



multicultural career alliance

WELCOME YOU TO

THE UO DIVERSITY CAREER SYMPOSIUM

Helping multicultural students transition from school to the workplace.

FRIDAY APRIL 12, 2013

10:00 A.M.-6:00 P.M.

MULTNOMAH ATHLETIC CLUB (MAC)

1849 SW SALMON ST.

PORTLAND OR 97205



UNIVERSITY OF OREGON

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multicultural career alliance
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“Helping multicultural students transition from school to the workplace”

HISTORY: The building blocks of the Multicultural Career Alliance (MCA) began in 2001 by co-founder Ronnie Casanova and Mark Tracy. They recognized the need to increase UO multicultural students’ use of career services. To accomplish this, they first recruited staff members dedicated to diversity from various student service offices across campus and developed quarterly events to engage students in the career development process and connect them with employers. The Alliance’s first reception in fall of 2001 hosted approximately 50 students.

As programs continued to be offered, the committee assessed their value based on student evaluations and attendance. To address the variety of interests and needs of the students, the committee members experimented with different programming options over the years such as employer panels, interview opportunities, and educational skill-building workshops. Eventually, a schedule of yearly innovative events was set.

Now participation has blossomed as the Alliance may boast student attendance numbers of 150 - 200 students at more recent events. As student attendance continues to grow, so will the committee.

The Multicultural Career Alliance (MCA) is a collaborative effort supported by the Career Center, the Center for Multicultural Academic Excellence, the Lundquist College of Business Career Services and the Office of the Dean of Students.

For additional information and events, please contact:
Ronnie Casanova - Assistant Director of Employer Development
Lundquist College of Business Career Services
ronniec@uoregon.edu
(503) 276-3624



Table of Contents

History of MCA	2
Table of Contents.....	3
Sponsors.....	4
Symposium Planning Team.....	5
Keynote Speaker.....	6
Symposium Schedule.....	7
Symposium Area Map.....	8
Workshop Descriptions.....	9 - 10
Panel Descriptions	11



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Peace Corps
University of Oregon, Portland
US Fish and Wildlife Services
Wieden + Kennedy
Willamette University Early Career
MBA



MCA Symposium Planning Team

Chelsey Augustyniak, career advisor, Career Center

Colleen Lewis, employer relations and events coordinator, Career Center

Dani Amtmann, assistant director of educational programs, Career Center

Daniel Pascoe, director, Career Center

James Chang, special assistant to the Associate Dean, Lundquist College of Business

Kari Herinckx, director of diversity education and support, Dean of Students

Kristi Lodge, assistant director of academic programs, Career Center

Mandy Devereux, associate director of employer relations, Career Center

Megan Green, fiscal coordinator, Career Center

Michael Williamson, marketing specialist, Career Center

Pat Ferris, employment services coordinator, Career Center

Ronnie Casanova, assistant director of employer development, Lundquist College of Business Career Services

Rosa Chavez-Jacuinde, academic advisor, Center for Multicultural Academic Excellence

Tayah Butler, academic advisor, Lundquist College of Business

Tina Haynes, on-campus recruiting coordinator, Career Center

"The healthiest competition occurs when average people win by putting above average effort."

- Colin Powell

Keynote Speaker- Greg Bell



Greg Bell, author of *Water The Bamboo®: Unleashing The Potential Of Teams And Individuals*, is a recognized thought leader and founder of *Water The Bamboo Center For Leadership*. As an innovator and keen observer of highly successful people and teams, he distills his findings into the *Water The Bamboo* methodology.

Water The Bamboo is a metaphor for individual and team success. If you water giant timber bamboo in the first year, nothing happens. In the second year, nothing happens. In the third year, nothing happens. But when you water bamboo in the fourth year, it will rocket up an astonishing 90 feet in only 60 days. Do you and your team have the kind of vision, faith, patience, persistence and focus to achieve what you want? Those who catch the spirit and understand the principles of the bamboo farmer will see their visions suddenly explode into reality—seemingly out of nowhere.

Greg has brought the principles of *Water The Bamboo* to over 500 clients and associations and tens of thousands of individuals, to transform leadership and spark much-needed change. Every team, organization, and individual is unique. Greg brings a tool kit of practical exercises, inspirational stories of triumph and lots of interaction to customize programs that entertain, challenge and motivate participants.

