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At Work: How to Make an Impact

With the arrival of summer comes the transition to the world of work, either as an intern or as full-time professional. Getting the job is definitely a benchmark of success, but it's just the beginning. Impress your new employer during the first few days or weeks at work to position yourself for greater long-term success with the organization. Keep these tips in mind:

Demonstrate Good People Skills – Soft skills matter. Being friendly, positive, and flexible with your colleagues will open many doors. No one wants a “sour-puss” on their team. Also, be on time!

Look, Listen, and Learn – Use your status as a new employee to observe the

way your company does business before you initiate suggestions for change. Be informed, and learn office politics. You don't want to disparage your superior's work.

Put In Your Best Effort – No matter how big or small the task, do your best. Of course you want to be part of exciting or cutting-edge projects, but many employers will assess your ability to contribute based on your performance on smaller tasks.

Focus on Continual Learning – Don't be afraid to ask questions, especially when you're new. Your colleagues have a lot to teach you. Remember that learning does not end just because you are out of school. For additional advice on easing your transition into the workplace, or any job or internship search related question, please stop by 240 Lillis. Best wishes!

— James Chang, Director

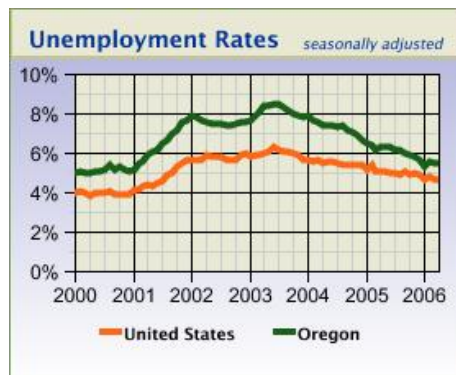
The Economy is Booming: Are You In?

Searching for a job? Now is a great time to be looking. Employment is expected to increase by 13% into 2014 (or 18.9 million new workers country-wide), according to the Bureau of Labor and Statistics (BLS). A recent survey by National Colleges and Employers (NACE), found that nine out of 10 employers describe this job market as good, very good, or excellent (www.naceweb.org).

The rate of job openings in Western states has generally surpassed that of the US overall for the past 20 months. There were 15% more U.S. job openings year-over-year in 2005, but 23% more

Western-region openings.

National unemployment was at 4.7% in April (down from 5.1% last year). In Oregon, the unemployment rate was: 5.5% in April (also a decrease from 6.3%



in 2005). Unemployment in the Portland metro area declined to 6.6 percent in

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Resume Advice for the Ages: kegmaster@ notagoodidea.com

Contact information is an integral part of any good resume. How else will an employer be able to let you know “you’ve got the job!” And as we all know, every little piece of the resume is a reflection of the applicant. So please, please, please from the bottom of the Career Services’ heart take a good look at your email address.

Many job seekers use a personal email address on the resume. However, not all personal email addresses are appropriate for a resume – refer to the interesting email address in the title above. An email address needs to be professional and inoffensive. An applicant is safe with an address that is a function of his/her name or random numbers. Anything unprofessional, for example the one in this title that is reliving college glory days, is a sure way to get the resume thrown out in the first pass.

Let’s leave an impression, but let’s make it a good one.



Sixth Annual Business Career Symposium

On Wednesday April 19, a diverse group of business professionals visited campus for the sixth annual Business Career Symposium. These professionals formed panels by career track: operations, finance, marketing, and accounting.

The symposium helped students prepare for postgraduate life by showcasing perspectives of those who live it. Panelists spoke about how they found their jobs and how they have advanced through their organizations. They also shared what were the most valuable parts of their education.

A reception hosted in the Career Services office in 240 Lillis during the event, provided students an opportunity to network with the potential employers.

Nike University Relations Manager, Ben Elkin kicked off the evening with a great keynote speech, “*How to make yourself stand out to highly selective employers.*” Among the great tips Ben shared is the importance of getting involved with clubs and showing leadership growth while a business student.

