

# LCB Career Services Fall Highlights

## Inside this Issue

- 1** Letter from James Chang, Director of Career Services
- 1** "Life After LCB: The Executives" Speaker Panel
- 2** "What I Did Last Summer" Internship Profile
- 3** Employment Statistics: MBA, MAcc, Undergrad
- 4** MBA Finance Trip to Portland Employers
- 5** Lillis Interview Rooms: Employers' Home Away from Home
- 6** Industry Leaders in Marketing
- 7** Macc Students Take Fast-Track to Career Success
- 8** MBA Alumni Career Forum
- 8** Upcoming Events and Registration Information



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BUSINESS

University of Oregon

*Greetings from LCB Career Services! This quarterly newsletter provides you with information about and highlights of our office's services, programs, and employment data from the recent past.*

## Business Students: Come one, come all to LCB Career Services!

Undergraduates and Graduates: Business Majors, Accounting Majors, Pre-business Students, MBA Students, and MAcc Students...LCB Career Services is here to launch your career to new heights! In spite of much transition over the course of the last year (including the relocation of Graduate and Undergraduate Career Services into 240 Lillis and the departure of Deb Chereck over the summer to lead the UO Career Center), the reorganization of LCB Career Services to serve all LCB students—graduate and undergraduate students alike—is positioning the office to do great things. This newsletter will highlight the continuation of popular

services along with the development of new programs and services designed to improve students' job search skills and to facilitate their career exploration and networking opportunities.

Change and growth will be recurring themes for LCB Career Services all year. Please stop by 240 Lillis to say hello and to see the subtle and not-so-subtle changes to the office and our staff. We love our new home, and we're not shy about showing it off!

James Chang  
Director, LCB Career Services

## Life After LCB: "The Executives"

Whoever believes that company executives are unapproachable and too busy to care about students' career future obviously DID NOT ATTEND the corporate executives panel that was this year's focus of the Life After LCB speakers panel. Tom Wright-Hay, CEO of Burley Design Cooperative and alumnus of the Oregon MBA program, Terry Allen, a Vice President of Merrill Lynch who studied at the University of Oregon, and Robin Burk, Regional President of US Bank, spoke to a packed room in Lillis 211 on Wednesday, October 20.

Tom, Terry, and Robin responded to questions by co-facilitators Anne Forrestel and James Chang and then by audience



*(From left to right) Robin Burk, Regional President, US Bank; Tom Wright-Hay, CEO, Burley Bicycle Design Cooperative, (LCB MBA 2000); Anne Forrestel, LCB Marketing Faculty/Co-Moderator; Terry Allen, Vice President, Merrill Lynch.*

members. The goal of the program was to introduce students to the experiences and advice of senior business leaders and to help students make better decisions about their academic and co-curricular choices.

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## Event Highlights

### **MBA Orientation, Career Day September 23, 2004**

Career Services hosted a day of the MBA Orientation to get new MBA's off to an early start in thinking about their career path after graduation. Topics included a discussion of CareerLeader, a career assessment inventory, and assistance with resume writing. A panel was also offered featured second year MBA's who discussed their impressions of the first year program and who shared tips for success with the new students..

### **Career Services Open House, October 5 & October 6, 2004**

Career Services held three separate Open Houses for MBA, Masters of Accounting and Undergraduate Business students to introduce these different user groups to the services this office has to offer. Work Study students acted as Student Ambassadors, giving guided tours of Career Service Resources to over 100 students.

### **"Employers Tell All" Series, October 7, 19 & 27, 2004**

Career Services hosted three seminars for the general Lundquist College of Business population on the following topics: "Resumes and Cover Letters that Make the Cut," "Effective Interviewing: From the Phone to Face-to-Face," and "How to Contact Employers: From Cold Call to Referral." Corporate recruiters from Enterprise Rent-A-Car, Ferguson Enterprises, and Pfizer discussed common job searching themes from the perspective of the employer. Part two of this series, presented winter term, will showcase employer panels who will discuss employment related topics.

