Spring 2011 Newsletter

"Empowering women in the area of professional development"

Introducing the 2011-2012 WIB Executive Officers

President: Kelly DeFacci
Kelly DeFacci is a junior at the University of Oregon pursuing a Major in business, emphasis in finance, and a minor in chemistry. She is originally from Portland and this is her second year in WIB. She also serves as a co-project chair executive for Circle K International club, and is an avid member of Beta Alpha Psi. When not concerned with academics or extracurricular activities, Kelly enjoys shopping, running, being with friends, artsy projects, listening to all kinds of music and meeting new people. One thing Kelly looks forward to for WIB this year is to watch it inspire and help new members grow during their years here at the University of Oregon, just like it has done for her.

Vice President: Hannah Nelson
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
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 because it was something entirely different from La Pine. She joined Women in Business last year, and has high hopes for the club. She intends to put her creative skills to work by creating new marketing materials in order to create awareness about the club. In her spare time she enjoys spending time with friends and family.

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The 2011-2012 Women in Business executive officers: Vice President, Hannah Nelson; VP of Marketing, Cassie Schulz; VP of Communications, Scarlett Dante; VP of Finance, Valerie K. Mickelson; President, Kelly DeFacci; and VP of Membership, Gabrielle Sanders. The new executives are already hard at work planning exciting events for next fall.
**Speed Networking with Professional Women’s Forum**

The Women in Business club has been fortunate to have built a great professional relationship with the Professional Women’s Forum of Eugene. PWF has been actively involved with WIB since we started in 2005 by being term sponsors, Gala table sponsors, and sponsoring two members to attend their monthly meetings.

This term, the PWF professionals organized a speed networking event with the members of WIB. On April 26th, the members of PWF and WIB met at The Glenwood on campus for dinner and networking.

Chantel Shelton and Pamela Cournoyer, of Communicate with Class, were invited by PWF to help moderate the networking portion of the evening. Chantel ended the evening with a small presentation on professional dress.

For the networking portion, the WIB members stayed at the same table and the PWF professionals rotated tables after each topic. The topics and sample questions were provided by Chantel and included work life balance, mentoring, and communication. Each of the professionals were able to provide some really valuable information to each of the topics. In regards to work life balance, one professional said to, “not let your job become who you are”. Mentoring was a big topic, and one professional commented that it is important and crucial for new employees to be allowed the opportunity for advancement. One must realize mentoring is a reciprocal relationship in that the mentor also gets something from the mentee.

Thank you to all who attended and to PWF for organizing the event.

**Member of the Term: Kayli Stix**

Kayli joined WIB at the end of her freshman year and wanted to join a club to get more involved and learn more about the business world. WIB was the club that most interested her and she thought it would be a good place to start and has loved it ever since.

Her favorite part of WIB is the knowledge and experience gained from the site visits. She gained a lot of knowledge on a variety of industries and really enjoyed visiting each company. They were also good bonding events for members.

Kayli is currently a sophomore majoring in Business Administration, with a concentration in marketing and a minor in Women’s and Gender studies.

She will have the exciting opportunity to study abroad in Denmark during Winter/Spring of 2012. Her presence will be greatly missed at WIB meetings. Congratulations Kayli!

**Member of the Year: Katie Jentzsch**

Katie first joined Women in Business because she wanted to get involved on the business side of her degree. She found the club to be very inviting at her first meeting and really agreed with the goal of empowering women in business.

Katie’s favorite part of WIB has been the site visits, which have allowed her the opportunity to learn about a variety of different businesses and cultures. The spring site visit to Portland on May 13th was her favorite part of WIB this year.

Katie, a senior, will be graduating in the fall with a degree in English and a minor in business. She is also a member of the Robert D. Clark Honors College.

Katie has taken dance classes, like tap and ballet, since she was a little girl. She collects many things including lapel pins and stuffed Dalmatians, as 101 Dalmatians was her favorite movie as a child. Congratulations Katie!
Portland Site Visit: R/West, Ziba Design, the Nines, & Nike

For the club’s final site visit of the year, we visited four companies in Portland. We visited R/West, an advertising agency; Ziba Design, a design and innovation consultancy; the Nines Hotel; and finally Nike. WIB was also joined by four members of Alpha Kappa Psi: Bret Emerson, Rico Castaneda, Dustin Vollstedt, and Randy Yim.

