

# Highlights & News: Winter Term '06

## Lundquist Career Services

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COLLEGE OF  
BUSINESS  
University of Oregon

## Greetings! — Three Factors to Increase your Job Search Success

Whether you're looking for an internship for the summer or a full-time career opportunity after graduation, you need to know the factors that will affect your search success.

First, **become engaged in the process.** The time you put into reflecting upon your skills, strengths and interest will help you A) be confident when you engage with employers, B) tailor your message to make you stand out from the crowd and C) select the employers and opportunities that will most likely value what you have to offer.

Secondly, **become visible to employers.** No matter how much time and effort you put into your resume, cover letter or interviewing skills, they will do you no good unless they are seen by an employer. Reach out and initiate contact with employers that interest you; show them your enthusiasm for their business while you demonstrate the people skills you

have to offer. It's less likely that you will get lost in the shuffle.

Finally, **be receptive to opportunities.** Incredible opportunities often come packaged within companies you have never heard of or within titles that sound vague and unfamiliar. Realize that most business careers do not come packaged in the generic departmental titles that you have gotten so used to, e.g. finance, operations, decision sciences or marketing. Look beyond the names and find the opportunities that use your skills and interest and promise to develop you into a business professional.

Landing your ideal job or internship takes time and energy. Once you add the right mindset, you can set yourself up for success! For individual assistance please come to 240 Lillis!

Best wishes,  
*James Chang, Director*

## BA 352 Resumes Make the Grade

Each term, Career Services works with business students in BA 352 to ensure that each has a results-oriented and effective resume. This term, more than 150 students drafted and submitted their resumes, received feedback, and incorporated the feedback into a final draft ready to be viewed by employers. Through the process, students learned how to delve into their experiences to communicate their transferable skills and ability to achieve results.

So that all LCB students can benefit from the experience, we'd like to share some tips on building a great resume.



**Kate Niedermeyer and Kristin Grieger share resume tips with BA 352 students**

*(Continued on page 5)*

# Informational Interviewing

## What It Is...

*You interviewing* professionals to gain insight and information, (versus *you being interviewed* by an employer to get a job).

## Why Do It...

- Employers can't always give out jobs, but they can always give out information
- Find out what jobs are really about
- Hear what employers are looking for
- Practice talking with professionals
- Develop and cultivate your professional network and sources of informal mentoring
- Uncover possible job leads or search tips

## With Whom...

- Anyone you've met who works in an industry or organization related to your career area of interest
- Employees in organizations you're interested in

## Preparation...

- Identify people to talk to
  - Prepare a prioritized list of questions to ask
- Sample questions
1. What is a typical workday like?
  2. Why did you choose this career?
  3. What skills and qualities are needed to be successful in this field?
  4. What are typical entry-level positions?

Questions? Stop by Career Services

# Northwest MBA Consortium Career Day

On Friday January 27, the Northwest MBA Consortium Career Day took place at the World Trade Center in Portland. More than 150 students from the UO Lundquist College of Business, Willamette University, Portland State, and Oregon State University were in attendance. Representatives from 14 organizations met with students and shared advice and information on open positions and hiring practices.

The day began with a panel of recruiters, who addressed a packed auditorium. Among the many insights shared about the job search process, recruiters mentioned that they often have only 15 to 30 seconds to spend on each resume. For that reason, it is important that resumes be easy to scan in terms of both content and presentation. When it comes to the interview, details count. Nothing will undermine that spiffy suit like wrinkles, unkempt hair, and sweat socks. So pay attention to the smaller aspects of your appearance in order to make a big impression.

After the panel, recruiters manned their stations and talked individually with students. Students said that they appreciated the opportunity to ask

questions and get immediate answers about the different organizations and their hiring needs.