## "What I did last summer" Student Spotlight

*Each summer, we encourage business students are strongly encouraged to build on classroom knowledge by completing internships. In our first profile we showcase second-year MBA student Aaron Godfred. Aaron worked to get an exciting internship in an industry that many do not think to approach.*

During the summer between his first and second year in the MBA program Aaron worked for 900 Frames, an independent film, music video and television commercial production firm. His job title was Strategic Planning Intern.

Godfred took initiative to find and secure this internship opportunity, cold calling 900 Frames, which he had found in an on-line search. Godfred asked for the person who did the hiring and was connected to a partner/director of the firm. Godfred sent his resume and after some negotiations and emails, was offered a position.

When asked how this internship helped in fulfilling his career goals he said, "Contacts, contacts, contacts. [And], I have a finished film business plan that can be used as a template, film and commercial production experience and an offer to work on their next movie."

Godfred had three take-aways to share about the internship experience:

- Make yourself invaluable; volunteer for as much as possible.
- Be prepared to do things that you may feel are beneath you. Bosses recognize your effort.
- Ask questions; you are there to learn.

Some highlights of Godfred's internship included meeting Adam Sandler and being a stand-in for Dean Cain.

*Look for more internship profiles in the Winter newsletter. Companies scheduled to be included are Nike, Quicksilver, Fred Meyer, and KPMG.*

**Job Search Skill Guides were created for LCB Undergraduates, MAcc students, and MBA students. These booklets and binders give LCB students a tailor-made job search handbook to guide them through the career exploration and job/internship search process.**

### **Life After LCB: The Executives (continued from page 1)**

A large proportion of the audience was first-year UO students enrolled in a Business FIG, whose instructors incorporated the program into their course syllabus.

After the program, students commented on how "down-to-earth" these executives were and how they enjoyed hearing about the steps (from the little steps to the major jumps) that these speakers took that led them to the top of the corporate ladder. Here are some highlights of the comments shared:

- The ability to communicate and work with others is paramount; one cannot lead

with the trust of others without strong written and oral communication skills

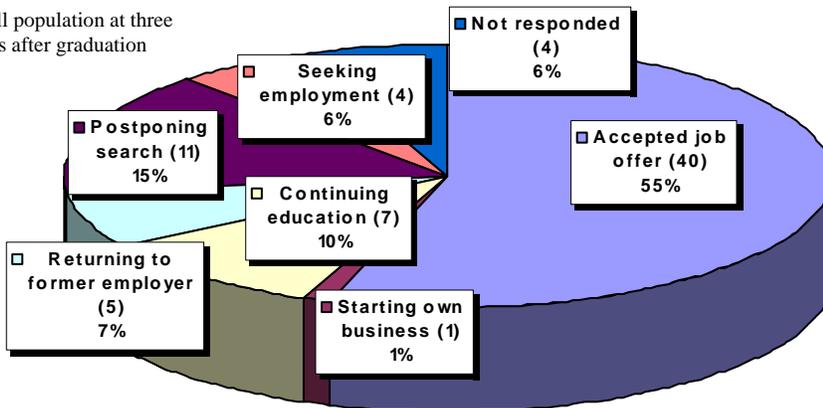
- Success in the classroom is important, but so is the experience students gain outside of the classroom; out-of-class experience best simulates the loose structures and ambiguities of the real "world of work"
- Internships are vital to give students a sense of what full-time work is like; students can truly see what a job entails and learn aspects that they may or may not enjoy about the work
- When you are the leader of a business or office, the work that needs to be done never ends; balance your workload so that you do not neglect yourself nor your loved ones.

# Employment Statistics for the Class of 2004

## MBA

Average Salary (32)	\$57,553	Total number of students in program	72
Median Salary	\$52,500	Number of students seeking employment	44
Range	\$40,000-\$96,000	% Employed at 3 month (of those seeking)	91%

