



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, 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

See **TERM IN REVIEW** on page 4

BYOB: Bring Your Own Business

By Lenny Pichette

On Tuesday of week eight the Entrepreneurship Club held an event called BYOB—"Bring Your Own Business." The club holds this special meeting once a term, inviting both members and nonmembers to give a two-minute product or business proposal. The idea is similar to an elevator pitch (more like an elevator pitch in a very tall building!) The pitch must include: (1) a need or problem, (2) a value proposition, and (3) a target market. The winner takes home \$50 in cash. The ultimate goal, of course, is to get students familiar with the process of selling their ideas and products to investors.

Nine individuals pitched ideas ranging from a new viral video website to a helmet phone. After all nine had presented, students were asked to judge the presenters' ideas using an evaluation matrix. The voting was done using an anonymous texting poll.

The winner of BYOB this term was Salih Waritu, who successfully won over judges with a website called *braggingrights.com*. The concept is for someone to post a video of them doing something and then challenge others to do it better, posting a subsequent video of their own below it. Visitors to the website could vote on each video to determine the *best of the best*.

After a brief intermission, all pitches that got a vote were given a space in the room and time to expand on their ideas and get feedback from a smaller group of students. Whether you are interested in pitching a business idea or not, the Entrepreneurship Club's BYOB event is well worth attending to get a feel of how this process might work in a postcollege setting.

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
CPUUsage
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

Term in Review

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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.

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.

Student Shares Tips for Finding an Internship

ELLIOT FINKEL IS A SENIOR ACCOUNTING MAJOR AND PRESIDENT OF THE CICC. ELLIOT RECENTLY WAS HIRED AS AN AUDIT INTERN WITH PRICEWATERHOUSECOOPERS AND WILL BEGIN HIS NEW ROLE IN THE SUMMER OF 2011 AT THE PORTLAND LOCATION. JESSICA BEST RECENTLY SAT DOWN TO ASK ELLIOT SOME QUESTIONS ABOUT HIS EXPERIENCE IN SECURING AN INTERNSHIP.



When did you start looking for your internship?

I actually started searching in my sophomore year, attending events like “Meet the Students” in spring term. There was the off chance that I could get an internship early so I applied for some positions, knowing that even if I didn’t get to intern that summer, at least my name would get in front of recruiters. Then, when I applied in my junior year, my name would be more recognizable the second time.

How did you maintain connections with the recruiters over the last eighteen months?

I went to every networking event I heard and read about, got a lot of business cards, and e-mailed these new contacts the day after meeting them. I also took the initiative to connect with recruiters in my hometown in Arizona over the summer break between my sophomore and junior years. During this time, I circled back with my contacts and asked to set up meetings and informational interviews so that I could further develop the relationship.

How did you know you wanted to pursue accounting?

From the time I took ACTG 211 and 213. I liked it, was good at it, and I knew accounting would open a world of opportunity for me, so I gave it all I could give!

What are your long-term career goals?

I want eventually to start my own company or get in on a start-up. Accounting is the backbone of business and should give me a solid base to accomplish those goals.

Since you’re not sure that accounting is the ultimate goal for you, how did you convince recruiters that they should invest in you?

In my application materials and the interview, I chose to focus more on the “positives” of accounting: it’s a great way to begin a business career and it opens a lot of doors. I also mentioned my interest in becoming a manager, which normally takes three to five years, so the recruiter would know I wanted to commit at least that much time to the firm.

What do you hope to get out of this internship?

My main goal is to try it out to see if this is what I want to do with the next five to ten years of my life. In auditing, you learn the ins and outs of all kinds of businesses, so the exposure I get to different industries and business models will further help me to clarify which area I can best focus my time, talent, and energy on.

What was the most intimidating part of the recruiting process?

Going to networking events. To help prevent awkward silences, I researched companies and asked the recruiters specific company-related questions. Also I prepared a half-dozen general questions that I could ask anyone. I forced myself to step up and talk to even the companies that didn’t look so appealing from their table displays. Then I moved on to the next company after about five minutes.

What did you find most fun about recruiting?

