

# The InquireHer

A Brown Women In Business Publication

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## TURNING TO STUDENT GROUPS

Anna Andreeva '12

Brown undergraduates interested in pursuing an MBA or a career in business often find their options for advising limited. While pre-law and pre-med students have clearly established support networks through which to explore potential career paths, no official, distinct business-advising network yet exists. What options are, then, available to business-oriented students? The Career Development Center (CDC) and, of course, **WIB**.

The CDC is developing programming and advising for business-bound students in conjunction with Alumni Relations, the COE department, employers and alumni. Beverly Ehrich explains, "We anticipate building these collaborations and services to meet the needs and interests of students."

A new addition to Brown's business advising sphere this year is the CDC Business Initiative blog, which includes a separate section on business schools. The blog provides information on upcoming internships and CDC programs, links to trading and investment-oriented online tools, and industry-relevant articles. During the past academic year, the CDC has provided a selection of business-related programs, including a GMAT preparation workshop, an informational session on Harvard Business School's 2+2 program, and Stanford Business School's PhD program presentation. In April, the Brown Alumni Association, the Office of Alumni Relations, and the CDC co-hosted an alumni-led informational session titled "Why Pursue an MBA?" Ehrich expects the program to be repeated in the coming 2010-2011 academic year.

University programs offer much support it seems. Yet Sophomore Emily Ang Zheng expresses her wish to "have more direct interaction with Brown Alumni in the [business] field," especially in preparing for interviews. Despite the availability of resources at the Career Development Center, she finds that staying in tune with all the events can be difficult during the school year. For Emily, networking events, a strong mentorship program, and interview practice make Brown Women in Business a valuable resource for students hoping to pursue a career in business. While the "CDC has the internship showcase, not many people volunteer," Emily says. "A lot of resources remain to be tapped."

With many interest groups to cater to, it is not surprising that Brown students interested in business look to student groups for guidance and additional programming. It is my hope that, under the combined guidance from Brown WIB and the CDC, business-oriented students can find a more defined path to success. Given our enthusiasm, dedication and vision, WIB members have the exciting opportunity to become trailblazers in business and MBA advising at Brown. We hope to share these opportunities with the rest of the undergraduate population.

## the MARATHON

In over 32 years on the job, there is one lesson I repeat over and over again to students who are beginning to work for a living. A career is a marathon, not a sprint. You will come out of the blocks with a lot of energy and, through your twenties, you will feel as if the upward trajectory of your career path is not proceeding as rapidly as you would like. Most of you are a part of the multi-tasking, quick gratification generation. This kind of attitude can be a very destructive force in the long-term analysis of a career. Slow down, and take a breath. I like to tell students that the most important interview you will conduct as you search for a job is with yourself! Understand that you need to ask yourself some very important questions. What is your passion? When you wake up in the morning and pick up a paper or go online, what are your interests? Having spent your four years searching for your educational pursuits, ask yourself what they are. When you are finished with this interview, start to ponder how to make a career of your "passion." This will end up being your starting line.

Once you figure out a career, put yourself "in the right place at the right time." No one is going to call you alerting you to a job. It is up to you to use your Brown Alumni Directory or other contacts to get yourself in people's offices. Network in your field of interest, and tailor your resume to your choice of career. Then, exercise some patience as you look for your dream job. It may take a while to materialize, but you must stay focused and not give up. Remember you are just coming out of the starting blocks in what could be a 40-50 year career. You don't need to find a job a week after you graduate. It took me 10 months out of college to land my first staff job. After 32 years I am still at the same company. That is not the norm, and there are studies that your generation will change jobs at least 11 times during your career. Nevertheless, be sure you enter a field that you can get excited about.

So start the race and pace yourself. I like to kid people that I may be at the 20 mile mark in my career and "hitting the wall" as they like to say in a marathon, but I still have the same passion for sports television that I had when I graduated from Brown University. I am still on that journey and enjoying every day. You will perform better in a field that you are genuinely enthused about, and then the monetary reward should come your way. I know it sounds corny, but money does not buy happiness. The satisfaction you get from turning your passion into a career will carry you the rest of your life. So in the words of a great marketer of sneakers "just do it."

Ross Greenburg '77

President, HBO Sports

*"It's not about being better,  
it's about being equal."*

-Billy Jean King

## NEWS

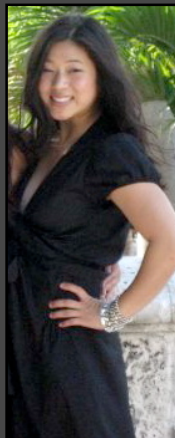
WIB hosts Spring Weekend  
Cocktail Party at Bravo Brasserie,  
April 22

BALLOTS ARE IN! Elections for  
WIB Leadership Board for Fall  
2010 have been completed. Visit  
our website to meet next year's  
WIB leaders!

WIB hosts Scholarship Contest for  
local high school senior girls.  
Applicants submitted essays to be  
reviewed by the WIB Leadership.  
Announced on May 7, Petri Lopez  
from Feinstein high school, was  
granted \$500 in tuition money!

WIB participates in both Brown  
University Relay For Life and  
Providence Breeze Against  
Wheeze 5K walk-a-thons

## WIB Girl in Charge: SAM RYU



### What are your career aspirations?

"Well, since international pop star seems like an impossible career path at this point, directly after college I hope to pursue consulting in the fashion business/industry or work on the business side of a fashion magazine. The lifestyle and environment seem to suit my temperament much better than Wall Street would; however, I am resolved to give that a try at some point in my life too. There is so much that I want to do, to accomplish, that I feel, in a way, stuck at this point - held down by classes and waterpolo, food at the Ratty, and other problems that seem to pale in comparison to the bigger picture that is often elusive when enjoying my life at Brown."

### How has being a student-athlete help you become a better leader?

"Waterpolo has taught me discipline, the importance of time management and the fact that you must love what you do to be able to devote so much time to it."

**Favorite Novel:** *One Hundred Years of Solitude*, by Gabriel Garcia Marquez

**2010 Summer Plans:** Internship abroad in Argentina

**Most important quality in a leader:** Passion

**Benefits of being a woman in a male-dominated world:** The satisfaction of leveling the playing field.

## BOOK WE LOVE

### *If You Have To Cry, Go Outside* by Kelly Cutrone

Every modern woman in business can tell you - it takes more than just smarts to get ahead and enjoy life successes. In her bold, blunt memoir, Kelly Cutrone (popularly known as Lauren Conrad's boss in *The Hills*) provides an accessible guide to professional empowerment. Cutrone, using her own life experiences and background. She provides young, aspiring women with nine important gems of wisdom in her quasi-autobiography, from branding self-identity to handling life's tragedies.

*If You Have to Cry*, in its own brutally honest, inspiringly aughable way, is a precious jewel in a pile of stones. Kelly Cutrone is the Jillian Michaels of self-help. If you're ready to be whipped into shape and find your personal secrets to success, this book may just be a tour guide to a destiny of greatness.



Dominique Ferraro '11