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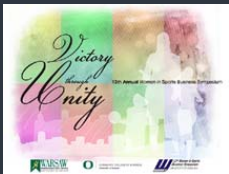
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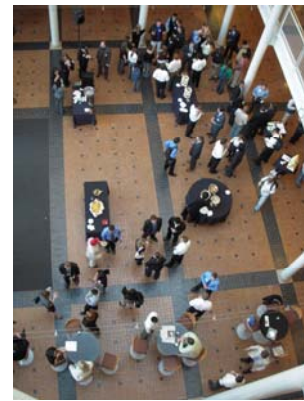
Sell It Like It Is Careers in Sales

By *Bill Sherman*

When you think about sales, perhaps the first image that comes to mind is the pushy clerk at the cell phone store or the attendant who won't stop following you as your looking at couches. Professional sales positions, however, are an altogether different story. The last big recruiting event on campus was focused on Careers in Sales—the one career path that is still thriving in a down economy.

A distinguished industry panel launched the evening, featuring alumni and recruiters from the Portland Trail Blazers, Cintas, Northwestern Mutual Financial Network, and KONE. Derrick Bates, Regional Recruiter for Cintas, spoke of salespeople in terms “hunters” (those who work off straight commission and create new business relationships) and “farmers” (those who are salaried and cultivate existing business relationships).

An expansive networking session in the



Lillis Atrium followed, where over 50 students were joined by more than 20 company representatives from AT&T, Federated Insurance, First Investors, Garage Games, Mass Mutual, Maxim Healthcare, Nike,

Pepsi Bottling Group, Pape, and US Bank. All were interested in recruiting students with at least a business major or minor and stressed the potential of climbing up in the company with a sales foundation.

Afterwards, one student said, “This is the most beneficial event I have attended in my time here at the UO!” If you were unable to take

part, stop by LCB Career Services to learn more about sales careers and upcoming opportunities to connect with employers.





Bay Area Bound

LCB MBA students head to San Francisco during spring break to meet with some of the Bay Area's leading firms

By Bobby Kosh

Over spring break a group of MBA students travelled with Bill Sherman, Assistant Director of LCB Career Services, to the San Francisco Bay area to visit with ten firms and connect with UO alumni. Although they sacrificed their vacation, it was an experience of a lifetime. The following is a chronicle of the trip and its highlights.

Day One Kransco: The group began the first day of the trip by visiting with Douglas Tinker of Kransco. Doug is a 1966 graduate of the University of Oregon and a great friend to the Lundquist College of Business. In 1975, he joined the Kransco Group Companies, the largest U.S. privately held toy manufacturer, as CFO. In the mid 1990's Doug joined with the Kransco chairman to acquire Yakima Products and Camelbak. He took the time to speak to students and answer their questions about entrepreneurship and private equity investing in his beautiful San Francisco office overlooking the bay.



Wells Fargo: The group next met with Steve Ellis, Vice President of the Wholesale Banking Group at Wells Fargo. Steve moved to Oregon from Philadelphia in the late 1970s when he and some friends decided to open a bar in Portland. He later graduated from the U of O and went to work in banking. Since then he has been featured in numerous industry publications. He took the time to discuss the current economic environment as well as the application of nascent web-service technologies that allow Wells Fargo's business customers to access all services with a single sign on.

Standard Pacific Capital: The group stayed in the downtown financial district and visited Joel Revill, Investment Partner at Standard Pacific Capital. Joel earned BA degrees from the U of O in Finance and Japanese Language and Literature. The firm has been extremely successful despite the economic

downturn. Joel enlightened the inquisitive group by explaining the fundamental basics of how Standard Pacific's asset management strategy works.

Good Capital: The next stop was a meeting with Meredith Walters, Marketing and Communication Director of the private equity firm, Good Capital. The company focuses on making socially responsible investments. During the meeting, Meredith led a case discussion regarding one of their investments and sought some strategic insight from the students.



Joie De Vivre: The first day came to an end with a visit with Karlene Holloman, Regional Vice President of Joie De Vivre Hotels. Joie De Vivre operates a series of unique boutique hotels throughout the state of California. Karlene guided students through a presentation on the company, its founder Chip Conley, and their distinctive business philosophy.





questions and provided advice for those interested in seeking employment in the field.

