



The Network

Family Weekend Edition

www.wharton-women.com

Fall Events To Look Forward To...

- **Annual Dinner featuring Karen Hoguet, CFO of Macy's**
- **Dollar Diva Conference**
- **Senior Series Socials**
- **Retail and Marketing 101**
- **Dinner with Deutsche Bank**
- **Bank of America Shadowing Trip**
- **Bear Stearns Shadowing Trip**

Keep up-to-date with event locations and dates by becoming a Wharton Women member in the fall and signing up for the club's listserve!

Editor: Grace McGregor

101 Series: An Intro to Biz Fundamentals Charmaine Hanson

If you have been to Huntsman Hall, then I am sure you have heard of at least one of the following phrases: "i-banking," "equities," or "supply & demand." And, like most freshmen and sophomores in Wharton, you have no idea what they mean!

The 101 series seeks to educate the young, enterprising Wharton students who have not had adequate exposure to certain words and topics. One can think of the 101 series as "business topic xyz for dummies," with a nicer name because it is all about spin (Marketing 101). Examples of excellent series that have already taken place are Business 101, Investment Banking 101, Wharton 101, and Sales and Trading 101. The panel discussions conducted by the 101 series are enlightening, fascinating, and very comprehensive. By the end of these one-hour discussions, one feels as if one has gained a firm grasp of the material presented by experienced professionals. While there is a "Q and A" period at the end, it is appropriate to interject with relevant questions of interest during presentations; this allows for the presentation to become more of a dialogue between 'sensei' and 'pupil', rather than a dry lecture by a professor.

While the actual themes of each particular 101 series changes, all of the panels have certain elements in common. The guest speakers that are brought in are always of diverse backgrounds within the industry. For example during the Business 101 series a professional from each of the following industries was brought in to speak: consulting, investment-banking, sales & trading, and retail. The entire panel could have easily consisted of only consulting and investment-banking, but Wharton Women was committed to having a diverse panel, so they branched out into other areas not typically covered. The panel members are also always very frank and honest when answering questions. The inevitable question about the possibility of an 80-100 hour week was asked at the Investment Banking 101 series and the speakers, a VP, two associates, and an analyst, answered truthfully based on their experiences. Also, Speakers usually have an interesting anecdote to go along with their practical information. From a seller who told a story about the ridiculous name of a well-known "phone" on the trading floor, to a trader who knew personally the people who said the types of things that made stock prices drop, the panelists know their audience and easily keep us enthralled during the discussion. One will always see excited, bright faces eager to impart up to 20 years of wisdom and experience within a given industry. The juxtaposition of experienced views, along with the insights of a new hire or someone only a few years into their career is a great way for audience members to get a feel for the beginning and long term aspects of the industry. After the Q & A session, most panelists stay after to answer questions on a one-on-one basis. If they can not answer a question directly or if someone wants to continue the conversation at a later date, most panelists will offer their card, extending networking opportunities.

Overall, the 101 series is a great initiative started by Wharton Women. As a freshman, I am pleased with the insights I have gained... and the free food.

What is Wharton Women?

Wharton Women is the largest paid-member undergraduate student organization at the University of Pennsylvania. It aims to provide direction, insight, and camaraderie to women from all four of Penn's undergraduate schools who are interested in business or intend to enter the business world upon graduation. Every year, Wharton Women brings in women who are forerunners in their fields to speak at annual events such as the Annual Dinner and Business Conference.

What is our Mission?

To facilitate the personal and career development of females in business by building a network of exceptional undergraduates, professionals, and faculty.

Where can I go to get more information?

Go to our website at www.Wharton-Women.com, or don't hesitate to contact any of the board members!



Wharton Women Events 2006-2007

Each year, WW continues to expand the number and scope of events it hosts. This past school year was no different. From hosting new programs, such as its "How To" Series, which focuses on giving members practical advice about how to handle tricky business situations, to continuing to offer some of its most popular events, like the Etiquette Dinner and Dollar Diva Service Conference, there is little wonder why Wharton Women continues to be one of the most popular — and best — clubs on campus!

