

# The Highlighter by LCB Career Services

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BUSINESS  
University of Oregon

## Career Opportunities Blossom in Sunny San Francisco

As you are making your list of the top five cities to live in after graduation, perhaps Portland or Seattle come to mind as the most “Duck friendly” destinations. You might be a little hesitant to think California. With a dozen well-known schools entrenched in the state, does a UO grad even stand a chance? The answer is an unequivocal yes. LCB students have a top-notch, competitive education that can hang with the best of them. Where do you start the job search? How about San Francisco!

During the first week in April, ten students from the Oregon MBA program went on an “exploratory mission” to the Bay Area to check out such well-known companies as Apple and Google. This is the second year that LCB has blazed a trail down south and this time the progress was evident. We were welcomed with open arms by seven different companies:



**MBA students suit up for their 3-day adventure in San Francisco**



### Apple

**Who We Visited:** Paul Reichow (MBA Alumnus), Director of Compensation

**Takeaway:** Hiring at Apple is based on passion, because passionate people have fresh ideas and are willing to put 100% of their energy into making them come alive.



**Who We Visited:** Kathryn Wang (BA Alumna), Relationship Manager with the Google AdWords group

**Takeaways:** This is the most sought after company to work for today—no joke. If you really want to work at Google, you have to be persistent. Don’t get flustered by a lengthy interview process and don’t get discouraged if you aren’t hired the first time around. Try, try again.

### BANANA REPUBLIC

**Who We Visited:** Robin Dunbar (BA Alumna), VP of Store Operations and Jack Calhoun, President

**Takeaways:** The culture is described as “casually intense.” Motto: “Let You Be You.” They look for candidates who are motivated and

*(Cont. pg. 6)*

## Director's Corner: Managing Your Professional Image



People use any and all data available to create their perception of you as a person and as a professional. By recognizing that, you are better able to control the image you portray to others. Here are some quick tips to manage your image throughout the job search process:

- Keep a formal tone when corresponding in writing, especially when you write emails. Also make sure you include no typos or spelling/grammar errors.
- Something as “small” as your email unique name or outgoing message on your voice message can shape another’s impression of you. Choose wisely.
- A smile, a firm handshake and good eye contact can go a long way to build rapport and trust. Don’t get distracted when you’re meeting someone.
- Being dressed “better than expected” is noticed by others and helps establish your professionalism. It also makes you feel better, too.

## Six Steps to Internship Success

For most students, just getting the internship offer seems like success. But now, the question is: how do you take advantage of roughly eight weeks without drifting through September not having gained more than a company name on your resume?

Internships can range from a baptism by fire to feeling like a glorified stapler. Regardless, you have to figure out how to maximize it. Here are 6 steps, beyond chugging those early morning coffees, to make the most of your internship...

- 1 Talk to strangers.** A lot of interns drift through a summer without ever speaking to someone other than their manager and people directly involved on their team’s projects. Lunch in the cafeteria is the best place to network within the organization. The odds of your team having an opening for you at graduation may be slim, but there are lots of other opportunities to meet influential people during your summer – and you’ll regret it next May when you’re stuck cold-calling them.
- 2 Play sports with the boss.** Playing sports is another great way to socialize in a short period of time. If your company plays hoops at lunch or after work, get your uncoordinated body out there and make a name for yourself. You don’t have to be any good, but as a major VP at Adidas told me, he can tell who he wants to hire by the way they handle themselves emotionally on a basketball court.
- 3 Be a “big meeting” bump on a log.** Realistically, you aren’t going to be asked to make any major strategic presentations, but this doesn’t mean that you shouldn’t be allowed to sit in on some. However, most companies don’t think to ask the intern into a major meeting. If you show interest, you could end up being privy to some pretty cool high-level thinking...and realize it’s not that far above you!
- 4 Learn from other interns.** Again, if you think you may be interested in your company post-graduation, realize that openings can come from other interns’ teams *this* summer. So, why not cozy up to them and get some specifics on what it’s like to work for their managers and what they like and dislike about their job. Also be sure to ask if it seems like there is room for growth on their team.
- 5 Lay seeds for future school projects.** A really easy way to endear yourself to your manager and set up possible future employment with your company is to propose some extra work you can do back at school. The key here is to be prepared by looking at potential classes and their syllabi to find ideas. You may want to even contact a future professor over the summer and ask them how you could fit a project into their class.
- 6 Don’t just steal pens.** Take research, articles, memos and PowerPoint presentations that may be useful in future job searches or general industry knowledge. Just make sure you have *permission*, unless you want no chance of future employment!