**Oregon MBA alum and Adidas employee Tim Pitts shakes hands with Regina O'Brien, class of 2007**



**2nd year MBA students Micah Adams (and Joel Dunham talk with recruiters**

## Participating Companies

Adidas	PCC Structurals
Columbia Sportswear	Providence
Freightliner	Real Networks
HSBC	Tektronics
Intel	US Bank
Moss Adams	State Farm
Oregon Secretary of State Audits Division	T-Mobile

# Employers Tell All: Managing First Impressions

## Part 1: Distinguishing Yourself

We hear over and over how job candidates need to “distinguish” themselves from the competition. Well, how exactly do you create a positive, lasting first impression with a hiring manager? How do you keep from completely blowing it? We asked a group of panelists to assist us with answering these questions and more at Employers Tell All: Managing First Impressions. Panelists included John Boytz, Vice President of Business Development for Shelton Turnbull Printers, RaeJean Wilson, HR Director for GloryBee foods, Ted Guerin, Consultant for Axa Advisors, and Valerie Larson, College Recruiter for Mass Mutual.

**The Handshake:** firm, but not overwhelming.

**The Resume:** stay away from gimmicks. Most experienced HR professionals will ignore resumes with your picture on it or excessive personal information. On the other hand, most are interested in seeing your extracurricular activities, as well as a brief mention of your interests. Use consistent font style and *always, always* proofread.

**The Interview:** look and act the part. That is, keep your demeanor and dress professional. While the interview is certainly not a fashion show, be sure to shine your shoes, shave,

have good breath—you know, all those things your mom would tell you to do.

**The bottom line:** a little time spent in preparation can make or break a first impression. The entire panel discussion is available online in audio and video formats. Ask at Career Services for more information.

## Part 2: Networking

When it comes to the job search, a critical strategy to one’s success is networking. While most students know that networking is important, many are unsure of exactly what it is or how to do it. Part two of Employers Tell All gave students the opportunity to participate in an interactive workshop offering advice and a chance to practice.

Doug Rice, Recruiting Manager for Enterprise Rent-a-Car, provided students with an overview of how to network and its importance in the internship and job search. He shared that an estimated 85% of jobs are found through networking. He also reminded students that networking is a process that takes time. The focus needs to be on building relationships, not simply a

*(Continued on page 7)*

# Gaining Experience by Getting Involved

One of the best ways to gain experience and make contacts is to get involved. There are lots of options for any area of interest at the LCB, including clubs, speakers, and events. In this newsletter, we highlight four examples.

**Warsaw Sports Business Club:** The Sports Business Club meets every other week and is open to anyone interested. Members have the opportunity to hear industry speakers, participate in events, and get access to sports industry internships and jobs. The club sponsors 2-3 speakers per term and is coordinating this year’s Warsaw 3-on-3 Basketball Tournament. Dan Barsook, an active club member, highly recommends getting involved in the club if you are interested in the sports industry. He was able to get his internship with Sportslab Training in Portland through the Club.

**American Marketing Association:** The AMA exposes students to the field of marketing through informative speakers, career development workshops and other business related activities. Each year, the AMA also sponsors “Just Market”, a networking event that gives students and employers a chance to mingle in a relaxed environment. This year’s event, on February 23, featured more than a dozen large companies, including Enterprise Rent-A-Car, E&J Gallo, and AXA Advisors.

**Beta Alpha Psi Accounting Fraternity:** For aspiring accountants, Beta Alpha Psi provides a wealth of career

exploration opportunities, contacts, and job leads. The fraternity sponsors two especially important events each year. 1) Meet the Firms, a fall recruiting event hosting more than 20 regional and Big 4 firms as well as corporate accounting departments. 2) Meet the Students is a winter term event designed especially for internship seekers. These two events provide students with perfect opportunities to network, get acquainted with companies, and explore exciting opportunities.

**Industry Leaders Speaker Series:** Each term, Career Services brings several speakers to campus (see article, page 6). Don’t miss these exciting opportunities!



**Terry McDonald (center), St.Vincent-DePaul Charities, with Speaker Series attendees**

# LCB Students Visit Portland: Wieden and Kennedy

In case you think getting a job is the end of fun as you know it, take a close look at Wieden + Kennedy, an international advertising firm based in Portland. On January 27, more than 35 MBA students did just that, arriving en masse in nifty suits. The casual folks at W+K at first thought they were being audited, but were relieved to find that they had a bunch of curious students on their hands. Accordingly, they pulled out all the stops and treated the group to presentations by Founding Partner Dan Wieden, CFO Denis More, UO Alum and Account Supervisor Gene Willis, Director of Developing Business Regan DeKoning, and Global Media Director Lawrence Teherani-Ami.