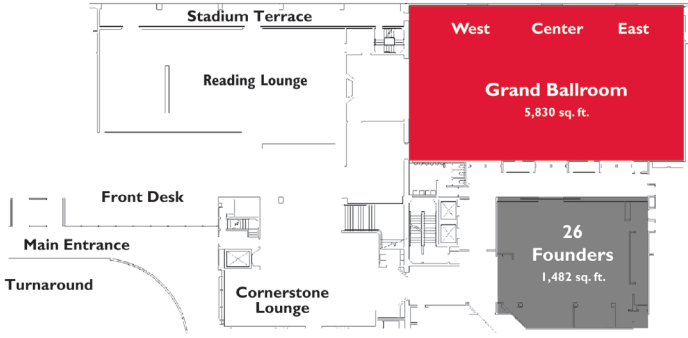
Greg is a two-time Inspirational Player of the Year for the University of Oregon basketball team, successful attorney and entrepreneur, and the force behind *Coaches vs. Cancer*, which has raised over \$50 million dollars for cancer research. Greg is a Certified Speaking Professional (CSP), the highest earned designation for the National Speakers Association and International Federation of Professional Speakers. Only 10% of speakers have earned this designation. Greg and *Water The Bamboo* were featured on a Public Broadcasting special that aired on stations across the country and he was the opening speaker for the first TEDx Portland. Greg founded the *Water The Bamboo Center For Leadership* to inspire and motivate teams to achieve their own remarkable results, he is fluent in French and Swahili.

Symposium Schedule

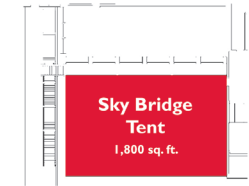
Friday, April 12, 2013

Time	Event	Location
7:15 a.m. - 7:30 a.m.	Load Buses	University of Oregon
7:30 a.m.	Buses depart for MAC Club in Portland, OR	
8:15 a.m. - 9:30 a.m.	On-board pre-trip Training	On the bus
10:00 a.m. - 10:50 a.m.	Workshops: The Professional You Valuing My Diversity The Art of Networking	Kamm Duniway/Couch 26 Founders
11:00 a.m. - 11:50 a.m.	Workshops: Power of Attitude Valuing My Diversity Burning Questions	Kamm Duniway/Couch 26 Founders
12:00 p.m. - 1:00 p.m.	Lunch University of Oregon Student Affairs: Dr. Robin Holmes / Dr. Daniel Pascoe	Grand Ballroom East
1:10 p.m.- 1:55p.m.	Panels: Healthcare, Education and Communication Government, Non-profit and Social Justice Business, Marketing and Sales	Kamm Duniway/Couch 26 Founders
2:05 p.m. - 2:50 p.m.	Healthcare, Education and Communication Government, Non-profit and Social Justice Business, Marketing and Sales	Kamm Duniway/Couch 26 Founders
3:00 p.m.- 4:00 p.m.	Keynote: Greg Bell	Grand Ballroom East
4:10 p.m. - 6:00 p.m.	Networking Reception	Ainsworth/Lownsdale
6:30 p.m.	Buses Depart for Eugene	Outside MAC Club

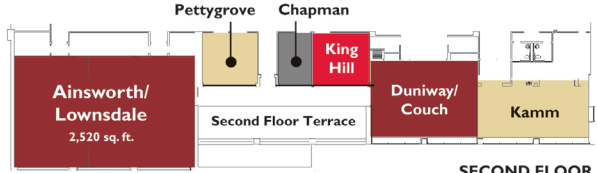
Symposium Area Map



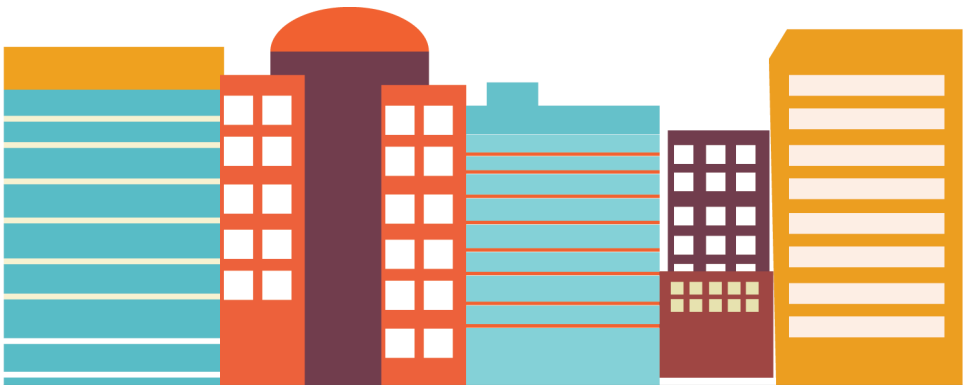
FIRST FLOOR



Sky Bridge
THIRD FLOOR



SECOND FLOOR



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Workshop Descriptions

10:00-10:50am

The Professional You

*Ben Warner, Regional Manager-
College Relations-Macys*

Workshop sponsored by:  **macy's**
CAREERS AFTER COLLEGE

Location: Kamm

As a job candidate, employers will form an image of you based on what you give them, how you engage them, and how you present yourself. This interactive workshop will teach you how to control your image (or “brand”) through what you put on your resume, how you approach employers, and of course, what you say. Join us for a fun, insightful, and engaging time together!

