

Lundquist College of Business

Career Services Spring 2005

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LUNDQUIST
COLLEGE OF
BUSINESS
University of Oregon

Greetings from James Chang

As the 2004-2005 school year comes to a close, it's worthwhile to review the year, including changes and highlights.

The LCB Undergraduate and Graduate Career Services offices merge. James is promoted to Director of LCB Career Services. Office GTFs are charged with two new responsibilities: beginning a campus speakers series involving industry leaders and coordinating regular student group visits to Portland-area employers. Two assistant director positions are developed, and the search process begins in Winter term. Popular events from the past are repeated, including the Alumni Career Forum and the Business Career

Symposium. Employers are invited to present job search workshops from their perspective. Oshara Helton is secured to provide career coaching and job search tutorials for graduate students. Bill Sherman is hired as assistant director, focusing on employer relations. Hundreds of student resumes are reviewed, in appointments, during drop-ins, and via the BA 352 classes.

As we look toward the summer, we look forward to filling the second assistant director position, planning for another year, helping our students to become job ready and working with employers to fill their hiring needs with our students. Have a great summer, and watch for the great things we have planned for the 2005-2006 school year! Best wishes!

— James Chang, Director

Congratulations to our Graduating Staff!

Student staff are an integral part of our office, without whom we would not be able to provide the volume of services we do. Here, we acknowledge our graduating student staff and thank them for their hard work! Congratulations on graduation!

Marilyn Andrews, MBA 2005

- Coordinated Industry Leader speakers on campus
- Editor of Career Services Quarterly Newsletters
- Critiqued resumes for BA 352



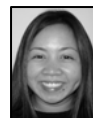
Michelle Duck, MBA 2005

- Provided advising to undergraduates on resume and cover letter writing
- Planned programs for LCB international students
- Critiqued resumes for BA 352



Hang Huynh, Bachelors/Business 2005

- Contributed to daily operations and special projects
- Organized office materials and supplies



Heather Lake, Bachelors/ Psychology 2005

- Contributed to daily operations and special projects
- Designed event boards, gifted artist



Tim Pitts, MBA 2005

- Planned and led MBA student trips to Portland employers
- Critiqued resumes for BA 352



Ben Wolfgram, Bachelors/ Business 2005

- Assisted in promotions of Career Services events and workshops
- Coordinated office open houses and hosting visitors and guests



Business Career Symposium — Read What They are Saying!

Many business students took part in the fifth annual Business Career Symposium. Read some responses from participants and hear what they found valuable at this event.

“I was really inspired by the information given by everyone in this panel (Operations Management, Supply Chain, & Information Systems). The information that was given by Troy Peterson from Freightliner on IT management was really helpful.”

— Trent Moses,
Junior, Business

“This event really puts the information learned in class into a realistic setting, giving us an opportunity to learn how important these concepts really are.”

— Courtney Wickham,
Sophomore, Business

“The guests were very prepared, diverse and intelligent. They seemed to enjoy telling their stories and helping us with our careers.”

— Marissa Slavin,
Junior, Marketing &
Spanish

“Gary Homsley from Grant Thornton said, ‘Everything is sales.’ I have heard this so often in the business world and was glad that he reiterated it.”

— Mike O’Neill,
Sophomore, Pre-Business

Fifth Annual Business Career Symposium

The fifth annual Business Career Symposium was held April 13th, 2005 in the Lillis Business Complex. A diverse group of business professionals participated in panels covering topics on operations, finance, marketing and accounting.

The program was created to help students learn what postgraduate life is like from people who are living it. The panelists spoke about how they found their jobs and how they have advanced through their organizations. They also shared what were the most valuable parts of their education.

Lundquist college faculty members moderated the panels. Student questions covered a range of topics from inquiries about opportunities with E&J Gallo to questions about the banking industry. Students were very positive about the event. Denise Roufs, a junior accounting major, said that she, “enjoyed hearing about how the panelists got to where they are,” and “what they do on a typical day.”

