



HIGHLIGHTER

How to Create a Career Development Plan

By James Chang

Don't leave your future success up to chance! Whether your goal is to beef-up your résumé or find the career of your dreams, one of your best first steps is to start with a plan. Your life is busy enough with multiple, immediate priorities. Without making the time via a plan, it's very likely that you'll never get to your important career-related to-dos.

Here are some important considerations as you move forward:

- Your plan doesn't have to be perfect or set in stone to be useful. It does need to set some boundaries and parameters, so you don't go astray or in circles.
- Get input from others as you draft your plan to improve it. Don't make it a secret—share your thoughts, questions, plans, and concerns with those you trust, including your family, advisors, and faculty members. They may give you valuable insight along with additional steps to take.

- Schedule your action steps. Progress, however you define it—making a contact, making a decision, gaining confidence, and so forth—doesn't happen overnight. Be sure to take small steps regularly. You'll be surprised at the amount of progress you make over just a few weeks!

Don't forget to come see me or another career advisor in LCB Career Services for individualized assistance in creating your plan. Best wishes!

James Chang, Director of Lundquist College Career Services



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The Term in Review

By Jessica Best and Bill Sherman

HERE IS A LOOK AT SOME OF THE EXCITING EVENTS THAT CAREER SERVICES ORGANIZED TO CONNECT BUSINESS AND ACCOUNTING STUDENTS WITH ALUMNI AND EMPLOYERS.

LCB CAREER PATHS

(November 1–3, 2010)

Every fall, we start looking ahead to graduation. To prepare you for that first big step into the working world, we invite Lundquist alumni back to campus to share their stories and offer current students tips for making a successful transition from college to career. This ambitious three-day event is called “LCB Career Paths,” with each day’s panel discussion focused on a different major or concentration of the business school.

Day One—Marketing and Sports Business

In the first installment of our LCB Career Paths series for 2010, alumni from the marketing and sports business fields came back to share their experience and insights with current students. Among them:

- Kim Nelson '01, Apparel and Footwear Field Representative, **Nike Golf**
- Ashley O'Hollaren '04, Account Sales Manager, **Portland Trail Blazers**
- Heather Schwartz '08, Accounting Executive, **Anvil Media**
- Aaron Kisor '10, Sales Representative—Brand Support, **Southern-Odom Sports**

How did they recommend breaking into similar roles? First of all, **network!!** Even as a student, but especially as a student, you have access to a lot of people and opportunities you don't have once you graduate. But what does networking look like?

- Ask for a thirty-minute meeting with someone to ask about their career path
- Make personal connections by finding a common interest; don't just talk about work
- Volunteer to do the “grunt work” for projects with the MBAs or other groups
- Stay connected with your network: send out regular (quarterly) updates and find reasons to talk with them when you *don't* want something from them

Second, **get experience outside of class** (clubs, internships, jobs, volunteering). If you're just a name on a roster, you're going to have a tough time setting yourself apart from your competition.

Third, **practice interviewing**. Sitting down with someone from Career Services can totally change the way you approach your interview and help you step up your game.

A main point-of-entry to any marketing position is **sales**. Don't be afraid! This is where you really get to know the product and the customer, and it's where you can really show your potential.

Day Two—Accounting and Finance

On the second day of Career Paths, we had another stellar panel of experts, featuring:

- Jason Polansky '01, Principal and Portfolio Manager, **JP Capital**
- Brandon Rodgers '02, Vice President, **Umpqua Bank**
- Carol Kaiser '07, Sustainable Business and Innovation Portfolio Manager, **Nike**
- Michele Reyes '08, CPA, **Perkins & Co.**
- Gabe Jackson '09, Account Executive, **Fisher Investments**

Like marketing and sports business, finance and accounting careers



Day One of LCB Career Paths: Anne Forrestel and Jessica Best (top—moderators); Heather Schwartz, Ashley O'Hollaren, Kim Nelson, and Aaron Kisor (bottom, left-to-right—panelists)



Day Two of LCB Career Paths (left-to-right): Bill Sherman and Joel Sneed (moderators); Michele Reyes, Gabe Jackson, Jason Polansky, Carol Kaiser, and Brandon Rogers (panelists)



Day Three of LCB Career Paths (left-to-right): Bill Sherman (moderator); Matt Powell, Fallon Stevenson, Darrin West, and Jeff Martins (panelists)

are many and varied. Regardless of whether you are interested in working for one of the busy Big Four accounting firms, a small Northwest investment firm, or the finance department of a company, it is important to **be early** and to **be persistent**.



A packed house attending LCB Career Paths, Day Two.

Being early refers to the early recruiting dates of firms like KPMG, Intel, and others—many of which post positions in late August and early September, before the school year even begins for UO students. Once you've identified your target companies, it is imperative that you be persistent in your pursuit of them. This does not mean you "bug them to death," so much as it means being well-prepared with excellent application materials; conducting informational interviews with recruiters, managers, and alumni working in the profession; and casting a wide net, applying to multiple opportunities.