Apple: The next stop was Apple's corporate headquarters in Cupertino.

The students had the opportunity to meet with company recruiter Althea Gordon. She discussed how Apple was able to capitalize on its most recent success with the iPhone and iPod as well as opportunities with the company. Later, students got a chance to visit the Apple store and partake in the employee discount.

Google: The day concluded with a visit to Google and meeting with Adwords Relationship Manager and UO Alumna, Kathryn Wang. Kathryn discussed with the group the path that she took from graduation to Google. She also took the time to offer advice to each student based on his or her future career aspirations.

visit proved to be one of the highlights of the trip as Marka Hansen, President of Gap Brand North America, met with students and answered their questions. UO Alumna and Vice President of Store Operations, Robin Dunbar; Chief Financial Officer, Eric Bauer; and Executive Vice President of Marketing, Ivy Ross, also took time from their hectic schedules to visit with the group. At the conclusion of the visit, the group had lunch in the Gap employee cafeteria, which overlooked the bay and downtown San Francisco. It was a fitting end to an inspiring and enlightening trip.



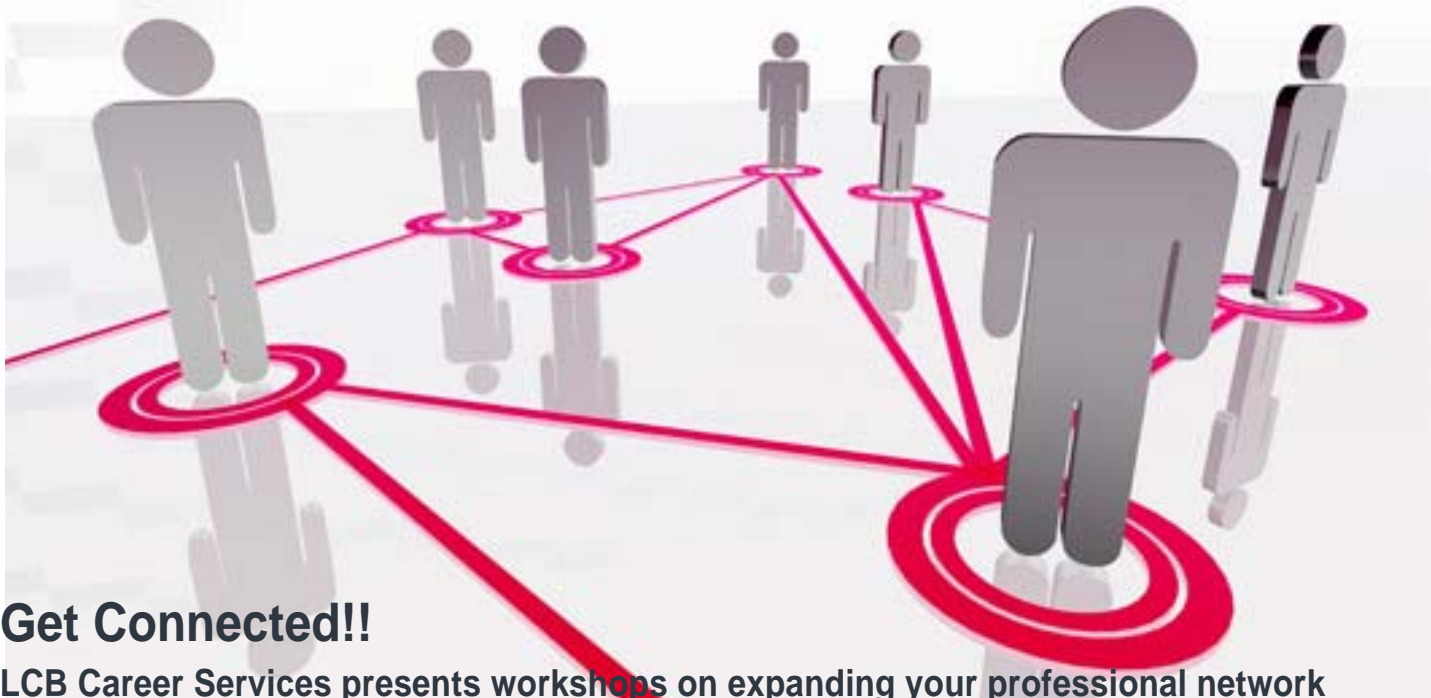
Day Two Chevron: The second day of the trip began with a visit to Chevron's corporate headquarters in San Ramon. The group met with Ron Sousa, Finance Manager; Yezdi Guzdar, Compliance Officer and Dane Zehrung, Project Manager. Yezdi addressed with the group how a large multinational firm like Chevron deals with compliance issues. Dane discussed the green-tech initiatives that the company is beginning to implement throughout the organization. He spoke of the company's office in Covington, Louisiana, which was the first gold certified LEED building in the entire state. Later, students got a tour of the San Ramon facility, including a glimpse of the amenities the company provides for its employees.

