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A LOOK BACK AT AN ACTION-PACKED SPRING TERM

# LCB Career Services *Highlighter*



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## Networking | Inet | w@rk NGI

**Verb [ intrans. ]**

**1 expanding one's social network or sphere of influence by initiating mutually advantageous new relationships.**



Whether your summer plans include a job, internship or the beginning of a new career, you can always count on one thing—your network and networking skills are critical.

This term, the LCB Career Services team provided opportunities for undergraduate, MBA and MAcc students to develop and expand these networks through a variety of forums, both on and off campus. These experiences allowed our students to connect with employers on a variety of levels and gain the skills necessary to excel at this sometimes daunting task.

The Lundquist Alumni Network gathering, hosted at the Rose Garden in Portland, was just one of these opportunities. Business students were treated to a keynote by Brad Stith (Warsaw MBA '02), the VP of Ticket Sales and Service of the Portland Trailblazers. Following the keynote address, students were able to interact and develop relationships with accomplished LCB alumni in an exciting environment. Just one more way to make that connection!





# Networking with Young Professionals

By Brett Hartman

*The Eugene Young Professionals Network, formed almost 3 years ago, now routinely draws 40 to 75 people at its monthly meetings for networking and personal & professional development.*



Networking can be one of the most difficult career building skills to master. On Monday May 1st, LCB Career Services hosted current students and young professionals from the Eugene area and provided a new opportunity to develop these skills. Representatives from companies such as Farmers Insurance, Cumulus Broadcasting and New York Life were in attendance, enjoying an evening of hors d'oeuvres and great conversation.

Students mingled with members of the Young Professionals Network, an organization that allows recent grads and others who are getting started in their careers to meet and share their experiences.

An additional benefit of being held on the UO campus, the event included inside news on upcoming events both on campus and in the community.

A spokesperson from UO Public & Media Relations provided an update on the Eugene 08 Olympic Trials, and the Eugene Register-Guard also covered the event.

LCB Career Services' Bill Sherman concluded the event by leading an engaging networking exercise to hone and refresh those skills necessary to make connections within the business community.



The Young Professionals Network provides a comfortable home for business people who are early in their careers in the Eugene/Springfield area. The group's main focus is networking, but it also provides opportunities for personal and professional development.

The UO Sustainable Business Group often attends events such as this one, and hosts speakers as well. Join them every Monday at 6pm in Lillis 232.

## Sustainability Matters

By Jason Fylan

On April 4<sup>th</sup>, LCB Career Services brought the Sustainable Business Group to The Sustainable Oregon Framework luncheon, hosted in Portland. This event examined business's moral and ethical responsibility to sustainability within a competitive and profitable framework.

The keynote address was given by Dr. Alan Hecht, Director for Sustainable Development for the Office of Research and Development at the U.S. Environmental Protection Agency. Dr. Hecht addressed legislation he is trying to pass that will set mandates on the emissions of bio-fuel and livestock.

Another goal of the legislation is to get businesses to go beyond finished products and regulate more inputs during the manufacturing process.

Sarah Severn, the Director of Horizons, Sustainability and Corporate Responsibility for Nike then discussed the company's journey in sustainable business practices. Nike is working to reduce their environmental 'footprint' by using recycled materials and recycling product waste. The company now requires their manufacturers to buy back their waste and recycle it into new material.

Nth Power's Nancy Floyd, one of the only green venture capitalists, spoke about how she invests in the clean technology industry. This industry consists of wind power, solar power, and bio mass—which can be used as fuel or for industrial production. Currently, only 12% of venture capital dollars are being allocated to clean technology industries, but Nancy predicts that this industry will see explosive growth in the near future.

Attending the luncheon and networking with sustainable business professionals allowed students to see how what is being studied in class and discussed in our club was being addressed in Oregon and beyond.

SUSTAINABLE OREGON





# MBAs Make a Splash in San Francisco

By Guru Simrat Khalsa & Danielle Isidore

*The 3rd Annual LCB Career Services San Francisco Trip provided a group of 20 MBA students an incredible opportunity for students to network and develop connections with key employers in the San Francisco marketplace.*

On this interactive and engaging trip, MBA students visited 11 companies in just 3 days while also incorporating some fun exploring Fisherman’s Wharf, enjoying the local cuisine and attending a Giant’s baseball game.