The following panelists also, participated in the 2006 Symposium:

Financial Analysis, Advising & Banking

Faculty Moderator: Jon Reuter

- John Weiss, Vice President & Loan Team Manager, Wells Fargo
- Denise Ghazal, Senior Vice President/ Commercial Banking Team Leader, Pacific Continental Bank
- Han Gourley, Financial Analyst, Hewlett Packard
- Jeremy Houy, Sales Supervisor, First Investors

Operations Management & Information Systems

Faculty Moderators: Grant Castner & Nagesh Murthy

- Matt O’Brien, Field Account Representative, TTI
- Renita Casey, Product Services Associate, Stockamp & Associates



- Matt Shiner, Manager of Business Planning, Hewlett Packard
- Ellie Becker, Senior Manager, IT, Symantec

Audit, Tax, and Assurance

Michele Henney: Faculty Moderator

- Tiffanie Soper, Audit Manager/ Recruiting Director, Isler & Company
- Mary Rotherham, Staff Accountant, Perkins & Company
- Dave Anderton, Tax Practice Leader, Ernst & Young
- Mike Bladec, Supervisory Revenue Agent, Internal Revenue Service
- Forrest Krewson, Finance Manager, Nike

Marketing, Sales, & Communications

Anne Forrester: Faculty Moderator

- Andrew Ragland, Economic Development Specialist, Siletz Tribal Business
- Caroline Cummings, Resource Development Director, Committed Partners for Youth
- Clarissa Chan, Assistant Buyer, Fred Meyer
- Emily Teiper, Account Lead, VTM, Inc

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

View select portions of this event online: Go to lcb.uoregon.edu/career and click on the “Online Resources” link on the left side of the page.

Thank You To Our Student Workers!

As the 2005-2006 academic year draws to a close, Career Services would like to extend a heartfelt thank you to all the student workers who make what we do possible.

First, A special congratulations to our graduating students. We'll miss you!



Ashley Posey, Finance



Danny Keo, Sports Marketing



Our 4 MBA students will also be returning to the real world. From left to right, Daniel Henderson, Sarah Hutchinson, Kate Niedermeyer, and Chris Amistadi. Good luck!!

Luckily, we have 4 students who will still be with us.

Have a great summer!



Sonia Aouriri, General Business



Rita Ogbeama, Finance & Marketing



Brian Ross, Accounting



Sasha Welka, General Business & Human Resources

Spring 2006 Workshop Review

Fine-tuning your job search skills? That's what the workshops hosted by Career Services are for! This term, we had several:

Kristin Grieger assisted undergraduates with sharpening their job search skills through *Resumes that Make the Cut*, *Crafting your Cover Letter*, and *Interviewing with Confidence*.

To help jump start the search process for graduate students, James Chang and Kristin hosted: *Accelerate your Job Search* and *Accelerate Your Internship Search*. In addition, James facilitated *Job Search Subtleties Exposed*, a clinic providing details to consider when negotiating job offers. *Networking Happy Hour II* at Rennie's brought together local MBA alums, LCB faculty and current graduate students, providing an opportunity to refine networking skills in a real world environment.

Each term, Bill Sherman hosts *The Company Insider*, a workshop highlighting information he gathers from a variety of company visits. This term he has been on the road to Portland, San Francisco and locally in Eugene, to build a network for Lundquist students. Spring's presentation included recruiting insights, company culture and career opportunities at companies such as Google, Apple and Wells Fargo.

To wrap up the term, Lundquist Career Services hosted two "**Breakfast Breaks.**" The graduate and undergraduate events offered students a bite to eat in between classes while updating the staff on their search progress.

Sustainable Advantage Conference: A UO Exclusive

Wondering how to meet professionals that share your commitment to socially responsible business? The Sustainable Advantage Conference (formerly the Sustainable Business Symposium), held April 19-21, was just the place! This year's theme was "Business and our Energy Future." Events included keynote speakers, panels, and a product expo.



Keynote speakers

- Niel Golightly, Director of Sustainable Business Strategies at Ford Motor Company
- Sheryl O'Loughlin, CEO of Clif Bar & Co.
- Steve Reynolds, CEO of Puget Sound Energy
- Bob Willard, author of *The Sustainability Advantage* and *The Next Sustainability Wave*

Other organizations with representatives in attendance included: Better World Club, Coastwide Laboratories, Flexcar, Good Company, Oregon Department of Energy, Rejuvenation, and SeQuential Biofuels. Don't miss the next one!

Career Search Success Profiles!

