

LCB Career Services Winter 2005

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University of Oregon

Greetings and Winter Term Highlights

It's hard to believe that two-thirds of the academic year is behind us. Although the office is still in transition, we've been very productive. Here are some highlights of what we've been doing throughout Winter Term 2005.

- Our graduate assistants continue to bring business professionals to campus as part of our Industry Leader speakers series, arrange and lead student groups on site visits to employers in Portland, and provide drop-in resume and cover letter advising to undergraduates.
- Robin Bagent keeps the office operating smoothly by hosting employers interviewing on campus and communicating job and internship opportunities to students.
- Our undergraduate student assistants work on publicizing events and employer visits and researching

Impacting Students' Resumes & Futures

Over 130 undergraduate business students got the opportunity to create and improve upon their resumes through the BA 352 class. The goal of the resume critiques is to ensure that all undergraduate majors have a results-oriented resume they can give to an employer at a moment's notice.

The Experience section of a student's resume is the area that frequently needs the most help. Below are some tips on how to make your Experience section powerful.

resources to better assist student visitors who use office materials.

- I continue to advise undergraduate, MBA, and MAcc students individually in appointments, coordinate workshops and speaker events, and consult with employers seeking to recruit student talent from the LCB.
- The search for 2 new Assistant Directors is well under way, and hopefully they will be on-board soon. The Assistant Director for Career Advising and Instruction will focus on teaching students about the career development and job search processes and ways to perfect their job search tools. The Assistant Director for Employer Relations will focus on reaching out to employers to encourage their hiring of LCB students.

Thanks for all your support. Once our office gets settled, watch what else we'll be able to do!

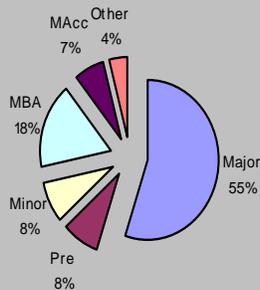
James Chang, Director

- Your Experience section needs to paint a picture of your potential contributions as an employee. Do this by being descriptive about what you have done.
- Don't give an employer a list of tasks you completed. Instead, show how you have applied your specific skills.
- Give examples of your success at work; show results from your actions.
- Tell how you improved the organization. Use numbers to show results if possible.
- If your Experience section is short, don't forget to add volunteer and co-curricular activities into the section.

Individual Career Advising-Fall '04

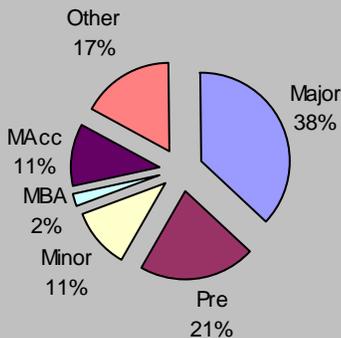
Career Services tracks both the appointments provided by James Chang and the drop-in sessions offered by graduate assistant Michelle Duck. The following data shows just how productive we were in Fall 2004.

Appointments with James



James Chang was able to see a total of 215 students during half-hour appointments. Of this group, 119 were undergraduate business majors, 38 were MBAs and 14 were MAcc students.

Drop-ins with Michelle



Michelle saw a total of 65 students, the majority of whom (43) were undergraduate business majors.

Internship Spotlights

In the Fall 2004 Newsletter, we featured MBAs and their internships from summer 2004. Now, meet 4 undergraduates who had a variety of internships in the summer of 2004.



Clarrisa Chan, Fred Meyer

Clarrisa worked as a Young Men's Apparel Buyer Intern at Fred Meyer. This internship entailed managing a specific apparel account called the Dickies Screen Tee.

In order to find this internship, Clarrisa signed up for an on-campus interview. She recommends looking at the UO Career Center website to learn what companies are conducting on-campus interviews.

From this internship, Clarrisa secured a full-time job that she will start upon graduation. Clarrisa said, "Building relationships and keeping in contact not only allow the company to see if you are a good match for them, but it shows that you took the initiative to demonstrate your skills and interest."



Chris Grow, Quiksilver

Chris Grow worked for Quiksilver, a global brand representing the lifestyles of skateboarders, surfers and snowboarders. Chris spent a great deal of his internship handpicking Quiksilver and Roxy clothing to be sent out to professional surfers or celebrities in an attempt to "seed the product." The hope is that these visible trendsetters will wear the products and influence others' fashion sense and purchase patterns.

