April K. Sanderson: Wealth Management Regional Director at Wells Fargo

On October 18th, Women in Business welcomed April K. Sanderson, who spoke about management and the Do’s and Don’ts within business. April began her career at a law firm after graduating from UCLA with a degree in Political Science. She soon met people in the banking industry and was offered a job. At the age of twenty-eight she was approached with a promotion to become manager which she declined; nevertheless, her female manager at the time refused to let her pass up the opportunity. At thirty years old she managed fifty people, in a male-dominated workplace atmosphere.

Today April manages one hundred and fifty people encompassing six offices providing wealth management advice to their clients. She enjoys management because she appreciates the end result and is able to affect colleagues and customers. April wishes she would have had more female mentors when she was deciding on a career path. She endorses identifying your strengths and weaknesses in order to navigate your career.

Lastly, April gave the members a variety of Do’s and Don’ts. She advised against putting your whole life on the internet, mixing work and personal lives, and being stereotypically emotional. However, April did recommend dressing appropriately, utilizing networks and contacts, punctuality, showing a high degree of commitment, patience, turning off cell phones, and staying relevant with education, technology, and training. She reiterated many times the importance of knowing what you love to do, stating she “loves seeing the development of people, and seeing them flourish when they find their passion.”

Women in Business would like to say a special thanks to April for speaking to the club!

Mallory Keaton and Kayla Graham: Bridgetown Printing Company

Women in Business was pleased to host Mallory Keaton and former WIB president Kayla Graham on November 1st. Mallory is an Oregon State University graduate with a degree in Finance. After her job in the Career Services Office at OSU, she started in Bridgetown Printing Company’s leadership development program which requires three years of training in all departments. She is currently the Purchasing Manager which involves a lot of printing, administrative work, special projects, and consistent catalog work for corporations like Nike and Adidas. (Continued on page 2)
Mallory Keaton and Kayla Graham: Bridgetown Printing Company Continued...

Mallory stressed the fact that the number of women in the industry has grown and the majority of the associates she works with are women. In the future, Mallory aspires to be a Controller.

Kayla graduated from the University of Oregon and traveled to Thailand for a month soon after. She was determined to find a job that adequately challenged her when she came across the same leadership development program as Mallory at Bridgetown Printing Company. Today Kayla is a manager in the Digital Printing Department. With such a diverse client base she actually does more marketing in her job than she had anticipated; she also does billing and works with the company's social media outlets such as Facebook and Twitter. WIB would like to thank both women for speaking with the club, we really appreciated it!

"Developing contacts is so beneficial."
- Mallory Keaton

Meet the Execs

President Kelly DeFacci is a junior at the University of Oregon and is pursuing a major in Business Administration, focusing in Finance, and minoring in Chemistry. This is her second year in WIB. Kelly also serves as treasurer for Circle K International club, and is a member of Beta Alpha Psi, as well as a member of Kappa Alpha Theta. In her spare time Kelly enjoys distance running, shopping, art projects, and being with friends. If you ever want to talk or have any questions, contact Kelly, she loves meeting new people!

Vice President Hannah Nelson is a senior majoring in business administration with a minor in communications. She has been in Women in Business for three years, and wants to help get members more involved and create better opportunities for them. She is also a member of the Warsaw Sports Business Club, and a member of Chi Omega Sorority. In her spare time she enjoys being outdoors, running, and spending time with her boyfriend and family.

VP of Marketing Cassie Schulz is a junior majoring in Business Administration with a concentration in Marketing and a minor in Communications. She grew up in La Pine, Oregon and decided to come to the University of Oregon not only because of the great sporting events, but also because of the great academic programs. This is her second year with WIB and she says that joining WIB has helped her with understanding different aspects of business along with gaining new friends and making lasting memories. She has extremely high hopes for the club and intends to put her marketing skills to work creating awareness and increased membership.

VP of Finance Valerie K. Mickelson (Val) is a Post-Baccalaureate student in her third year as an accounting major in the Lundquist College of Business. This will be her third year in WIB. She is originally from Eugene and is a huge Duck football fan! She works full time as a night shift pharmacy technician at Sacred Heart Medical Center Riverbend while attending classes. In her free time, she enjoys spending time with family, her husband of 15 years, and reading a good book. (Continued on page 3)
Meet the Execs Continued...

Her goals for WIB are to continue to increase membership and create a meaningful experience for the members.