MEGAN KURZ, MAcc 2006



Megan accepted a position as an Audit Associate with KPMG, LLP, which is one of the "Big Four" international accounting firms. She will be working in Portland and will typically travel to her clients' places of business with a team of other auditors, where the majority of her work will be performed. She'll work on tasks like verifying the existence of reported assets, ensuring that sales were recognized correctly, and evaluating internal controls. We asked Megan how she knew that KPMG was the firm for her:

"It's the people. I have found the people at KPMG to be hospitable, fun, and real. In addition, one of my major role models is a retired partner of the firm, and she has nothing but positive things to say about it. I figure that if a person can work for a company for 25 years, retire, and still love it—that's got to be a great firm!!"

Megan credits her success to networking. She says talking with professionals was the key to securing the offers she received. "There are tons of other qualified candidates out there, some with probably more experience, extracurricular activities, and a better overall GPA on their resume. I think that I owe landing this job to networking and to being a good fit with the company."

Tools Megan Used to Land the Job:

- Career Services website
- Resume help from Career Services
- Beta Alpha Psi's 'Meet the Firms'
- Oregon Society of CPAs Career Showcase in Portland
- Accounting firm open houses, such as the KPMG Luau
- Visiting professionals hosted by Beta Alpha Psi

ZACH SCHAFRATH,
B.S. Business Administration, 2006



Zach provides a great example of how important a proactive search strategy is. He compares job searching with running: "When you want to go for a run, the hardest part is putting on your shoes. Looking for a job is like that preparation. It doesn't matter how smart you are if you don't put yourself out there."

Zach shared his career search approach with us: "Initially I used the Career Fair to find employers and was able to get interviews with TTI and Fisher Investments as a result. The mock interview I had [with Career Services] was crucial. Because that gave me practice, I was never surprised during my interviews and could pull out a story I had already prepared. Also, the events hosted by Career Services throughout the year gave me the opportunity to meet and network with professionals. The Business Career Symposium and the presentation by Riverlake Partners were especially useful for me. It is amazing how many resources are at our fingertips as soon as we take control of our career."

KELLY SULLIVAN, MBA 2006



Kelly is an MBA student who networked her way into an internship with Nordstrom in Seattle. She'll be a Planning & Analysis Intern in the Nordstrom Product Group. Kelly described how she found this opportunity and decided it was right for her:

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(SUCCESS Continued from page 4)

“I’d worked for Nordstrom as a salesperson in the past, and was familiar and impressed with the culture. I started establishing a network during my first year. I maintained these contacts, knowing that if they didn’t work out the first year, they still might be helpful upon graduation.

“At a networking event, Nate Lillegard (MBA ‘06) was speaking with Bill Sherman, and told him that I wanted to work for Nordstrom. It just so happened that Bill had an appointment the next day with two women spearheading the search to find an MBA Marketing intern. I spoke with Bill, and we decided that I would go to the

meeting with him. I then went through the interview process. It was very much the combination of hard work, perseverance, and fortuitous timing (luck!).

“Getting what I wanted required consistent, diligent effort, and a lot of networking. I made contacts at all the companies I was interested in. I established these contacts via friends, by attending events (e.g. school trips, career fairs) and I maintained contact. Sometimes, I’d just network with other students. I knew what I wanted, and I went for it. I worked hard, and I didn’t compromise. I came close to taking a job that would have paid well and felt “safe,” but I knew I wouldn’t really be happy.”

Warsaw Women in Sports Business Symposium

The theme of the 10th Annual Warsaw Women in Sports Business Symposium was *Fueling Opportunity: Women, Sports and the Bottom Line*. Through great efforts from students in the Warsaw program, the successful symposium addressed the effects that women have had on the sports industry and on the business world.

The recipient of the 2nd annual Warsaw Sports Business Woman of the Year Award was Lee Ann Daly, former Executive Vice President of Marketing at ESPN.

Other speakers included top sports industry executives, past and present, from Nike, EA, Stanford Athletics, WNBA, Coca-Cola North America, and International Speedway Corp. The women took part in three panels.

“**The Female Consumer: Fueling the Expansion of the Sports Product Market**” discussed ways companies are creating marketing messages targeted to the powerful female consumer.

“**The Female Fan: Marketing Men’s Professional Sports to Women**” discussed creative ways companies are using sponsorship as a marketing tool.

“**The Female Athlete: Managing, Marketing, and Promoting Women’s Sports**” included tips and advice for navigating the job search process.

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



Faculty, Panelists, and student organizers of the 10th Warsaw Women in Sports Business Symposium pose outside Lillis



Ask Amistadi

Career Advice for those who don’t want jobs but have accepted it is inevitable to get one.