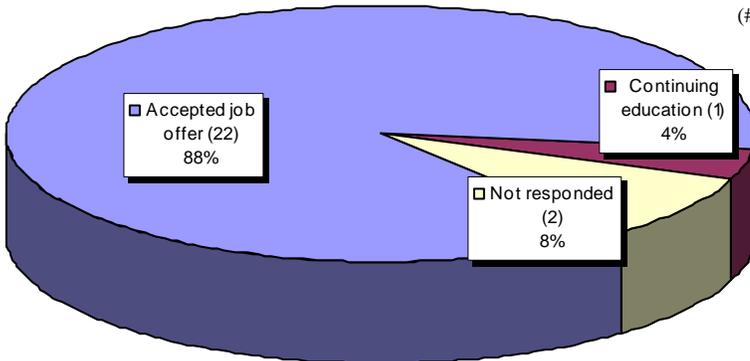
(#) Full population at three months after graduation



## MAcc

Average Salary (32)	\$42,000	Total number of students in program	25
Median Salary	\$42,000	Number of students seeking employment	22
Range	\$36,000-\$45,000	% Employed at 3 month (of those seeking)	100%

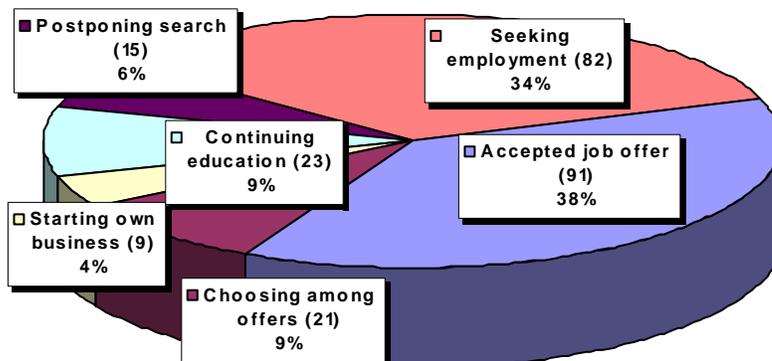
(#) Full population at three months after graduation



## Undergraduate

Average Salary (58)	\$37,433	Total number of graduates	400
Median Salary	\$37,000	Number of respondents	241
Range	\$13,000-\$55,000		

(#) Sample size at graduation



## Highlights of Companies Hiring UO Graduates

- Adidas (UG)
- Amazon.com (UG)
- Aramark (UG)
- Backcountry.com (MBA)
- Black & Decker (UG)
- Cintas (UG)
- Columbia Sportswear (MBA)
- Deloitte & Touche (UG/MAcc)
- Electronic Arts (MBA)
- Ernst & Young (UG/MAcc)
- Ferguson (UG)
- GMR Works (UG)
- Hewlett-Packard (MBA)
- Hilton Grand Vacation Co. (UG)
- Hollywood Video (MBA)
- IBM Corp. (MBA)
- Intel (UG)
- Intel (MBA)
- John Hancock Financial (UG)
- Lattice Semiconductor (UG)
- Microsoft (MBA)
- Morgan Stanley (MBA)
- Moss Adams (UG/MAcc)
- Nike (MBA)
- Nordstrom (UG)
- Oversee.net (MBA)
- Pacific Continental Bank (UG)
- Pacwest Real Estate (UG)
- Palace Sports (UG)
- Papé Group (UG)
- Pearl Izumi (MBA)
- NBA (MBA)
- Pfizer (UG)
- Pitney Bowes (MBA)
- Pope and Talbot (UG)
- Portland Beavers/Timbers (UG)
- Precision Castparts (UG)
- Riley Research Assoc. (UG)
- San Diego Gulls Hockey (MBA)
- Starbucks (UG)
- State Farm (UG)
- Sysco (UG)
- Travelocity (MBA)
- US Bank (UG)
- Vesta Corp. (MBA)
- Wells Fargo Financial (UG)

# Careers in Finance Trip to Portland

LCB Career Services has planned several trips to Portland this academic year for MBA students to meet executives from various fields and discuss their career path, opportunities available, and current industry issues.

The Careers in Finance Trip took place on November 5, 2004. Twenty-five students went to Portland to visit with three companies—Pacific Crest Securities, Nike, and Piper Jaffray. The day was a huge success—students were prepared and represented the school well in discussions with leaders at all three companies. Each organization provided insight about their company and a unique perspective on finance in general.