A reception was also hosted in the Career Services office in 240 Lillis, providing students an opportunity to network with potential employers. Reem Haj, a senior graduating this term, said that “the reception was great, because I was able to connect with Jessica Mak of KPMG, and she told me more about what it will be like when I start working with her this fall.”

The Business Career Symposium is hosted every spring by Career Services. A smaller version, called “Life After Lundquist College” is held every fall. Both provide excellent opportunities for students to think about their future career.

The following panelists participated in the 2005 Symposium:

Financial Analysis, Consulting & Banking

- Diane Del Guercio: Faculty Moderator
- Gus Martin: Vice President, Wells Fargo



- Derek Pennel: Controller – Americas Construction, Intel
- Steve Schreck: Business & Planning Manager, Boeing
- Mary Ruth Pursifull: Product Developer, FactSet Research Systems

Operations Management, Supply Chain, & Information Systems

- Grant Castner & Nagesh Murthy: Faculty Moderators
- Trip Wood: Senior Group Leader, Target Distribution
- Claudia Ciobanu: Lead Auditor, Oregon Secretary of State Audits Division
- Troy Peterson: Project Manager – IT Group, Freightliner

Accounting, Tax, & Auditing

- Janet Mabon: Faculty Moderator
- Jessica Mak: Senior Associate – Audit, KPMG
- Gary Homsley: Managing Partner, Grant Thornton
- Sue Moore: Benefits Accounting Facilitator, Levi Strauss & Co.
- Raul Valdivia: Senior Auditor, Oregon Secretary of State Audits Division

Marketing, Sales, & Communications

- Anne Forrestel: Faculty Moderator
- Sadie Dressekie: Senior Market/Channel Manager, States Industries
- Matt Johnson: Field Marketing Manager, E&J Gallo Winery
- Courtney Oversby: Sales Assistant/Production Coordinator, ESPN

UO Finance Association Site Visit: Nike & Intel

On Friday, April 15, 2005 student members of the University of Oregon Finance Association visited Nike and Intel to listen to presentations by finance employees and to meet with human resources personnel about career and internship opportunities.

Nike

Nike's strategy for growth involves quickly turning over product every 3-4 months. This results in a culture that fosters innovation and invention.

A Nike internship features relevant on-the-job training, and weekly training and coaching sessions with Senior Management. In Oregon, the best way to get one's foot in the door is through Adecco, a temporary staffing agency located in Portland. Typically, temporary employees come into Nike to work on six-week projects. Often, a job opportunity opens up as a result. There are immediate entry-level opportunities that become available, as well, which must be applied for through their website.

Jim Dicks, Finance Manager for US Sales, offered insight into the interview process. "We are looking for people who are honest. In an interview we might ask a question like, 'When did you make a mistake and how did you deal with it?' because it gives us insight into your thought process. The most successful people are the one's who are willing to dig in and get work done—



even if they make a mistake. We want people who are willing to grow—we are a growth company." Pat Bradach, Golf USA CEO, added that Nike is looking for individuals who are "passionate about the business and what we are doing. Honesty and integrity in finance are critical, too."

Intel

Intel has 15,000 employees in the Northwest, and there are approximately 400 personnel in Intel's finance department. Intel currently employs controllers, commodity analysts, cost analysts, capital analysts, budget and planning analysts, auditors, and operations finance managers. Each position works with a multi-disciplinary/cross-sectional team to assess costs, forecast spending, and ensure return on investment (ROI).

Intel looks for candidates with strong technical skills in finance, creative problem solving abilities, a results-oriented focus, business acumen, leadership and teamwork values, excellent written and verbal communication skills, and the ability to embrace change and challenge the status quo.

Intel invests significant resources into training and developing its employees. The first job placement does not necessarily offer the employee a choice about initial placement. However, once an official hire of the corporation, Intel invests significant resources to ensure that a new employee is thoroughly trained, mentored, and coached to job and career success. Job rotations are frequently offered to employees in such areas as finance, operations, and management.