Bright Green Talent: The group had lunch with Christina Gilyutin, Director of Development for Bright Green Talent, which is a job placement agency with the focus of placing people in green collar jobs. Christina candidly answered

Day Three

Gap: The trip concluded in grand fashion as the group got to visit the corporate headquarters for the Gap. This





Get Connected!!

LCB Career Services presents workshops on expanding your professional network

By Jessica Best

We've all heard the adage "it's not what you know, but who you know." I prefer to think of it as, "it's not who you know, it's who knows you and what you can do for them." So how do you get your brand out there on the employment market?

In addition to our regular Resume, Cover Letter, and Interviewing topics, LCB Career Services also presented some new workshops on Guerrilla Networking & Finding a Job in a Down Economy. Here are a few key takeaways that can help you prepare for your job search:



How can you set yourself apart from the dozens (and sometimes hundreds) of applicants for the same job?

In the best of times, the most successful job seekers don't rely only on submitting resumes and cover letters to open postings—they couple applications with reaching out to their target companies.

Now that jobs are in higher demand, it's even more important for the job seeker to activate and expand his/her network. This personal connection can supplement your application materials and give you the edge.



How do you get connected with people in companies and industries you want to work in?

Social networking sites are a great way to see who you may already be connected to.
LinkedIn.com
Facebook.com
ReferenceUSA.com

Through LinkedIn, you can find others with similar backgrounds and interests. For example, you can link to groups for UO and LCB alumni, bike commuters, marketing researchers, entrepreneurs, and just about any other interest you can think of.



Once you get the email or phone number for someone, what do you say to them?

Informational interviews are a great "excuse" to get in front of key decision makers. Play up your student status to ask for their career advice. See our Job and Internship Search booklet for more about informational interviews.



The bottom line is, you can't be passive in your job search. Take charge and get connected!

Link to us on
LinkedIn!

- ◆ <http://www.linkedin.com/in/BestJessica>
- ◆ <http://www.linkedin.com/in/ShermanBill>
- ◆ <http://www.linkedin.com/in/JamesTChang>



Business After Hours

Students and staff attend Eugene Chamber of Commerce Networking Evening

By LCB Senior Joshua Benton

Want a chance to network with business professionals outside of a college setting? A few students from the Lundquist College of Business along with the Career Services staff took advantage of the monthly Eugene Chamber of Commerce Business After Hours Event.

The event was held on April 16th at McIntyre Construction Inc. and its sister company Fuller Cabinets. Upon entering the 35,000 sq. ft. building, the first one hundred people received a handmade bamboo cutting board from Fuller Cabinets and we were lucky enough to receive one. Inside and out aromas of fresh lumber and Hawaiian BBQ filled the air. McIntyre Construction Inc. planned the Hawaiian themed event, which included the sounds of Hawaiian-inspired music from the Iron Mango 20-person band and a feast of Hawaiian cuisine. The relaxed environment and over 600 attendees made networking very easy.

As a group, we decided to challenge ourselves by seeing how many people we could talk to in an hour. At first, it was quite difficult to network with complete strangers that seemed to know each other, but after my first self-introduction to a distinguished native Eugene business professional, I was



not intimidated any more. I began meeting several interesting people from many

different businesses in the Eugene area. I had a wonderful conversation with a woman from McKenzie Athletics, who talked to our whole group about how she came into her current marketing position at the company. At the end of our networking hour, we all lost count of how many people we actually networked with. We found that once you get into the networking groove, it becomes much less nerve-wracking.