## Pacific Crest Securities



LCB Alumnus Daniel Shank, CFO, helped set up a great trip to Pacific Crest. Focusing on providing financial expertise, Pacific Crest specializes in high tech companies.

Daniel along with Scott Sandbo, CEO, provided a great overview of Pacific Crest, discussing their business, clients, history, and future direction. They also shared stories of their own career paths,

and explained what Pacific Crest looks for in new employees.

Managing Director, Shannon Soqui, provided the group with insight into his career path, describing the challenges he has faced in working up to his current position. Shannon graduated from UC Santa Barbara, and spoke candidly about the need to work harder to compete with graduates from more visible schools, a challenge that some Oregon alumni face.

Alumnus Steve Weinstein spoke about his job as an internet research analyst. Weinstein is charged with constantly tracking and learning about numerous online companies and forecasting the future activity of these companies. Research plays a huge role at Pacific Crest, and Weinstein's research, along with the work of the other analysts, is critical in providing clients with valuable data.

## Nike



Oregon MBA alums Shindy Bains, Int'l Marketing Manager, Golf International and Thomas Lwebuga, Global Finance worked tirelessly to set up a fantastic visit to Nike. We were very fortunate to meet with nine leaders from various departments. The discussion at Nike included a variety of topics, from career path to the Nike culture. Shindy shared her story of persistence, as she positioned herself to get into Nike via the Adrenaline Intern-

ship Program. Shindy had great advice for students regarding getting in the door and what to do once you are in. Colin Hart, Director, Global Finance IT shared his thoughts on what hiring managers look for, providing valuable insight for students on what qualities to emphasize when interviewing. Others shared their opinion about working at Nike, their career path, and issues facing them at work. It was a well-rounded discussion and showed students that working in finance does not mean you have to work for an investment bank; in fact, companies in all industries need financial expertise.

## Piper Jaffray



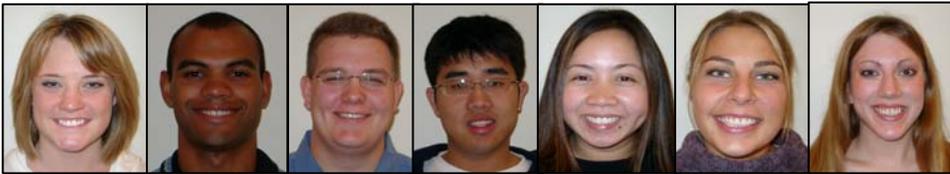
Kevin Greene and Rudy Fascell shared that Piper Jaffray offers an array of investing and financial services. Kevin had much insight about his career path and gave students a clear idea of what a typical day is like. Rudy and Kevin discussed interesting issues surrounding the business and shed light on what a student needs to do to get a job somewhere like Piper Jaffray. The trip was a big success, as students not only learned about the business but also saw what steps they can take to get hired at Piper Jaffray and similar companies.

## Next Destinations: Seattle & Portland

Career Services will be planning additional trips for MBA students during Winter term. The next Portland trip will be marketing focused and the Seattle trip will focus on a variety of employers. The first sit-visit trip filled very quickly, so watch for information about upcoming trips and register early!

If you have ideas for companies to visit on future trips, please email Tim Pitts at [tpitts@oregonmba.com](mailto:tpitts@oregonmba.com).





## Kudos to our Student Workers

Congratulations to our Work Study students who accomplished the following this quarter:

- Developed an employer database of approximately 500 companies
- Enhanced employer relationships by providing assistance to each employer that conducted interviews in Lillis
- Greeted and guided over 400 students per month, helping them find the career related resources they needed
- Helped with the implementation and execution of numerous on campus career related events
- Created a spreadsheet of available library materials, with descriptions, within the Career Services library
- Completed an inventory list of all materials within Career Services
- Maintain a database of career counseling appointment/drop-in concerns and provide reports of the gathered information
- Designed and produced marketing materials for the Career Services display case

## Lillis Interview Rooms: Employers' Home Away from Home

Career futures were launched with the help of the employer interview rooms in 250 Lillis. This was the first fall term during which the interview rooms were available for employers and students to use, and a total of 17 companies recruiting for 40 different positions met with over 180 students during the months of October and November.