**Gene Willis (center) surrounded by the MBA Student visitors in the board room at Wieden + Kennedy's office in Portland**

**About W+K:** Located in a converted fish warehouse in the Pearl District, this award-winning creative shop manages such powerhouse brands as Nike, Starbucks, and Miller High Life. W+K is famed for innovative television ads that defy the norm. In all of its work, W+K applies the highest creative standards. The company culture supports this creativity by fostering an environment of productive chaos, innovation, and out-of-the-box thinking. Perhaps the best way to explain W+K is through the work, which can be viewed on the

company's website, [www.wk.com](http://www.wk.com).

**The People:** As might be expected, the people who thrive at W+K are comfortable in unstructured environments, creative, fun-loving, and motivated. Upon entering the building, one immediately senses that the people are the core. An entire wall is filled with portraits of employees, who design their own photographs with complete creative license.

**So you want to work for W+K:** Who

wouldn't? This place is *cool*. You'd better be creative, though. The best way to get in is to have previous experience in advertising. W+K has a summer internship program that runs for 12 weeks beginning after the 4th of July. Check their website in April for details on the application process.

**Stay Tuned:** Future MBA employer visitation trips are scheduled to include Nike, Widmer Brewing, and Pacific Crest Securities. We'll keep you updated in the next newsletter.

## Career Development with the MAcc Program

If there is one misconception Robin Clement, Director of the Master of Accounting (MAcc) program would like to dispel, it's that the MAcc is just more debits and credits. In fact, while technical issues are certainly a component of this graduate education, the overarching purpose is to develop professionals. In the program, students take their accounting knowledge to the next level by delving into ethical issues, critically analyzing cases, and developing their professional skills. For employers, this means that University of Oregon MAcc grads come with the entire package: technical skills plus the ability to effectively work with clients and teams.

So just how do MAcc students defy the image of visor-wearing, BA II Plus using bean counters? Aside from the communications emphasis of the program, MAcc students take a course that teaches necessary supplemental skills: Developing

the Business Professional. Within this course, students evaluate their own leadership and teamwork styles, gain additional presentation experience, and refine their business etiquette skills through class material and a formal dinner at the Excelsior.

The UO MAcc program is the only program of its kind in Oregon. Currently, there are 31 students enrolled, many of whom already have post-graduation positions. Congratulations, MAccs!

### 2004-2005 MAcc Placement by Employer Type

- Big Four public accounting firms: 50%
- Regional public accounting firms: 30%
- Local public accounting firms: 15%
- Private and governmental firms: 5%

# Big Job Opportunities in the Big Apple

(BA 352 RESUMES continued from page 1)

**Employer Visitation notes from Bill Sherman of Career Services.** Start spreading the news, I'm leaving today. I want to be a part of it, New York, New York—it's the stuff of movies, musicals, television shows, and novels. America's largest city is one of the world's major hubs for news, culture, and business. Perhaps you think that working in New York is only a far-fetched dream? Well, from my visit in January, I found that it's really not so far-fetched. With the right combination of education, experience, and a strong "elevator pitch" you can find yourself in the center of the action. I visited New York and explored a variety of companies. Here are a few of the highlights:

postings: [www.joinourteam.espn.com](http://www.joinourteam.espn.com)

**GMR Works.** GMR Works contracts exclusively with General Motors for regional advertising, promotions, and events sponsorship. They are looking for candidates in event management, operations, and strategic planning with an interest in the automotive industry. Candidates are encouraged to submit their resume to one of these offices as well as to the central recruiter in NYC.