Overall, the event was eye opening on how networking can open up doors into the job market. I made some great connections here in Eugene and plan on building on them in the future. If you would like to make some great connections here Eugene, this is the event for you. Keep in mind too, that people know people and just because they are located in Eugene, does not mean they do not work with people in the outside world.



Getting Connected in Portland

lundquistalumninetwork

By Ben West

The Lundquist Alumni Networking (LAN) event was a blast again this year. There were 40-50 people in attendance from all over the Portland and SW Washington areas working in a broad range of disciplines from financial analysis to event planning, IT management to athletic apparel. It seems that whenever you



get that many people in a room you reach a critical mass where it is easy to gain contacts in direct or cross-functional areas of interest.

The event started off with a round robin of brief introductions from everyone in the room, with everyone taking



mental notes about who they wanted to track down later. Networking with a group of people that all have something in common—in this case graduating with an undergraduate or graduate degree in business from the Lundquist College of Business - is always a pleasure. I had the opportunity to meet a lot of great people who I have been in touch with since the event.

Getting out there and making things happen is what business is all about, and the leaders of the Lundquist Alumni Network planned and executed a great event that did just that. A special thank you to the organizers Ashley O'Hollaren (Portland Trail Blazers) and Ted Guerin (TG Wealth Management), both LCB alumni and co-presidents of the Lundquist Alumni Network, with assistance from Emily Boyd, Assistant Director of the Alumni Association. Stay tuned for

future opportunities to meet local alumni through the LAN and LCB Career Services.





Growing a **GREEN ECONOMY** Perspectives from Law and Business

By Guru Simrat Khalsa and James Chang

On Friday April 3, 2009, students from the Center for Sustainable Business Practices and the University of Oregon School of Law hosted this year's Sustainable Business Symposium: "Growing a Green Economy: Perspectives from Law and Business" at the newly renovated White Stag building in downtown Portland. The symposium featured key note speaker Nancy Floyd, Founder and Managing Director of Nth Power as well as other business and policy leaders including:

- ◆ Jack Graves, Chief Cultural Officer for Burgerville
- ◆ Mike Hannigan, Co-Founder of Give Something Back
- ◆ Lisa Sedlar, President of New Seasons Market
- ◆ James Curleigh, CEO of Keen Footwear

- ◆ David Van T'Hoff, Sustainability Policy Advisor, Office of Oregon Governor Ted Kulongoski
- ◆ Ira Feldman, President and Senior Counsel of Green Track Solutions

The conference started with a panel that focused on the first 100 days of the Obama administration followed by a business-focused panel that explored the ways businesses can transform risk into opportunity using sustainability principles. After a delicious lunch, catered by Artemis, the conference continued with two more panels focusing on how Oregon can meet its renewable portfolio standards as well as looking at the state of green building practices in Oregon.

A Networking Opportunity: The Sustainable Business Symposium Example

What should you do when you're surrounded by industry leaders, and you want to make some connections? Here are some ideas.

- ◆ One way is simply to be friendly and outgoing with everyone around you. Whether you're standing in line to grab lunch or finding a place to sit, introduce yourself and offer a firm handshake to the people next to you. They're professionals in your selected field of interest, and you never know what they do and who they know. Be genuine and curious as you talk with them. You'll impress them with your initiative and enthusiasm.
- ◆ Another way is to look for people you know, and consider joining them in conversation. Try to read their body language to determine if they'd be receptive to others joining them. Here are some clues to watch for:
 - ◇ Individuals standing with a relaxed posture and open stance may welcome others to join their conversation
 - ◇ Individuals standing directly in front of each other and in close proximity may not want to be interrupted; this may be a sign they're in an intense conversation

Just remember that meeting people takes effort, but it's worth it. Push your comfort zone when you're in these professional, social settings, because you never know the industry leaders you can meet if you don't try!



2009 WSBS Panelists Terri Hines, Lauren Anderson, Kelly Wolf, Christine McDonald, Sue Rodin, Sarah Mensah



Victory Through Unity

By *Miriam Oh*

On Thursday, May 7, the Warsaw Sports Marketing Center (WSMC) held the 13th Women in Sports Business Symposium (WSBS) at University of Oregon's White Stag building in downtown Portland. The event was praised as a success and considered by attendees as one of the best WSBS events in recent years.

