



# HIGHLIGHTER

## Summer Interning— Beyond Your “Official” Duties

By James Chang, Director  
Lundquist College Career Services

Now that you’ve secured a summer internship, the real work begins. Getting an internship offer means the employer believes in your potential to positively impact their business. Once you start work, that’s the time to prove them right.

Beyond this being ethically sound, there’s also great reward for bringing your “A” game throughout the summer. Many employers will view an internship as a ten-week interview to see if they would potentially hire you upon graduating from school.

Keep in mind what your employer will be making note of over your summer tenure:

- the way you treat clients, customers, and colleagues
- the attitude you bring to work every day, during both good days and bad
- your attention to detail
- the seriousness and professionalism you apply to tasks both big and small
- your ability to adapt and stay productive



Don’t be lulled into thinking that the “hard part” of the internship is over simply because you beat-out the competition to snag the position. Now is your chance to really shine and confirm their decision that you are right for the opportunity.

Beyond focusing on your assigned projects and tasks at hand, be sure to use your time on the “inside” to network and make contacts, learn about the organization’s culture and values, and build relationships with individuals who can serve as professional mentors and advisors. Whether or not your internship leads to a full-time job after graduation, the relationships you build can serve you well for a professional lifetime.

Now go forth, work hard, and have fun, too!

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# Snag That Job! Tips to Help You Make it Happen

By Jessica Best, Assistant Director  
Lundquist College Career Services

While it signals the end of college, commencement is all about beginnings. Now is the time to focus on where you want your professional career to go. This can be intimidating, but it can also be very exciting. If you are still looking for that career-track job after graduation, here are some ideas to help you.

## Raise awareness of your “brand.”

You might be the best addition to your target company, but if they don't know who you are or what you can do for them, they have no reason to hire you. Put yourself out there at networking events, do informational interviews, and tell everyone you know what kind of position you're looking for.

## Be flawless in your applications.

As you're applying for career-track

jobs that you are a good match for, you want to make sure that you give them every reason to interview you, and no excuses not to. Make sure your résumé, cover letter, correspondence, and any other supplemental materials are your best possible work.

## Prepare for the interview.

When you do get that interview, make sure you hit it out of the park. Know yourself, your experience, the company, and the position, and be ready to articulate how they overlap.

**Don't freak out.** If you don't find that perfect dream job by graduation, don't panic. Think about ways to position yourself around the types of people you'd want to be working with. This could mean volunteering with local nonprofits or at professional conferences, working for a temp agency, or taking a weekend or evening job to leave you time to network during the business day.

And always remember: you don't have to tackle this alone. Career Services is here to help with strategy development, résumé and cover letter advice, interview practice, and moral support, and we'll be open all summer! Best of luck!!

## Krystal Daibes

MBA '10  
Securities Analysis Center

How did Krystal Daibes land such a great job in the final months just before graduation? Networking and hard work utilizing the Securities Analysis Center (SAC) network to access the right people to find the right opportunity.

During her second year, Krystal took an internship with a financial services firm in Eugene. The reputation she earned and the contacts she made allowed her to confidently seek out larger opportunities. In March 2010, Krystal attended an industry mixer in Portland hosted by the SAC. While there, she met the CEO of Mazama Capital and wisely used her internship experience as a conversation piece. With some follow up and aggressiveness, Krystal was able to secure a first-round interview with Mazama that later led to a job offer.

Krystal credits much of her success to being prepared and getting that first internship to the help she received from the Career Services Center. At the center, Krystal

worked tirelessly to fine-tune her résumé, perfect her cover letter, and hone interview skills so that she would be ready for any choice career opportunity that came around.

According to Krystal, her experience through the OMBA was what gave her the competitive edge she needed to get her started in such a fantastic career. “I definitely wouldn't be where I'm at today if it weren't for the help of the SAC and going through the MBA program,” said Krystal.

Congratulations, Krystal!



## Find YOUR Job On the Career Services Website!

Looking for a job or an internship but have no clue where to look? Visit the Career Services blog at

[lcb.uoregon.edu/blogs/career/](http://lcb.uoregon.edu/blogs/career/)

Check out the left bar for “Job Boards.” There you will find a whole list of links to job search sites specific to the various business concentrations.

And if you're looking for an internship, UO students have free access to

[www.internships.com](http://www.internships.com)

through UO Joblink. Check it out!

# Women in Sports Business Symposium

By BJ Sorensen, Graduate Teaching Fellow  
Lundquist College Career Services

Student organizers of the fourteenth annual Women in Sports Business Symposium (WSBS) honored Coca-Cola's Beatriz L. Perez as the Warsaw Sports Business Woman of the Year on May 6 at the White Stag Block in Portland.

Every year MBA students of the Warsaw Sports Marketing Center take on the experience of planning and organizing the event that brings together students of sports business and professionals in the sports industry.

"The Women in Sports Business Symposium is just one of the many events through the Warsaw Center that students get to take ownership of," said Miriam Oh, WSBS event director. "It's a challenge managing school and trying to plan an event, but when you see it all come together, it's a pretty good feeling."