Day Three—Entrepreneurship and Information Systems-Operations Management

The last day of LCB Career Paths did not disappoint. A lively panel of four alumni lit up the conversation:

- Darrin West '97, Oregon Distribution Sales, **GloryBee Foods**
- Jeff Martins '00, Consultant, **CPUsage**
- Matt Powell '00, Principal Broker and Owner, **Windermere Real Estate**

- Fallon Stevenson '06, Agent, **New York Life**

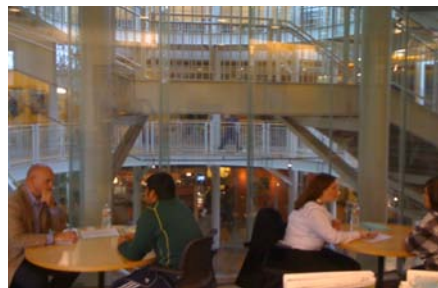
Much of the discussion surrounded looking for opportunity in unlikely places. Each of the alumni guests explained how their careers were not so much a straight climb up a ladder as they were a winding path with more than a few twists and turns. Students with an entrepreneurial mindset take a second look at unfamiliar companies and less glamorous industries to see if there is a chance for them to make their mark.

ASK THE BUSINESS PROFESSIONAL

(November 9, 2010)

The day before the UO Career Fair (November 10), business students had a unique opportunity to have their résumés reviewed by four professionals representing a diverse range of industries:

- Retail (Jeshua Buchanan, Medford Manager, **Buckle**)
- Banking (Jennifer Heafey, Senior Recruiter, **Key Bank**)
- Manufacturing (Gregg Yrigoyen, Corporate Trainer, **Pacific Seafood**)
- Financial Services (Steve Morse, Agency Field Executive, **State Farm Insurance**)



Steve Morse from State Farm (first table, left) and Jennifer Heafey from Key Bank (second table, left) provide students with strategic career planning advice.

Organizations Visiting Lillis

We would like to take this opportunity to give a big thank-you to the following companies for visiting with our students during the first term of the school year. We'd like to give a special thank-you to companies that interviewed and hired accounting and business majors!

Anvil Media
 AT&T
 Buckle
 CPUsage
 Cogent Valuation
 Deloitte
 E&J Gallo
 Ernst & Young
 Fisher Investments
 GloryBee Foods
 Grant Thornton
 Intel
 IRS
 Isler & Company
 JP Capital
 Kernutt Stokes Brandt & Co. LLP
 Jones & Roth
 Key Bank
 KPMG
 Moss Adams
 New York Life
 Nike, Nike Golf
 Novogradac & Company LLP
 Pacific Seafood
 Perkins & Company
 Portland Trail Blazers
 PriceWaterhouseCoopers
 Southern-Odom Spirits
 Umpqua Bank
 Windermere Real Estate

Seeing Stars

One Oregon MBA Student Goes to Hollywood to Chase a New Career

By Dan Simon

The thirteenth annual Reaching OUT Conference was held in Hollywood, California, this year to celebrate and support the skills of LGBT MBA students and corporate professionals. The Career Services Center, with support from the dean of the Lundquist College of Business, gave MBA students the opportunity to attend this and other career conferences through generous stipend awards.

The Reaching OUT conference afforded one student the opportunity to network with many Fortune 500 companies including Amazon, Target, Apple, and Facebook. Many valuable connections with potential employers were made, so stay tuned for future updates and success stories.

More information regarding Reaching OUT can be found at reachingoutmba.org.

Coming Attractions

- **Career Fair for International Students**, Wednesday and Thursday, January 19–20 (Erb Memorial Union, 1122 East 13th Avenue)
- **Ask the Business Professional**, Tuesday, January 25, Noon–4:00 p.m. (240 Lillis Hall, 955 East 13th Avenue)
- **Internship, Summer Job and Volunteer Fair**, Wednesday, January 26, Noon–4:00 p.m. (EMU Concourse and Fir Room). Visit career.uoregon.edu for more information and a list of participating companies
- **Northwest MBA Career Day**, Friday, January 28, Noon–5:00 p.m. (World Trade Center, Portland)
- **Employers Tell All: How to Create an Internship**, Tuesday, February 1, 5:30–6:00 p.m. (Reception in 240 Lillis and 6:00–7:00 p.m. presentation in 262 Lillis.)

Major Conference Attracts MBAs Nationwide

By Ronnie Casanova

NSHMBA, the National Society of Hispanic MBAs, hosted a very successful conference and career expo last month in Chicago. The conference focus was on Hispanics but **all MBAs** are welcome to attend. The first day was loaded with a wide range of professional development workshops: Expanding Professional Relationships, Succeeding in the Global Market, The Power of Debate, and Is Your Voice Being Heard. Those are just a sampling of the topics.

The following two days were Career Expo—driven, with networking opportunities in the evening. There were more than 150 employers at the Career Expo; many of them were Fortune 500 companies, e.g. IBM, Johnson & Johnson, Pepsico, L'Oreal, and Procter & Gamble. There were also outstanding opportunities with smaller organizations and nonprofits like TechnoServe, which is helping people in the developing world to build businesses that break the cycle of poverty. Most companies



were actually interviewing candidates on site for full time jobs and internship opportunities.