**DAY 1:** The group gained exposure to the financial industry through visits to Well’s Fargo Capital, Chevron, Houlihan Lokey (a top Mergers & Acquisitions company), and Standard Pacific Capital (an investment company focusing on long and short term equity strategies). Representatives from each company discussed internship and employment opportunities from offices in San Francisco’s financial district with incredible views of the bay, Golden Gate Bridge and Alcatraz.

**DAY 2:** Gap, Inc. was first on the agenda, where students enjoyed engaging with high level executives in marketing, finance and store operations. Following this, the group visited Joie de Vivre, an innovative and entrepreneurial boutique hotel management company located solely in California. Here, students learned about the company’s business model and gained first-hand knowledge of some of the sustainable amenities featured in their hotels. To end the day, students visited Kransco Group Companies, an equity investment company, and spoke to an Oregon alumnus responsible for transforming CamelBack Products, Inc. and Yakima Products, Inc. into the major players they are today.

**DAY 3:** Wrapping up the trip in Silicon Valley, students met with Apple where they received critical insight into the hiring practices of this innovative company. At Google, an Oregon alumna gave a candid look into a day in the life at Google and gave suggestions for breaking into the company. Next, the group found itself among the flowing water and greenery surrounding BD Technologies which made students feel at home in this medical technology and supplies company. To conclude the trip, the group visited IDEO, an innovative design firm responsible for the Swiffer Sweeper and Bank of America’s “Keep the Change” campaign. Here students were able to tour the company and learn about its innovative designs.

## Insider Tips from the San Francisco Trip

- Apple, Inc. is currently expanding retail store fronts and are looking to hire students with a background or focus in business operations.
- Chevron is looking to bring on and groom young management talent.
- Houlihan Lokey does all of their hiring in the fall, so begin your search early.
- If you are unsure of the field you want to go into, find a great company with programs that allow you to try different aspects of the business.
- Make sure to utilize any and all connections. References help your resume climb to the top of the pile.

Thank You  
to companies  
hosting LCB  
Career Services  
in  
San Francisco  
this Spring



HOULIHAN LOKEY  
INVESTMENT BANKING SERVICES



Kransco







# MBA Breakfast Club

*Job and internship search tips during the most important meal of the day!*

Looking for the answer to these and other career related questions?

Spring term is a time for students to both reflect on the school year and prepare for the journey ahead. LCB Career Services' MBA Breakfast Club series is a great way to facilitate these conversations in a relaxed atmosphere with great food – Thanks Glenwood!

First year MBA students updated one another on internship search progress to date, and a few common themes prevailed:

How do you decide between two offers or even leverage these opportunities against one another? How can you best make your connections work for you? How to make the best of your internship – both in and outside of the office? Students also reflected on the recent San Francisco trip and New Venture Competition, and discussed key takeaways.

Second year MBA students focused on overcoming current job search barriers. Topics covered included:

How do you follow-up in a timely and professional manner? What email subject lines are most effective? How do you make contact with a new company? How do you overcome the 'No phone calls please' request? Students shared best practices with one another, and of course, additional insights were provided by the Career Services team.



Visit the LCB Career Services team today, or online over the summer!

The first ever Honors Panel invited LCB Honors Grads back to Lillis to share experiences for the journey ahead

## Undergraduate Business Honors Panel

**By Many Sherman**

*By the end of the internship recruiting process this winter, Juniors in the LCB Honors program went through three or four identity crises trying to determine our career path and how to demonstrate our abilities and aspirations to recruiters. This term, LCB Career Services fulfilled this need to interact with professionals who had gone through the same process.*

LCB Career Services partnered with the Honors Business Program to form a panel entitled, "A Day in the Life: What Real People do in Real Jobs."

This panel consisted of four local professionals: Eric Campbell, founder of ATS Investments; Tracee Cantrell, Account Executive for Funk/Levis & Associates; Robert Griesinger, Producer for Blast Radius and Raychel Kolen, Marketing Director for the Eugene Symphony – all of whom were excited to share their experiences with our students.

Most of the panelists took an indirect path to their current career and changed perspectives during the process. Instead of targeting a particular job, the panelists focused on their strengths, likes and dislikes, and found a job that suited these. Although all panelists currently have business-related careers, Eric Campbell was a psychology major and Raychel Kolen was a Journalism major. This was an encouraging theme as it showed us that our educational path is not as important as the experience gained throughout.

