

Annual Dinner Issue

Upcoming Events

- 11/8—Annual Dinner
- 11/14—"Art of Business" Panel
- 11/15—Goldman Sachs Internship Dinner
- 11/16—"It's Women" Event
- 11/19—Elections Meeting
- 11/28—Executive Board Elections
- 12/11—Finals Study Break

Want to get MORE Involved in WW?

As the end of the semester approaches, WW will be holding its Elections Meeting for all those interested in running for a Board position. You must attend this meeting on November 19th at 5:00 pm in JMHH G92. For more information, contact Tracy Kosolcharoen at tracykos@wharton.

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Six Years and Counting by Grace McGregor

A Look at the History of Wharton Women's Biggest Event of the Year

It is hard to be a woman on campus without hearing about Wharton Women, and it is hard to be a Wharton Women member without hearing about the Wharton Women annual dinner. But what exactly is the annual dinner? Why is it an integral part of Wharton Women's year, and how can you utilize the resources the dinner provides to your greatest advantage?

Wharton Women celebrated its inaugural annual dinner in 2000 and it has since grown to become one of the most highly esteemed events at Penn, improving Wharton Women's visibility on campus, in the greater Philadelphia area, and in the corporate world. The dinner is indicative of Wharton Women's central mission: To facilitate the personal and career development of females in business by building a network of exceptional undergraduates, professionals, and faculty. Representatives from top investment banking, consulting, consumer retail, and accounting firms have attended the event, opening lines of communication for students to learn about different industries within the business sector, and to network in order to ease the highly competitive job recruiting process. In fact, sometimes students begin their careers at the Annual Dinner.

Chenkay Li, former WW Vice President of Corporate Relations and current investment banking analyst for J.P. Morgan Securities says that the Annual dinner helped her land her job: "It helped me find an internship which eventually turned into my full-time job now. My sophomore year at the Dinner, I met and spoke with a representative from JPMorgan, who told me about the Honors program at JPM [a summer internship program for rising underclassmen]. I interviewed and got the internship ... I would not have heard about the Honors program if it were not for the Dinner."

The Annual Dinner has the potential to open many windows for members. So, how can you take advantage of the Annual Dinner? Ms. Li says to go informed, do your homework on your industry, and most of all, know what you want to get out the dinner. Go in with a purpose, so you can make the most of what Wharton Women has to offer.

At a Glance:

- This year is the sixth annual WW dinner.
- Past speakers include: Karen Huguet, (CFO, Federated Department Stores); Judy McGrath (CEO, MTV Networks); Amy Brinkley (CRO, Bank of America) and Sallie Krawcheck (CFO, Citigroup) * positions listed as given at time of event.
- Over 200 people attend the annual dinner each year, with roughly half being WW members and half company representatives.

Dawn Ostroff Keynote Speaker by Christina Fernandez

While recently appointed as the President of Entertainment for the new CW network on January 24, 2006, Dawn Ostroff has long served as a prominent female leader in the television industry. Starting her career in television at age twenty-one, Ostroff worked with many firms including 20th Century Fox, Disney/ABC, the WB, Lifetime, and UPN, before her appointment at the CW. While working as Senior Vice President, Programming and Production at Lifetime, the station went from the sixth to the number one rated cable station during prime time, earning Ostroff a place in *The Hollywood Reporter's* Top 50 Women in Entertainment and the title "Wonder Woman of Cable" by *Cablevision Magazine*. Her combination of expertise and developmental experience—including her focus on the 18-34 age group—and careers within both the WB and UPN, made her an ideal candidate for this joint venture between the two networks. As President of Entertainment, Ostroff will oversee all programming, marketing, scheduling, publicity, and research functions of the network.



Ostroff contributes her success to her intense passion. Her life's mantra is embodied by her theory of the three Ps: passion, persistence, and patience, whose application helps capture Ostroff's entrepreneurial spirit and her determination to reach her goals. Working since the age of fourteen and holding her first media position at sixteen, Ostroff continues to prove that once you set your sights on something, you can obtain it, even if it requires starting from the absolute bottom.

Despite her many past positions, Ostroff's favorite job is that of being a mother; for her, balancing both a successful career and a fulfilling family life has always been a challenge and area of pride. Living in Los Angeles with four young children, a busy husband, and a blossoming career, her techniques for managing and making time for both lifestyles proves that it is possible for a working woman to "have it all."

