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

Diversity Career Symposium
“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
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Oregon and Southern Washington
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Portland General Electric
Target
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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
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**

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

Workshop sponsored by:

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:

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 Manager-Enterprise Rent-a-Car

Workshop Sponsored by:

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:
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
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:
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.
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, Adpearance
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

Panelists:
Pravin Mallavaram, Regional Recruiter, Peace Corps
Jocelyn Lovenburg, Human Resources, LifeWorks NW

11:00-11:50am

2:05-2:50 pm

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

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
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
“You don’t build a business; you build an organization, then the organization builds the business.”  –Fred G. Meyer

Fred G. Meyer pioneered One-Stop shopping by opening a food store that also sold non-food products. Today, Customers can find more than 225,000 items in our stores. And as a division of The Kroger Co., Fred Meyer is part of the second largest retail chain in the U.S.

Additionally, Fred Meyer contributes more than $5 million to communities across the Northwest each year through grants from the Fred Meyer Foundation as well as product donations, cash donations, and sponsorships.

Why Work at Fred Meyer? Great Culture! Associate feedback is an integral part of the continuing success of Fred Meyer. It’s encouraged through Cultural Councils at every location, as well as a program that lets any Associate share ideas directly with top management.

Visit fredmeyer.com to learn about our career opportunities, internships, and community involvement.

Find out more about the UO in Portland.
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