Second-round interviews! For the first time, it seemed that the recruiters were really trying to impress the candidates. For instance, one firm put me up in a hotel in Portland the night before the interview, then hosted a lunch and company tour the next day. After this, there were three one-on-one interviews with managers, executives, and staff accountants. Because I had spent so much time getting to know the recruiters, I was really comfortable and knew I was presenting the best of my personal and professional self.

Where Are They Now?

By Bill Sherman, and Dan Simon

EVERY ISSUE, WE WILL BE FEATURING SUCCESS STORIES FROM 2010 LUNDQUIST COLLEGE OF BUSINESS CURRENT STUDENTS AND RECENT GRADUATES.

Success Story: Brandi Melchor

LCB alumna, graduated June 2010
(business major)

Sales Representative for Kraft Foods



1. What is your current role?

I am a sales representative for Kraft Foods for the Northwest Region (specially north Portland).

I am responsible

for a ten-store route, which includes Winco, Walmart SuperCenter, three Fred Meyers, three Safeways, Target, and Albertsons. My stores are located both in Vancouver, Washington, and along the peninsula in Portland, Oregon.

2. How did you find your way into this position?

In preparation for graduation, I would search the UO Career Center website daily during winter and spring terms. Once the employers were posted for the spring Career Fair, I made note of whom I wanted to see and signed up for interviews ahead of time if allotted. Unfortunately, I missed the cut-off date for the Kraft sales representative position, but I e-mailed the contact person my résumé anyway. I went to the Career Fair early and talked to the retail sales manager (Brad Bofto) for the Eugene district. He gave me an interview slot . . . and I was more than thrilled!

3. Did you take advantage of any specific resources at school to help you?

My best resource for the job hunt was Alpha Kappa Psi. As a brother of the business fraternity, I learned a lot about networking, being professional (in both dress and behavior), and how to use the business college's teachings in finding a career. Fliers and e-mails about the Career Fair were also very helpful, as they helped me to prepare for it and research the employers I was interested in.

4. What do you like best about what you do?

I love working with my customers (store managers, receivers, and so forth) the best. Creating and maintaining a strong relationship with them is what makes you successful at this job—without their support, Kraft would have no extra presence in stores. Also, the company itself is fantastic. Kraft Foods is a wonderful company that not only provides quality and delicious foods, but also great opportunities, far and beyond, in the company.

5. What tips can you provide students to help them take advantage of opportunities like this?

Go to the Career Fair! Even though you're not graduating during the time frame employers are hiring, drop off a résumé and speak with them. I had the opportunity to go to the fall Career Fair this past November and it was a great experience. There were a couple of students that Brad (my manager) remembered meeting at a few events before and was still highly interested in meeting with them upon graduation. In summary:

- Make a GREAT impression at the fair. Employers DO remember people they like, especially those they didn't. There were students who dressed very unprofessionally that stuck out and got immediately put on the "no" list. There are a ton of resources out there to ensure you are dressed to

impress. I learned what "business professional dress" was in my business classes, through AKPsi, and even sources online. Also, there was a student who smacked gum the entire time he spoke with us. He seemed like a great fit for the position Kraft was looking for, but got rejected because of his unprofessional behavior.

- Be yourself—that's when you're true colors shine.
- And don't forget—sell yourself. Clearly express strengths and let the recruiters know who YOU are. Leave a great impression in their mind that makes them want to know more about you.
- Research companies and the positions they are looking for BEFORE speaking with them. They WILL ask you questions about what you know and there's nothing worse than an "Ummm . . . what?" response.

Success Story: Lisa Olden

Master of Accounting '10

Audit Associate for Deloitte
in Portland



Lisa says one of her favorite job perks as an audit associate is being able to work with motivated, intelligent, and friendly people every day. She

misses being able to play intramural sports, but says not having homework looming over each day is one of the best aspects of the "real world."

To land her job, Lisa made sure to distinguish herself from other applicants by highlighting her participation in college athletics and overseas adventures. She says it is

always important to maintain a positive and friendly attitude during the application process because, “interviewers want to hire people they think they will enjoy working with.”

Her best advice to current MAcc job

seekers? Don't assume every firm is the same, “get to know the people and culture at different firms.” Also, “be open-minded to many types of firms or to jobs outside of public accounting; there are good opportunities everywhere!”

