

The Highlighter by LCB Career Services

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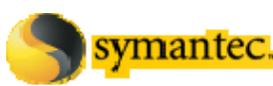
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LUNDQUIST
COLLEGE OF
BUSINESS
University of Oregon

Undergraduates Visit Eugene Firms on Career Services Business Trip

 On Friday February 16th, during the heart of Winter term, Career Services led a dedicated group of undergraduates majors off campus for visits with Oregon Community Credit Union and Symantec. This mid-term Business Trip provided an opportunity for students to learn from the insights of the Executives at each organization and to build relationships that might lead to internship or job opportunities.

Peacor and Mike Schultz from Human Resources and Community Outreach as well as Vice President of Marketing and Business Development and current Oregon Executive MBA candidate Tisha Oehmen. The two hour session was full of pearls of wisdom for the students as these executives allowed students to ask anything and everything about career opportunities in the industry and success in the business world in general.

In the morning, students had the rare opportunity to hear from OCCU Chief Operating Officer Mark Herbert, who imparted his knowledge about management success and career development to the students. Joining Mark in this session were Angela

A quick drive down the Beltline to Springfield took the group to Symantec, the fourth largest software firm in
(Continued on Page 2)



MBA Trip to Columbia Sportswear and NW Career Fair

A strong contingent of first and second year MBA students traveled north to Portland on January 19th for a valuable experiential learning opportunity with outdoor apparel powerhouse Columbia Sportswear and an important afternoon at the Northwest MBA Consortium's Career Day.



Recruiter Panel addresses how to secure jobs at competitive companies.

During the session with Columbia, the students had the pleasure of hearing from Calen Higgins (Manager of Training and Employee Development), Grant Armbruster (Director of Import

Operations) and David Murrell (Director of Planning), who reviewed
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Club Spotlight: Beta Alpha Psi

Want to become more involved on campus and love accounting or finance? Then look no further than Beta Alpha Psi. Beta Alpha Psi meets weekly to give students the opportunity to network and listen to professionals speak about industry-related topics. The club hosts several career-building events throughout the year. Group membership is open to accounting and finance majors, but meetings are open to everyone.

Beta Alpha Psi also hosts two career exploration events each year. One event, Meet the Firms, is focused on finding accounting positions for graduating students and is held in the fall. The other event, Meet the Students, gives students an opportunity to network with firms as they enter the recruiting and internship search process.

This year's Meet the Students took place on January 25th, with more than 20 firms, ranging from Big-4 accounting firms to locally owned companies. Students had the chance to meet associates, receive answers to their questions, learn about available opportunities, and simply explore the profession. With over 100 students attending, many companies are now interviewing and hiring University of Oregon students for summer internships.

Current chapter president, Jon Campo, says the "strongest reason to join is simply that [Beta Alpha Psi] has a great reputation for producing professional, well-rounded students. Firms seeking to recruit from the UO campus typically look for Beta Alpha Psi members because they like our balance between school and extracurricular involvement."

For more information, go to:
<http://bap.uoregon.edu>.

MBA Alumni Give Advice on Job Search



Return of MBAs 06:
Daniel Henderson (HP), Alix Gierke (Intel) and Julie Malmberg (Nike) give advice to current MBA students about their career search

On January 31, approximately six months after their own graduation, three members of the MBA Class of 2006 returned to Lillis to share their job search success stories and their reflections about their Oregon MBA experience. Daniel Henderson was recently hired full-time as a Business Analyst with Hewlett-Packard in Corvallis, Oregon. Alix Gierke is currently a Recruiting Program Manager with Intel Corporation in Hillsboro, Oregon. Julie Malmberg works with Nike in Beaverton, Oregon, as a Content Developer in the Sports Archive area. The paths to their current career position were quite varied, but their confidence about their business education from the UO and their belief in the future career success of the Class of 2007 was steadfast.

Here are some of the thoughts they shared:

- **Daniel:** While the Decision Science courses I took were challenging and tested my resolve, the skills I gained from them have already been put to good use and helped me convert my contract position into a permanent one.
- **Alix:** Job search success requires a combination of hard work and intentionality with a strong network of contacts who watch for what you're looking for; I've benefited from both.
- **Julie:** Don't get discouraged because the job search process is time consuming and filled with "declines." Stay positive; it's only a matter of time before you land a great career position.