A second theme of the panel was work-life balance. The panelists agreed that having this balance is important both personally and professionally. Robert Griesinger pointed out that without something non-work related to talk about, you're less likely to be able to network effectively.

The panelists all found a business niche that suited their needs. They admitted that although they love their careers, not every day is perfect. These insights will certainly allow our Honors Students to make informed career decisions.





## Show Me the Money: Careers in Banking

Hank Hoell (President, Liberty Bank), Doreen Grove (Regional Vice President, US Bank), Rodger Terrell (UO '77 & '84, Senior Vice President, Umpqua Bank), Kate Salyers (UO '04, Senior Commercial Banking Officer), and Sean Huntington (UO '07, Credit Analyst, Umpqua Bank).

Before a standing-room-only class of business, economics, MBA, and MAcc students, panelists gave an exciting big-picture look at the banking industry, including a wide variety of positions within retail, business, commercial, community, offshore, and private banking sectors.

A mini-career fair followed, giving students the opportunity to connect with bank managers, human resources managers, and recruiters from a variety of both local and national banks.

Through these interactions, students learned about a variety of internships and full-time jobs, such as credit analyst, relationship manager, and assistant loan officer. There is also a need for people with an interest and background in marketing, IT, HR and operations at many of these financial institutions. The banking industry needs youthful energy and sophisticated business training - are you ready for the challenge?

When you think about your professional life after college, does a career in banking come to mind? On May 7th, LCB Career Services organized Careers in Banking in the Lillis Business Complex to show students that there's a lot more to banking than meets the eye.

The first event of its kind, co-sponsored by the Securities Analysis Center and the Risk Management Association, Careers in Banking featured a panel discussion at 6 pm, with:

LCB Career Services' **Careers in Banking** event brought these companies to campus this Spring



## Taking a step outside of that box: Creative Resume Layouts

'How do I make my resume stand out?' To respond to a frequently asked question from business students, LCB Career Services held a Creative Resume Layouts workshop this spring.

No matter how you lay it out, remember that the purpose of a resume is to demonstrate how your skills, experiences and accomplishments match a specific organization or position.

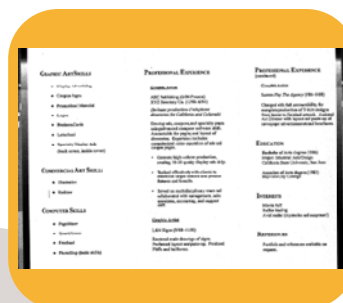
So, how do you do this creatively, without turning employers off? The key is to make subtle changes that enhance your resume's purpose, not distract from it. Some suggestions include:

- Consider font, size & color

- Create your name brand



- Consider altering your layout



# One year later: What's it like?

*Graduating in June and wondering what the coming year will bring?  
So were we!*

*Find out what our Grads are up to one year later.*



## **Beck Hartmann**

MBA '07  
Account Executive,  
Peter Jacobsen Sports

*What is a typical 'Day in the Life' of you?*

There really isn't a typical day—every day is different. I am working on multiple accounts and clients including Nutrilite and Hard Rock Park. Last week I helped manage a cancer benefit pro-am in Naples, FL. I was on-site all day to deal with any issues that came up before, during and after the event. However, there are other days where I don't leave the office and I'm on calls and email throughout the day.

*What is the culture like at Peter Jacobsen Sports?*

PJS places a lot of importance on relationships, both internal and external. One great thing about working at a small company like PJS is the ability to develop personal relationships – from execs to interns. Having those relationships in place make it easier to be successful and have fun along the way.

*What do you like best about working there?*

PJS focuses on achieving great results with a small group of people. Everybody wears a lot of hats and is involved in practically everything the company is doing. I am constantly learning something new, and get to work in such diverse areas as public relations, event management, and sports marketing.

## **Taylor Gordon**

UG '07  
Supply Chain Analyst,  
Myers Container

*What is a typical 'Day in the Life' of you?*

I coordinate the redevelopment of major business processes surrounding procurement, logistics, and inventory management. I provide management decision support, and actively look for chances to create value for the company. On any given day, I interact with several team-members while creating reports for management, talking with suppliers and assisting our consultants.

*What is the culture like at Myers Container?*

Our culture is very progressive, even though we are an old-line manufacturing firm. Myers was recently acquired by young, visionary leaders, who want us to question authority and try to find better ways to do things. This culture of optimism and opportunity allows us to move forward, both as a company, and as individuals.