Around the Clubs

HIGHLIGHTS FROM LUNDQUIST COLLEGE OF BUSINESS STUDENT ORGANIZATIONS.

ALPHA KAPPA PSI

- Hosted video game tournament and collected two barrels of canned goods for Food for Lane County
- Invited recruiters to conduct mock interviews with entire membership

BETA ALPHA PSI

- Hosted the accounting career fair “Meet the Firms”
- Made it through fall recruiting

EBIZ CLUB

- Working with the UO men's lacrosse team to develop a website

ENTREPRENEURSHIP CLUB

- Business trip to the Portland Trail Blazers to see how they incorporate innovation in a small sports market
- BYOB (Bring Your Own Business) for the last meeting of the term
- Took students to the Bend Venture Conference

INTERNATIONAL BUSINESS AND ECONOMICS CLUBS

- Started two new subgroups: responsible stocks and an economics blog
- Hosted a speaker from Uganda who provides microfinance loans to women

UO AMERICAN MARKETING ASSOCIATION

- Business visit to Bi-Mart, Euphoria Chocolates, and Eugene City Brewery
- Entering a national marketing plan competition

UO INVESTMENT GROUP

- Got some good new members in fall recruiting; will be looking for more members at the end of winter term.

UO WOMEN IN BUSINESS

- Patty McConnell from Old Dominion discussed the unique challenges presented to women working in a male-dominated field
- Hosted a networking luncheon with professionals in the accounting field

WARSAW SPORTS BUSINESS CLUB

- Nike recruiter conducted mock interviews with three students in front of the entire membership
- Business trip to meet with the management of the Seattle Seahawks

Coming Attractions

- **Applying to the Major Workshop**, Wednesday, January 12, 5:00–6:00 p.m. (125B Chiles Business Center, 925 East 13th Avenue)
- **Career Fair for International Students**, Wednesday and Thursday, January 19–20 (Erb Memorial Union, 1122 East 13th Avenue)
- **Interviewing for Internships Workshop**, Thursday, January 20, 4:00–5:00 p.m. (125B Chiles Business Center)
- **Ask the Business Professional**, Tuesday, January 25, Noon–4:00 p.m. (240 Lillis Hall, 955 East 13th Avenue)
- **Business Etiquette Dinner**, Tuesday, January 25, 6:00–8:30 p.m. (EMU Ballroom)
- **Internship, Summer Job and Volunteer Fair** Wednesday, January 26, 2011 Noon–4:00 p.m. (EMU Concourse and Fir Room). Visit career.uoregon.edu for more information and a list of participating companies
- **Internship Search Workshop**, Thursday, January 27, 4:00–5:00 p.m. (125B Chiles Business Center)
- **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)



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AKPsi Mock Interviews

On November 10, 2010, members of the Alpha Kappa Psi Professional Business Fraternity were given the unique opportunity to meet with recruiters and engage in network and interview experiences. Coming over from the UO Career Fair held annually in the EMU, several employers found added benefit in meeting directly with students of the Lundquist College of Business. Eric Paradis, vice president of professional activities for AKPsi, did a great job of obtaining recruiters from over twenty companies including Frito Lay, State Farm, Fred Meyer, and many more.

The event began as a networking mixer giving students the opportunity to build valuable experience meeting and greeting business professionals. Following the mixer recruiters and students broke into groups of twenty and held a Q & A panel with recruiters to discuss the best ways for students to present themselves throughout the interview process. Many questions regarded résumé presentation, interview preparation, and the most appropriate and meaningful follow-ups. To add onto the great experiences and breadth



of knowledge the students learned to that point, each student was given the opportunity to sit down with two or three companies and hold a mock interview to simulate the experience and expectations that would be found in an actual job interview.

This final stage of the event really was the most beneficial to students. They had an opportunity to not only question companies about what they

can do to better themselves, but also to experience first-hand what the interview process entails. This helped the students to brush up on their self-selling techniques as many of them approach graduation. The AKPsi mock interviews program has become an annual event for the professional fraternity and has seen consistent positive feedback from both members and companies as the scale of the event has continued to increase.