In today's economy it was exciting to see so many outstanding career opportunities for MBAs. Mark your calendar for next year's NSHMBA Conference and Career Expo October 13–15, 2011, in Anaheim, California. This is an opportunity that you do not want to miss!

The Company Insider

Throughout fall term, a number of companies came to campus, including AT&T, E&J Gallo, Intel, and Nike—to give students a rare look at the inner workings of the organizations, their products, and the unique career opportunities available to juniors and seniors. To find out about upcoming company visits, stay tuned to the Lundquist College Career Services blog and Twitter (@UOBizJobs).



Nike challenges student teams to give impromptu presentations on forming an NFL branding strategy.

Warsaw Students Meet Alumni at Nike

As part of Prologue, each MBA center of excellence sent their students on a field trip to give them a sense of what it means to be an Oregon MBA, and to connect them with alumni. On Friday, September 24, the Warsaw Sports Marketing Center spent the morning with alumni on the Nike campus.

Before the alumni panel, though, we had the opportunity to hear from the creative director for sports marketing.

He told us the inside story on how the ever-changing Oregon Football uniforms connect with the tradition of change here at the UO. The opportunity to make a difference in the future of the program, with the uniforms being the high-profile symbol of it, has been a factor in the recruiting success which has contributed to a trip to Glendale in January.

We then spent a couple of hours with ten MBA alumni who shared their advice on how to make the most of the program and to reach your professional goals. Here are some of their key bits of advice:

- The people who have advanced in the company have a firm understanding of finance and budgets.
- Get to know your classmates. They are and will be your professional network for your professional life.
- People are willing to help, but you have to engage them—keep in touch, send them updates, and offer to help them.
- Even if your contact can't influence the hiring decision, they can potentially help you translate the job posting and give you some insight into the company culture.



From Career Fair to Consultant

RECENT MBA GRAD CHECKS IN TO SHARE HIS SUCCESS STORY.

By Brett Ratchford

Colin Gearity, MBA '10, went to the MBA career fair last winter much like other eager students—with a stack of résumés and some ideal job prospects. He did the rounds at the fair and talked with recruiters from companies who could use a student with a background in engineering, business, and sustainability. Hitachi Consulting seemed like a good fit as they focused on systems implementation, which Colin had worked on before starting his MBA. Colin and the recruiter exchanged business cards and the relationship could have ended there.

However, after returning to Eugene, Colin contacted James Chang to see if he knew of any UO alumni who worked for this firm. James helped Colin out and shortly thereafter Colin was having coffee with an alumnus who had worked for Hitachi. This opportunity let Colin dig deeper into the company culture and prepare himself for the types of questions he might face in an interview. Three days later the recruiter he met at the career fair called. They wanted to set up a phone interview. That interview went well and led to a half-day, in-person interview, which ultimately led to a job offer. Colin took the job. While Colin was qualified for the job, setting up an informational interview helped him prepare for the questions and also helped him differentiate from the other job applicants.

After four months on the job, Colin is enjoying being a consultant. His first project, which took three months, was assisting with an ERP system implementation in the role of business analyst. Currently he is working on a market feasibility project related to sustainability. Colin says the best thing about his job, so far, is the ability to travel, use things he learned in school, and be part of a dynamic work environment.



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Setting Yourself Apart at the Career Fair

By Brett Ratchford

WHILE CAREER FAIRS ARE AN OBVIOUS PLACE TO GET MORE INFORMATION ABOUT POSTED JOBS, THEY ALSO CAN BE GOOD PLACES TO GATHER INFORMATION ABOUT JOBS THE COMPANY WILL HAVE AVAILABLE IN THE FUTURE. I ATTENDED THE CAREER FAIR IN WEEK SEVEN AT THE EMU WITH THIS PRECISE PURPOSE.

As the Career Fair guide had informed me, at this fair, Expedia was only recruiting for technical positions like computer and database programmers. I am studying business and sustainability so this type of job is not what I am looking to do when I finish my MBA. However, I am interested in working for a fast-paced, Pacific Northwest-based company that values creative input from its employees. To me this description fits Expedia quite well. To prepare myself for the fair, I did a search of the available jobs on the Expedia website and jotted down the ones that most interested me on the back of my résumé. The positions were mostly from the business development, marketing, and human resources departments.



At the fair, I talked with the representatives from Expedia and showed them the list of the types of jobs I was interested in on the back of my résumé. I also pointed out that I knew some of these were way out of my league but it was just to give them an indication of what I am interested in. The recruiters seemed impressed I had done research (even though it was only for ten

minutes) on their company and said they would hand my résumé over to the right recruiter back at the main office in Seattle. Hopefully something good will come from this interaction. Since then I have connected with the people I met at the career fair on LinkedIn and I am continuing to research the company to potentially prepare for a future interview.