**Bloomberg.** As a leading provider

of the world's financial news and data, Bloomberg has career opportunities for undergraduates and MBA's in financial sales, data management, R&D, as well as advertising, IT, purchasing, and accounting. Bloomberg recruits students at the JR/SR level, as well as MBA's and recent graduates. The ideal Bloomberg candidate has prior relevant experience, international travel, language skills, great customer service skills, and an innovative, entrepreneurial spirit. For current postings go to: [www.about.bloomberg.com/careers/opportunities](http://www.about.bloomberg.com/careers/opportunities)



**JP Morgan** recruits from a narrow list of targeted schools. However, the Vice President I met with was actually a UO alumna. She says a combination of determination, skills, and relevant experience helped her overcome the "Ivy League" barrier. Currently, JP Morgan is looking for people with engineering and finance backgrounds, who are adept at problem-solving and systems thinking.



**Major League Soccer:** MLS places interns during the summer and throughout the year in

Communications, Player Personnel, Broadcasting and other departments. Summer internships begin June 30th and recruiting for these positions will take place in April. MLS looks for candidates who exhibit excellent writing abilities, creative thinking, and organizational skills. Knowledge of and interest in soccer is a must for almost every position.



**NFL.** For those who think working for the NFL would be their

dream job, the director of the NFL's internship program says that the organization looks for candidates with relevant business experience, even more than a love for football. His advice to students? Go after what you want to do professionally 40 hours a week and your passion will lead you to the right company.



**ESPN.** The human resources department of ESPN is housed in the ABC building and has been a consistent presence at UO Career Fairs and Warsaw events. Recruiting for ESPN's summer internship has recently begun and will continue through the spring. See

The Experience section of your resume is especially important. Since resumes are usually only one page, it is vital that each line efficiently communicates your strengths. Following are some strategies to make your Experience section powerful.

- Rather than simply listing tasks, create action-oriented phrases emphasizing specific transferable skills.
- Be descriptive about what you have accomplished to paint a picture of your potential contributions as an employee.
- Give examples of your successes at work; show results from your actions.
- Tell how you improved the organization. Use numbers to show results when possible.
- Use volunteer and co-curricular activities in addition to paid work in the Experience section.
- Always proofread. It is so easy to accidentally overlook a small mistake that could undermine all your considerable brilliance and communication skills. Don't let this happen to you!

Finally, when it comes time to hand that snazzy marketing tool over to your dream employer, look at your document through their eyes. What characteristics are of value to the organization? Does your resume reflect these? For instance, if you are applying for a marketing job at a firm that values creativity, is this skill highlighted in your resume bullets?

So keep working on your resume and drop by Career Services if you need assistance.

***We are always happy to help!***

## LCB Gives Back: Governor's Food Drive for Food for Lane County

For the fifth year running, Lundquist College students and staff have come together to help the less fortunate, successfully raising money to purchase food to benefit Food For Lane County. Students, faculty, and local businesses generously donated many interesting items (see below) that were auctioned off during the 6 hour event on February 28.

Robin Bagent, Recruiting Coordinator for the Career Services Office, masterminded the silent auction, making sure that it was a repeat success. Thanks, Robin!

### ***The 2006 Silent Auction Included:***

- Lasagna and wine dinner, courtesy of Mike Russo
- A Fire Dancing show by Rachel Johnson
- Lunch for 4 with LCB Dean James Bean
- Lunch for 4 with UO President Dave Frohnmayer
- Rounds of Golf at Fiddlers Green
- Tickets to the Oregon Bach Festival
- Homemade almond roca from Vera Kewene... mmmmm
- Hand crafted jewelry from Shauna Whidden

## Winter 2006 Industry Leaders Speakers



**Steve Shreck,**  
**Business Manager**  
**Boeing**

As part of the Industry Leaders Speaker Series, the Lundquist College of Business welcomed Steve Schreck, Business Manager at Boeing, to the campus in February. Steve met with a group of MBA students and a group of undergraduate students over the course of three hours. As a UO alum, Steve was able to provide specific insight into the job search for UO students. Steve's background of Finance and Decision Science and his subsequent professional experience in accounting, finance and information technology enabled him to speak across a broad range of business topics.