Due to Chris' extensive interest in both surfing and skateboarding, he had the ability to create a list of all of the names of people that he knew worked for Quiksilver. He sent each of them an individual email, asking for a reference to someone in the company that he could get in touch with regarding an internship. Chris said, "One individual let me

know that someone was looking for an intern. I was able to get in touch with this person, and bypass HR all together."



Reem Haj, KPMG

Reem Haj worked for KPMG in the Portland office as an audit intern. Reem found this internship by meeting recruiters through Beta Alpha Psi's "Meet the Firms" event. Reem said, "Attending career fairs and getting involved with organizations that relate to your major are the best ways to meet recruiters and professionals. Establishing those relationships early on, even a couple of years before graduation, is a great way to get plugged in and begin networking."

Reem had this to say, "Internships are the best way to discover what it is like to be a professional in a chosen career without having to commit full time to a particular firm. This experience reassured me that this is the kind of work I want to be doing after I graduate."



David Embree, Nike, Inc.

David Embree worked for Nike, Inc. as a Program Manager in Retail Marketing. David spent his days conversing with Nike's regional marketplace managers about retail locations and their needs. Time was also spent working with production teams to create elements for in-store displays, as well as collaborating with outside contractors to get the physical pieces made, shipped and installed.

David said this about his internship, "I was forced to critique myself more than I expected. Unless you do something outstanding, or really terrible, not much is said by others. I would look at my work and ask 'is this better than I would expect from the people around me?'" David noted that it was challenging to work in such a competitive company, especially one which is known as a marketing machine.

International Students Receive Job Advice & Work Visa Information

International students were presented with two different seminars this term to receive assistance in finding work in the United States. Below are highlights from these events.



Work Visa Workshop

On January 6, 2005, Magid Shirzadegan, Director of International Student & Scholar Services, spoke to international students about the process of getting work in the United States. Here are some highlights from his presentation.

If you are a student with an F-1 Visa, you are eligible to work off-campus during school if:

- You have been in valid F-1 status for an academic year,
- You are in good academic standing, and
- You have work authorization from the INS or an international student adviser.

If you are searching for off-campus employment, there are 2 main types:

- Curricular Practical Training (CPT) – CPT permits you to work off campus in a job directly related to your field of study. Many summer internships fall under this category. Academic credit is necessary if you wish to use CPT. This means that you must talk with your academic adviser to receive credit. You must enroll for the credit, pay tuition for it, and receive a grade or P/NP.
- Requirements include a letter endorsed by an academic department and an I-20 endorsement by an international student adviser.

- Optional Practical Training (OPT) – OPT allows you to accept up to one year of employment after graduation that directly relates to your academic major. Many students like to use twelve consecutive months of OPT after they complete their studies. While practical training restricts the kind of work you do, it does not restrict you to a particular job or location; you can go anywhere in the country.
- Requirements include attending an OPT workshop prior to submitting your documents to an adviser in the Office of International Programs (OIP), and an EAD card issued by the BCIS.

OPT application information can be found at the following website: <http://oip.uoregon.edu/iss/visa/opt.html> For more information, visit the Office of International Programs or Career Services.

International Panel

We had 4 alumni speak at the International Alumni Panel on Thursday February 10, 2005. Each panelist had a different educational background and shared tips for obtaining employment in the US after graduation.

The following is an in-depth look at and advice from one of our panelists, Marcos Sulistio. Marcos graduated with an undergraduate business degree in 2002. Marcos is currently working at Food Industries Credit Union as a Marketing Assistant and is originally from Indonesia.

Career Center and Career Fair

Marcos said the campus Career Fairs are a great place to start because there are a lot of companies looking for you. Marcos actually received 3 to 4 interviews from networking at the Career Fair. Although he didn't receive any job offers, he felt the interviews were good practice.

Networking

Marcos contacted some of his professors and asked for their help in finding

employment. He asked his professors if they had friends that were seeking employees. This networking led to 3 different interviews for Marcos.

Newspaper

There are a lot of job opportunities posted in the paper. Marcos got his first job through the paper, which was a sales position. He said, "Although it was not the most fun job, it did provide me with some experience. This experience got me to my second job."

Yellow Pages

Marcos said, "I was desperate to find another job than my first sales job and it drove me to open the Yellow Pages. I called every single advertising agency in town. Guess what? Some told me to send my resume and I received 2 interviews." One of these interviews led Marcos to his second position.