The first stop was at R/West. R/West was started 14 years ago as BigAds and now has offices in Portland, San Francisco, and Los Angeles. The company works as a team and gives all employees the opportunity to wear many hats. R/West handles a variety of accounts from breweries to healthcare. One of their most well-known ad campaigns is the Trunk Monkey ads.

We learned that the advertising world moves fast and it is a sink or swim attitude with not a lot of hand holding going on. For some accounts, R/West does everything for the company and for some clients it does only certain pieces like the PR and social media. R/West feels it does its best work when it looks at a campaign from an integrated perspective.

Our next visit was to Ziba Design. The company was founded 27 years ago in Portland with roots in industrial design. It has now expanded to 410 employees in the Portland office with other offices in San Diego, Shanghai, Taipei and Tokyo. The company’s work now involves multiple areas including product design, retail design, service design, interaction design, and others.

We learned about the marketing department of Ziba from Julia Carpenter, Marketing Manager, and Niki Diamond, Marketing Coordinator. The marketing department consists of just these two women. They are currently working to be more strategic with their marketing plans for both the company and their clients.

The third stop on our visit was the Nines Hotel. The Nines is located on the top nine floors of the historic Meier & Frank building in downtown Portland. The Nines works to promote from within and develop their associates’ careers. They like to say, “they hire for attitude and train for the rest.” They look for positive people skills and a can-do attitude.

Angela, from human resources, explained that the Nines mission statement is to be recognized as the best in the industry by both competitors and guests. The staff was described as having a very team-oriented atmosphere. Angela gave us a tour of the hotel including Departure, the restaurant on the top floor, two different guest rooms, and the atrium area.

The final stop of our day was at the Nike campus. We were fortunate to hear from Kathy Higgins, Meg Nelson, Patti Harrison, Jill Prandy, Heather Broderick, and Cassie Pruett, one of the founding members of Women in Business. The women spoke to us about their backgrounds, how they ended up at Nike, and how long they have been with the company. The atmosphere was described as very team-oriented. Jill stated, “No one here punches a clock. We are a team and we make it happen.” The women all had amazing stories that were very insightful.

After the discussion, we were then given a tour of the campus where we learned about how it has evolved and the meaning behind certain areas and names of the buildings. We toured the Steve Prefontaine building and saw the exhibit on Prefontaine and Bill Bowerman.

Following the tour, members were allowed to go to the Nike employee store and do a little shopping. It was a great finish to a wonderful day. Thank you to all who made this site visit possible.
Jessica Bishop CEO StudentPainters.net: What Do You Bring to the Table

Women in Business was fortunate to have Jessica Bishop, CEO of StudentPainters.net, come speak at the May 17th club meeting. In 1996, as a freshman at the University of Washington and the first member of her family to attend a four year college, Jessica began working to pay for her education. She quickly realized her growing potential in the business field and eventually started a branch of Student Painters with fellow colleagues in Seattle, Washington. Her drive to “take out the competition” grew the company to $3.5 million in yearly sales, for an area that encompasses Oregon, Washington, Idaho, and Montana.

Her dedication and enthusiasm for her job radiated throughout the room as she spoke to the club about the necessity of self-awareness for what each individual brings to the table. She emphasized that knowing who you are and your natural tendencies, is essential to working with others and being a productive employee. She encouragingly said, “If you have dreams, you can do it all at the same time. It’s hard, but you can do it.” Jessica Bishop embodies the qualities needed to be successful in the business world as well as the demanding job of raising two children. Not only is she a motivator within her company, but in everyday life. She stated, “People believe in themselves because you believe in them.”

Women in Business would like to thank Jessica for taking time to travel to Eugene to speak with us. The members found her talk to be incredibly informative and gained a lot of insight from her.

Rachael Borland Store Team Leader at Target

On April 12th Women in Business was pleased to welcome Rachael Borland. Rachael is the current Store Team Leader at the Springfield Target. She has been with Target for about 5 ½ years. In her current position she oversees a store with yearly sales of $30 million and 150-200 employees. As Store Team Leader she ensures that all work centers are running smoothly and that employee morale is good.