# Want a Job in Investment Banking, Money Management?

Ducks on Wall Street? It used to be a dream. Now, more and more LCB finance concentrators are getting serious about making a big splash in the Big Apple. Friday, April 27<sup>th</sup>, marked the first ever “Careers in Investment Banking & Money Management” signature event, sponsored by the Securities Analysis Center and LCB Career Services.

The morning started with a panel discussion, featuring four alumni at various stages in their careers: Jeff Tarbell, senior VP with Houlihan Lokey, John Woolley, Co-Founder and Principle of Tamarack Capital, Jason Polansky, founder of JP Capital Management, and Emily Knigge, Analyst at D.A. Davidson in Portland. Moderator and professor Larry Dann asked such poignant questions as, *How did your career get jumpstarted? What do you wish you had paid more attention to in school? What guidance would you give to UO students who want to compete with the elite?*

Jeff Tarbell’s keynote speech at lunch focused on emerging trends and what Ducks must do to seize the moment. He admitted that most larger firms recruit from the Ivy League schools. A UO grad, he says, is just as good as a Harvard grad (and perhaps a little more humble!). The key is to (1) get an internship and (2) either get ahead of the recruiting



Panelists (from left to right): Emily Knigge, Jason Polansky, Jeff Tarbell, John Woolley, and Moderator Larry Dann

cycle in early fall or come in right after it in late winter. Also, it may make more sense for graduates to launch their career on the West Coast. The key is to think through your strategy carefully, identify what differentiates you, and go for it with enthusiasm and eternal persistence.

## Breakfast Club: Career Services Style



Sorry, Emilio

Contrary to what you might think, Career Services’ “Breakfast Club” has nothing to do with detention or high school clichés. Instead, the four 7:30 am meetings focused on how to increase the effectiveness of the MBA career search by providing tips and strategies in between yogurt and pancakes. Below are the key topics and takeaways students

learned from each session:

### ⚙️ The Recruiter's Perspective

*Tuesday, April 10*

According to Elizabeth Sadhu, Recruiter from Golden Temple Foods in Eugene, your career path may be a windy road, rather than a ladder. When you apply for a position you must articulate your interest in the company and your passion for the profession convincingly. Pristine, error-free application materials and timely follow-up are crucial.

### ⚙️ Resources & Strategies for the Internship Search

*Thursday, April 12*

Resources like ReferenceUSA.com and Chamberof-

Commerce.com can help you identify organizations and employers in which you may have an interest. Even if you don't see an internship posted, contact them to offer your help to work on projects they need done.

### ⚙️ Networking Subtleties

*Tuesday, April 17*

Networking is a mindset: Be genuinely curious about other people and strive to keep in touch. Don't wait to contact someone only when you need something from them.

### ⚙️ Maximizing the Internship Experience

*Thursday, April 19*

Before you go into your summer internship, ask yourself what you want to get out of it. Then, plot your course accordingly. While in the position, be a sponge and soak up everything you can about the company, the work, the industry. Take time to reach out and talk to people above you, below you, and lateral to you. The summer might be over in September, but your networking efforts will be just beginning.



# Student Profile: From the Career Services Office to a Job



**Derek Bronson, undergraduate business student, is now an employee for GarageGames**

*Derek Bronson will graduate this spring, but he began his career journey last fall by attending one of Career Services undergraduate on-site business trips. Derek highlights how he journeyed from Lillis to a full-time position.*

In the fall of my senior year I started visiting Career Services to prepare myself for my departure into the work

world. While brushing up on my resume and interview skills with the staff, I heard about an opportunity to visit a local video game technology company called GarageGames. I was shocked that a video game company existed in Eugene and decided to go on the tour.

The people at GarageGames showed us around the building and gave us information about what it was like to work for a small video game company. After the tour I decided to apply the career advice I had received from Career Services Assistant Director Bill Sherman and sent a resume to GarageGames.

The resume passed the test and GarageGames granted me an interview. I sat down with Mr. Sherman again and we practiced several common interview questions to prepare myself. When I finally interviewed with GarageGames, I felt more prepared and less nervous than I ever had for an important job

interview. Several weeks later, GarageGames offered me a three month internship. The internship was no-pay, but I found out that 90% of GarageGames employees had gone through a similar internship process.