Networking...Again

Marcos said, "Network. Network. Network. Every time you meet people at your internship or somewhere in your job search journey, do not miss the opportunity to introduce yourself." He continued and said, "If circumstances permit, tell your contact that you are looking for a job."

Marcos found another position this way. He said, "My friend knew that I was looking for a marketing position, and he informed his CEO that I might be a good fit. Soon I was offered an interview and after 2 interviews, I received a position."

Marco's Tips for International Students

- Be proactive ... if no opportunities are coming your way, find them.
- You may have to go through a few different jobs before you arrive at your Dream Job. Each job is a stepping stone, so go for it!
- Do not let the first few "bad" jobs hinder you from moving forward and closer to your Dream Job. Take them, learn from them, and move on.

Careers in Marketing Trip to Portland

The Careers in Marketing Trip took place on February 18, 2005. Twelve MBA students went to three companies—Rejuvenation Hardware, Umpqua Bank, and Dr. Martens, all located in Portland. Students met executives at different companies to discuss their career paths, available opportunities, and current industry issues.

Rejuvenation Hardware

Rejuvenation manufactures, markets, sells and distributes period-authentic lighting and hardware. Rejuvenation is unique in that it utilizes three distinct sales channels—online, catalogue, and retail.

Our discussion at Rejuvenation covered an overview of its marketing activities and in-depth discussion of several issues, such as their growth plan and challenges



they face in marketing to multiple populations.

Umpqua Bank

Umpqua Bank has differentiated itself in the banking industry through creative marketing and store design. Its stores are designed to be more like community centers, offering fun activities designed to make people feel a stronger sense of connection. Umpqua's unique take on banking has paid huge dividends as the company continues to expand.

Discussion topics included why it has chosen a non-traditional marketing program and how it integrates its culture with cultures at other banks it acquires.

Dr. Martens

A British company, Dr. Martens was built as an anti-establishment brand, utilizing music and the working class to build identity. Over the years, more mainstream people have adopted the brand, and Dr. Martens now makes a range of shoes appealing to multiple populations.

The product marketing department interacts heavily with brand marketing, and students learned the roles of each group and how they collaborate. We also discussed the dynamic of appealing to anti-establishment as well as mainstream customers and were treated to a viewing of some recent documentaries produced to

MBA's Visit Seattle Companies

James Chang accompanied 8 MBA's on a three day trip to Seattle this term in order for students to gain exposure to companies in the Seattle area. The trip also included a stop in Portland to attend the UO Alumni Event held on January 11.

Companies visited include the following:

- Voyager Capital, a leading Seattle-based venture capital firm with over \$265 million under management
- Cranium, founded in 1998 and maker of the board game of the same name
- Starbucks
- Microsoft
- Ocean Beauty Seafoods, Inc., a pioneer in the seafood industry

Kostya Marakhov, second-year MBA student, said the trip was organized extremely well, the range of companies

was very diverse and it gave him an excellent chance to see the "real" corporate America.

Lars Juel, accelerated MBA student, said his objective on the trip was to broaden his overall knowledge pool, and the trip lived up to his expectations. He continued and said, "The trip left me with an impression of being more in touch with what is going on. You can often feel secluded from 'real life' when in an MBA program."

Lars particularly liked visiting Voyager Capital. He said, "I feel that I have a better grasp of the venture capital process and understanding of what is actually going on. It was particularly helpful to the Business Plan Competitions class where the goal was to develop a business plan and present it to prospective investors."

Caroline Fuller, second-year MBA, thought the visits complemented our learning well. She said, "Starbucks helped us understand business and competitive



environments. Cranium emphasized market research and public relations. Ocean Beauty showed us about supply chain relationships."

Jason Caruso, accelerated MBA, also thought the trip was a good supplement to the course work he has taken. He said, "The companies we talked to discussed venture capital, corporate structure, mergers, strategic planning and operations."

All participants agreed the trip was worth the investment in time.

Faculty Profile: Grant Castner

Grant Castner, Assistant Professor in the Department of Decision Sciences, joined the University of Oregon in 2002 from Australia.



Grant teaches Management Information Systems and eBusiness to the MBA population and eBusiness and Business Information Systems to undergraduates.