Interviews are typically scheduled between weeks 3 and 8 of each term to avoid the beginning of the term when students' course schedules are still being modified and the end of the term when projects, papers, and exams require the full-attention of students' focus. The Campus Interview Program coordinated by Megan McGregor at the UO Career Center continues to be first-point of contact for the majority of employers seeking to schedule interviews with UO/LCB students.

Interviews on campus are a great, but reactive, way for students to explore career options, interact with employers. These can be the first steps to competing for career and internship positions through formal interviews. Students are strongly encouraged to target employers and positions of their interest that do not come to Eugene in order to proactively engage employers they desire. Employers will continue to visit and interview on campus in winter and spring terms, but fall tends to be the most active period for employers who recruit on college campuses.

## Companies interviewing Fall 2004 in the Lillis Interview Suite of rooms

### Northwestern Mutual Financial Network - Oregon

- Financial Representative
- Financial Representative Intern

### Ernst & Young LLP

- Assurance & Advisory Business Services
- Tax Minimization Staff- Tax Consulting
- Tax Minimization Intern - Tax Consulting

### KPMG LLP

- Audit Associate
- Tax Associate

### Moss Adams LLP

- Staff Accountant & Staff Accountant Intern

### Deloitte & Touche

- Staff, Audit Services

### Grant Thornton LLP

- Assurance & Tax Associates

### PacifiCorp

- First Career Program

### Geffen Mesher and Company

- Staff Accountant

### Intel Corporation

- Accountant
- Financial Analyst
- Regional Buyers, Commodity Analysts
- Business Analysts, Commodity Specialists

### Isler & Co., LLC

- Staff Accountant

### PRICEWATERHOUSECOOPERS

- Assurance Associate
- Tax Associate
- Systems Process Assurance Associate

### JELD-WEN

- Management Trainee
- Regional Service Representative

### Oregon Secretary of State Audits Division

- State Auditor I

### SilverLite Trailers, Inc.

- Marketing and Sales Coordinator

## Graduate Assistants Profiles



**Marilyn Andrews**

is responsible for arranging campus visits by industry leaders to speak to LCB

students and coordinating the Career Services newsletter.



**Michelle Duck**

is responsible for drop-in resume and cover letter writing assistance. She

also supports international students in their job search through programming.



**Tim Pitts**

Is responsible for arranging site visits to employers in the Portland area for LCB Masters of

Administration students.

### Shared Responsibilities:

In addition to their above duties each of these students assists with the support of BA352 by presenting to 2 sections and reviewing those students resumes twice each term.

## Industry Leaders in Marketing



**MBA Lunch & Undergraduate Round Table with Johnny Chen, Product Marketing Engineer from Intel**

Johnny Chen, UO MBA alum, and Product Marketing

Engineer at Intel, joined us for our first Industry Leaders in Marketing event of the school year. Chen first had lunch with 10 MBA's, then had a round table discussion with the undergraduate population.

Chen was one of the engineers that deployed Intel's website (www.intel.com) and eBusiness infrastructure in the '90s, was previously a Product Marketing Engineer for the Vivonic Fitness Handheld product, and is currently a Product Marketing Engineer designing marketing programs and campaigns to collaborate with Intel software developers worldwide.

Chen spoke in-depth about what it was like to be in product line marketing for Intel. He described marketing as being very multi-dimensional and said that a product line marketer should expect to get their hands in everything, since he or she will be expected to do anything that isn't done by someone else. Chen went on to say that in marketing it is important that everything be measured; ROI measures are important.

In describing product development at Intel, Chen emphasized the importance of protecting intellectual property and trade secrets, but at the same time ensuring that the value of new products could be communicated to both software vendors and end customers. This juggling act requires that product marketers work far in advance of new product deployments to ensure a successful product launch. The first step in this process includes delicate negotiations with all software vendors,

which requires knowing the legal aspects relevant to this industry.

Leadership and management skills were two skills that Chen emphasized as critical to succeeding in any business environment, and absolutely necessary to achieving new levels of responsibility within a company.