The internship was hard on me both physically and financially but I was determined to give things my best shot. I was constantly searching for projects that separated me from the other interns that were there. I used various skills I had learned through the LCB and my entrepreneurship focus to show how much of an asset I could be. My efforts proved to be enough. Even though I'm still finishing my degree, I have been placed on salary and will start full-time with the company in June as Academic Liaison, a sales position for selling GarageGames products to schools worldwide.



## The Employer Perspective: Ask the Recruiter Event

On May 8th, one of the bright and sunny days of spring term, Career Services held a great event for business students called "Ask the Recruiter." This event was an opportunity for students to experience all of the services our office offers, but from the employer's perspective.

We saw the softer side of the recruiters; instead of recruiting, they offered help with resumes and cover letters, answered questions about the interview process and provided insight into the job search. Green and yellow balloons dotted the ceiling of Lillis 250 while the doors were propped wide open to invite all business students to come on in and participate.

A number of undergraduate and graduate students resisted the temptation to play outside and instead asked pertinent questions to recruiters. This opportunity also allowed

students to prepare for the Spring Career Fair which took place the next day.

We extend our thanks to the representatives from three companies who came to campus:



**Pete Happy and Vinson Green** from Target



**Sara Vizcaino** from PacificSource Health Plans



**Eric Bloomsberg** from Aerotek

# MBA Social Networking Event

With midterm weeks behind us and finals week quickly approaching, the Oregon MBAs took a breather on May 10th to hold a social networking event for current students and alumni alike. Held on the fourth floor of the Lillis building, the MBAs made good use of the balcony to discuss life and business during the event.



**MBA student Trent Terriquez (left) and UO alum Derek Reiber (right) discuss business over drinks and finger foods**

der of FloraGenex also gave students tips on how to launch their own business.

Roughly a dozen alumni came out to the event, including employees from Hewlett-Packard, KONE, and Sequential Biofuels. Many of the alumni had just received their MBAs last year, giving graduating students a chance to ask questions about the job search process. For the more entrepreneurial at heart, alumni Nathan Lillegard and foun-

## News Bites: Workshop Review

Missed a few Career Services Workshops? Don't despair! We highlighted some of the key points for you:

### Cover Letter Writing, April 5

**KEY TIP:** It's critical to have a plan and outline when drafting your cover letter. Identify the employer's priorities, and make sure your letter highlights your skills and experience that relate to those priorities.

### Resume Clinic for Business School Applicants, April 9

**KEY TIP:** Don't make your resume a simple list of duties specific to your past jobs. Focus on the interpersonal and organizational skills that allowed you to work effectively with people under time constraints.

### Beyond Websites: How to Find a Job or Internship, April 16

**KEY TIP:** Posting your resume on Monster and browsing job boards for available positions are passive strategies that yield limited results. Serious job seekers need to be proactive: attend professional events, conduct informational interviews, call up a recruiter for coffee. Get your name out there!

### Interviewing Workshop, April 25

**KEY TIP:** Interviewing feels so stressful, even "unnatural." How do you perform your best when you're so nervous? Learn as much as you can about the company and the position, anticipate questions you will be asked, practice, dress your best, and exude an air of confidence.

## Nailing It: Tips for Successful Interviews

Summer is fast approaching and it's getting down to the wire for job and internship seekers alike. We have all spent countless hours strategizing, preparing our resumes, applying for positions far and wide, and networking like there is no tomorrow. Now, after all that work, comes the most crucial component of all: the interview. Those few minutes will make or break your future with the firm, so as you prepare, consider the following advice from interview experts at two of Oregon's most successful firms:

### Stephanie Leuwellyn; Human Resources, Columbia Sportswear

- Research the company thoroughly and demonstrate your knowledge.
- Prepare questions that demonstrate your depth of interest.
- Focus the discussion on what you want to do for the company, not what you are hoping to learn or get from the experience.
- Be enthusiastic, make it clear that this is the job you truly want, and demonstrate passion for the industry and the firm.

### Mark Waxman, Human Resources, Widmer Brewing Company

- Anticipate questions employers will ask, write them down, and practice how you will answer.
- Understand the values and personal qualities employers are looking for in. For some firms, that is as important as technical qualifications and skills. Widmer, for example, is looking for people with a "do whatever it takes" attitude, expectation to grow and change, motivation for excellence, honesty, integrity, and respect for others.