Q: I am about to start my new job after getting my MBA, does this mean I can no longer keep my laptop open all day?

A: Of course not. In fact, with companies like Intel, heavy laptop use is actually encouraged. Your IMing and internet surfing in class will probably be the biggest career boost you could have imagined. Unlike other students who paid attention in class, your eyes have been trained to handle the computer screen lights for extended periods. Translation: You are middle management material!!

Q: How will the Oregon MBA make me more attractive to employers?

A: Two words. Bagel Day.

Q: At an interview, is it better to match my socks to my tie or to my shoes?

A: This is a real tough question. The best solution is not to wear socks and match your tie to your shoes. If you have black shoes, I recommend a black skinny tie like John Cusack wore in *Say Anything*.

Important Disclaimer: The above advice column in no way reflects the views of Career Services. In fact, if you consider following any of the aforementioned “advice”, we urge you to visit Career Services pronto.

Networking Happy Hour 2.0

On Monday, May 15, Lundquist College of Business Career Services hosted current MBA students, Faculty and Alumni at Rennie's Landing for a Networking Happy Hour event. This event was designed to assist current students with their networking skills before they head off to their respective jobs and internships this summer.

There were a number of alumni in attendance including Mark Wall '04, Kristin Allen '94, Tammy Roché '00, Sadie Dressekie '00, Mark Ruckwardt '02, and Brad Fenstermacher '04.

The alumni served as excellent mentors, showing the students how to hold a frosty beverage, a chicken wing, napkin and talk all while being subjected to the 90 degree heat that was permeating Rennie's second floor. The 25+ students in attendance had the chance to talk to these wise alums about Life After B-School.

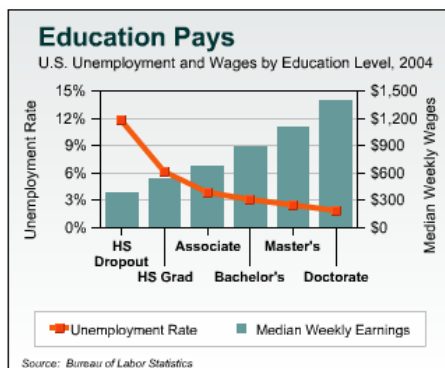
This event was hosted by Bill Sherman and Chris Amistadi, who served as event "chaperones," making sure students made the most of the networking opportunities and events. Alumni were able to share with students some of their favorite networking stories. A key success factor for networking is to focus on building a relationship first. The job talk comes naturally *after* you build a foundation of trust.



(ECONOMY, Continued from page 1)

January, from 8.2 percent a year earlier.

With a bachelor's or master's degree, your chances of being unemployed go down significantly:



Of course, the business degree will not automatically open doors for you. It is important to pair your knowledge with a smart strategy for finding a job - one that involves persistent networking, effective search techniques, a great resume, and superior interviewing skills.

Get Connected: BA 410 Career Mentoring

For many students, choosing a career can be a challenging process. The Lundquist College of Business, in collaboration with the UO Career Center, offers students an opportunity to earn credit while gaining valuable information about this big decision. *BA 410: Business Career Mentoring* provides students with instruction on career development, refinement of their job search tools, and resources to help with the exploration process.

The highlight of this course is the opportunity for each student to conduct two informational interviews. Early in the course, students are asked to identify professionals who are engaged in work that is of interest to them. The goal of these interviews is for students to gain an understanding of these specific careers and industries. Students are able to ask questions such as "Tell me about your typical responsibilities", "What is it like to work at this company?" and "What do you like and not like about your

Below are a few links to help you explore the job market further:

Oregon Job Growth:
www.qualityinfo.org/olmisj/OlmisZine

California Job Growth:
www.calmis.ca.gov

Washington Job Growth:
www.wa.gov/esd/lmea/

Occupational Outlook Handbook:
www.bls.gov/oco/

Forbes Magazine: Best Places for Business and Careers (Forbes Magazine):
www.forbes.com/lists/2006/1/Rank_1.html

Oregon Business Magazine's 100 Best Companies:
www.oregonbusiness.com/100best/

Current students and recent graduates, please talk to us about developing your individual career strategy. Stop by Lundquist Career Services in Lillis 240.

job?" All of this information can help students decide whether or not they want to pursue work in the particular field.

