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QuickFact: 2009 grads who interned were 64% more likely to have received a full-time offer upon graduation

~ National Association of Colleges and Employers

## Career Services Workshop Series: Internships. Internships. *Internships!*

By Jessica Best  
Assistant Director for Career Advising  
LCB Career Services Center

**Internships are a great way to get good professional experience,** apply what you've learned in class to a real business situation, and to build on your professional network to develop job leads in the future. With all of those benefits, it is no surprise that most business students at least try to secure an internship before they graduate. Translation: competition is pretty stiff. So how do you make yourself stand out to the employer? Here are some tips from the Workshop:

**Know your value proposition.**

What do you have to offer? You may not be an expert in your field (yet), but you could offer your energy, new ideas, fresh perspective, motivation, drive, passion.

**Know what you're looking for.** This

doesn't have to be a job title, but it needs to be

more than "experience." Do you want to work in a team-based environment? Do you want to learn more about the marketing/finance/sports/operations fields? Do you want to do data analysis? Do you want to get a big picture view of the business, or do you want to focus and get a deep understanding of one aspect of it? Know what you want and be able to articulate it.

**Get yourself in front of employers.** This

could be at a large networking event sponsored by a professional association or Chamber of Commerce, or it could be a one-on-one informational interview. There are ways to supplement the traditional application process to put yourself on their radar before you even apply for the internship.

This can all be scary, especially the first time through. Remember, you can always come in to LCB Career Services to get help planning your strategy for your internship or job search. Good luck!



## LCB Clubs

**Resume looking bare?  
Spice it up and get  
involved with a Club!**



Most clubs hold their elections for next year's executive officers spring term. If you're interested in developing your leadership experience and getting involved, get in touch with touch with current club officers to find out how you can run for office.

Go to: [lcb.uoregon.edu](http://lcb.uoregon.edu) > Current Students > Clubs

# WIB Gala welcomes Susie Papé and enjoys success with record attendance

by Miriam Oh  
Highlighter Editor

Susie Papé of the Papé Group in Eugene, addressed a record number of female business professionals and students at this year's 5<sup>th</sup> annual Women in Business Gala. "Be prepared. Be ready. And take action when or if the unexpected takes place," said Papé in her address. "Choose to stretch yourself and take risks."



Photo courtesy of Lenny Pichette

Susie Papé mingles with attendees at this year's WIB Gala. Papé was this year's keynote speaker.

Papé addressed a large crowd of over 120 students and professionals. Each year, the Gala brings together female students and business professionals to create opportunities to learn more about career interests and develop mentoring relationships. Each student is paired with a professional for the evening to establish a one-on-one connection. This year, 57 students and 69 professionals attended.



"It's very empowering to see what these women have accomplished," said Samantha Wallace, an

undergraduate student. "I feel more confident about my career after learning from their examples." their talents to work and witness a tangible payoff with a successful evening.

This year's theme, "Making Headlines," sought to focus on the positive. "In light of the negative headlines emerging from the business sector as of late, the members of the WIB Club wanted to focus on how students and professionals can create the headlines they would like to see for themselves," said Deb Bauer, WIB faculty advisor.

The Gala is a student-run event in which club officers work with committees made up of club members to promote, organize, and execute the event. So, while offering a networking opportunity to its attendees, it also serves an opportunity for students to put

## PRESENT THYSELF

Confidence comes from being comfortable in what you're wearing and how you present yourself. Think of the clothes you wear in a professional setting as an investment and an extension of who you are and the job you want.

### WHAT NOT TO WEAR

- tight, sheer, or revealing clothing
- shirt that still has the creases from the package
- wrinkled or rumpled clothing
- heels that are too high or spiky
- hair in your face
- excessive jewelry
- perfume or cologne (or smoke!)

### WHAT TO WEAR

- suit, jacket and/or tie
- covered legs and arms
- socks
- a smile!

Just keep this in mind: when going for an interview, dress at least as conservatively as those you will be talking with.

### THE HANDSHAKE

Nothing can undermine your work to create a great first impression like a limp handshake!

- Communicate confidence with a strong handshake.
- Make sure your palms are dry, even if you have to carry a tissue in your pocket.
- Make good eye contact and repeat their name and your name while shaking hands.

### THE CONVERSATION

Prepare a few questions to bring up for when the conversation lags.