*What do you like best about working there?*

The opportunity to make an impact. Unlike working at a large corporation, my actions can be felt throughout the whole company, both financially and through new operating processes. This responsibility continues to provide me with an extremely valuable experience, allowing me to grow personally and professionally.

## **Beth Littlehales**

MBA '07  
Senior Project Coordinator  
PECI, Portland Energy  
Conservation, Inc.

*What is a typical 'Day in the Life' of you?*

We have a lot of meetings around here, so I've become pretty intimate with Outlook Calendar. When I'm not in meetings I'm sitting in my lovely cube, doing research or making phone calls. Did I mention we have a lot of meetings? We're also right around the corner from 24 Hour Fitness, so I'm able to get out for a run just about every day – that's huge.

*What is the culture like at PECI?*

Very casual and collaborative – lots of mutual adjustment. PECI is a nonprofit and everyone is really committed to energy efficiency and resource conservation, which is great. The company has been around for almost 30 years, but has grown astronomically in the past year or so, so we're full of new faces and ideas. People are generally young and active, and that's felt in the culture and internal relationships.

*What do you like best about working there?*

PECI is a group of smart, motivated, accountable people who also like to leave at 5. When I went on vacation, I tried to tell people to call me if they needed anything, and was told, "Absolutely not. Go on vacation and don't think about work." But when we're here we work hard and people are very committed.



## **Bryan Ross**

UG '07  
Staff 2 Accountant,  
Ernst & Young

*What is a typical 'Day in the Life' of you?*

It depends on the time of year, but I am at client sites 80% of the year, meeting with all levels of employees from receptionists to CFO's and CEO's. During busy season, we audit year-end financials by balancing accounts, ensuring statements are correct and obtaining supporting documentation. During the rest of the year we plan our testing procedures and work to understand how the client company works.

*What is the culture like at Ernst & Young?*

We have a very diverse culture at EY. It's great to hear so many different work experience stories and to develop such close friendships with my co-workers. We have a very flexible work arrangement, including 4 day weeks in the summer and more than average vacation allowance and time off during the year.

*What do you like best about working there?*

The people that I work with - everybody that works at EY is from the top of their class and we constantly push each other to accomplish more. I also like the flexibility that I am given to get the job done, and the flexibility to shuffle my work load to take extra time off, when not in busy season.





## Advice for Graduating Students from Recent Grads

### Beck Hartmann's advice:

Be flexible in what you are looking to do. What I'm working on at PJS is much different than what I did before grad school, and even different than what I did during my summer internship. Be creative in leveraging all of your experiences during your job search, and see where they lead you.

### Taylor Gordon's advice:

Take your job seriously. There is a lot to learn, and it can be learned anywhere, especially from the people around you. It is easy to think you are done after school, but the learning really just begins. Also, take those around you seriously—everyone has something to teach you and a valuable perspective, so be respectful.

### Beth Littlehales' advice:

Be confident in what you've learned and gained in business school. I know I worked hard in those two years, and I bring a lot to an employer. And it turns out that those presentation skills are helpful in interviews, too. Leverage what you know.

### Bryan Ross' advice :

Be proactive in your job search. Take advantage of mock interviews to practice and do a lot of research around the companies and industries that you want to work for. There are tons of opportunities out there so figure out what you want to do and go get it! You'll be amazed at what you can accomplish.

# A last word of advice from LCB Career Services

*As you reflect upon your graduation accomplishment, hold on to your feelings of excitement and your anticipation for good things to come.*



Although it's natural to feel anxiety and a bit of loss as you pre-

pare to leave your UO home and the close friends you've made here, remember that much success and new friendships await you. While you're still on campus, enjoy time with fellow graduates and don't hesitate to share your feelings, both good and bad, as you prepare to transition to the next phase of your life. *Best wishes, and keep us posted on where you're off to!*

James Chang  
Director, Career Services

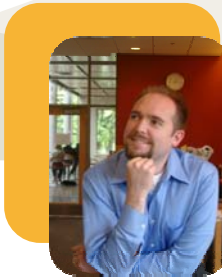
Remember to be yourself. When you are looking for a job, you are interviewing the company, just as much as they are interviewing you.

