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## Making Connections

### Northwest **MBA** CONSORTIUM CAREER DAY

PORTLAND STATE UNIVERSITY  
UNIVERSITY OF OREGON  
UNIVERSITY OF PORTLAND  
UNIVERSITY OF WASHINGTON  
WASHINGTON STATE UNIVERSITY  
WILLAMETTE UNIVERSITY

*By James T. Chang*

On Friday, February 6, students from “rival” MBA programs across the Northwest shed their school colors for blue, black and grey suits to come together for the annual NW MBA Consortium Career Fair, held at the World Trade Center in Downtown Portland. They mingled with recruiters representing industries including energy, healthcare, manufacturing, and government to discuss internship and full-time career opportunities.

During the employers’ panel, recruiters shared insight and advice for managing the tough economic times and meeting employer expectations. Their main message was yes, they are still hiring!

During topic-specific panels that ran parallel to the career fair, employer speakers discussed careers in sustainability, finance, consulting, and sports, in addition to addressing specific concerns of and topics of interest to international students. Many connections were made that day, and employers and students alike had a great experience.





## Employers Tell All!

By *Bill Sherman*

By now, you've been a business student long enough to know that a summer internship is the way to go. A summer-long, professional experience (paid or unpaid) will build your resume and give you the opportunity to play a vital role within a company.



Here's just a taste of what they had to say...



On January 26, LCB Career Services brought in an outstanding line-up of recruiters to share their advice for securing an internship,

including:

- Ted Thoren, Division Manager with **First Investors**
- Kelli Koontz, Recruiting & Employment Specialist with **Fred Meyer**
- Melissa Mackie, College Relations Lead with **Regence**
- Karen Fauser, Human Resources Representative with **State Farm Insurance**

Putting Investors First Since 1930

### *What's the best way to find an internship?*

UO JobLink is a resource specifically for UO students, with internship announcements added all the time (visit: <http://uocareer.uoregon.edu>). Also check out the jobs page of individual companies, some of which recruit specifically through their own online system. If you aren't finding internships that interest you (or none at), don't be discouraged—send them a targeted cover letter/resume and follow-up with a phone call.

### *How would you advise a student to stand out amongst the competition?*

Avoid generic resumes—one size does *not* fit all. Instead, tailor your application materials specifically to the internship announcement and the company's products, services, values, and mission statement. When it

comes to the interview, don't wing it—bring specific examples of your skills in action and accomplishments you are proud of (with enthusiasm!). Last but not least, follow-up promptly with a thank you note or email.

### *Once you've secured a summer role, how do you make the most of it?*

Show up every day *wanting* to be at work. Managers can easily tell the slackers apart from their best workers, which could influence who they offer jobs to at the end of the summer. Other bits of wisdom: go the extra mile, don't be afraid to ask questions, network widely, and have fun with your job!



## Expanding Your Network



### Create Your Own Buzz: The 4<sup>th</sup> Annual Women in Business Gala *By Mandy Sherman, Vice President*

In my experience, there are never enough opportunities for business students to formally network with professionals. Women in Business hosts the Gala every year to increase student exposure to professional networking opportunities. We invite 50 students and 50 professionals to attend the event, and pair each student with a professional based on career and personal interests.

The goal of the Women in Business Gala is to provide club members and LCB females with a formal, but low-pressure networking experience. In many cases, this is the first time that our members have the opportunity to wear formal business attire; it might even be the first time some members have had prolonged interaction with business professionals. Because the Gala is not recruiting-oriented, this is valuable practice for networking situations.

Brenda Rocklin, CEO of Saif Corporation, was the keynote speaker for the Gala. Her presentation left us with many words of wisdom. Most memorable were her adamant urges to be true to ourselves, never compromise morals for a job, and do something that matters. Kayla Graham, the

President of the club, also gave a very heartfelt commemoration of our past executive, Rebecca Asla.

We hope that all attending students had the opportunity to practice networking. Our goal is to encourage members to stand out and “create their own buzz.”



### Beta Alpha Psi Meet the Students *By Alan Akwai, President*

Meet the Students is an annual event put on every Winter term by Beta Alpha Psi. Smaller than its Fall term counterpart Meet the Firms, Meet the Students brings local, regional, and national public accounting firms to the LCB where students can learn about potential career opportunities and network with prospective employers. Guests such as Pension Planners Northwest and the FBI also attend this event in search of talent. Meet the Students was another great opportunity for students to begin building relationships and having much needed conversations with professionals whom they could very well interview with in the future.