Students enrolled in the business section request a variety of mentors from around the globe. Examples of careers have included real estate development, corporate sponsorship, event planning, human resources, marketing, and accounting. The program draws on professionals, many of whom are UO alums, representing a range of organizations. Students have talked with mentors in organizations such as Nike, Merrill Lynch, Nordstrom, Intel, March of Dimes, and the US Department of State.

Scott Kniess, an LCB junior, had the opportunity to learn more about the sports industry through interviews with professionals with the Portland Trailblazers. "My experience taking BA 410 was a great one to say the least. My informational interviews led to job shadows that truly exposed me to careers I've always been interested about."

Brian Van Hoy, also a junior studying business, commented that "BA 410 is a helpful

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Company Insider: San Francisco and the Silicon Valley

During the first week in April, Bill Sherman and James Chang from Lundquist Career Services took a group of MBA



students on visits to companies in the San Francisco Bay area and the Silicon Valley. What they discovered is a booming job market that centered on some very exciting companies. Here are five of them.

Apple

Once known primarily for its Macintosh computers, Apple has expanded its product portfolio to include cutting edge software and entertainment technology, including the hugely popular I-Pod. With expanded product sales has come the need for expanded growth within the company. According to Apple's Manager of College Relations, here's what you need to know to get in:



- Apple hires people who “think beyond the edges of existing reality” and show more than a casual interest in the products of Apple.
- There were 425 positions slated for college students in the '05-'06 fiscal year (325 interns, 100 full-time). This is a big jump over last year's numbers.
- Positions are in the Marketing, Finance, Information Systems, Operations, HR, and “Apple Care” (customer support) departments. Career webpage: www.apple.com/jobs/

The Gap

The Gap is still one of America's top retail chains, encompassing three distinct store brands: Gap, Old Navy, and Banana Republic. They met with a star-studded cast of executives (including the President, CFO, and VP of Operations from Banana Republic).



Think there's no opportunity in retail? Think again:

- Opportunities abound in Consumer Insights, Corporate Administration, Corporate Communications, Finance, Gap Foundation, Human Resources, Marketing, Merchandising, Planning & Distribution, Procurement, Sourcing and Logistics, Store Operations, Supply Chain Management, and other corporate divisions.
- The Gap culture was described as “casually intense.”
- GAP looks for candidates who are driven, team-focused, with distinct points of view that can be communicated clearly to business partners. Career webpage: www.gapinc.com/public/Careers/car_wwd.shtml

Google

Currently the reigning king of search, Google now has 3,000 employees worldwide. The biggest opportunity for business majors lies in Google AdWords.



- Google benefits are legendary, with free shuttles to work, the ‘100 ft rule’ (free food within 100 ft of every workspace), state-of-the-art gym, on-site oil change, laundry facilities, on-site doctor and dentist, and the freedom to bring your dog to work.
- It is a very difficult and often lengthy process to get into Google. Because they are an in-demand employer, they can afford to raise the bar high. Typically they hold 3-4 interviews before hire. Many employees start out with a day-to-day temporary contract. The evaluation process is team-oriented.
- Interviewing tips: show enthusiasm for Google and its mission/values; know Google products inside and out; be persistent. Career webpage: www.google.com/jobs/index.html

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(MENTOR, Continued from page 6)

and eye-opening bridge from school to the real world. By far the biggest benefit of the course is the networking. BA 410 gives you the opportunity to get your name and resume out to a company you actually want to work for.”

Nikki Sierra, a graduating senior, shared that her mentor from Nike “provided me with good insight that I will keep with me as I graduate from college.”

BA 410: Business Career Mentoring is open to all students and is offered fall, winter and spring terms. If you have any questions about the course, please inquire at LCB Career Services.

Experts Agree: Practice Makes Perfect!

In addition to classroom activities, don't forget to take advantage of other resources, such as the mock interviews offered by Career Services! Here's what one student had to say:

“The video mock interview offered by LCB Career Services was a huge help to me in developing my interviewing skills. Seeing myself on video was scary at first, but it really helped me to see where to be more specific in my answers, what my body language was saying and what my voice sounded like. I had an interview the next day and I feel like I did much better than I would have as a result of doing the video mock interview. It was a great experience!”