- Research topics they might want to talk about
- Have some stock questions ready in case the conversation lags including topics like: their career path, local sports teams, and even the weather

## Alpha Kappa Psi and The Art of Networking

LCB Career Services supports the Lundquist College of Business in fostering the professional development of our student organizations. On Tuesday, February 23, we partnered with the student club, Alpha Kappa Psi to bring its members a dynamic networking experience. Four members of the Eugene business community were invited to join:

- Steve Dignam, Program Manager at the Lane Council of Governments
- Rani Gee, Sales Executive with The Ink Well
- Matt Hilton, Sales Executive with FOX KLSR-TV
- Stephanie Saiz, Director of Membership for the Eugene Chamber of Commerce

The first half hour was devoted to a panel discussion, all about the “dos” and “don’ts” of networking. Among other things, the employers advised students on how to open a conversation, join one in progress, and exit gracefully.

The second half hour transitioned from the classroom to the LCB Career Services suite, for real, live networking. Students had such a great time at it that they didn’t want to leave (even though a general business meeting at 7 PM eventually did call them away)!



## Create the internship you want

by Bill Sherman

Assistant Director for Employer Relations, LCB Career Services Center

Every year, LCB students find internships that allow them the opportunity to apply the business knowledge of the classroom to a variety of business disciplines in the workplace. While many will find their internship in UO JobLink or on company job boards, a significant number will create an opportunity tailored just for them. You might think of it as an *entrepreneurial approach* to the internship search. Here’s how it works:

1. Start by making a list of companies, non-profits, and government agencies that interest you. The LCB Career Services Library has the right resources to get you started—the Portland Book of Lists and the Eugene Chamber of Commerce Directory, for example. Chances are reasonable that someone in your circle of acquaintances knows someone who works for an organization on your target list. Your family member, friend, teacher, or career advisor may even be willing to put in a good word for you—all you need to do is ask.

2. Create your pitch. It was John F. Kennedy who famously said, “Ask not what your country can do for you; ask what you can do for your country.” The same is true when you’re presenting yourself to an employer as a potential

intern. They could hire you out of good will, but more than likely they will want you because of something you can do to help them—a project that has been put on the backburner, a market survey, some numbers crunching.

3. Approach the employer. This is where many people get cold feet. Remember this: most employers have a soft spot in their hearts for students (they were in college not too long ago themselves) and are more than willing to hear you out. Of course, having a referral just makes a “cold contact” that much warmer. Your approach can be in person (bring your resume), over the phone (ask for the head of the business department you want to work for or for human resources/college recruiting), or via email (include your pitch in the body of the email and attach a cover letter/resume as one PDF document).

Where have LCB students gone with this approach? Just about everywhere, from Senator offices and municipal government, to local startups and major corporations. You can be the next success story! Stop by LCB Career Services for tailored advice and step-by-step assistance to help you achieve your summer internship goals!

## GREEN PROFESSIONALS CONFERENCE



Individuals interested in “green” careers, businesses, and community impact groups came from near and far to attend the second annual “Green Professionals Conference” held in Portland on January 26.

Those who currently work in the field as well as those aspiring to work in the industry came to network, seek out career opportunities, learn about current and future initiatives, and discover their place in this movement.

It has been noted that Portland is poised to be the US capital for the Green Economy. With its large and growing concentration of Clean Tech companies, Portland is becoming a Mecca for environmental progress in a region where both civic and business communities share sustainability values. According to the Pew Charitable Trust, Oregon has the highest percentage of clean energy jobs of any state, with an estimated rate of growth at 5% each year. Experts believe Portland needs to leverage its advantages in order to facilitate job creation and economic growth.

For those seeking careers in this industry, look for the Green Professionals Conference again next year in Portland!



The Warsaw Sports Marketing Center presents:

The 14<sup>th</sup> Annual Women in Sports Business Symposium

Join us May 6, 2010 at the White Stage Building in Portland, OR

For more information: [http://www2.lcb.uoregon.edu/App\\_Aspx/WsmcEventWsbs.aspx](http://www2.lcb.uoregon.edu/App_Aspx/WsmcEventWsbs.aspx)



## UO Winter Internship and Career Fair

The Internship and Summer Job Fair was hosted by the University’s Career Center January 26<sup>th</sup> on the main level of the EMU. Almost 40 companies were in attendance including Pepsi Bottling Group, Ernest & Julio Gallo Winery, Enterprise Rent-A-Car, Fred Meyer, Oregon Department of Transportation, City of Eugene, and Costco.