Recruiting of RCG (Recent College Graduate) starts in the fall, with interviews taking place on campus, over the telephone, or at the Intel offices. Internship recruiting generally starts in the winter. There is little on-campus recruiting for these intern positions, since there are limited positions. The majority of interviews are done over the phone.

Sustainable Business Symposium

The 8th Annual Sustainable Business Symposium was held in the Lillis Business Complex from March 30 to April 2, 2005. The mission of the Symposium is to provide a forum where business people can learn about sustainable practices for higher efficiency, customer value and profitability.

This year's event covered a wide range of topics, including: Identifying Market Opportunities, Anticipating Increasing Energy Expenses, Supply Chain, Life Cycle Management, Values-Based Marketing, Lean Manufacturing and more.

Featured keynote speakers included:

- Bill Bradbury, Oregon Secretary of State and Chair, Oregon Sustainability Board
- Dan Carol, Co-Founder, Apollo Alliance
- Christine Ervin, First President and CEO of U.S. Green Buildings Council
- Pat Nathan, Sustainable Business Director, Dell, Inc.

A number of prominent companies participated as panelists during the Symposium, including: Nike, Portland General Electric, Upstream 21 Corporation, Rapid Refill Ink, Louisiana-Pacific Corporation and Intel Capital.

In addition to a number of panels and keynote speaker events, the Symposium also included a free showing of *The Corporation* and a site visit to King Estate Winery, a local organic winery.

Career Exploration Trip Testimonials

Multiple MBA students took part in trips to Portland and Seattle this year in an effort to broaden their exposure to different career paths. Here are some testimonials from participants.

“I took part in the Careers in Finance Trip during fall term for two reasons: first, I enjoyed my finance classes during the first year and wanted to see what careers would be out there if I continued in finance; second, I am really interested in Nike and wanted the chance to learn more about the company. The trip definitely opened up my eyes to some interesting careers in finance. I also made some great connections at Nike, and was able to keep networking after the trip. After graduation, I will be working in the global brand management group.”

— Michelle Duck

“The Careers in Marketing Trip during the winter term was an interesting group of companies, with very different approaches to getting things done. I liked Umpqua Bank for their people and their mission. It was great to see how companies understand their culture as a source of success and differentiation- it's not just an academic idea. It was interesting to see how operations are carried out at Dr. Martens- via monthly international flights. It was cool to see how a decentralized operation actually works in person.”

— Alix Gierke

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Industry Leaders in Finance



Nancy McClain, Chief Financial Officer from the Portland Development Commission (PDC), met with MBA and undergraduate

business students on April 29, 2005.

McClain is a successful business executive with 18 years of broad-based business and government experience. She has a record of excellence in business management, community relations and an ability to direct and lead others to get results. She joined the PDC in 2003 to lead their finance department. The PDC is an agency whose mission is “to achieve Portland’s vision of a diverse, sustainable community with healthy neighborhoods, a vibrant urban

core, a strong regional economy and quality jobs for all citizens.” The PDC achieves this mission by overseeing multiple projects enabling urban renewal, the creation of affordable housing, and new business development.

Students had the opportunity to meet with McClain and discussed a variety of topics ranging from her own career path to the work she is doing with the PDC. McClain was open to discussing many interesting projects that the PDC has taken on; highlights included an overview of the planned restoration of the Meier and Frank building and an explanation of the PDC’s process for identifying good restoration and development projects.

McClain also gave her opinions on sensitive topics such as gentrification and the threat of national chain businesses on the local economy. For students interested in finance, urban planning, or Portland development, Nancy McClain’s visit provided plenty of interesting knowledge.

Career Exploration Trip to Portland

MBA students took advantage of another opportunity to network and learn about different career paths on April 15, 2005.