**Bin Luo**  
**Business Development**  
**Manager, Intel China**

A few days after Steve's visit, the Speaker Series then welcomed Bin Luo, Business Development Manager for Intel China. Bin's visit was a tremendous opportunity for graduate and undergraduate students to learn about business in China and business between the US and China.

The final Industry Leaders Speaker was Terry McDonald, Executive Director of St.Vincent-DePaul Charities in Lane County. Terry had one fascinating story after another about SVdP's ability to make profits for the non-profit sector. Because of his success at the Lane County SVdP, Terry's opinion and consultation are requested throughout the world. As the students who attended the luncheon can tell you, we were extremely fortunate to have him speak on our campus!



**Terry McDonald**  
**Executive Director**  
**St. Vincent DePaul**

The Industry Leaders Speaker Series will have two more speakers during spring term. Our guests will be discussing their careers and industries and dispensing career advice. If there are any speakers or industries you would like to see, please let me know and I will try to accommodate your request. We look forward to seeing you at our next speakers event!

Chris Amistadi, Career Services GTF  
csgtf2@uoregon.edu

## Winter Workshops: LCB Students Groom for Success

LCB Career Services hosted a variety of workshops for undergraduate and graduate students to help them refine their job search skills and hear employers' perspectives on what makes a job candidate successful.

Two *Employers Tell All* events focusing on managing first impressions were offered winter term. The first showcased a panel of employers who shared what did and did not impress them about students' resumes and their networking and interviewing skills. The second event, an interactive workshop, helped students learn and practice the do's and don'ts of effective networking.

Bill Sherman, Assistant Director for Employer Relations at Career Services, shared findings from his employer visits in the quarterly *Stories from Road* series. In this presentation, Bill shared employers' perspectives on company growth, employment opportunities for new graduates, and what they specifically look for in applicants and their resumes and cover letters.

Undergraduates sharpened their job search skills during Kristin Grieger's workshops *Strategies for a Successful Interview*, *How to Write an Effective Cover Letter* and *Resumes that Make the Cut*. Director James Chang helped Graduate students with clinics focusing on strategies to work the MBA Career Fair and instruction on translating past experience to fit with the needs of potential employers.

## Graduating Students of Career Services

Career Services would like to extend a special thank you to the two senior student workers who are leaving us this term.

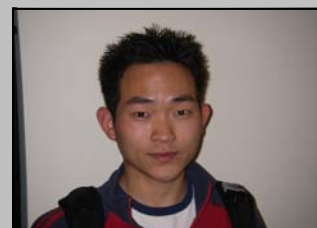


### Chris Chang

Graduating: March 2006

Ideal future job: CEO

Hobby: Sleeping, which he is trying to do as much as possible before that CEO thing takes up all his time.



### Sung H. Lim

Graduating: March 2006

Concentration: Finance

Ideal future job: Real Estate Developer

Event if he were an Olympian: Short-track. His South Korean heritage may be a plus factor. Look out, Apolo Ohno!

(EMPLOYERS TELL ALL continued from page 3)

“what’s in it for me” attitude. Doug shared some do’s and don’ts to remember when attending networking events, including: do maintain good eye contact, smile, and actively listen; don’t drink too much, finish other people’s sentences, complain, or sit with people you know. Get out and meet new people!

Following his presentation, Kristin Grieger from LCB Career Services and Rick Guerra from the UO Career Center led students through several activities to practice the art of introductions, small talk and ending the conversation. Students got into the swing of the mock networking event with hors d'oeuvres, drinks and good conversation.