OCCU and Symantec Trip *(cont. from page 1)*

the world whose IT, Finance, and Customer Support functions are centered right here in the Willamette Valley. Led by Senior Staffing Specialist Jan Cox, the students enjoyed the rare experience of touring the firm's impressive Silicon-valley style facility, stopping in each of several functional areas for quick interactive sessions with each area's management.

The interactive format of the visit allowed the group to fully appreciate the atmosphere of the firm and provided a unique perspective on how each group works together to achieve the impressive levels of success Symantec has realized. This session was the first of what promises to be several future exchanges with this exciting global firm.

The Recruiter's Perspective: Corporate Resume Tips



Have you ever written a resume and wondered how corporate employers might analyze it? How can you make your resume stand out in an electronic database? What are the common mistakes students make when drafting a resume that automatically gets them rejected from an interview? We talked to University of Oregon MBA alum Alix Gierke, Virtual Recruiting Program Manager at Intel, for tips on resume writing in the corporate world:

- ✓ Place all contact information at the top of your 1-page resume. Do not use italics or hard-to-read font. Anything difficult to decipher online is likely to be skipped or incorrectly entered.
- ✓ Make sure both your voice mail message and email address are professional. It's not a positive impression to hear a candidate's Britney Spears imitation or to notice their 'hotgirl81@gmail' account.
- ✓ State whether you are seeking FULL-TIME or an INTERNSHIP upfront. If your name sounds foreign, consider stating your US citizenship or F1 status and country as well; some companies only sponsor international students in specific skill-set areas.
- ✓ List your education (bold **degree** rather than school), expected graduation month / year, and cumulative GPA. Degree GPA is irrelevant. Some recruiters assume no GPA indicates you don't meet minimum firm criterion.
- ✓ Test your resume on others. If it's not easy to pull essential information such as contact info, full-time or intern, degree and graduation date, GPA, relevant experience, and memberships / student organizations (i.e. Women in Business, National Black MBA Association) in 30 seconds or less, revise your resume. Often, a first screening for a large corporation is that fast (or even automated via keyword search agents).
- ✓ Consider bolding either **companies** (if impressive) or **job titles** (dream-job relevant), but not both. Bullet your most dream-job relevant results and accomplishments first. Note that bullets should not be a job description laundry list. Ask yourself: if a recruiter only reads half of your bullets, are they reading the most critical ones?

Last, notice a theme? When you've passed the screenings and have been identified as a promising candidate, recruiters will take the time to read your resume. Until that point, your goal is to remain in the running!

MBA's visit home of America's Hefeweizen Beer



As Homer Simpson so eloquently put, "Here's to alcohol, the cause of—and solution to—all life's problems."

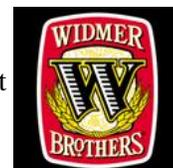
But if you listen to Kurt Widmer talk, he'd simply tell you that a beer a day is great for your health. Either way, the Oregon MBA class mixed business with beer for a Career Services Trip on Friday February 23rd and came out the other end a whole lot wiser.

The morning began by hearing from one half of the now famous Widmer Brothers, Kurt, and his long and winding path from German inspiration to American entrepreneurship. From seeing a gap in the market for an authentic unfiltered American beer in the mid-80s to riding the micro brew craze and subsequent crash of the 1990s to now managing a number of brands and partnerships with other brewers, it has truly been an entrepreneurial roller coaster.

The MBAs then heard from Sebastian Pastore (VP of Brewery Operations) who shared fantastic insight on the financial and capital planning components he has gleaned from his MBA. Tim McFall (VP of Marketing) then described how multiple brands are managed all under the same roof. Using the analogy of "branding" being the hammer and "positioning" being the nail, it was clear just how important market strategy is to breweries.

Sounds pretty sweet right? Well if you're thinking of applying to Widmer, Mark Waxman (Head of HR) cautions that he receives hundreds of resumes a day and that to stand out you need to "do whatever it takes, expect to grow and change, strive for excellence, and lastly, demand honesty, integrity and respect."

In other words, Homer Simpson's need not apply.