Grant is originally from Brisbane, Queensland in Australia. When asked why he moved to the US, Grant responded that one of the main reasons was to have access to companies for research purposes. Because Australia has only 20 million people it doesn't support the size and range of organizations that exist in the US. Grant said, "My research involves analyzing technology adoption and use in

organizations, so moving to the US. has greatly increased my research possibilities."

Grant chose the University of Oregon in part because he knew Terry O'Keefe, Professor of Accounting at the UO. Terry had taught at the University of Queensland where Grant previously worked. Additionally, Grant was attracted to our quarter system because this enables him to devote one quarter a year to his research.

In describing the similarities and differences between teaching in Australia and the US, Grant said, "The global nature of business, and especially technology, means that the content of many courses is very similar." Grant did note that a major difference between the two universities he has worked at is class size. He said, "What I enjoy about the University of Oregon is the smaller class sizes. In Australia, I would typically teach to 300 or more students in undergraduate classes, even in junior or senior courses. The greater flexibility in course content and assessment is another advantage of teaching at UO."

Hewlett-Packard (17)

- Financial Analyst Intern
- Marketing Intern
- Financial Analyst Staff

Intel (8)

Accounting Intern

JELD-WEN (9)

- Management Trainee
- Regional Service Representative

KPMG LLP (22)

- Audit Internship
- Tax Internship

Northwestern Mutual Fin. Network (5)

- Financial Representative/Financial Representative Intern

PRICEWATERHOUSECOOPERS (22)

- Assurance Associate Intern
- Tax Associate Intern
- Systems Process Assurance Associate Intern

Wal-Mart Stores (5)

- Inventory Staff Auditor

Wells Fargo (10)

- Financial Analyst Program-Commercial Banking

Careers in Decision Sciences

The Department of Decision Sciences has a new concentration: Information Systems and Operations Management (ISOM).

When asked why students should be interested in this concentration, Grant Castner, Assistant Professor in the Department of Decision Sciences said, "Many employers, such as Intel and JELD-WEN require people with supply chain and operations management skills. While many low-level and technical IT positions have been moved offshore, it has created a greater need for effective management of information technology. The ISOM concentration provides the skills necessary to manage information systems."

Grant said students in marketing or finance could find value in taking some ISOM classes. "eBusiness and Business Database Management Systems would be useful for all students. For example, the database course provides students the ability to analyze vast amounts of survey or financial data. Rather than using a spreadsheet that is prone to data entry errors, a well-designed database provides better assurance that the data is accurate. The data can be easily queried or exported to other applications (e.g. SPSS or Excel) for further analysis. The eBusiness course is useful for marketing and entrepreneurship because it shows how to develop websites and eBusiness systems for marketing, sales and information distribution."

Lillis Interview Suite

Over 130 interviews were conducted Winter 2005 in the new Lillis Interview Suite. Recruiters from a wide variety of businesses interviewed LCB undergraduates, MAcc and MBA students for jobs and internships.

Deloitte & Touche (7)

- Staff, Audit Services Intern

Ernst & Young LLP (14)

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

FactSet Research Systems (9)

- Consultant

FedEx Kinko's (4)

- Leadership Development Program

Grant Thornton LLP (11)

- Public Accounting Intern

Meet the Career Services Student Assistants

Undergraduate student assistants working within Career Services represent a diverse student base. Following are a few highlights from their experiences:

Students speak 6 different languages including: English, French, German, Korean, Spanish, and Vietnamese.

They represent different parts of the world: Wisconsin, Oregon, California, Korea, West Africa.

The students are also leaders on campus:

Ashley

Member of Chi Omega Sorority, Panhellenic Delegate on Executive Council, and Associate Director for Community Internship program

Chris

First Year Interest Group Technology Assistant, and Knight Library ITC staff

Sasha

First year programs Teaching Assistant and LCB New Major Celebration committee member

Ben

LCB New Major Celebration Chair, LCB Dean's Undergraduate Student Advisory Council, LCB Undergraduate Programs Committee

Hang

Vietnamese Students Association member

Industry Leaders in Marketing & Finance



MBA Lunch & Undergraduate Round Table with Mark Allen, Chief Lending Officer, Summit Bank

Mark Allen, Chief Lending Officer with Summit Bank, joined us for this term's Industry

Leaders in Finance event. Allen first had lunch with 14 MBA's, then had a round table discussion with 16 undergraduate business students.