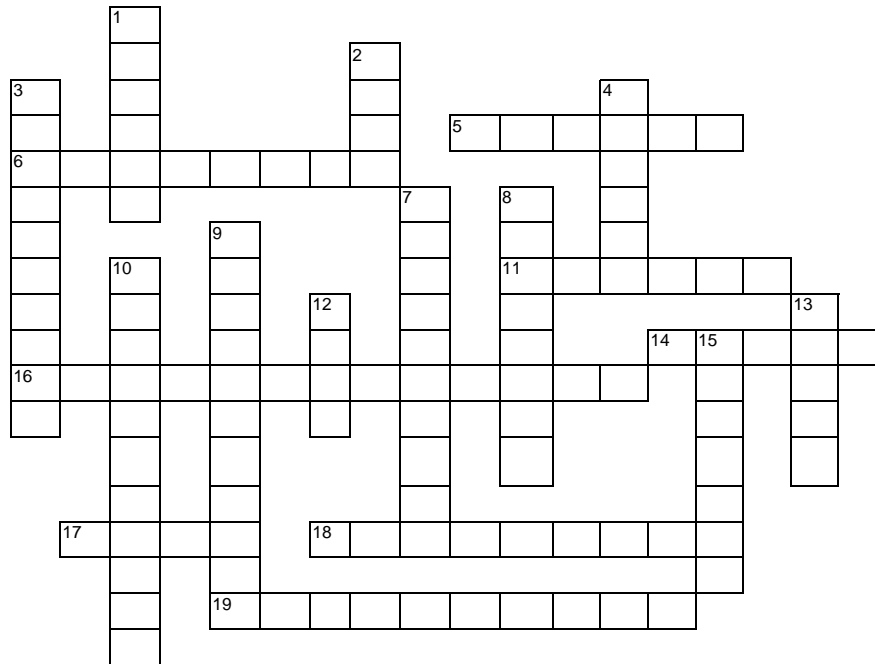
Panelists from Employers Tell All I (left to right): John Boytz, Ted Guerin, RaeJean Wilson, and Valerie Larson with moderator Bill Sherman

**If you are interested in a job that allows you to interact with employers and other students and are work-study eligible, please submit your resume to Robin Bagent in the Career Services office—Lillis 240.**

## Upcoming Events: Spring 2006

4/6	Resumes That Make the Cut - Undergrad Workshop	4:00-5:30 pm	Chiles 228
4/11	“The Company Insider” - Presentation for Undergrads	4:00-5:30 pm	Chiles 228
4/11	1st yr MBA Workshop: “Accelerate your Internship Search”	12:00-1:30 pm	Chiles 228
4/12	2nd yr MBA Workshop: “Accelerate your Job Search”	8:30-10:00 am	Glenwood Restaurant
<b>4/19</b>	<b><i>Business Career Symposium - Speakers Panels</i></b>	<b>6:00-9:30 pm</b>	<b>Lillis 211, 212, 232</b>
	Networking and Career Exploration Event for Undergrads/Grads		
4/26	Crafting your Cover Letter - Undergrad Workshop	4:00-5:30 pm	Chiles 228
4/27	Job Search Subtleties Exposed - Grad Clinic	7:30-8:30 am	Glenwood Restaurant
5/3	Interviewing with Confidence - Undergrad Workshop	4:00-5:30 pm	Chiles 228
5/4	Networking II - Grad Clinic	4:00-6:00 pm	Rennie’s
5/8	“The MBA Company Insider”	4:00-5:30 pm	Chiles 228
5/11	Spring Campus-Wide Career Fair - Undergrads/Grads	1:00-6:00 pm	EMU Ballroom
5/16	Breakfast Break for Grad Students	8:00-10:30 am	Career Services, 240 Lillis
5/23	Breakfast Break for Undergrads	9:30-10:30 am	Career Services, 240 Lillis

**Register through Blackboard to attend events - or stop by Career Services, 240 Lillis**



**ACROSS**

- 5. Enron and Worldcom displayed a lack of these
- 6. Group projects require this
- 11. Your personal marketing tool
- 14. “Silicon Forest” company
- 16. *You* conduct this type of interview to learn about a company or position
- 17. Accounting competition
- 18. Unpaid experience
- 19. Both companies and the army have these

**DOWN**

- 1. Center for sports fans
- 2. Mascot
- 3. Temporary position, often in the summer
- 4. Business classes are held here
- 7. Type of interview question
- 8. New Fed chairman
- 9. Accompanies your resume
- 10. Spring Hayward event: \_\_\_\_\_ Classic
- 12. LCB Dean
- 13. Recently resigned Nike CEO
- 15. Chat up new people