Rachael started by commending all of us for getting involved and being part of a club. She said it will really be of great benefit to us in helping us with our goals after graduation.

She asked what we thought about when we hear “Target”. A number of ideas were voiced; favorite store, variety of items to purchase, the bulls eye logo, and others. Rachel then highlighted that there are amazing management and leadership opportunities that Target has to offer, and Target can be a career, not just an entry level position.

She explained the roles and pieces of her position as Store Team Leader. Things like owning her own development, being able to multitask, and making sure she is relating with the team members and acknowledging their accomplishments. Rachael handed out scenarios about actual issues she has faced. The members split into groups and discussed what the solution to the issue might be. After the groups talked about solutions, Rachael explained how it should be handled and how she actually handled the situation. It was a very interactive discussion and allowed the members to problem solve some real work environment issues.
Careers in Banking and Wealth Management

On April 21st, Women in Business was honored to co-sponsor, with LCB Career Services and Securities Analysis Center, a networking event entitled “Careers in Banking and Wealth Management”. The event consisted of four panel discussions on various topics and a tabling area in the Lillis Atrium with 22 different companies in the areas of banking and wealth management. Students had the opportunity to attend the panels and network with the companies present.

The first two panel discussions were Careers in Banking, moderated by LCB faculty member Beth Hjelm, and Women in Banking & Finance, moderated by LCB faculty member and WIB advisor Deb Bauer. The second set of panel discussions were Careers in Wealth Management, again moderated by Beth Hjelm, and Personal Finance & Investment, moderated by Bill Sherman of LCB Career Services.

The Women in Finance panel included former WIB member Kelsi Colombi, who currently serves as a Relationship Manager at Key Bank. Also on the panel was Charlene Carter, the President and Financial Planner at Carter & Carter, Tami Humphries, a Wealth Manager with Sapient Private Wealth Management, and Kim Ladd, the Vice President and Western Regional Consulting Director with FactSet.

The women spoke about their current positions and the journey to get there. Each of them had interesting and pertinent information to offer to the students. One of the most motivational quotes came from Charlene Carter. When asked about her worst day she responded, “The hardest days sometimes turn into the best days!” Tami Humphries told the students that “if you have the desire to learn you will never be bored because things are always changing.”

In the second session, the Personal Finance & Investment panel offered students information about managing personal finances and investments. The key pieces of advice the panelists offered were to watch your debt, pay yourself first, be disciplined, and to have a spending budget. The students found the information practical and helpful.

The event was well received with over 100 students in attendance. Women in Business thanks all the professionals who participated and shared their knowledge with the attendees.

King Estate and Pfeiffer Vineyards Site Visit

On Friday April 8th, the club members had the opportunity to visit King Estate Winery and Pfeiffer Vineyards, two local wineries.

King Estate was founded in 1991 by the King family. The winery consists of 470 acres of vineyards and 30 acres of fruits and vegetables, all organically grown. The site is capped by the beautiful European style winery atop the hill.

The members were given a tour of the winery, starting in the tasting room, through the whole wine making area, into the barrel room, and out at the original tasting
**King Estate and Pfeiffer Vineyards continued**

room. The winery is the same size as it was when it first started in 1991 and they have not even reached full capacity. It was interesting to learn about how the wine is actually made and to see the process areas from start to finish. Our tour guide, Shannon Coltrane, was wonderful and had a wealth of knowledge to share.

Next we visited Pfeiffer Vineyards in Junction City. The vineyard was established in 1983, making it one of the oldest vineyards in Oregon.

Pfeiffer is one of the only completely solar operated facilities in the Willamette Valley, and the first in Lane County. The solar panels, located on the roof of the winery building, allow them to power the winery, Pfeiffer Villa, as well as sell excess electricity produced back to the electric grid. Danuta Pfeiffer showed us where the electrical boxes are located in the winery and how the meters run backwards during the day, sending back excess power to the grid, for which they receive credit. The members were inspired by this green process.

Women in Business would like to thank the employees of King Estate and Danuta and Robin Pfeiffer for taking the time to talk to the members about their respective wineries.

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**Lorraine Kerwood Executive Director NextStep Recycling**

Women in Business was pleased to host another collaboration meeting with the Entrepreneurship Club on May 3rd. The groups welcomed Lorraine Kerwood, Executive Director of NextStep Recycling.