### Job Search for International Students *By Bill Sherman*



Are you an international student wanting to work in the US? On Thursday, February 26, Abe Schafermeyer from UO International Affairs and Bill Sherman from LCB Career Services presented the workshop *Job Search for International Students*. A diverse group of students from China, France, India, Japan, Russia, Saudi Arabia, Thailand, and Taiwan learned about Curricular Practical Training (CPT) and Optional Practical Training (OPT)—legal options for working in the US during school and after graduation.

If you weren't able to attend, you can find the PowerPoint on BlackBoard, in the Career Services folder. You can also always visit LCB Career Services (240 Lillis) and International Affairs (Oregon Hall) for individual advice.



**Selected Undergraduate Internships from Summer 2008**

Abercrombie and Fitch  
 AEG Live  
 Amp Energy Drink  
 Aozoua Bank  
 Ashland Partnership LLP  
 Best Buy  
 Bisys Tri City Insurance  
 Boeing  
 Boldt Carslile and Smith LLC  
 Chambers Productions  
 Chase PR  
 CML Media Hong Kong  
 College Works Painting  
 Community Mentor Network  
 Courageous Kids



Crater Lake National Park  
 Crimson Trace Corporation  
 Daimler  
 Dart Marketing  
 Delta Sigma Phi  
 E! Entertainment  
 Ernst and Young  
 EMC Corporation  
 Enterprise Rent-a-Car  
 4 Eung Jin Inc (Korea)

## MBA Nike Campus Trek

*By Jessica Best*

On January 7, Career Services took 9 MBA students up to the Nike Campus in Beaverton to learn about their MBA internship program. We were treated to presentations by Nelson Farris (Nike’s longest tenured employee), David Ayers (VP Global Human Resources) and Louis Jordan (Global Retail CFO) as well as a panel of former MBA interns now fulltime employees. Through their presentations, we learned where Nike came from and how its culture developed over the years as well as the direction that Nike is hoping to go in the future.

As a traditionally wholesale-focused business, Nike is positioning itself to be a stronger player in the retail market. They’re re-visioning the concept of their Nike Stores to be more consumer focused. You can visit the new Eugene store in Oakway Shopping Center to get a feel for the new design.

In order to build the quality and depth of their “bench” for key executive jobs, they have a strong initiative to hire smart, results-oriented team players. That’s good news for job seekers looking to get into one of

Oregon’s flagship companies. Nike cares more about your potential and what you can do, than they do about what degree you have.

That means those experiential learning opportunities (clubs, sports, jobs, internships, activities) are what can set you apart from other candidates.

Even though they’re planning on hiring, it’s still going to be key for applicants to be able to effectively communicate their fit with the company as well as the specific job. Ask yourself:

- *What differentiates me from my competition?*
- *What can I add to the Nike team?*
- *What have I learned from my past experiences that makes me the ideal candidate?*

These are good questions to ask yourself no matter which company you want to work for.

warsaw sports marketing center





## Become an Insider

By Bill Sherman and Jessica Best



Did you know we have a billion dollar company right in our own back yard? Air BP started as a

small, family owned operation in the 1940's and is now a joint venture with British Petroleum, with an impressive 20% of market share of the airplane fuel industry. The Business Performance Analyst and HR Director came to campus in January as part of our *Insider Series* to recruit for an MBA-level Marketing & Sales Internship. Find out more about Air BP at [www.airbp.com](http://www.airbp.com).



PCC, a \$7.5B company, brought 3 representatives to campus to share the details of their Finance Development Program with UO students. This is a two year rotational program that allows new hires in the finance area get a good feel for the opportunities available in 23 states and 13 countries. Although they only hire 8 recent grads into the FDP program per year, they've identified the University of Oregon as one of their top recruiting targets. Make sure that you're developing your leadership, finance, and community service experience if you want to be competitive with PCC—they weigh those equally, and maybe even more heavily, than your GPA!

## FACTSET

If you've ever wondered where

investment banks and securities firms get their information, look no further than FactSet—a global provider of financial data ([www.factset.com](http://www.factset.com)). On January 28th, two FactSet consultants visited LCB to build relationships with faculty and students, including our own Stephanie Bartlett (LCB and AKPsi alumna from 2008). Students were treated to coffee at LCB Career Services as they networked with FactSet to learn more about the financial consulting profession.



Are you an accounting student hoping to land an interview this coming fall? The HR Director and Recruiter from Portland-based Perkins & Co

([www.perkinsandcompany.com](http://www.perkinsandcompany.com)) presented an insightful workshop providing interviewing tips. The advice was frank and refreshing! For example, did you know that you shouldn't wear perfume/cologne to an interview? And that there will likely be questions that test your confidence under pressure? Everything from posture to writing thank you notes was covered. If you missed out, watch for similar programming spring term!