The downstairs location was a change from past years and very popular with recruiters due to the resulting increased foot traffic. The prime location allowed students who had not prepared for the event a glimpse of what to expect for next term.

Recruiters in attendance revealed what tactics impressed them the most...and which turned them off. The most common tips included:

- Make sure to come **prepared**. Bring your resume, printed out. This helps to establish a connection for follow-up conversations, and may even get you an interview the next day!
- Have a **purpose**. Come with a list of questions for targeted employers.
- Be **professional**. Don’t under dress. Proper dress (business formal) is crucial in demonstrating you are serious about joining the professional world.





## The **BIG APPLE** of Their Eye Sports Business lessons learned from a trip east

**By Trevor Smith**

*MBA Class of 2010, Sports Marketing*

Second-year Warsaw MBA students spent a whirlwind week on the East Coast in January meeting with some of the biggest players in the sports industry. Amidst a week well-spent networking with Alumni, hob-knobbing with sports executives and enjoying the sights and sounds of NYC - a few of us “Warsawians” took the time to jot down some notes. The following is a collection of the most sage advice we received in regard to entering the sports industry gathered from top alumni and executives from companies such as Octagon, IMG, the NBA, and ESPN.



**Personal messaging and packaging:**

ESPN Executive and Warsaw Alumnus Gil Beverly noted that during his job hunt he still wasn't sure exactly what field he wanted to enter. However, that did not stop him from developing a personal messaging strategy targeted to people in different aspects of the industry. The key is to understand your strengths and weaknesses, understand where you fit in in different environments (sponsorship/sales/products/agency/etc.) and to keep your story straight. Lastly, know your audience and more specifically, what *you* can do for *them*.



**Don't be broad:** Be clear and specific about what you want. Don't go in saying, “I really care about sports” or “I want to do agency work.” Broad statements don't convey



anything. What do you actually want to *do*? Consulting? Sponsorship sales? Sponsorship strategy? Event management? Player representation? Personality marketing? Define your goals.

**Desperation:** Not good.

**Sports industry hiring processes:** When budgets are approved for hiring, you are wanted *yesterday*. You have to be flexible and ready to sacrifice if the job is supposed to be *YOUR job*. The need for flexibility goes well beyond timing – geography and positional flexibility are a requirement, not a recommendation.

**Roadmap:** Know your ultimate goal, but also understand that you will not reach it in year one. From entry points in the sports industry, you will have to work your way both horizontally and vertically to achieve that goal. Agency consulting may sound like a lot of fun, but it may take a few years of event management and activation experience to prove yourself capable of becoming a consultant.

**Embrace the network:** Our trip to NYC reinforced what we already knew about the power of the UO Network. We have *REALLY* smart people working in *REALLY* cool jobs. They are out there and they want to help. The best way to engage and leverage that help is by following the advice above and by making sure to demonstrate your *passion, integrity and leadership*.

# LCE trip to Seattle enlightening and inspiring

By Nate Kalaf

MBA Class of 2011, Entrepreneurship

Guest Writer

“Pleasantly surprised” is the term used the most to describe what my class of Lundquist Center for Entrepreneurship students thought about our four-day trip to Seattle in late February. Not because we had low expectations going into our visit to one of the largest cities on the West Coast, but rather because everything about the trip was a class act.



The focus of our excursion was to meet with leaders and entrepreneurs in a wide range of industries & business settings. From these visits we came face-to-face with top professionals, learned from their experience, heard their thoughts and ideas, and listened to their advice.



LCE students listen to Headmaster Cal McAllister at the Wexley School for Girls advertising agency.

About five minutes into our first meeting, I realized I was going to come away with some great knowledge. Advertisers, technologists, online search gurus, alternative energy specialists, venture capital veterans, real-estate innovators, and world-class communicators all took the time to share some insight into their world. From rapidly



growing start-ups like the online Real Estate firm Red Fin, to corporate giants like Microsoft, we heard stories of success, failure, and perseverance. With each new perspective emerged links to common pieces of what we are learning in our classes and seminars.

