7th Annual Gala: Unlocking Your Potential

On February 22nd, 2012 Women in Business proudly hosted the 7th Annual Gala, Unlocking Your Potential, in the Lillis Business Complex Atrium. The event provided a formal dinner and networking opportunity during which our members were paired with a business professional based on their career interests for the evening.

Before the Gala, Women in Business hosted an etiquette meeting for our members with speaker Pamela Cournoyer from Communicate with CLASS. During the meeting, Pamela prepared the members for what formal dining practices to expect during the Gala.

Her main points included passing bread, salt, and pepper to the left, no utensils should touch the table again once they have been picked up, and to eat American-style by using your knife in your right hand and fork in your left hand. She emphasized the importance of waiting for everyone at your table to receive their food before starting to eat. It was also a helpful reminder to re-member that drinks go on the right, and bread goes on the left.

Pamela also helped the members identify appropriate business professional attire by using examples of what and what not to wear to Gala. The members found the preparatory meeting very insightful and essential in order to be confident with basic practices in formal situations.

A few weeks later, the Gala commenced with Women in Business president, Kelly DeFacci, welcoming all Gala attendees. She then introduced guest speaker and Dean of the Lundquist College of Business Kees de Kluyver. After welcoming the group to the event, he spoke about setting your goals high. The Dean used the example of Dr. Mae Jemison, the first African-American woman to travel in space. His words inspired the group of women and set the tone for an evening filled with networking opportunities.

The professionals and (Continued on page 3)

Chantelle Russell: Department of Physical Education

On January 17th, Women in Business welcomed Chantelle Russell from the Department of Physical Education to speak at the first professional meeting of the term. For most, the start of the New Year encompasses resolutions of health and fitness which is what Chantelle focused on in relation to work-life balance. She started the meeting off with light exercise including squats, dips, back rotation, and stretching; all of which should be done during work breaks in order to promote an active work environment.

Chantelle pointed out that, “health is more than the absence of disease. Health is quality of life; enjoying jobs, friends, and families.” (Continued on page 2)
Chantelle Russell: Department of Physical Education Continued...

She explained that health is activity, nutrition, stress management, social involvement, civic engagement, and liberating your body from substances such as alcohol and tobacco. Chantelle recommended that we all create a routine involving at least thirty minutes of physical activity three to five times a week, cooking and eating colorful foods, managing stress with yoga and meditation, and connecting to some sort of community.

In order to maintain a successful routine, Chantelle said that it is vital to plan ahead when grocery shopping, to set both long and short term goals, and to be creative. Healthy realistic goals need to be specific, measurable, and attainable. She emphasized that it is crucial to hold yourself accountable. In order to do so, it is more productive to be creative by making your goal fun, spontaneous, active, nutritional, and it’s even better if you try something new. Chantelle challenged the group to, “Do something new. Let spontaneity happen for your social and mental health.” Chantelle’s vibrant personality and realistic lifestyle helped to encourage our members in forming an active yet manageable lifestyle while going to college.

Professional Women’s Forum

The Professional Women’s Forum hosted Women in Business at The Glenwood on March 6th for a round table discussion meeting about how volunteer work can both supplement and enhance your professional career. Diane Lang, Executive Director for HIV Alliance/Adjunct for UO Grad Board Governance Course, spoke about her career path and how volunteering provided valuable skills professionally and was personally fulfilling. Diane passionately recalled how volunteering early in her career was, “one of the best things I’ve ever done.” She recommended volunteering as a way to increase your marketability for employers because it trains and builds a set of skills through experience. Diane also highlighted the importance of creating friendships and relationships because you never know when you will need them.

In order to be an effective volunteer, Diane suggested knowing your boundaries. A volunteer is always free to say no. She advised everyone that if you do not love what you do, someone else will and they will perform better. If you say yes to a volunteer position, it then becomes obligatory to follow through with a good job. Lastly, she added that it is vital to be an intentional leader and to always be aware of staff resources. After Diane’s speech, Women in Business and Professional Women’s Forum members were able to get together in small groups. Each group had range of topics to choose from such as the value of volunteerism and our individual experiences with volunteering. The members of both groups were able to were able to ask questions and give each other advice and input as well as share with the entire room.

Thank you to the Professional Women’s Forum for putting on such a mutually beneficial event for all the members!
students were then given the opportunity to network freely among their table filled with touches of keys inspired by the Gala’s theme. The grey table clothes with red napkins complimented the center piece which were vases filled with red carnations generously donated by Shamrock Flowers and Gifts.

Upon finishing the meal, the keynote speaker Kelley Bloom from Key Bank spoke to the attendees about four main points: determination, passion, hard work, and life balance.