Mark has been involved in banking for 25 years, holding positions such as lending officer, branch manager and loan operations manager for First Interstate Bank and Centennial Bank. Summit Bank was founded in 2004 in response to the mergers and growth of community banks in Eugene-Springfield that significantly altered the local banking landscape. Summit Bank was formed to give small businesses and professionals community banking options.

Allen spoke in-depth on what it was like to work in the banking industry. He described the core business of banking as renting money. However, he stressed that one of the greatest challenges in banking is getting people in the door of your bank. Therefore, banking is not only about finance, but is also about marketing, sales and understanding your customers.

For someone interested in banking as a career path, Allen said that starting at a large bank gives you the opportunity to get the necessary background experience in banking. Allen prefers working at a smaller community bank because he said you have the opportunity to greatly impact the business. He also suggested working as a credit analyst to get a fundamental understanding of banking.

For those interested in entrepreneurship, Allen had these words of advice when preparing to speak with a lender:

- Know how much money you need and what you want it for.
- Ask for the amount that you need to be successful.
- Make sure you include a salary for yourself!

MBA Lunch & Undergraduate Round Table with Kathy Long Holland, CEO of LongSherpa Design



Kathy Long Holland is a specialist in the development and launching of new products. Long Holland has great talent in identifying marketplace needs and has worked extensively with both emerging and established companies in the product development process. She was an executive with Nike, Inc. for 7 years as the Divisional Head of New Products and Markets and is the founder of LongSherpa Design, a business advisory firm.

Long Holland described the consulting work she does now as "applied anthropology." She continued by saying that entrepreneurship is all about the people you hire and the culture you create with those people; these are the things that will make your business successful.

For those interested in having their own consulting business, she gave these tips:

- Make sure you understand your product, which is you. Recognize what your core strengths are.
- Carefully select your clients.
- Expectation management is a huge key to success.
- All you can ultimately give is your best, honest opinion to your clients.

Long Holland also said diplomacy is one of the best skills a person can have.

“Employers Tell All” Seminar Series

Employers Tell All: Job Search Skills from the Recruiter’s Perspective

The Employers Tell All (ETA) seminar series are designed to give students the inside scoop from recruiters about what recruiters are looking for. Human resource representatives from various organizations are invited to serve as panelists to answer questions facilitated by LCB Career Services and asked by student attendees.

Interviewing Highs and Lows: Learning from Others’ Mistakes and Successes

This ETA seminar took place on Thursday, January 6, and featured



Patty Nelson, University Relations Program Manager at Tektronix, and Doug Rice, Recruiting Supervisor at Enterprise Rent-A-Car. Patty shared the screening perspective from a firm who hires candidates with technical, financial, and quantitative skills, while Doug addressed the communication and leadership skills desired by his and other firms who seek candidates for their management career tracks. Highlights of their comments include the following:



- Watch your posture, maintain good eye contact, and smile. Employers are evaluating you from the moment they see you. It’s amazing how many students’ body language is already telling recruiters that they feel that they’re not worthy.
- Prepare examples of your experience that illustrate functional elements of the job you are seeking.
- Listen to the whole question asked by the interviewer. Many students only hear the first half of an employer’s question, so their response doesn’t fully answer what the employer is asking. Don’t rush to answer.

- Research the company and the position you are interviewing for. It is obvious to recruiters when students have not done any research. It demonstrates lack of enthusiasm and professionalism.

Standing Out in a Pile: Resumes and Cover Letters that get Noticed

On February 16, this ETA seminar featured Karissa Cornell,



Recruiting Manager at KPMG, and John Holman, Human Resources Manager of Sherwin-Williams Paint Company. Karissa and John played off one another perfectly to show how different employers can have varying preferences for applicants’ job search tools with the shared goal to identify candidates’ abilities. Here are some of their key take-aways:



- Make your resume easy to read. If it looks cluttered or information is hard to find, recruiters are going to simply go on to the next resume.
- Show details that help the reader see your potential. Don’t simply list your tasks; describe your contributions and impact.
- Make sure your cover letter is error free. Some students simply throw a cover letter together. A cover letter can easily undermine a solid resume.
- Watch out for editing mistakes. Although tailoring a pre-written cover letter for a new position is common, be sure you have not left traces of the previous company in the revised letter.

A total of nearly 80 undergraduate and graduate business students attended these two winter seminars. Watch out for future visits by the experts to share their insight with students about how to stand out as a star applicant.