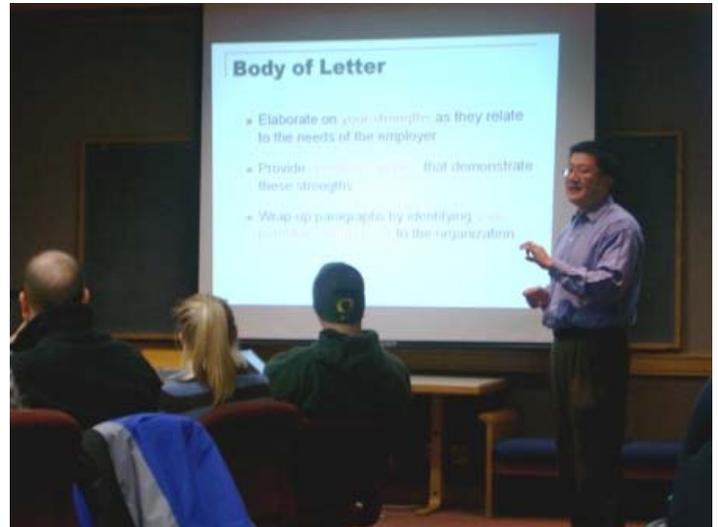


Cover Letter Workshop Reveals Tricks of the Trade to Students

On January 17, LCB students had a chance to learn about cover letter writing tips from Career Services Director James Chang. Over twenty students attended the 90 minute event, eating pizza and taking notes as James led them through a short lecture and numerous hands-on activities. Some of the advice James gave included:

- ✓ Be business-like and to the point: Employers don't have a lot of time to read fluff.
- ✓ Try to find an HR manager or contact person for the position: Employers like personalized letters.
- ✓ Focus on relevant skills to the position: Explain why you are qualified with concrete personal experiences.

By following tips like these, your application is sure to stand out in a pile! Look for more workshops to come.



Career Services Director James Chang talks about how to write cover letters to LCB undergraduates.

Top Ten Least Impressive Resume Entries

10. Education: Oregon State
9. Types 120 words per day
8. Wrote the line, "Have you seen the world's funniest joke book?"
7. Summer job: Sidewalk Santa
6. Crack salesman of the month
5. Waterslide park employee who sits in chair next to top of slide and says, "Okay, you can go."
4. Have 54 friends on Facebook
3. Watched "Titanic" 47 times
2. 2004: Pizza Hut delivery man
2005: Pizza Hut manager
2006: Pizza Hut delivery man
1. VP in charge of "bringing sexy back"

Interview Workshop with Bill Sherman

Students polished their interviewing skills February 1 at Career Service's Interview Workshop. Bill Sherman, Assistant Director for Employer Relations, began by telling workshop attendees about the purpose of an interview. He then dispensed tips on how to mentally and physically prepare for the interview, including mastering your mindset and learning as much about the employer as possible.

After his brief lecture, Bill let students practice their skills on each other. Each student chose an experience that they

felt was relevant to employers, and then they told stories about their experiences. Using the SAR method—Situation, Action, Results—students were able to tell stories in a way that made them memorable to the employer and also showcased their best skills.

As with any presentation skill, interviewing is best learned through practice. If you want to get feedback on your interview style, make an appointment for a practice interview in Lillis 240.



Students practice "telling their stories" at the Career Services Interview Workshop

“Employers Tell All” about Finding an Internship

During Winter Term the campus was abuzz with talk about internships. Students were coming into LCB Career Services in droves asking questions about where, when, and how to look for an internship that would give them a great summer experience. In response to all the questions, a star-studded panel of recruiters was assembled on Tuesday, January 23rd:

Karen Fauser, **State Farm Insurance**
Melissa Keen, **Target Distribution**
Melissa Mackie, **Regence**
Donovan Mattole, **Nautilus**
Kari White, **Fred Meyer**



“Employers Tell All” Panel with Bill Sherman (right)

Here are some of their key take-aways:

- **Pay attention to recruiting cycles.** Some industries recruit early (fall), while others recruit later in the year (winter, spring). Larger companies tend to forecast their hires, while smaller companies use a “just in time” hiring model.
- **Don’t spam—tailor your resume.** The candidate who applies to every single open and available position is bound to get a reputation as someone who is not very focused. On the other hand, the serious student will be recognized by the time she takes to tailor her resume to the specific requirements of the job.
- **Not sure exactly what you want to do with your life? No problem!** Internships can be a great way of taking a company for a “test drive.” On the other hand, if you are focused on a specific career objective, then a summer internship provides the ideal opportunity to immerse yourself in the profession.
- **Cast a wide net.** Don’t put all your hopes on an internship with one company. Ask yourself, “Where can I get the skills, knowledge, and experience I need to be competitive after graduation?” Then go after a variety of firms, regardless of the product or industry they represent.
- **Be prepared to talk substantively about your experiences.** It is important to be able to articulate not only what you did, but how you did it and the results. In addition, it is important that you be able to relate your experiences to your ability to do their job.