As the first women to join the Commercial Banking team in Oregon, Kelley knowledgeably spoke about how her determination and willingness to grow, learn, and be open to change got her where she is today. She also spoke about her experience in a male-dominated industry. Kelley stated, “Perseverance, hard work, and always striving to be part of a solution. I’ve never thought of myself as different. I just found a career that plays to my strengths and passions. But I do believe women come at things differently, and you need to be mindful of that.

At the end of the day, the winning strategy in any career is being part of a solution, being able to work in a team. I do not think about being a woman first. I think about being a banker first. A member of a team.”

Kelley then shared about a time when she had the privilege to hear Beth Mooney speak who is the CEO in a 90 billion dollar industry. Kelley’s favorite quote from an analyst was, “It doesn't matter whether you're a man or woman, it's a performance driven industry. That she's a woman is a non-event.” Kelley agreed with the fact that every job is about delivering results. However, Kelly disagreed with the analyst in that Beth had received countless messages and letters from women celebrating the fact that she had been announced CEO.

Kelley proceeded to share tips on how to become a successful business woman highlighting five key tips: crunch the numbers because financial knowledge does matter, form an advisory group to form strategies, remember that this is business and that you should make the best decision for staff as well as the business itself, make use of contract workers due to the amount of talented people still out there who have been displaced by the job market and are still looking for a job, and

lastly embrace new technologies in order to connect in a way that is meaningful.

Women in Business would like to thank Dean Kees de Kluyver, and keynote speaker Kelley Bloom for speaking at the 7th Annual Gala. WIB would also like to thank all of the professionals that attended for sharing their passion and supporting students in their career endeavors.

Thank you to all the WIB members for helping to improve this event and we look forward to next year’s Gala!
Zach Duffy: Student Financial Aid and Scholarships

Aimee Butler: Waddell & Reed

Women in Business was fortunate enough to host Zach Duffy from Student Aid and Scholarships at the University of Oregon and Aimee Butler from Waddell & Reed for our January 31st meeting. Zach graduated from the UO in 2008 with a degree in English and a business minor. When he graduated from high school he realize that he had no financial knowledge, so as a Financial Aid Officer today he helps students to become better prepared financially. He created the website Live Like a Duck (http://financialaid.uoregon.edu/live_like_a_duck) in order to guide students by providing printable budget worksheets and information on how to track spending by investigating where their money is going. Zack emphasized that, “You need to remember what you bought” as a key to financial success. His passion for aiding students was not lost throughout his presentation, he mentioned his volunteer work as a member on the leadership board of Big Brother Big Sister with Aimee Butler.

Aimee currently works as a Branch Manager at the financial planning and investment firm Waddell & Reed. She has been in the male dominated industry for nine years and started her career as a financial advisor in order to help clients reach their goals and dreams. She chose the profession because she has a desire to be entrepreneurial as well as have the ability to talk to people all day. Aimee explained that, “financial planning is the cornerstone of what everyone should know.” She advised students to start financial planning early because, “Financial literacy is incredibly important. Know where your money goes and what you can do with it.” In order to do so, Aimee recommended that once students start receiving an income that they get a financial planner for budgeting and benefits. She also informed students to look at their monthly expenses and plan for retirement at their first job.

WIB would like to thank Zach and Aimee for their professional advice and informative presentation!

The Winter Member of the Term:
Caitlin Virgin

Women in Business is happy to congratulate Caitlin Virgin on being selected as Member of the Term! Her contributions and enthusiasm at each meeting are much appreciated. Caitlin is junior business administration major with a marketing concentration. Ultimately, she aspires to cultivate a career as a media coordinator, marketing manager, or a project coordinator. Caitlin expressed that she can, “tend to be on the shy side but WIB has pushed me to assert myself and voice my opinions.” A fun fact about Caitlin is that she and her roommate are road tripping to Cal Poly to visit her best friend of 20 years over Spring Break. Have fun, and thank you for your participation with WIB!
Women in Business Looking East

Women in Business is currently in the planning stages for our club members to take an educational trip to New York City in the Spring of 2013. Our goal is to give students insight into what it is like to work at a large organization in a big city. We hope to visit corporations to witness the various business functional areas in action as well as gain a new cultural perspective. If you are interested in helping to sponsor this trip please contact Cassandra Schulz: uowib.marketing@gmail.com.

Mentorship Program

This year we are looking to establish a mentorship program to be utilized by our members. Ideally, professionals would be local and able to provide students with career and personal advice. If you are interested in this program please email Kelly DeFacci at president.uowib@gmail.com with your name, phone number, job title and company, as well as special interests.

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 founded the group. Over the last few years, WIB membership has increased to include 40+ undergraduate and graduate women and is expected to grow dramatically during the coming years.

Looking Forward

- Dixie Powers from Baggallini
- A panel of discussion of local female business professionals from Mentors360
- Site visit to Wieden + Kennedy, Bob’s Red Mill, and Columbia Sportswear
- Elections April 24, 2012

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.