Now the rest is up to you: take these tips to heart, be confident in your abilities as an LCB student, walk into that interview room and nail it!

# Sustainable Advantage Conference: Innovations in Green Business



On April 19th and 20th, business students and faculty alike had the chance to learn from leading business innovators at the 2007 Sustainable Advantage

conference. The conference showcased pragmatic tools that not only lead to business profits, but also promote environmental and social causes. While other conferences deliver “pie-in-the-sky” speeches, Sustainable Advantage focused on giving business leaders actionable steps that can be taken back to companies and implemented right away.

Over 30 business people attended the two-day event, representing companies as diverse as Coca Cola and Weyerhaeuser. Workshops and panels covered a range of topics, including reducing carbon footprints, marketing a sustainable company, and encouraging sustainable business practices through public policy. The conference also featured a trade-show, where participants could sample sustainable products.

In addition, participants also had the chance to hear keynote speeches from business leaders who are “walking the talk.”

This year’s speakers included:



**Chris Van Dyke**, President and CEO of Nau, a sustainable clothing and outdoor apparel company



**Hu Tao**, of the State Environmental Protection Administration of China

**Darwyn Jones**, Transportation Manager, from Wal-Mart also spoke.

How does sustainable business impact student career opportunities? Beth Littlehales, Project Manager of Sustainable Advantage, says, “The conference offers a lot of networking opportunities, both during the actual events and in the months leading up to it as we worked with the various companies involved. It goes to show that integrating sustainable practices is becoming a business reality.”

Keep an eye out for next year’s conference!

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## San Francisco Business Trip *(cont. from page 1)*

driven, with strong points of view they can communicate clearly to business partners. Leadership experience and a strong team focus is also key to the company.



**Who We Visited:** Mike Niedermeyer (MBA Alumnus), Executive VP with the Asset Management Group and Debbie Ball, Executive VP of Wholesale Operations

**Takeaways:** Think beyond teller positions. Wells is a huge company with a ton of job opportunities spanning at least 75 different groups. Interviewers will ask probing question to prove that you listened. They look for candidates with the ability to change and adapt.



**Who We Visited:** Phil Bullock, VP of Tax, and David Thomas, Chief Investment Officer

**Takeaways:** Symantec has an innovative, dynamic environment, open to diverse ideas and POVs. The company has an Oregon presence and welcomes UO grads

both here and at their corporate HQ in California.



**Who We Visited:** Joel Revill (UO Alumnus), Partner

**Takeaways:** In addition to obvious larger investment firms (which everyone flocks to), there are smaller firms all over the country that make great homes for Ducks. Also, don’t forget about the emerging investment opportunities overseas! A second language is a big plus (Chinese, Japanese, Spanish).



**Who We Visited:** Spencer Brush (BA Alumnus), Partner

**Takeaways:** Mr. Brush: “When you are an employee, think like an owner...Put your customers first, your firm second, and yourself third...You will make mistakes in the business, but when you do, make sure they are honest mistakes.”

# Final Words: Advice from Graduating LCB Staff Members

Every year, the Career Services offices sadly sees our office staff graduate and move onto greener (i.e. “salaried”) pastures. This year, our five departing students would like to leave you with some advice about career building they learned while working at the office.



Working in LCB Career Services has been a wonderful experience and one in which I have benefited from greatly. I strongly recommend students use Bill Sherman (Assistant Director) and James Chang (Director) because they are great resources in your job search. Practice makes perfect, and the more you practice your skills with them, the more prepared you will be to enter the ‘real world.’

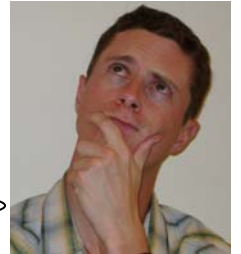
**Sonia Aouriri, Staff Member in Charge of Internet Communications**

“Getting fired can be a positive career move. Being fired often means you're at odds with your company. It means the job isn't right for you. Being fired used to be a negative on your resume, now some headhunters find it attractive because it can show initiative.” *Paul Arden*

“Success is going from failure to failure with no less enthusiasm.”