Perez is the newly named chief marketing officer of the North America division of the Coca-Cola Company. Bea joined an amazing group of other female professionals who were recognized for their significant accomplishments and contributions to the sports industry. These women, who were members of the evening's discussion panel, included:

- **Rosemary St. Clair**, general manager for Nike Team and Licensed
- **Jennifer Lau**, director of events and marketing, IMG Action Sports
- **Zayra Calderon**, executive vice president, tournament development and worldwide sales, Ladies Professional Golf Association
- **Karen Harrison**, chief financial officer, Seattle Seahawks and Sounders

Over 100 students and local industry professionals came together to hear from the experiences of the featured guests and then spent the evening networking and making connections. Paul Swangard, managing director of the Warsaw Center, presented the award to Perez and led the evening's program, while Whitney Wagoner, instructor of sports business and industry analyst, moderated and led the panel discussion.

"It was interesting to hear the different perspectives from each area of the sports industry," said Neil Young, Warsaw MBA '10. "As students, that's the type of information that prepares us for the future."



Back row (left to right): Dean Dennis Howard, Paul Swangard, Whitney Wagoner, Rosemary St. Clair, Jennifer Lau. Front row (left to right): Bea Perez, Karen Harrison, Zayra Calderon, Miriam Oh.



Paul Swangard presents Bea Perez with the Warsaw Sports Business Woman of the Year award.



## Mandy Sherman

**Class of 2010**  
**Master of Accounting**

Mandy Sherman, a Master of Accounting graduate student, will be leaving the University of Oregon with a graduate degree and a job awaiting her. Mandy entered the MAcc program straight out of her undergraduate program, knowing of its excellent reputation. "I decided to do the MAcc program in order to be better prepared for the CPA exam and have the opportunity to go through fall recruiting as a Master of Accounting student," said Mandy.

She found valuable help from Career Services that positioned her well for a competitive and grueling job search. Meeting with center advisor Jessica Best, Mandy fine-tuned her résumé and cover letter in preparation to meet with recruiters and apply for key positions. She utilized the several "Book of Lists" resources in the center to learn more about the company she was interested in and took advantage of center services offered. "Speaking with Jessica was extremely helpful because she helped me understand how to present myself best for interviews and how to deal with the tough questions that might come up during interviews."

Mandy's advice to job seekers is to be open to all opportunities. The job you think you want most may not be the best opportunity right now. Sometimes, it's the experiences now that will help you land your dream job later.





## Seattle Trip

By Brett Ratchford, MBA '11  
Center for Sustainable Business Practices

In early May, sixteen graduate students from the Center for Sustainable Business Practices and two faculty members visited companies in Seattle to talk about their sustainable business initiatives. In two days the group of students visited nine companies, both large and small, and held an industry networking event to connect with industry professionals.

According to many of the students, one of the highlights of the trip was a company visit to the lush, sprawling campus of Microsoft. Microsoft's representatives talked about how they were focusing their sustainability efforts on energy efficiency by redesigning server farms as well as exploring the nascent field of green IT. Green information technology is a research area of computer science that, among other things, focuses on increasing computing efficiency through improved code writing.

Another highlight of the trip was a visit to Weyerhaeuser (a large wood products company) followed by a visit to Ecohaus (a mid-sized green building supplier). Despite both companies being involved in the wood products industry it was clear each company had its own unique definition of sustainability as it pertained to their business model. The students remarked they felt well-prepared to not just listen to but also participate in these discussions. Many of the topics at hand were topics that they had looked into in great detail over the course of the school year.

On the job front, it seemed that energy efficiency consulting is poised to take off. McKinstry, a firm known nationally for its innovative approach to building energy management, was clearly a rapidly growing company. The UO students got to meet with Megan Carol, director of government affairs, and see how a company that, as she described it, combines "blue-, white-, and green-collar workers" under one roof. Most students agreed, with its amazing on-site gym, cool design and architecture, and huge industry growth potential, McKinstry would be a great place to work.

## A Feverish Pitch

By James Chang, Director  
Lundquist College Career  
Services

Would you be able to stand the heat? On April 8–10, twenty teams from MBA programs around the world gathered in Portland, Oregon, to compete in the Lundquist Center for Entrepreneurship's New Venture Championship for a shot at a piece of the \$60,000 in prize money.

Oregon MBAs and members of the undergraduate Entrepreneurship Club were on hand to support the operations of the three-day event. Students also observed and learned first-hand what they might do themselves if they choose to participate in a future business plan competition or to seek actual funding from investors for their own business launch.

Competition was tough and in the end, first place went to NanoMark Therapeutics and their cancer-fighting product, AUra. And in second place was the UO's very own Mosaic Genetics with its cancer research innovation.

One of the most exciting components of the event was the Elevator Pitch competition. In front of a panel of judges and a room filled with more than 150 people, a single member from each team had sixty seconds to deliver "what, why, and how much" they're asking for in funding and what potential investors can expect in return from their innovative product or service. With real money on the line and hundreds of eyes upon them, it's no wonder a few cracked under the intense pressure.