Melynda Stein  
Marketing & Promotions GTF



You are always interviewing, even when you least suspect it! Gone are the days of student anonymity. With every hand shake, every word, every interaction, every day you are building a professional reputation. Make your impressions count.

Bill Sherman  
Assistant Director for Employer Relations



Under-promise and over-deliver. Build relationships. Think critically. Always keep perspective. Do your homework. Find what you love to do, and be the best. Don't follow the money; follow your passion and the money will follow.

Peter Vomocil  
Employer Relations GTF



Buy a clock with a really annoying alarm and put it all the way across the room!

Jessica Best  
Assistant Director for Career Advising

Skills account for only part of the reason you will be successful. Ultimately, your success is a result of the way you handle yourself, your relationships, your reputation, and the manner in which people respond to you. Be passionate about what you're doing!

Kim Saunders  
Career Services Advising GTF





# Procrastinators Anonymous: Tips to help you start NOW!

*Have you been putting off your job search to the last minute? Never fear, Career Services is here! We can help you quickly ramp up your search and get on track for finding that perfect job after college.*

It takes more than a resume and a degree to find the job of your dreams. Regardless of how time-compressed your search is, if you are thoughtful and incorporate the following career development steps, your chances of finding meaningful employment will greatly improve.

**1. Self assessment** – What are you good at? What skills do you want to use? What types of work environments do you thrive in (chaotic / quiet, team-oriented / independent)? See the Career Information System link through JobLink for a quick assessment tool and follow up with LCB Career Services for more in-depth assessment.

**2. Exploration** – What types of careers match the kinds of work and environments that you will most likely be successful in? Start with the LCB Career Services Library in 240 Lillis to get an idea of what's out there, and follow up with informational interviews with professors and professionals.

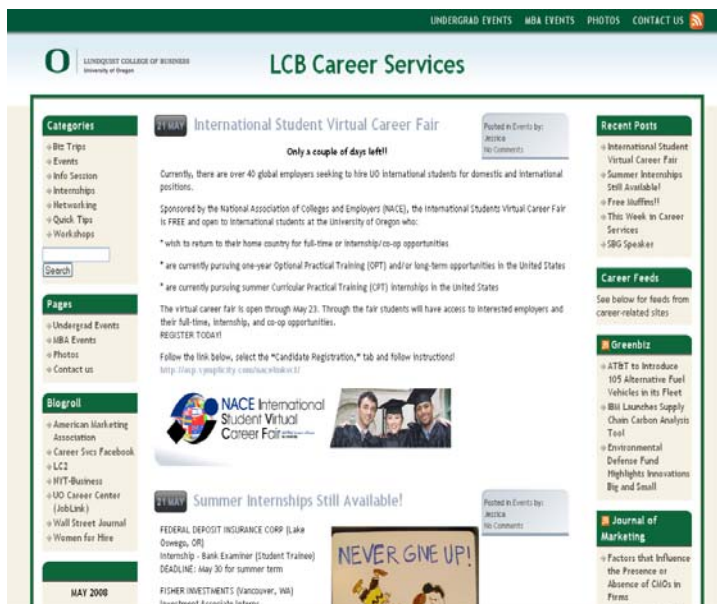
**3. Goal setting** – Set SMART (Specific, Measurable, Achievable, Realistic, Timely) goals for yourself. Activate your existing network of friends, family, professors, Career Services staff, and expand this network through informational interviews, events and LinkedIn. Make sure to follow up with the contacts you make.

LCB Career Services will be here this summer to continue to support your career search. You can schedule face-to-face appointments, but we are also available for virtual advising through phone, email, and Facebook Chat. Good luck!

## Bookmark our blog!

Visit

<http://lcb.uoregon.edu/career/blog>



Thank You to  
**Classes**  
hosting  
**LCB Career Services**  
this year

**BA 199:**  
Whitney Wagoner,  
Jeanne Coe,  
Deb Bauer,  
Kay Westerfield

**BA 352:**  
Anne Forrester,  
Jeff Stolle,  
Ron Bramhall,  
Chuck Kalnbach

**BA 410:**  
Kristi Lodge,  
Jessica Best

**MGMT 415:**  
James Terborg

**BA 453:**  
Beth Hjelm

**MKTG 490:**  
Anne Forrester

**BA 610:**  
Beth Hjelm

Find it on the  
LCB Career  
Services blog:

Upcoming events, career-related feeds from a variety of other sites, summer reading list, & photos from our fantastic year!