Fisher Investments  
 Flying V Ranch  
 Frank Rimmerman & Co  
 Fred Meyer  
 Funk/Levis & Associates  
 Game Show Network  
 Hometown Hearth and Grill  
 Intel  
 KPMG  
 La Jolla Playhouse  
 Lanz Cabinets  
 M3A Consultant  
 Maplight.org  
 Maurices Co.  
 Maxim Integrated Products  
 Merrill Lynch  
 Mind the Gap  
 Mosqueda  
 Moss Adams  
 Mr. Fix-all  
 MTV  
 Nike  
 NISA Investment Advisors  
 Northwestern Mutual  
 NW Natural  
 Pepsi  
 Perkins and Co  
 PGA Oregon Classic

PGE  
 Quality Counts LLC  
 Regence  
 REMAX River and Sea  
 Scanlan Kemper Bard  
 Screaming Circuits  
 Sears Holdings  
 Smith Barney  
 Sophie Bros, Distribution  
 Spark Plug Dance  
 Specialized Bicycles  
 Starbucks Coffee  
 Subway  
 Symantec  
 Target  
 VTM  
 Wachovia Securities  
 Walgreens  
 Wesport Int'l  
 Wiederman and Associates  
 Willamette Valley Vineyard<sup>5</sup>



# Off to the Emerald City

Center for Sustainable Business and Masters of Accounting Students head to Seattle to learn About Issues in Sustainability From Leading Companies

*By Guru Simrat Khalsa and Ben West*



With better-business mantras ranging from “Taking environmental stewardship seriously” to “Keeping it real,” and “redesigning the sustainable

industry,” UO MBA and MACC students got the opportunity to learn about how a handful of Seattle’s most credible sustainably-oriented companies are using business savvy to make a difference.

With the opportunity to meet with senior level employees, recruiters and HR representatives, the trip provided insights into the challenges of green business practices and career opportunities within the field of sustainable business practices. Companies visited on this trip were: Jones Soda, Weyerhaeuser, Imperium Biofuels, King County, Howland Homes, REI, Ecohaus, Starbucks and United Power.

... get involved early on with the company and make connections within the company...

One of the highlights of the trip included Jones Soda, where students met with Mike Ginal, Brand Manager and Eric Chastain, VP of Operations. Students got exposure to some of the challenges small companies face implementing sustainable initiatives, such as costs of energy audits and eco certifications, as well as the benefits of being flexible and responding quickly to customer needs.





On the other end of the spectrum, large companies such as REI, Starbucks and Weyerhaeuser were able to speak of their achievements, efforts and goals to push the sustainable business envelope into a green and prosperous future. A major career “take-away” from the trip was that companies want students to get involved early on



with the company and make connections within the company. A lot of companies like to promote from within, especially in a down economy, and they are much more likely to hire you if you have an inside

recommendation or if you have made a connection with the recruiter. Another important take-away was that companies are increasingly using social networking tools like “Linked In” as part of their recruiting process, so students should make sure to actively utilize these tools.

Look forward to a new and improved trip jointly produced by the UO Center for Sustainably Business Practices and LCB Career Services in 2010!

### Selected MBA Internships from Summer 2008

- C&K Market
- Bicycle Adventures
- Basketball Japan League
- Bose
- Electronic Arts (EA)
- Eugene08
- Gemstone Development
- General Motors R\*Works
- Harry and David
- IMG
- Intel
- Jarden Outdoor Solutions
- Jibe Consulting
- Moss Adams Capital
- National Basketball Association
- New Seasons Market
- Pier 39
- Portland Trail Blazers
- Relay Worldwide
- Safeco Insurance
- Sports Unlimited
- SportsMark
- Standard Insurance
- Sustainable Product Works
- Target
- The Standard
- UO Technology Entrepreneurship Fellowship





*“Do not follow where  
the path may lead.  
Go instead where  
there is no path and  
leave a trail.”*

*-Harold McAlindon*

## Keep An Eye Out For The Following Spring Term Events

- Careers in Sales Panel Discussion & Networking Event
- Young Professionals Network
- Career Fairs
  - ◇ Spring Career Fair (April 15)
  - ◇ Public Service and Non-Profit Career Fair (May 6)
- Workshops
  - ◇ How to Find a Job in a Down Economy
  - ◇ Interviewing Skills
  - ◇ How to Write Job Search Letters
  - ◇ Guerilla Networking



For more information, check out our blog calendar

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

LCB CAREER SERVICES HIGHLIGHTER Winter 2009

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