*Winston Churchill*

**Karl Keating, Graduate Teaching Fellow in Charge of Marketing**



Never underestimate the power of the informational interview. I knew I wanted to do marketing, but I didn't know in what field . By conducting interviews with alumni and learning about their jobs, I discovered the world of market research and brand management. Informational interviews also helped me snag an excellent summer internship. My final word: find people who have the job you want and talk to them now before you graduate!

**Deborah Marshall, Graduate Teaching Fellow in Charge of Advising**

**Serious Advice:** Be strategic about your brief time at LCB. Define the position you are targeting as early as possible. Then identify the holes in your education and experience that would prevent you from getting that position and spend your time filling those holes.

**Not-so-serious Advice:** Ghandi said to be the change you want to see in others. While there is some merit to that, a better approach is to steal the change you need from others and use it to feed your parking meter.

**Joe Mattson, Graduate Teaching Fellow in Charge of Business Trips**



Searching for a career is like starting new classes each term. There is that first step of raising your hand to ask the professor a question. It is all about making that first move and putting yourself out there. Ultimately, searching for a career, interviewing, and networking are all about taking that first step to make yourself stand out. So go out there and try! Really, what is the worst that can happen?!

**Sasha Welka, Staff Member in Charge of Creative Advertising**

# Not Just for Class: Blackboard's Job and Internship Postings

Lundquist College of Business students have a reputation for excellence. Certain companies contact the LCB Career Services Office specifically looking for full time hires and interns from the Lillis building. How can you find those companies that are looking for you, the Oregon business student? Look no further than Blackboard.

First log into your Blackboard account at <http://blackboard.uoregon.edu/>. On the right hand column, you will find specific resources for your major, as shown below:

**Accounting**  
Announcements

- Cover Letter Workshop- This THURSDAY 4/5
- Career Services Spring Events Posted!

**Business Administration**  
Announcements

- Investment Banking Careers Panel and Luncheon Event Announced
- Cover Letter Workshop- This THURSDAY 4/5
- Career Services Spring Events Posted!

**MBA Career Services**  
Announcements

- Investment Banking Careers Panel and Luncheon Event Announced
- Career Services Spring Events Posted!

**Pre-Business Administration**  
Announcements

- Cover Letter Workshop- This THURSDAY 4/5
- Career Services Spring Events Posted!

Depending on your degree, you will see one of four links: *Accounting*, *Business Administration*, *MBA Career Services*, or *Pre-Business Administration*. Click on the link you find on your Blackboard page.

To find the internal Career Services webpage, look on the left-hand side of the page and click on the *Career Services* link:

My UO Courses

Announcements  
LCB Event  
Calendar  
Academic Dates and Deadlines  
**Career Services**  
Braddock  
Tutoring Center  
Discussion Board  
Student Groups

You should now be at the Career Services webpage. Although there are many exciting events that you can register for on Blackboard, if you're looking for a job or internship, click on the *Jobs & Internships* folder shown below:

BUSINESS ADMINISTRATION > CAREER SERVICES

**Career Services**

**Jobs & Internships**  
Check out the latest job and internship listings sent to Lundquist Career Services. FREQUENTLY--PLEASE CHECK BACK OFTEN. If you apply for any of these Bill Sherman, Asst Director for Employer Relations at: [wsherman@uoregon.edu](mailto:wsherman@uoregon.edu) recruiting relationships with the companies listed.

**Event Information (Registration & Archive)**  
Exciting event details to launch your career. You can also find information about...

**Popular Job/Internship Links**  
[Career Links.xls](#) (124.5 Kb)  
Open this excel spreadsheet to access a list of over 140 links to job and internship opportunities from popular employers! (Updated 10/18/2006)  
For best results, save spreadsheet to your desktop, then open and search.

You are now ready to search LCB Career Service job and internship postings geared especially for business students! Simply click on either *Full Time Opportunities* or *Internship Opportunities* to see what's available:

BUSINESS ADMINISTRATION > CAREER SERVICES > JOBS & INTERNSHIPS

**Jobs & Internships**

**Full Time Opportunities**  
Job opportunities submitted directly to LCB Career Services.

**Internship Opportunities**  
Internship opportunities submitted directly to LCB Career Services.

Here is small sample of the variety of postings you can apply for:

- Yahoo! Finance Internship
- Comcast Human Resource Manager
- Eugene Emerald Baseball Internships
- Japan to US Export/Import Coordinator

**Want to learn more about jobs and internships?  
Come see LCB Career Services!  
Monday through Friday, 8 am to 5 pm, Lillis 240**