Columbia Sportswear

Columbia manufactures and sells a variety of outerwear. Students discussed licensing and supply chain issues and learned about Columbia’s advertising campaigns and in-store merchandising. The visit concluded with an overview of Columbia’s recruitment practices.

Freightliner

The Freightliner Group is North America's leading manufacturer of commercial vehicles. As a subsidiary of Daimler-Chrysler, Freightliner is a global company. Students learned about different positioning strategies used by Freightliner’s various



divisions, and received some frank advice about pursuing careers with Freightliner.

Columbia Community Bank

Columbia Community Bank specializes in providing liquidity for small and medium sized businesses. The bank primarily gives short-term financing for businesses that need to purchase inventory or use cash while receivables are being collected. Students enjoyed discussing numerous other finance and banking topics. Students also received honest advice on pursuing a career in banking.

The X Factor to Career Success

By Bill Sherman

You forget to set your alarm and wake up an hour late. Panicked, you spring out of bed, grab a granola bar, hastily throw some books in your backpack, and furiously pedal to school. By the time you get to campus you're a bundle of nerves, and late for that big quiz. Your day is ruined, right? Or do you slow down, readjust mentally, and focus on making the rest of the day better?

Research tells us we do have a choice when it comes to confronting the obstacles of life—it's called **attitude**. Psychologists define attitude as a learned tendency to evaluate a situation, person, or issue in a particular way. In plain language, your attitude is simply the way you choose to look at life—whether you see the glass as half-empty or half-full.

What many people don't realize is that their attitude is **the x-factor between career success and career disaster**. Here's a typical example: Two students are interviewing for the same job. Both are turned down and another is hired instead. The first student begins thinking that the deck is stacked against him and he will never advance in his career. The second person decides to do more in-depth research on her labor market, rework her cover letter and resume, and sharpen her interviewing skills for the next go around. Same circumstances, different response. What makes the difference? *Attitude*.

Exhaustive research has shown that we do have the ability to choose our attitude. So what if we need an attitude adjustment—where do we start? Here are some suggestions:

Perform an Attitude Check-Up. Do you find that complaining has become a sport? Are you quick to point fingers, rather than look for constructive solutions? These are just a few of the "attitude viruses" that can cause gridlock in our job and career success.

Broaden Your Vision. "Vision controls our perception," remarks National Geographic photographer Dewitt Jones," and our perception becomes our reality." When it comes to planning for your career, think in terms of the possibilities. Start listing your goals, both short and long-term. Then write a list of practical action steps to start moving forward.

Explore Your Options. When you come up against a brick wall in your job search, look for options. Conduct an informational interview. Ask to do a job shadow. Start reading business journals and browsing online resources. Meet with a career coach.

Change Your Self-Talk. Whether we want to admit it or not, we all talk to ourselves. Self-talk is the conversation that goes on inside of our heads: "Life isn't fair" and "Bad things always happen to me," are examples of negative self-talk. Pay attention to the kinds of messages you are telling yourself and make a conscious decision to tell yourself you can and will be successful in your career development.

Go for the Slight Edge. During one of Lance Armstrong's remarkable Tour de France wins, he beat the second place finisher, but he was only about 1/10th of a percent faster than his closest competitor. The point? Moving ahead in any endeavor, including your career, is all about the little things: doing that extra bit of research on the company you're interviewing with. Attending job search seminars. There is often only a thin line separating success from mediocrity.

Looking for a sure-fire way to launch your career success? Want to break ahead of the competition in the job market? Then start tapping into your x-factor—the power of a positive, proactive mental attitude.

Bill Sherman is the Assistant Director for Employer Relations with Lundquist College Career Services. Send questions or comments to wsherman@uoregon.edu. To schedule an individual career consultation, please stop by Lillis 240.

