



# Women in Business

Connecting you with your professional future.

## QUICK FACTS Fall Semester 2008

Number of  
Members: 150

### Member Demographics

Freshmen	48%
Sophomores	30%
Juniors	12%
Seniors	10%

17% of Total  
Women at the  
Carlson School

9% of Total  
Students at the  
Carlson School

Majors range  
from Marketing  
to Pre-  
Veterinary!

## A Message from the President

The fall was a busy one for WIB. We will start second semester with 150 members, more than any previous year, and already have exciting events planned for the spring. There is never a dull moment with WIB as we are always thinking of how we can better achieve our mission and continue to make a difference at the Carlson School and the University community. Thank you to all of our members, sponsors, and speakers for supporting us in our mission of empowering women. Enjoy the following recap of our fall semester! It was another great success!

## Wibuddy Program

This semester, WIB re-launched a new and improved Buddy/Mentorship program. This year we accepted applications from forty interested WIB members to act as either mentors or mentees. We held the first kick-off event at the St. Paul Student Center where the Wibuddy pairings were revealed. Big Buddies were assigned two or three Little Buddies and will be executing three events for their Little Buddies throughout the year; one volunteer, one professional, and one social event. The goals of the Wibuddy Program are to get members more involved within WIB, provide leadership opportunities for participants, and help upperclassmen guide underclassmen as they strive towards their professional futures together.

## The World is Waiting

On Saturday, November 15, WIB hosted its first leadership conference, "The World is Waiting." More than 100 attendees - corporate partners as well as students from the University of Minnesota, University of St. Thomas and Northwestern College - learned about the benefits and obstacles surrounding globalization.

Keynote speaker Camille Mirshokrai, Director of Global Leadership Development at Accenture, discussed globalization from her experiences working around the world. Panelists Dr. Tim Kehoe, professor of Economics, and graduate students Elizabeth Neils and Gina Pieters compared educational experiences in the United States and abroad. In another panel discussion, members of the Cargill Women's Council spoke about their place in the company and the world. Each speaker topic had a corresponding workshop which facilitated discussions between attendees. The workshops covered topics ranging from international case studies to potential hurdles in the global workplace such as communication barriers.

The conference helped attendees recognize that with every challenge lays a positive opportunity for personal and professional growth. Thank you to all of our sponsors and those who attended. We are already planning a phenomenal spring networking event. Keep an eye out for more information to come. Hopefully we will see you at the networking event in February!

## Preparing for an Adventure Abroad

*Contributed by Volunteer Coordinator, Lauren Frederick*

Mexico is my passion. It's what I talk about, Google in the middle of the night and what I fall asleep thinking about. In May, I started a nearly seven month journey in Monterrey, Mexico that was just another step in achieving my goal of one day working in International Business development. WIB prepared me for the experience of living with a new family, attending classes in Spanish, and three internships. Business professionals have shared their stories of working abroad, helping me to see new opportunities.



Working on WIB projects and events gave me increased confidence and organizational skills to plan my trip. I'm excited to be back this semester as volunteer coordinator, working to increase WIB's non-profit partnerships with a perspective shaped by my adventure.

## The Ronald McDonald House

Twenty-one Women In Business members volunteered their time, talents, and smiles on November 10th, 2008. WIB volunteers cooked and served a delicious sloppy joe meal, with scrumptious cookie bars for dessert, for 48 families staying at the Ronald McDonald House. This volunteer program, Cooks for Kids, provides meals for families who stay at the House while their children are undergoing treatment for life-threatening illnesses at area hospitals. It was touching to realize our impact; one staff member stated that the time one particular family saved through the Cooks for Kids program gave them six extra days with their child before he passed away. A huge thank you to our volunteers and corporate sponsors that made this event possible!

## WIB Three Year Plan

WIB has reached new heights with members, opportunities, and support. With all of the growing excitement, we felt that it was important to develop a strategic plan to foster cohesive organizational growth with the new changes. Leveraging our advisory board, we are building a plan that allows us four major advantages:

1. Helps WIB to understand what it stands for and its core competencies.
2. Helps WIB understand what it is not.
3. Helps prioritize organization archives, best practices, initiatives, measures, and tactics.
4. Helps WIB say "no" to initiatives that do not drive towards the overall strategic plan.

Currently, we are in a phase of receiving member feedback to enhance our inputs, and developing measures and tactics. The plan has already served as a benchmark for networking and partnership events. In the future, this strategic plan will serve as a guidepost for all organizational initiatives. It is helping WIB to understand itself and what it stands for. Just as importantly, it forces WIB to see what it isn't... thereby allowing it to be the best it can be!

## A Big Thanks to our Sponsors!



**Cargill**  
**PricewaterhouseCoopers**  
**General Mills**  
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## Calendar of Events

- **Speaker meetings** every 2nd and 4th Wednesday
- **Spring Networking Event** Wed., Feb. 25
- **Dream Date for Hope** Thur., Mar. 26