Networking for Marketing Students: the AMA Main Event

Networking can be one of the most difficult career building skills to master, but the UO chapter of the American Marketing Association made it a little easier on February 8. Fifty-five students and 15 marketing employers enjoyed a 2-hour speed networking session in the Lillis atrium. The event was sponsored by Regence.

The theme of the event was “Destination Success,” a travel theme that promoted a relaxing and social networking atmosphere far removed from the chaos of the Career Fair earlier that day. Each table represented a country, and students received career advice from employers at each station. Students rotated from country to country throughout the event to fill their AMA passport, giving them a chance to meet all the employers.

The AMA offers many career building events throughout the year. For more information, check out their website at <http://gladstone.uoregon.edu/~ama/>.



Students “speed network” with marketing professionals in the Lillis Atrium during the AMA Main Event

Advice from the Expert Booth

Each term, one day before the Career Fair, LCB Career Services hosts an event called Expert Booth. Employers serve as “the Experts” to give students advice on resumes, cover letters, and the job search in general. This year, 25 LCB students received career advice from the following employers:

- Jeffrey Austin from Eli Lilly & Co.



- Casey Jackson from Wolseley North America



- Melissa Mackie from Regence Group



- April Razey from Enterprise Rent-A-Car



- Rick Rioja from PACCAR



PACCAR representative Rick Rioja talks with MBA student Nathan Rarick about careers

Sports and Passion at Nike Day



LCB students learn about the Nike Corporation at Nike MBA Day

This year, Nike has chosen the University of Oregon as one of its target schools for recruiting. The attraction? An excellent business program, a diverse student population, and a sports marketing concentration that gives students real world know-how. On Thursday, January 11th, MBA students from the Lundquist College of Business were one of five programs from across the country invited to participate in “Nike Days”—a unique half-day event that featured a panel of alumni, a tour of Nike’s always impressive campus, and a keynote speaker. This year, the group enjoyed the insights of Nike’s Executive Talent Scout, Michael Leming (a Duck). How does a person get into Nike? Well, contrary to popular belief, entrance into Nike is no sure fire bet just because you graduate from the UO. What is Nike is looking for?

Strong Competitors. Nike is an industry leader because it looks for people with the passion and drive to succeed.

Loyal Team Players. Give and take is important in any relationship—but especially true in the workplace. How well do you give and receive

feedback? Learning from your group projects now can be critical for working in a highly effective team later.

A Passion for Sport. Most people who work for Nike will say they do so for the love of the game. They put heart into everything they do simply because they believe in what the company stands for.

Candidates Who Differentiate Themselves. If you interview with Nike, you will want to take stock of your skills, knowledge, abilities, and background and be prepared to talk about what makes you stand out from the crowd.

The next step? Visit <http://nikejobs.com> and start applying for open jobs and internships. Make sure your cover letter, resume, and application materials reflect the qualities above. Has it been a while since you’ve revised your resume? Make an appointment with a career advisor in Lillis 240 today.

Just do it.



From the New Office Coordinator: Bethany Rexford

Bethany Rexford is the new Office and Communication Coordinator for Career Services. She provides a brief biography and her first impressions of the job below.

Not only is my role as Office and Communication Coordinator for Career Services a new job, but Eugene is a whole new town for me. I am from Baltimore, Maryland and my previous jobs were in customer service sales and office management. I needed a change, and working in a university appealed to me because of the constant interaction with students and faculty. Living in Eugene's culture of great food (especially vegetarian) has made this a great transition for me.

On my first day of work at Career Services, I was introduced to several members of our office staff. It was an early start that November day at 7am, and I was surprised by everyone's contagious morning giddiness. I was the "new girl," but felt like I had known my new co-workers for years.

I have already had many great experiences working in Career Services. I see both sides of

recruiting: the students' challenge to find a job and the recruiters' challenge to find the right candidate. It sounds so simple, but as we all know, it is not! Both James Chang and Bill Sherman work very hard to solve this puzzle for every student who walks through LCB Career Services' doors. Meanwhile our team of work-study and GTF (graduate teaching fellow) students put our brains together to find ways to get students involved in all the great events our office hosts. I have sent out hundreds of e-mails to students, trying to coordinate different events. They provide information on who's coming to campus and how students can find jobs and internships, which is a great benefit to students.