If you think this sounds like fun, contact LCE for information about entering this and other business plan competitions.

# Bay Area Trip Delights First-Year MBAs

By Kelsey Philpott, MBA '11  
Warsaw Sports Marketing Center

A group of Oregon first-year and Accelerated MBA students representing the Warsaw Sports Marketing Center travelled to Northern California in April. Over the four-day excursion, the group met with some of the country's most well-respected sports business professionals. In addition to meetings and networking events, the students were also given the opportunity to take in the wonderful tastes, sights, and sounds of the Napa Valley and Bay Area.

On this trip, the Warsaw students had the opportunity to meet executives and managers from several prominent companies that included Marmot,



the NBA's Golden State Warriors, Stanford University's Athletic Department, the NFL's San Francisco 49ers, Silicon Valley Sports and Entertainment, Viagogo ticket broker, and GMR Marketing, as well as visits and games with the NHL San Jose Sharks at the HP Pavilion and the MLB San Francisco Giants at AT&T Park.

During these visits, students discussed a variety of topics with their hosts including the struggles of their organization during an economic downturn, growing with a company while maintaining founding



principles, driving ticket sales with a struggling team, new trends in ticket sales to watch for, perspectives on sponsorship and athlete endorsement, maintaining a college sports program under a constrained budget, and in general, surviving and thriving in the sports industry.

Despite the jam-packed schedule, Warsaw students were able to find time to tour the attractions and take in the city sights before leaving. For all of the students, the trip was enlightening and educational, while also potentially creating future opportunities for a select few.

## Parting Shots

### Miriam Oh

Degree: MBA  
Warsaw Sports  
Marketing Center

Graduation:  
June 2010

Be prepared. Get your résumé and a general cover letter ready now so that when that perfect position you want comes along, you'll be ready to apply. Career Services is great for that! Don't hesitate to make an appointment with James, Jessica, or Bill or come in for a drop-in appointment. You'll be glad you did it ahead of time!



### Trevor Smith

Degree: MBA  
Warsaw Sports  
Marketing Center

Graduation:  
June 2010

R\*Works experiential  
marketing specialist

Force yourself into the Career Services office. Don't be nervous just because you feel like you are behind. Visit one of the counselors for nothing more than a chat if need be. They can help you find direction, take direction, move in a direction, and so forth. And, isn't that what you're looking for after all, a little direction? Stop by regularly and you won't regret it.



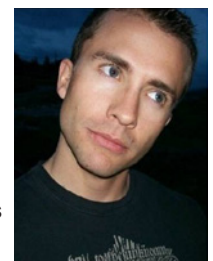
### BJ Sorensen

Degree: MBA  
Warsaw Sports  
Marketing Center

Graduation:  
June 2010

The Career Services staff members have always been willing to help me with any questions I have had with my job and internship search. They genuinely are concerned with my career and are always willing to help. And they are like that with everyone who walks into the center.

My advice is to take advantage of the services they offer and of their expertise. You'll be better prepared for your search!





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## Finding a Job: It's a Lot Like Dating

By Brad Karsh, President  
and Founder, JobBound

Although the task of finding a job may seem too tough to tackle, it's really quite simple when you compare it to one of your favorite pastimes, dating.

Just like burping out the alphabet or talking to your ex at the dinner table are sure-fire ways to blow a date, there are some things you just don't want to do when trying to find a job. I found that if you apply these dating guidelines to the job search, you're sure to find a dream job that's a perfect fit for you.

### **1. Don't be afraid of rejection.**

It's going to happen. You have to kiss a lot of frogs to find a prince or princess. Just like dates, there will be some companies that just aren't that into you. Don't get discouraged; the right one is sure to come along. Rejection is just part of the game.

### **2. Don't use the same old line.**

"Do you have a map? Because I am getting lost in your eyes." It's been done before! Just like a good pick-up line, a cover letter should leave the recruiting director begging to know



more. No one is going to read a four-paragraph version of your résumé. For your cover letter, short, catchy, and noncheesy is the best way to go.

### **3. Don't tell them what you think they want to hear.**

Just like a smart date, recruiting directors can see through your answers that are too good to be true. Your date won't buy the fact that for fun you save baby whales from hazardous environments, just like the recruiting director won't buy the fact that being a perfectionist is your worst "weakness."

### **4. Don't be a stalker.**

There is a fine line between being persistent and being a stalker. If the recruiting director hasn't gotten back to you, don't call every five minutes and then hang up. They probably have caller ID, and they're officially scared of you. After calling once, leave them a message telling them how to reach you.

### **5. Don't always listen to your mom.**

Just because your mom says the blue sweater makes you look handsome doesn't mean you should wear it on your first date. When it comes to résumés and interviews, your parents mean well, but they don't always give you the best advice. However, as a student, you have access to an amazing resource—the Career Center! From helping you find jobs and internships to assisting you with résumé writing and interviewing skills, your Career Center is an amazing resource.

Keep these tips in mind and the job search won't be as grueling. Graduation will be here soon, and you want to make sure you're ready when the right company comes along.