,718	Average Salary	\$45,000	Average Salary	\$41,491
Median Salary	\$50,000	Median	N/A	Median	\$41,000
Max Salary	\$85,000	Max	N/A	Max	\$100,000
Min Salary	\$30,000	Min	N/A	Min	\$10,000
33 graduates; 31 reporting		29 graduates; 27 reporting		494 grads; 332 reporting	



- A LOOK AT EMPLOYERS HIRING LCB GRADS**
- | | |
|---------------------------|------------------------|
| Adidas | Lithia Auto |
| Amazon.com | Moss Adams |
| AMOS Marketing | Nike |
| Barclays Global Investors | Pepsi Bottling Group |
| Boeing Company | Portland Trail Blazers |
| Cogent Valuation | PricewaterhouseCoopers |
| Ernst & Young | Symantec |
| Garage Games | Target |
| Intel | Washington Mutual |
| JELD-WEN | Wells Fargo |
| Lane PR | Yahoo! |

The Career Services Starting Line-Up

James Chang,
Director, LCB Career Services



James leads the Career Services team to help LCB students prepare for their career futures and to promote our students' ability to meet employers' needs in internship and career positions. He has been with the Lundquist College since 1999. He is originally from the Midwest (metro Chicago area), but he has been an Oregonian since 1997. James is available for individual career consultations so stop by for an appointment.

Melynda Stein,
Marketing and Promotions GTF



Melynda is a 2nd year MBA student in the Warsaw Sports Marketing Program, from the grand state of Kansas. Before going back to school, she worked in collegiate athletics at Kansas State for 5 years as the Associate Director of Marketing. Last summer, Melynda was an intern with the Kansas City Chiefs in their production department. In the future she would like to pursue a job in athletic community relations. Feel free to ask Melynda any questions about Career Services events or available resources

Bethany Rexford,
Office and Communications Coordinator



Bethany coordinates events for MBA and undergraduate students, providing students with opportunities to interface with employers. She is also the person who will email you with all types of information that is important for your career! Prior to joining the LCB Career Services, Bethany worked at an East Coast Biotech Company and spent 7 years working in the airline industry. She has traveled the world, so stop by and to say hi!

Bill Sherman,
Asst Director for Employer Relations



Bill works with companies to help them connect with business students and vice versa. His background is in human resources, employment counseling, and employer relations. Come talk with Bill about your target list of employers. Don't have one yet? No problem! He can help you to better understand the companies that are driving the city you're interested in.

Kim Saunders,
Career Advising GTF



Kim is a 2nd Year Sports Marketing MBA student from Toronto, Canada. Prior to joining the Oregon MBA, Kim worked in Partnership Marketing at the Canadian Football League and in the Marketing Department at World Wrestling Entertainment, Inc. Kim hopes to continue in the Sports Sponsorship field upon graduation this June, but only after educating her peers about the benefits of being Canadian! Kim offers drop-in career advising, so come by to talk about your resume, cover letter, or resources available.

Jessica Best,
Assistant Director for Career Advising



Jessica joined LCB Career Services in June 2007, but worked previously for several years at the UO Career Center in Hendricks Hall. In between, she worked towards her master's degree in Linguistics and as a pastry chef at a local bakery, so she understands the less traditional career path. Jessica can help you prepare for the transition from school to work. Jessica is also happy to work with student groups to incorporate career-themed events.

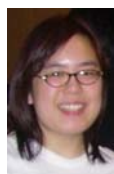
Peter Vomocil,
Event Coordination GTF



Peter is a 2nd Year MBA in Entrepreneurship and Management from Corvallis, Oregon. After an exciting career in Arts Management—overseeing two professional ballet companies—Peter has returned to Oregon to learn about the joys of being Canadian. Thanks Kim! Peter works to create opportunities for you to make face-to-face connections with prospective employers. Come explore career possibilities on one of many exciting Business Trips, in a panel discussion, or an alumni event. Let him know about specific companies of interest!

Our Student Staff Team

These students can always schedule you an appointment to get you useful advice on career-related concerns. Stop by to book yours today!



Amy Chu, Office Assistant

Amy is a senior in Accounting, graduating in spring 2008. She is a local from Eugene but still cannot navigate the city too well even after living here for over ten years! Upon graduation, she hopes to have secured an Accounting position, and plans to travel before taking the CPA exam.



Sunjoo 'Sunny' You, Office Assistant

Sunny is from South Korea and has been enjoying life in the US for just one year! She is concentrating in Finance and is in AKPSI, preparing to be a CEO. Sunny is active and outgoing and loves sports like tennis, snowboarding, swimming and running.



Mandy Sherman, Office Assistant

Mandy is an Accounting Major, currently in her third year in the Honor's Business Program. Before working at the LCB Career Services Center, Mandy worked for Women's Care as an Accounting Assistant and at the Oregon Marching Band Office.



Michelle Reyes, Office Assistant

Michelle is from West Linn, Oregon. Michelle graduates this spring with an Accounting Degree and will begin working for Perkins & Co. in the fall.

Schmoozing 101: An On-the-go Lesson

Networking, building relationships, schmoozing - call it what you will – it is one of the most important career building skills you can develop!

It is also one of the most daunting for most students. How do you enter a conversation? What do you say? How do you stand? What do you wear? How do you leave a conversation? The questions are endless!

To help you overcome shyness, a few quick tips are below:

Be Confident: Start with the appearance of confidence! Smile – it positively affects your mood and the mood of others you are speaking to. Dress for success – if you feel confident in your appearance, this will reflect in everything you do and say.

Do your Research: First things first, know who is scheduled to attend each event and do as much legwork as possible. What would you like to learn from this person? What do you have in common? Shared interests help build relationships, so be curious, take an interest in others, and have fun!

Begin with simple and relevant requests: Seek answers to questions and focus on that individual's skills and interests. For example, what better way to start a conversation with a recruiter than to ask 'Why do you like working at your firm.' Clearly they enjoy working there and are knowledgeable in their area of interest, so ask... and be interested in the answer!

New Business Majors learning the art of *The Schmooze* at this Fall's New Major Celebration



Always be Social First: The schmoozer isn't just focused on what he or she can gain, but is also focused on building a relationship. Socializing allows all parties to be at ease. Let them know what you're up to, and ask them the same. Know that something good will come of any conversation you have... even learning about a new restaurant... so go for it!

Work as a Team: Don't be competitive! By helping to bring others into your conversation, you can show your strong relationship skills. Help others succeed, and they will return the favor! This also can allow for a quick and strategic exit, if necessary.

Pay Attention: Remember names and listen to what each person has to say. This makes conversation easy and enjoyable.



Need career advice?

DROP-IN IS

OPEN

MONDAY TO THURSDAY

1pm TO 4pm

**To find out more about upcoming LCB Career Services events,
visit Lillis 240 or check our calendar on Blackboard!
Don't miss these unbelievable opportunities!**