Dress Your Way to the Top by Julie Pearne

Wharton Women's Annual Dress for Success Event Resigned, Turnout Greater than Expected

On November 2, 2006, the spacious MBA Lounge was outlined with tables burgeoning with designer outfits, jewelry, shoes, and bags abounding. Caterers with platters of delicacies roamed the room full of more than 100 people while they bid on items, networked with Merrill Lynch and Financo representatives, and listened to the essential advice from a professional image consultant. This was the 4th annual Wharton Women "Dress for Success" event.

Because many of our club members aim to become nothing less than successful professionals, image is key.

"Your image is with you everywhere," speaker Ali Yurkhman said, adding, "it's about the little things."

As a former image consultant with Prada, Mr. Yurkhman has launched his own image consultancy, Style-Aid and works with professionals and other personalities, such as New York Senator Hilary Clinton. Yurkhman emphasized that one's image is "most especially noticed at your job." The premise is that if you dress appropriately and in your own personal style, you can perform better.

"What most people don't know is that 65-70% of women may get stuck in their careers. Their productivity increases, but their position stagnates," Yurkhman added. He attributes this to the way women are perceived on the outside, as compared to males.

"While guys can easily say to one another 'Hey man you need a new suit!' most women won't do that," Yurkhman observed.

This subtle power of personal presence for women at work, or anywhere as Yurkhman points out, is no little secret. Wharton Women board members made sure to let their members in on how to be successful in both work and style. This year's Dress for Success was notably changed from last, an initiative that came from the club's president, Ayeesha Sachedina.

"In past years," Sachedina said "we felt that the learning element of the event was lost. [The previous format] was fun, but this time the Board wanted to put on an event for all the club members, so we included more helpful elements...the image consultant, the charity benefit, and networking opportunities with Merrill Lynch and Financo representatives."

Megan Myers, a sophomore in Wharton Women who attended last year's event, noted the benefits of this year's format: "This year's speaker really took it to the next level. His honest advice had a touch of humor that made me consider his suggestions more carefully," Myers said.

"Everyone had a great time browsing, giving advice, and getting into the spirit of bidding wars for the American Cancer Society," she added.

By the end of night, the event had clearly turned out to be a success. In total, the silent auction raised more than \$5,000 for the American Cancer Society and many members left with good advice and great goods. Most importantly however, Wharton Women members had the chance to develop their own personal style, as well as a winning professional look...that will ultimately lead to an upper hand at work, well manicured of course.



(Top) Event speaker Ali Yurkhman gives helpful advice to over 100 participants. (Bottom) WW members browse one of the six display tables, outfitted with stylish suits, purses, and jewelry.

TOP TEN TIPS FOR DRESSING FOR SUCCESS:

1. ALWAYS CHOOSE DRESSING UP RATHER THAN DRESSING DOWN.
2. ALWAYS ENSURE CLOTHES ARE NEAT AND PRESSED.
3. ALWAYS CHOOSE SKIRTS OF APPROPRIATE LENGTH.
4. ALWAYS ENSURE PROPER FIT OF CLOTHING, PAYING CLOSE ATTENTION TO BLOUSES AND TROUSERS.
5. CHOOSE CLOTHES THAT YOU'RE COMFORTABLE WEARING AND MAKE YOU FEEL CONFIDENT.
6. CHOOSE APPROPRIATE DAYTIME FABRICS – SAVE FABRICS SUCH AS SATIN FOR THE EVENING.
7. ENSURE SHOES ARE POLISHED AND THE STYLE IS APPROPRIATE FOR THE SITUATION – CLOSED-TOE PUMPS ARE USUALLY YOUR BEST BET.
8. JEWELRY AND MAKE-UP CAN COMPLETE AN OUTFIT, SO BE SURE TO CHOOSE PIECES and COLORS THAT ARE PROFESSIONAL AND APPROPRIATE.
9. IT IS ALWAYS A GOOD IDEA TO KEEP THE FOLLOWING THINGS ON HAND:
 - A jacket in case of meetings.
 - An extra pair of pantyhose in case of runs
 - Shout wipes or Tide To Go in your drawer in case of spills.
10. TAKE CUES FROM THE SENIOR MEMBERS ON YOUR TEAM AND UPDATE YOUR WARDROBE ACCORDINGLY, WITHOUT LOSING YOUR PERSONAL STYLE!