VP of Membership Gabrielle Sanders is sophomore, majoring in Accounting with a minor in Communications. She is originally from El Dorado Hills, CA and decided to pursue an education at the University of Oregon because of the renowned business school and Oregon Duck Football. Gabrielle hopes to go into the Master of Accounting program at the Lundquist College of Business and become a CPA. Her career aspirations after college include working for an international accounting firm. She has been involved with the Women in Business Club for one year and already loves what the club stands for. As the new VP of Membership, she would like to create more opportunities for the students in the club as well as increase membership. She is also actively involved with Delta Delta Delta Sorority and intramural sports. In her free time she likes to be outdoors, play soccer, travel, and spend time with family and friends. Gabrielle is very excited to be on the executive team for the Women in Business club this year!

VP of Communications Scarlett Dante is a sophomore majoring in Journalism and minoring in Business at the University of Oregon. This will be her second year in WIB and she is looking forward to working with the new executive officer team. Outside of WIB, she enjoys playing intramural basketball, is a Street Team Member for Victoria’s Secret PINK, and a sister of the Delta Delta Delta Sorority. She loves Oregon and its weather; however every break she looks forward to seeing her family back home in Pleasanton, CA.

Faculty Advisor Deb Bauer is an instructor of Finance who received her BS in Finance at Bryant University and her MS in Finance from the University of Oregon. She spent two years as a Commercial Real Estate Analyst at Bank of America before coming to teach at the UO. She also worked as a credit analyst for Norwest Financial. Apart from advising WIB and teaching Finance, Deb is the course coordinator for the Business Minor Finance courses, and is involved in many University Committees.

Heidi West: Mass Mutual Financial

On November 15th Women in Business welcomed Recruiting Director Heidi West from Mass Mutual Financial Group. Heidi explained a variety of strategies for standing out in order to get in the door for a new job. She stressed the importance of including something a little different on your resume because the average time spent looking at a resume is approximately 30 seconds, 60 if there’s something particularly intriguing. For example, she recalled a resume of a young woman who incorporated a picture which made it stand out above the rest of the resumes. Another critical component for standing out is a thank you note. She explained how this simple, hand written correspondence can make all the difference after an interview. However, Heidi cautioned against including hobbies and activities on a resume because it allows the interviewer to have an opinion about what you do in your spare time. Another tool that can be used as a
Heidi West: Mass Mutual Financial Group
Continued...

In preparation for an interview it is imperative to ask about dress attire; when in doubt, always overdress and keep it appropriate. Once it comes time for the interview, Heidi suggested doing some brief research on the company as well as the interviewer in order to be prepared with a question or two about them and the job. Heidi also confirmed that it is alright to ask your interviewer about compensation. If you really want the job, she reiterated that it is important to show an interest before the interview is over.

Lastly, Heidi touched on the dangers of social media while job searching. She explained that you will absolutely be Googled and that sometimes interviewers will actually try and look for a reason not to hire you. Heidi advised keeping work and personal lives separated. If possible, it may be worth it to have two different Facebook accounts, one for work and one for personal use. WIB thanks Heidi for taking the time to speak with the club!

Member of the Term: Katie Gambee

Women in Business would like to congratulate Katie Gambee with recognition as Member of the Term! Katie is of junior standing pursuing a degree in Business and a planned Economics minor. Katie got involved in WIB because Kelly DeFacci is one of her good friends. A random fact about Katie is that she works in the school’s fish lab. Thank you Katie for your avid participation and sharing your bubbly personality with all the members!

Jennifer Mohan: Target

For the first professional meeting of the quarter, Women in Business hosted Jennifer Mohan from Target on October 4th. Jennifer grew up in Portland, Oregon and graduated from Pepperdine University with degrees in Political Science and International Business. She has worked for Target for five years, and has been at the Eugene store for the past year. Jennifer presented the club with a presentation highlighting ways to take leadership skills from your campus to a career. She emphasized motivation, confidence, respect, patience, reliability, and adaptation as key traits of an effective leader. Jennifer also identified qualities of a leader from a manager by defining a manager as someone who conducts business operations, gives orders, and provides direction and oversight to employees.

Fundamental advice that Jennifer gave included finding mentorship; a mentor should be someone who is good at the tasks you struggle with and is open to talking about what aspects you struggle with. She also stated that if you work on being a good leader, then people will want to follow you, work for you, and be around you. Additionally, Jennifer noted that it is important to own your strengths and weaknesses and to be passionate about what you do.

“Do what you’re great at, and do it well.”

-Jennifer Mohan

What are the key traits of an effective leader according to Jennifer Mohan, and how did she define a manager in the context of her presentation?
Fall 2011 Site Visit

Ann Taylor LOFT
Women in Business met with the LOFT’s Store Manager Robin Simpson. We were educated on what is considered business casual attire with a tutorial on the various ways to wear certain colors, blouse styles, cardigans, etc. The members bonded by trying on fun new outfits and getting a yes or no approval from the group. WIB thanks the LOFT for starting off our site visit in such a fun and educational way!