Chen ended his discussion with the MBA's by describing the culture or shared values of Intel as very analytical, measurement based and results-driven. He went on to say that it is important to make sure that any company you may apply to is a good fit with your own value system.

**Undergraduate Round Table & MBA Dinner with Tom Webster, Vice President and Chief Marketing Officer from PSC, Inc.**



Tom Webster, VP and CMO for PSC

Inc., a global provider of breakthrough data-capture technology and services, serving many industries including the retail, manufacturing, and distribution sectors, joined us for a round table discussion with undergraduates and later had dinner with MBA students. Webster is responsible for all marketing, strategy, and communications at PSC, Inc., a global company headquartered in Eugene.

Webster emphasized the following key thoughts for being successful in marketing:

- Start in sales before going into marketing. It's important to understand the selling process to be successful in marketing. The weakest person in marketing is the person that has no sales experience.
- Marketing's customer is the sales person, not the end consumer. The job of marketing is to ensure that the sales person has what they need to be successful.

Story continued on page 7

## Industry Leaders in Marketing

(Continued from page 6)

- Marketing is much more scientific now. You need to be able to quantify the results that are generated from marketing.

Webster also had some suggestions for students on how they should do the following to evaluate whether or not they want to work for a particular company. He suggested that you look closely at the leadership at the company to see how stable the company has been or whether they are going through some management changes, which would indicate a company-wide change in direction may be in the future. Webster also strongly recommended looking at the financials of the company (if



*Tom Webster with MBA students*

available) as another indicator of the company's overall stability in its industry or market. Lastly, he suggested asking questions that are relevant to your needs in a job during the interview to gauge whether or not you wish to invest your time in the company. Webster pointed out that the interview is not only a place for the company to interview you, but for you to interview the company as well.

## 200 Resumes... Reviewed Twice Each...One Single Term...Bring on the Jobs!

Students who can seize opportunities when they present themselves will beat out the competition. The resume writing component of BA 352 is specifically designed to prepare undergraduate majors for these opportunities. The goal of the resume writing component is to ensure that all newly admitted students to the LCB have a strong, detailed, and results oriented resume that they can give to an employer at a moment's notice. The topic of resume writing and interviewing skills fit into the classes' focus on communication skills, leadership qualities, and influencing others.

This term, James Chang paired with each of the Career Services Graduate Assistants—Marilyn Andrews, Michelle Duck, and Tim Pits—to present to the 6 sections of the class. Students were instructed on an appropriate format that would make their resumes visually appealing and on the best strategy for presenting their experience to make their abilities and potential contributions clear to employers. Students then experienced two review cycles in which their submitted resume was reviewed for strong content and feedback was given by the Graduated Assistant who presented to their class with James. In addition to the Resume Review Drop-in Hours staffed by Michelle, Marilyn and Tim were available to answer students questions about the feedback they received in their resume critique.

With the arrival of Winter and Spring terms, the next cohort of BA 352 students will experience the real-life application of the communication and leadership theories as they prepare for their career future.

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## MAcc Students Take Fast-track to Career Success

Fall 2004 saw the arrival of another entering class of top candidates into the UO Master of Accounting program. Comprised of students from around the US and around the world, these students from diverse undergraduate institutions, as well as those continuing their studies at the LCB, arrived on campus early in September to prepare for the fall accounting recruiting season, which traditionally has peak activities in the month of October.

Even prior to their arrival on campus, newly admitted MAcc students to the UO submitted their resumes to LCB Career Services for review. James Chang provided written feedback via email for improving their resumes and encouraged students to meet with him as soon as they arrived on campus to further maximize the impact of their previous experience on employers.

On the Monday prior to the first week of class, MAcc students new to the UO met with James to learn about accounting employers' recruiting timeline (especially

those who recruit early in the academic year) and about the various campus resources, including the UO Campus Interview Program and the UO-Joblink System, coordinated by the UO Career Center. These systems allow students to identify employers recruiting on campus, and students use them to submit their resumes and sign up for interviews. Later in the week, Deb Chereck, UO Career Center Director, and Karrisra Cornell from KPMG prepared students for upcoming recruiting activities hosted by employers and for the interview process. Accounting faculty and guest speakers also presented to the MAcc students to make them more job-ready.