This year, WSBS and WSMC honored Sue Rodin as the 2009 Sports Business Woman of the Year. Rodin was selected as this year's award recipient for her contributions and work in building a strong network for women in business and her founding of Women in Sports and Events (WISE). The Symposium also marked the official launch of a WISE chapter in the Portland area, one of eight national chapters nationwide. The highlight of the event was the panel of five of the sports industry's top women in business:

- ◆ Lauren Anderson - adidas - Senior Partnership Marketing Manager
- ◆ Terri Hines - Nike, Inc. - Director of Communications, Jordan Brand

- ◆ Christine McDonald - Susan G. Komen for the Cure - Executive Director, Oregon & SW Washington
- ◆ Sarah Mensah - Portland Trailblazers - Chief Marketing Officer
- ◆ Kelly Wolf - Octagon - Director, Client Management Services, Tennis

Rodin moderated the panel addressing topics such how to manage work/life balance and taking questions from attendees.

Each year, WSMC students plan and coordinate the event to offer women in business and those interested in the field, an opportunity to connect and to discuss current trends in the sports industry. This year's committee was headed by second year WSMC student, Cadence Sanman.



Paul Swangard, Sue Rodin, Cadence Sanman



Words of Wisdom from LCB Career Services

Bethany Robinson

“Don’t get hooked on paying attention to the negative news portrayed from the media. Opportunities are still abundant, you may have to work a little harder to find them. During the application process make sure your materials are perfect. Have a second, third, fourth pair of eyes take a look by using Career Services and/or family and friends!”

Jessica Best

“Don’t feel like you have to do the whole career development thing on your own. Enlist 3 or 4 people to be your own personal “Board of Advisors.” They should be people you trust to give you honest insight into your strengths and weaknesses and to help get you started in the right direction.”

Bill Sherman

“Don’t be discouraged by bad economic news. Unemployment figures are normally reported at the end of the month, which means they may not reflect the current situation. Besides, college grads statistically have a better chance of finding jobs than those who don’t finish college. The best thing you can do is to start building your professional network, take risks, and expect the best. In today’s world, good things happen to those who take action, not to those who sit on the sidelines and wait.”

James Chang

“Whatever you do in life, either within a professional or personal context, bring your full-effort to the task. Whether you perceive your task to be critical to the group’s survival or a task that you believe few may ever know about, learn to approach everything you do with care and using all your abilities. The reality is that others will notice your drive and commitment, and your professional and personal reputation will grow.”

Guru Simrat Khalsa

“Social networking is a great tool for gaining contacts within a company. A lot of companies recruit through Linked-In, so make sure to get an account if you don’t already have one.”

Ben West

“Follow your heart, actually learn from your experiences and mistakes, always work to listen and communicate better, and of course, always be closing.”

Bobby Kosh

“Before you pass judgment on someone, walk a mile in their shoes. That way, you’ll be a mile from them, and you’ll have their shoes. Also, don’t let any obstacles stand in the way of your dreams and aspirations. Unless of course, the obstacle involves cyborgs from the future. In that case abandon hope and obey your new metallic overlords.”

“Son, if you really want something in this life, you have to work for it. Now Quiet! They’re about to announce the lotto numbers.”

-Homer Simpson



Thank you to clubs
and instructors who
hosted LCB Career
Services visits
this year!

Alpha Kappa Psi
AMA
Beta Alpha Psi
E-Biz
IBEC
Sustainable Business
UOIG
Warsaw Club
Women in Business

Deb Bauer
Jessica Best
Heather Bottorff
Ron Bramhall
Jeanne Coe
Anne Forrestel
Larry Hart
Michele Henney
Beth Hjelm
Samuel Holloway
Jennifer Irwin
Chuck Kalnbach
Alan Krause
Kristi Lodge
Marie Mayes
Peter Mills
Luciara Nardon
Anne Parmigiani
Jeff Stolle
Kay Westerfield

Congratulations to the LCB Graduating Class of 2009!



LCB CAREER SERVICES HIGHLIGHTER Spring 2009

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In tribute to Jim Warsaw



Jesse Thomas, James Chang, Dennis Howard, Jeff Sharma
after Jog for Jim '09



LUNDQUIST COLLEGE OF BUSINESS
University of Oregon