I can't believe we are already heading into spring. This means I have survived a whole term! I know I've made the adjustment to being a University of Oregon staff member because I now live my life from term to term.

Bethany loves pink, if her stack of folders and post-it notes don't give it away. Stop by to talk to her anytime in Career Services.



Bethany Rexford and Ogechi Amadi are ready to help you at Career Services.

Career Services Student Spotlight

Last issue, we ran an article about all of Career Services's student workers. This issue, we're highlighting one additional student worker that you can expect to see in the Career Services "Fish Bowl."

Ogechi Amadi (see picture above) is from Orange County California. She graduated from the University of California with a Bachelor's degree in Information & Computer Science. She is currently a second year law student at the University of Oregon. In her spare time she enjoys relaxing, watching movies and catching up with friends and family. Come in and say hello to her!

Columbia and NW Career Fair (cont. from page 1)

their areas of the business, discussed their career paths, and answered questions from the students. In addition, Stephanie Heidrich from Human Resources detailed what Columbia is looking for in candidates, outlined current opportunities at the company, and finished off the valuable session with a tour of Columbia's campus.

In the afternoon the ambitious group of MBAs moved to the World Trade Center in downtown Portland for the annual MBA Career Fair, which provides an informational forum

where MBA students have the chance to interact with representatives from the Northwest's top companies. Not only were students able to connect with employers, but the event provided the opportunity to network with students from other MBA programs in the Northwest, participate in panel discussions moderated by Career Directors from five participating schools, and learn about what companies seek in MBA candidates. First year MBA's: make a point of putting this annual event on your calendar now. It's a must see event.

Anatomy of a Good Resume



What is it about a resume that makes employers nod their head or wince in shame? Below, we dissect a good resume to show its most important parts:

Concise header that makes your name stand out.

JULIE SMITH

125 Broadway • Street Eugene, OR 97403 • (541) 555-5834 • jsmith@yahoo.com

Clear objective tells employer specifically what job you're looking for.

OBJECTIVE To become a Financial Analyst Intern at Intel

EDUCATION University of Oregon, Eugene, OR
Bachelor of Science in Business Administration, Expected June 2008
 Concentration in Finance, Minor in Economics, GPA: 3.6

Education that highlights programs you've enrolled in and degrees you've earned.

Nagasaki School of Foreign Languages, Nagasaki, Japan
Summer Language Immersion Program, June – August 2004

COURSE HIGHLIGHTS Financial Management, Financial Markets and Investments, Financial Accounting, Macroeconomics, Microeconomics

Courses relevant to job are listed (may be omitted).

EXPERIENCE **Cashier**, October 2005 – Present
Albertsons, Eugene, OR

- Handled cash in excess of \$5,000 and reconciled receipts daily
- Responded to customer complaints in an efficient manner and directed questions as needed
- Designed and organized weekly promotional displays to increase sales for selected products

Experiences showcase your skills using action verbs. Experiences can include paid, volunteer, and co-curricular activities.

Note that this is not a list of duties. Provide details and accomplishments to relate experiences to specific job requirements.

Resident Assistant, September 2004 – June 2005
University Housing, University of Oregon, Eugene, OR

- Provided support, mentoring, and advising to first-year college students to increase retention and academic success
- Arranged quarterly educational and social programs for 80+ students
- Interpreted and enforced university policies and procedures to ensure safety of residents

Skills emphasize the languages and computer programs you know.

SKILLS Fluent Japanese, Microsoft Excel, PowerPoint, Access

ACTIVITIES

- UO Finance Association Member, June 2005 – Present
- UO New Student Orientation Volunteer, July 2005, 2006
- Food for Lane County Kitchen Assistant, January – June 2004

Activities focus on clubs and volunteer work.

INTERESTS Triathlons, jazz music, snowboarding, traveling: Southeast Asia

Interests spark interview conversations (may be omitted).

As seen above, a strong resume also has the following characteristics:

- ✓ Organized and visually pleasing
- ✓ Clear and concise in presenting experiences
- ✓ Tailored to specific positions/industries
- ✓ Technically correct in grammar and spelling

Have specific questions about *your* resume?
 Come see LCB Career Services!
When: Monday through Thursday
Time: 1:00 pm to 4:00 pm
Where: Lillis 240