As the month of October came to a close, regional and Big 4 accounting firms along with a number of corporate accounting departments wrapped up their initial screening interviews and prepared to move selected candidates onto more extensive office interviews. As the year 2005 begins, more and more of the MAcc students will be sharing their good news about the offers they received and the offer they decided to accept. Jobs will continue to present themselves to our MAcc students throughout the year, and they will have success stories to share with us as they accept their job offers.

# MBA Alumni Career Forum 2004

Held in the new Lillis Business Complex, this year's MBA Alumni Career Forum featured a keynote presentation by William F. Gardner, senior VP at Dwight Asset Management Company. Gardner recommended knowing the answer to the following 4 questions before going into an interview:

- Why are you a good fit technically for this job?
- Why are you a good fit culturally for this job?
- What synergies will you bring that will advance this company?
- How committed to the business are you?

More employment advice came from the panel "The Hiring Manager's Perspective." Panelists included Oshara Helton from

Microsoft, Michelle Willis from KinderCare Learning Centers and Jon Nancarrow from Frieghtliner. Highlights from this panel included:

- Less than 5% of interviewees send a thank you note.
- Only a quarter of applicants write a relevant cover letter.
- At an interview, share an example about your achievement, then relate this back to the company.

Panelists on "The Many Angles of Entrepreneurship" discussed what skills employers were looking for. Chad Barczak from IDX said you must have financing and accounting skills. Caroline Palmer from Hewlett Packard said that employers are searching for numbers-oriented marketing people.

To see video from the panels, sign into <http://oregonmba.com> and go to the Career Services heading, then select Career Resources.

# Other LCB and UO Programs, Events and Services

- "Meet the Firms" on October 14, sponsored by Beta Alpha Psi, encouraged networking between students, alumni and employers in preparation for the fall accounting recruiting cycle.

- The UO Career Fair, November 3, sponsored by the UO Career Center hosted over 80 companies and organizations on campus. Students from the LCB and across the UO met with representatives and alumni to explore career options and to begin the interviewing process for full-time and internship positions. The day after, over 40 organizations conducted formal interviews on campus for their open positions.

- Each of the 10 LCB FIG College Connections classes incorporated Career Services by having James Chang share advice on how freshmen can take the necessary step of gaining experience in real-world work settings early in college.

- Students groups including the UO Finance Association, Alpha Kappa Psi Professional Business Fraternity, and the Warsaw Sports Business Club requested Career Services presentations on topics including internship search strategies and resources, resume writing, and interviewing skills. Additional presentations are already scheduled with other clubs in the winter and spring terms.

- Lillis Interview Rooms are becoming a popular place for faculty to administer make-up exams when they are not in use by employers. Check with Robin Bagent for room availability.

- Individual career advising and counseling appointments continue to be a vital service for LCB students. In Fall 2004, students met with James Chang in over 220 half-hour appointments, and they used over 140 drop-in sessions offered by Graduate Assistant Michelle Duck and James.

## Upcoming Events

### January 6, 2005 "Employers Tell All" Panel

Interviewing Highs and Lows: Learn from others' mistakes & successes

### January 6, 2005 Seminar: Work Visa Issues for International Students

### February 3, 2005 Job and Internship Search Strategies & Resources Seminar

Now more than ever you need a game to plan to increase your chances of landing your ideal job!

### February 4, 2005 "Finance" Industry Leader: Insight & Advice Roundtable & Luncheon

Career Services will host a speaker on the topic of careers in finance.

### February 10, 2005

International Student Symposium  
International alums speak about the process of finding a job in the U.S.

### February 11, 2005

#### "Marketing" Industry Leader: Insight & Advice Roundtable & Luncheon

Career Services will host a speaker on the topic of careers in marketing.

### February 16, 2005

#### "Employers Tell All" Panel

Resumes and Cover Letters that Get Noticed

### February 18, 2005

#### Careers in Marketing Trip to Portland

Career Services will host a trip to Portland for MBA's to learn more about potential marketing careers at select companies.

Register online at:  
<http://lcb.uorgon.edu/career>