Career Exploration Trip Testimonials

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"On the Career Exploration Trip spring term in Portland, I met Oregon MBA Malcolm Hodge of Columbia Community Bank. That meeting helped me to connect with two C-level bank executives — one of whom I have already had an informational interview with thanks to this event. In addition, Malcolm introduced me to a professional organization that I had never heard of before. Now, I am a member and have an opportunity to meet even more bankers."

— Douglas Gabbard

Career Services offered three trips to Portland and a trip to Seattle this year. All trips offered the chance to meet some great executives and learn about various industries. If you have any suggestions regarding future trips, please send James Chang an email (jtchang@uoregon.edu) or drop by the Career Services office.



Career Services Welcomes Bill Sherman



New Assistant Director for Employer Relations, Bill Sherman, answers some questions about his new job and his background.

Career Services (CS): Where are you from?

Bill Sherman (Bill): I was born in Calgary, Alberta, Canada and have lived in a number of states, including Texas, Kansas, Georgia, Washington, and Oregon. I've been in the Eugene-area for the past 11 years.

CS: What did you get your bachelor's and master's degree in and from where?

Bill: I hold a Bachelors Degree in Human Resources Management and an MBA from George Fox University.

CS: Prior to joining the Lundquist college, had you ever traveled/worked/lived in Oregon?

Bill: My father was born in Grants Pass and my grandparents lived in Junction City, so I had opportunity to visit here when I was a child. I remember being impressed with how "green" everything was.

CS: Describe briefly what you did in your last position.

Bill: I was a Business and Employment Specialist with the Oregon Employment Department for several years, helping to maintain the economic stability of Oregon communities. I helped to improve and maintain the Employment Department's Employment Services, Unemployment Insurance, and Claimant Reemployment programs.

CS: Why did you decide to take this position in Career Services?

Bill: This position was the natural culmination of my professional experience and training. I have worked to connect Oregonians with good-paying jobs and productive careers with Oregon businesses.

This job seems like a natural progression for me. Not only do I get to work with students from all across the world, but I get to build relationships with employers in the West Coast and beyond. The dynamic nature of the academic environment really attracted me to this campus.

CS: As the new Assistant Director for Employer Relations, what do you hope to achieve in this position?

Bill: It's important in any job to know who your stakeholders are and your level of obligation to each. Knowing the needs of your internal and external customers has been my first task. This means meeting with students, faculty, and administrators and taking an active role in student and faculty events. As needs are uncovered, I spend time strategically planning ways to effectively meet those needs. There are bigger picture projects and nuts-and-bolts tasks. In one given day, I might be working on an in-depth profile of Intel or Nike, answering calls from a local employer about marketing internships, brainstorming job search strategies with a student, or coordinating an upcoming employer roundtable or career seminar.

I hope to draw more attention to the Lundquist College of Business and the incredible intellectual capital it offers the workforce. Alumni from the college have gone out from this institution and revolutionized the way the world does business. They have been successful in large part thanks to the work of the Career Services center and caring, supportive faculty and administrators. It's my job to understand the pulse of business and students and build a bridge between their two (often very different) worlds.

Warsaw Women in Sports Business Symposium

The mission of the 9th Annual Warsaw Women in Sports Business Symposium is to create opportunities for students to further their connections to sports business, focusing on the unique challenges faced by women in the industry.

This year's event featured the first annual Warsaw Sports Business Woman of the Year Award, presented to Val Ackerman, former Commissioner of the WNBA, and recent first female president of USA Basketball.

Other speakers included executives from Nike, IMG, Electronic Arts, the Portland Trail Blazers, Law Sports, and adidas. The women took part in three panels.

- "Reaching the Female Fan" discussed ways companies are creating marketing messages targeted to the powerful female consumer.
- "Sponsorship Trends" discussed creative ways companies are using sponsorship as a marketing tool.
- "Accelerating Your Sports Career" included tips and advice for navigating the job search process.

The Symposium offered several receptions where students socialized with the speakers. The Symposium is yet another event that offered great career-building opportunities for students.