We walked away from the trip with a balanced exposure to the types of opportunities that are awaiting us when we graduate from the University of Oregon. The drive home from Seattle was filled with reflections, reactions, and plans on how each one of us

Sunny in Seattle? You bet!

is going to put our stamp on the world. As we

enter into the spring term of our first year it is a time of optimism and enthusiasm for the path that lies ahead.

## Employers Tell-All

by Bill Sherman

Assistant Director for Employer Relations, LCB Career Services Center

Ever wonder what employers are really thinking? I decided to find out and invited students in on the discussion.

On January 25<sup>th</sup>, LCB students heard from a stellar panel of recruiters from **Fred Meyer** (which has one of the finest internship programs around), **PacificSource Health Plans** (a successful, Eugene-based competitor in the health insurance market), **Life Technologies** (formerly **Invitrogen**), and the little known company, **Turtle Mountain**, (producer of *So Delicious* ice cream).

The hour-long event covered subtleties (note to applicants: it's *Fred Meyer*, not “Fred Meyers”), as well as big ideas (how to find an internship and make the most of it). Some tips for success included:

- Always tailor your resume to the internship description (include key words and give specific examples of your skills in action)

- Include a cover letter (unless otherwise directed)—this allows you to make a more personal introduction and expound upon your qualifications, perhaps sharing a story or two.
- Don't miss out on opportunities to meet recruiters in person. Remember: you're always interviewing.
- Study for the interview as fanatically as you would for a final exam. Know the mission, vision, and values of the organization, as well as the name of the CEO/President.
- Don't put all your eggs in one basket—interview widely.
- If you missed out on an opportunity during winter term, don't panic! While some companies recruit early for internships, others post them as late as May.

The complete list of insights could fill a small book, which is why it is a good idea to put events like these on your calendar. Next up: *Careers in Business Administration* on April 29<sup>th</sup>—don't miss it!

## Keeping Priorities Straight



**JACKSON LOVE**  
MBA, Sustainability

Immersed in the details of discounted cash flows and short-run marginal cost curves, everyone finds it hard to stay focused on the big picture. "Career search now? I have mid-terms!"

Last fall I promised myself that I would seize every opportunity to meet employers. Week Five of the term was bad timing, but the February 5<sup>th</sup> NW MBA Career Fair in Portland couldn't be missed.

The Fair took place at the World Trade Center building in downtown Portland. I talked with recruiters from Columbia Sportswear, Intel, Portland General Electric, the FBI, CIA, and many others. I also squeezed in an informational meeting with a UO alumnus who works for a Portland-based energy company.

My conversation with PGE's Sustainability Director proved fruitful. She gave me her business card and told me to follow up. I also learned about a company called PECEI, which does energy efficiency consulting and is rapidly expanding (that is to say, *they're hiring!*) As for my mid-terms (and finals), I'm apprehensively awaiting the grades...but at least I'm ahead of the curve when it comes to finding a job.



## Students see improved job options at MBA Career Fair in Portland

**By James T. Chang**  
Director  
LCB Career Services Center

MBA students and business representatives from around the Northwest and beyond the region met in Portland for the 5th Annual Pacific Northwest MBA Consortium Career Day. Twenty-three organizations and over 200 students came together to discuss job and internship opportunities. In addition, concurrent topical panels provided students with employer perspective from varying industries including government, sports, finance, and many others. Panelists also discussed the current employment environment, as well as job search processes for international students.

While the economy will still take some time to fully recover from last year's massive shake-up, there are positive signs of change in the employment landscape.

As employers gathered in advance of the event, several of them shared observations about improvements they see in the economy. At ESI, a

technology manufacturer, there are currently over 40 full-time job announcements being promoted.



Also, representatives from PECEI shared how their hiring has been steady even throughout the economic downturn. Both of these companies are examples of the many opportunities available for those who are interested in the energy sector. Additionally, a number of other recruiters observed an increase in activity among temporary and contract staffing firms.

Temporary hiring to fill immediate staffing gaps is seen as a lead indicator of a steadily improving employment environment. Once short-term

needs are filled, employers then engage in the lengthier process of recruiting full-time/career staff.

As a soon-to-be-graduate, this is welcome news as students of the University of Oregon prepare for graduation continue the hard work of job searching.



Thank you to the companies who visited campus Winter term!

# Highlighter

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