NextStep Recycling
WIB was introduced to the Development Director, Isbel Ingham, who has been with the company since it began. She talked about the focus on digital literacy that NextStep tries to teach families in need. They donate one computer per family in need for their Digital Literacy program. NextStep Recycling is partnered with the schools of Lane County and gift computers to students on free or reduced lunches. WIB then met with Angel Spires, the refurbishing supervisor, who is in charge of all the testing of donated electronics, as well as fixing them and making them usable again. NextStep has a variety of employees from young college students to Norman, the oldest volunteer at age 94. We learned from Enid Lefton the types of materials that NextStep can recycle versus the types they cannot and must be sent elsewhere. WIB really appreciated the tour of the facility, thank you NextStep.

Cornbread Café
WIB was greeted by the owners and creators Sheree Walters and Kristy Hammond. The concept of Cornbread Café came to be when Kristy became a vegan, she discovered a lack of food and healthy vegan food choices available in the market. Sheree had always wanted to open a restaurant and it was a nagging passion she wanted to complete. They found each other on Craigslist in June 2009 and moved into a food cart June 2010, which they quickly outgrew. They opened the restaurant this summer, and business is booming. The women spoke about how work-life balance is extremely important to success. For example, they are open from Tuesday to Saturday, and although business is great and they could open up for a whole week, they admirably chose sanity and spending time off with family over profits. Thank you Cornbread Café for speaking to WIB and for the delicious lunch.

Ninkasi Brewery
The club spoke with CFO Nigel Fansisco and Jessica Jones, the Director of Business Processes, about the history of Ninkasi Brewery. It all started in 2005, with their first beer brewed in 2006 on a 15 barrel system. They are currently on a 60 barrel system. They use local resources such as clean water, barley, hops, and yeast. They are medium sized craft brewers, meaning they are small in terms of other brewery companies, but are medium sized in the craft brew industry. This small industry allows for more creativity in the brew business, often trying new products for a small period of time. We learned how to categorize beer and that the beer in the Northwest is typically more bitter than elsewhere. WIB toured the facilities and saw the giant containers of maturing beer, and the bottle line that packages the beer and ships it out. The tour of Ninkasi Brewery was a great way to end WIB’s Fall 2011 site visit, thank you!
Jessica Bishop: StudentPainters.net

Women in Business was excited to welcome back Jessica Bishop, co-owner of StudentPainters.net, for a workshop on getting to know your personality, strengths and weaknesses. She had touched briefly on this subject in the professional meeting she spoke at in 2010 and WIB asked her back to expand on the topic. In 2000 she graduated from University of Washington debt free due to having worked for Student Painters throughout her university time. Her favorite thing to do is helping students the same way she was helped. She emphasized that students should be concerned about the job market and stressed three qualities that you absolutely need to know about yourself for today’s world: experience, personality, and strengths. Experience is one of the most important things an employers looks for, it helps you develop and grow as a young professional. Your personality is about knowing yourself, your natural propensities, your attitude from day to day, your beliefs and morals as well as your values. This can be determined through tests such as DISC, or Meyer-Briggs. Your strengths, once identified, can help you be outstanding at the things you are really good at, and can help you seek mentors in the areas that you may need improvement on. These qualities are lacking in the workplace, and more people should know about themselves better. Thank you Jessica for returning to speak to WIB.

Sponsors

Women in Business would like to thank our current sponsors. Their generous contributions and support allow us to continue our mission and make our club the success that it is.

History

“Empowering women in the area of professional development”

The University of Oregon Women in Business Group was established Spring Term of 2005 in reaction to a sharp decline in female enrollment in both the undergraduate and graduate programs within the Lundquist College of Business (LCB). Six motivated undergraduate women who recognized a need for female representation within the LCB and its clubs initially founded the group. After the last couple of years, WIB membership has increased to include 40+ undergraduate and graduate women and is expected to grow dramatically during the coming years.

Looking Forward

- 7th Annual Women in Business Gala
  February 22nd, 2012 “Unlocking Your Potential”
  Keynote speaker Kelley Bloom from Key Bank
  
6th Annual Gala “Paint Your Own Picture”

Sponsor benefits include your business’ logo on promotional materials, the opportunity to speak at meetings, tickets to our annual Gala and more! For more information contact Kelly DeFacci at president.uowib@gmail.com.