Lorraine started NextStep in her garage fixing up Macintosh computers and passing the refurbished computers on to those who needed them. In 2004 she quit her full time job and started working on NextStep full time. As of April 2011 NextStep has refurbished over 23,000 computers, recycled over 10 million pounds of electronic waste, and had over 2,300 volunteers donate 196,000 hours of time to the organization.

Lorraine shared her story about how she discovered her love for fixing computers and sharing a refurbished computer with someone who needs it. When she made the decision to go into the refurbishing and recycling of electronic waste full time she stated, “what is there to lose, it is going to make it or not.” She explained that she knew nothing about starting a business but she did extensive research to prepare. She studied other recycling and reuse models throughout the country. She also knew that the organization needed to be self sustaining. She explained how the income from scrap recycling and the reuse stores helps to fund the training programs and other programs they provide.

WIB and the Entrepreneurship Club thank Lorraine for coming to speak to our clubs. WIB was impressed with her self starter attitude and dedication to NextStep’s mission.
Kay Porter: Using Sports Psychology Techniques for Business

For the first meeting of Spring term WIB was pleased to welcome Kay Porter, owner of Porter Performance Systems, a sports and organizational counseling firm in Eugene. She uses energy psychology currently in her practice. Kay had always been interested in visualization techniques and took seminars on the subject over the years. Eventually she started working with athletic teams, at the request of the coaches, to teach the athletes visualization techniques.

Sports psychology uses visualization, self talk, and goals. Kay teaches people techniques to adjust one’s attitude and mood to help reduce stress and to be calm and in control. These techniques can be transferred from sports to the business world. Kay taught the members some physical techniques that can be used to perform these attitude and mood adjustments. These techniques consisted of simple body movements and breathing techniques that one can do fairly quickly and easily in a private space to calm down. The techniques allow the release of negatives to help clear the mind and prepare for presentations or interviews.

Women in Business thanks Kay for coming to speak to the group.

Goodbye to Women in Business: Makaela Lipke, Vice President

Dear WIBies,

I joined WIB at a time in my life when I was looking for something new. I had recently entered the business school and decided it was a good idea to try to meet some of the people I would be spending the next two years with. I wanted to get involved so I looked into some of the business clubs on the LCB website and found Women in Business.

After the very first meeting I knew that this was a club I wanted to be a part of. Soon after I joined, it was election time and our advisor, Deb Bauer, encouraged me to run for the newly created VP of Communications position. Though I was a little hesitant, I took her advice and ran for the position which turned out to be the best decision of my undergraduate career.

This is my second year as an executive board member for the club and I have seen myself grow into a completely different (better) person. I have learned how to be a leader, a teammate, a critic, a problem solver, a creator, an innovator, and a friend.

WIB has afforded me more opportunities than I could have hoped for – both personally and professionally. I have met some truly amazing people and have gained intangible knowledge that will set me apart and help me on my way to something great.

Let me just say, this year’s exec board is outstanding. Four of the six were selected from a pool of the university’s top 600 students to receive University Awards. One of the six is entering the Master of Accounting program next year as a Graduate Teaching Fellow. Two of the six are in the LCB Honors Program. One of the six is a post-baccalaureate student who is working full time while going to school. I am so proud to say that I am a part of this team!

I want to say a special thank you to the exec board. You are all amazing and I am lucky to have known and worked with you. You will all do wonderful things and I can’t wait to see it. I don’t know if I’ve been able to express well enough my appreciation for my experience in this club but I want you all to know that you have changed me for the better and I will forever remember you.

Love,

Makaela Lipke
The University of Oregon Women in Business Club 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.

New Executives continued

VP of Membership: Gabrielle Sanders

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 enthusiastic to be on the executive team for the Women in Business club next year!

VP of Finance: Valerie K. Mickelson

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

VP of Communications: Scarlett Dante

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 looks forward to working with the new executive officer team. In addition to WIB, she is also a member of the Delta Delta Delta sorority. She loves Oregon and its weather, however she misses her family back home in the Bay Area.

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

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Interested? Contact Kelly DeFacci at president.uowib@gmail.com or you can visit our website at wib.uoregon.edu