Valuing My Diversity

*Stephanie Turner, Director of Diversity
and Inclusion-Kaiser Permanente*

Workshop sponsored by:  **KAISER PERMANENTE.**

Location: Duniway/Couch

How do I find an organization that truly values my diversity? What would that organization look like? How do I get a clear picture of an organizations workplace culture? If you are looking for answers to these and other questions about diversity in the workplace, this is a workshop you don't want to miss!

The Art of Networking

*Doug Rice, Talent Acquisition
ManagerEnterprise Rent-a-Car*

Workshop Sponsored by:  **enterprise**

Location: 26 Founders

Need to find that career job? Go to the Internet, talk to your career counselor, create a great resume. What about networking? What can you do to leverage the relationships you already have and create new relationships that can help you land that perfect job. Networking is more valuable than you think and should be a part of your job search strategy.

*“Start where you are. Use what
you have. Do what you can.”*

– Arthur Ashe



Workshop Descriptions

11:00-11:50am

Valuing My Diversity

Stephanie Turner, Director of Diversity and Inclusion-Kaiser Permanente

Workshop sponsored by:  KAISER PERMANENTE.

Location: Duniway/Couch

How do I find an organization that truly values my diversity? What would that organization look like? How do I get a clear picture of an organizations workplace culture? If you are looking for answers to these and other questions about diversity in the workplace, this is a workshop you don't want to miss!

Power of Attitude

Ben Warner, Regional Manager-College Relations-Macys

Workshop sponsored by:  macy's
CAREERS AFTER COLLEGE

Location: Kamm

Attitude is everything, whether you have a good day or not. If you've ever wondered what one attribute all successful individuals have in common, you guessed it, it's their positive attitude. We all go through our ups and downs in life, but it is those individuals that consistently have a positive outlook that make the most out of every situation. This workshop is designed to discuss how a positive attitude not only applies to your future career, but also to

your personal life. We will talk about strategies and ways to improve ones attitude and make the most out of every situation.

Burning Questions

Joseph Wahl, Assistant Director, Office of Equity and Human Rights, City of Portland

Mariann Hyland, Director of Diversity & Inclusion, Oregon State Bar

Rui Neves, HR Specialist, Beaverton School District

Workshop sponsored by:  enterprise

Location: 26 Founders

Are there questions an employer can't ask during an interview? What should you do if you're asked one of these questions anyway? What factors should I weigh when deciding whether or not to disclose a disability, veteran status, gender identity or sexual orientation throughout the job search process? Is there a question you'd like to ask about diversity and the workplace, but are afraid to ask? This is the workshop for you! Join representatives from a variety of industries to discuss and learn more.



Panel Descriptions

1:10-1:55 pm

Healthcare, Education and Communication

Location: Kamm

Moderator: Daniel Pascoe Aguilar

Panel sponsored by:  KAISER PERMANENTE.

Panelists:

Serilda Summer McGee, Program Manager-Diverse Talent Planning, Kaiser Permanente

Ken Boddie, News Anchor/ Reporter, KOIN-TV

Clarissa Fong, Social Media & Content Marketing Specialist, Appearance

Bonnie Gray, Director of Workforce Diversity and Recruiting, Portland Public Schools

Government, Non-profit and Social Justice

Location: Duniway/Couch

Moderator: Kari Herinckx

Panel sponsored by:  UNIVERSITY OF OREGON PORTLAND

Panelists:

Pravin Mallavaram, Regional Recruiter, Peace Corps

Jocelyn Lovenburg, Human Resources, LifeWorks NW

Jennie Caudie, Diversity and Special Programs Representative, Department of Transportation
Phil Romero, Professor of Business Administration and Dean Emeritus, University of Oregon

Business, Marketing and Sales

Location: 26 Founders

Moderator: James Chang

Panel sponsored by: **FredMeyer**

Panelists:

Datton Khuu, Divisional Merchandise Manager-Planning, Fred Meyer

Jardon Jaramillo, Finance, Portland General Electric (PGE)

Joan Stephens, Recruiting Manager, Wieden+Kennedy

Derek Johnson, Recruiting Specialist, Banfield

2:05-2:50 pm

Panels repeat

"There is no passion to be found playing small - in settling for a life that is less than the one you are capable of living."

— Nelson Mandela

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Doug Rice
Talent Acquisition Manager
drice@erac.com
503-612-8117

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Best wishes for much success to students, recruiters, and professionals attending the first ever UO Diversity Career Symposium.

Find out how Lundquist College of Business Career Services can help you with your career and employment goals. Employers, call 503-276-3624. Business students, call 541-346-3301.

lcb.uoregon.edu/career



I've missed more than 9000 shots in my career. I've lost almost 300 games. 26 times, I've been trusted to take the game winning shot and missed. I've failed over and over and over again in my life. And that is why I succeed.

- Michael Jordan



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Notes

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And special thanks to:
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