Governor's Food Drive for Food for Lane County — LCB #1!

Robin Bagent, Recruiting Coordinator for LCB Career Services, served as Coordinator for this year’s Governor’s Food Drive for Lundquist College of Business.

With the help of Joyce Stevenson, Administrative Programs Assistant, and various students and student groups, she organized a variety of events to raise money for our local food bank, Food for Lane County. Following are highlights of a few of the events:

Candy Sale

Heather Nicholls, a member of Beta Alpha Psi, coordinated the efforts of her student group to sell milk and dark chocolate hearts from Euphoria Chocolates.

Her group was so successful they sold more in 4 days than the total of all chocolate sales within LCB in the last 4 years combined. They raised 2,520 pounds of food to help local families.

Auction

This was the 4th Annual LCB Silent Auction to benefit Food for Lane County. Thanks to the generosity of local merchants, a variety of items were available for bidding. Items included:

- An original painting by artist Deborah Paris

Continued on Page 8

Job Success Stories!

Meet 2 MAcc students how have successfully secured jobs .



Shawna Parrish, Perkins & Co.

Shawna Parrish has successfully acquired a position with Perkins and Company as a staff accountant. Shawna found this job opportunity by attending an open house the company had at its offices. She let them know of her interest to interview with them and then was selected for an interview out of a pool of candidates.

Although Shawna had multiple job offers to select from, she had some criteria for selecting which offer to take. She said, "The main factor in choosing where I wanted to work was the company culture. Public accounting usually means working long days during certain times of the year, so you want to make sure that you like the

people you'll be working with. The one criteria that was not important to me was salary."

Scott Hanscom, Ernst & Young



Scott Hanscom will be working for Ernst & Young LLP as an AABS staff upon graduation.

Scott previously had an internship with this company in its Seattle office. He said, "An internship is definitely not a requirement to gain full-time employment, but it is extremely advantageous. Most accounting firms provide internships to test out full-time candidates, and most interns are offered full-time employment at the end of the internship."

In choosing a firm to work for, Scott recommended paying attention to the firms' mission, technology, ethical standards and its people. He said, "Co-workers make or break the experience."

through networking, and Vans created a unique position for her.

Han Gourley, Hewlett Packard

Han's goal was to land a job at HP, so she worked tirelessly to get into its summer program. HP runs a great, structured program that offers excellent career and knowledge-building opportunities. Han went through the official channels as well as networking to get the job.

Tim Pitts, Hotel Condon

Tim spent the summer developing a marketing plan for an historic hotel. It was primarily a marketing internship, but Tim was able to dive into other areas of the business as well as advising them on management issues. Tim learned of the opportunity through a posting received by LCB Career Services.

Finally, it was emphasized that a good way to land an internship is through SPP. Historically, students have had good results networking within their SPP companies to develop an internship.

Governor's Food Drive for Food for Lane County continued from page 7.

- A deluxe gift basket with a variety of items from The Olive Garden restaurant
- A variety pack of meat items from Sweet Briar Farms
- Dinner for two and a night's stay at Seven Feathers Hotel & Casino Resort
- Custom jewelry by Shauna Whidden

And new this year was "Lunches with Leaders" which gave bidders the opportunity to share time with community leaders. Community leaders that took part included:

- Mayor Kitty Piercy
- UO President Dave Frohnmayer
- LCB Dean James Bean
- Coaches Ernie Kent, Bev Smith, and Mike Bellotti

The Lundquist College of Business was first again in the inter-departmental competition to raise funds. As a group we raised over \$5300, which translates into almost 32,000 pounds of food for hungry local families.

To see a complete list of donated auction items, please check out the UO Governor's Food Drive website:

<http://lcb1.uoregon.edu/fflc/index.htm>

Panel of Former Interns Share Advice

An Internship Search Panel for first-year MBA students was held on Monday, February 14. The event gave first years insight into what they should be doing to land an internship. A panel of second year students shared their experiences.

Marilyn Andrews, Technology and Entrepreneurship Fellows Program

TEFP is an on-campus summer program where students work with patented technologies to determine if there is a potential market application for the technology. Marilyn landed her internship after applying through the Lundquist Center for Entrepreneurship.

Erika Brakken, Vans

Erika wanted an internship in the world of action sports. Vans sells largely to the action-sports market, so this company was a perfect fit. Erika landed her internship