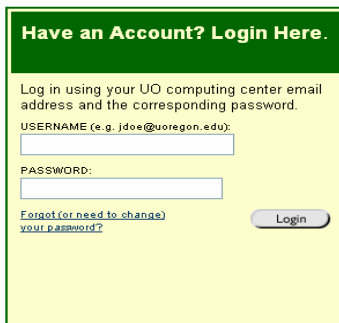
-Amy Taylor



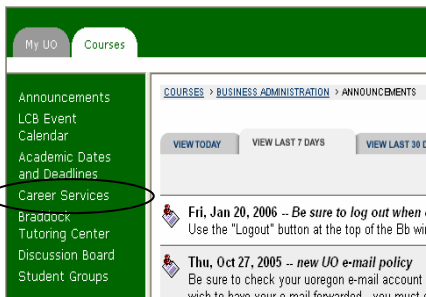
How to Find Jobs & Internships on Blackboard: A Quick Tutorial

Ok, you've heard it from the Lundquist Career Services staff, your professors, and your peers: **"Check out the job and internship openings on Blackboard!"** No doubt, you've been to Blackboard to check for class assignments and current announcements, but Blackboard is also a great place to go to chart your career path. Here are some quick and easy steps to find the good stuff:

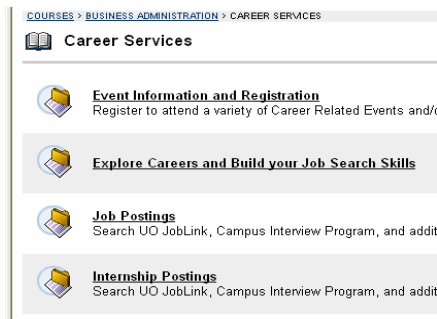
(1) Log into Blackboard



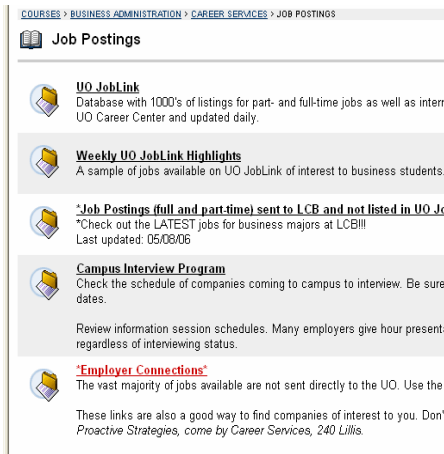
(2) Go to the Career Services section. You will find it on the left-hand menu.



(3) Once there, you will find four folders to browse.



To find the latest job and internship postings, click on either the "Job Postings" folder or the "Internship Postings" folder. We'll use the "Job Postings" folder as an example, since the two folders have a similar layout.



Once there, you will find:

- The direct link to UO JobLink, the campus-wide searchable database that lists thousands of available opportunities.
- A list of weekly highlights of a few business oriented postings in UO JobLink.
- Job Postings sent directly to Lundquist Career Services for business students. This area includes full time, part-time, and project based opportunities.
- Information on the Campus Interview Program. See what companies are coming to campus to interview for positions you are interested in.
- "Employer Connections"—a folder with direct links to company websites and online business journals

The University of Oregon is an equal-opportunity, affirmative-action institution committed to cultural diversity and compliance with the Americans with Disabilities Act. This publication will be made available in accessible format upon request.

(INSIDER, Continued from page 7)

Peet's Coffee
This 40



year-old producer of artisan coffee and tea is one of the top 3 coffee providers in the US. If you want to go to work for Peet's, here are a few things you should know:

- Though steadily growing (20% over the next 5 years), it still maintains a small company feel. Employees and loyal customers are called "Peetniks."
- Peet's has a strong culture of quality and looks for people who share their values and passion.
- For recruiting, Peet's has used Yahoo Hot Jobs, Craig's List, and their own company site, so check them all. Career webpage: www.peets.com/company/employment.asp

Wells Fargo



The group met with the Executive VP and COO from Asset Management, then with Wholesale Internet Team Solutions. Most people recognize the name Wells Fargo, but here's what you may not know about the company:

- Wells Fargo operates in boutique-style businesses—there are over 70 distinct businesses under one name.
- Apply for jobs centrally through the website and then approach each department individually for maximum impact.
- Executive advice to students: "Find out what you want to do, figure out what department does it, target yourself towards that department, and get that targeted message to a decision maker. Demonstrate passion first, credentials second." Webpage: www.wellsfargo.com/wf/employment/