Just a Few of This Year's Events ...

WW Annual Dinner, November 8, 2006

This year, WW's dinner featured Dawn Ostroff, President of Entertainment for the new CW network. Ostroff offered audience members candid advice about succeeding in the business world and working in a predominantly male workforce. Over 200 students and 20 alumni came out to mingle with one another and hear Ostroff speak. Like in past years, students were seated at dinner tables with representatives from industries at which they had expressed an interest in working, giving them the chance to talk and network with a wide range of business leaders.



Dress for Success, November 1, 2006

November 2006's, Dress for Success, sponsored by Merrill Lynch and Financo, has a dual purpose. First, it was to teach Wharton Women members what constitutes business formal and business casual, and what is appropriate to wear in a professional environment. Second, it was to raise money for the American Cancer Society. In both respects, this event was an incredible success as a few thousands dollars were raised with the help of over 50 attendees."



The event kicked off with a networking reception in conjunction with a silent auction. Outfits were displayed around the room, and members placed bids for each item. Simultaneously, an expert stylist briefed members on what is appropriate to wear for different occasions.

Wharton Women Business Conference (WWBC) Sponsored by Ernst and Young, February 9, 2007

On a chilly day in February, women from all over the Penn community, neighboring institutions, and the business world learned about the importance of mentors. The Wharton Women Business Conference, "Define your own Success" took a look on how current women in business paved their own way in their careers. Speakers included Andrea Miller, the founder and CEO of Tango, a multi-media company that creates smart, engaging content on love and relationships and Jeannine DeLoche, a Senior Vice President and Director of Marketing for the Investment Banking Division at Lehman Brothers.

The day also featured three panels that taught students about a variety of topics, including the importance of navigating office politics and finding and maintaining mentors in the business world.



The Third Annual Dollar Diva Conference, October 20, 2006

Wharton Women's annual community service event, the Dollar Diva Conference, is a half-day seminar that teaches local area high school girls all about personal finance and the business world. This year, over 200 Philadelphia public area students attended the event. As always, WW members were there to volunteer and students from every school had a great time.



Dining Like a Diplomat, March 22, 2007

Every year, Wharton Women hosts a dinner at a reputable restaurant and brings in an etiquette expert to discuss the do's and don't's of manners, which attendees can apply while they dine. This year's Etiquette Dinner was celebrated at RAE, one of Philadelphia's hottest new restaurants. In a private dining room, forty Wharton Women members gather with representatives from Goldman Sachs to mingle and dine while listening to a speaker from the School of Diplomacy.

Freshmen Month, February 2007

One of the best things about being a freshman in WW is Freshmen Month: an entire four weeks dedicated to providing exclusive events just to freshmen. This year, the WW Executive Board continued this tradition with a variety of popular events. Freshmen members took part in an off-campus trip to the decadent Ritz Carlton Chocolate Bar and spent a special night at one of Penn's favorite restaurants, Bubble Tea House.





Spotlight on former WW Executive Board member, Sona Karia. Interview by Katerina Semida

K: Can you tell me a little about your job right now?

S: I work for American Express' Strategic Planning Group. We have approximately 35 people in NY and 10 in London. The group reports directly to our CEO and we work on high level strategy projects for business units of the organization. Basically, it's an internal consulting group, so my clients are business units and their respective VPs. We work in project teams of about 4 or 5 people, and each project will last 3 months or so.

K: How did you decide you wanted to do that?

S: I was all over the place when I was a junior, and for my junior year internship I had all sorts of different offers – from fixed income to investment banking. I knew I wanted to do general management at some point in my life or maybe even to do something on my own... so I was thinking, consulting is problem solving at its best. You take a problem, and take it apart, put it back together and solve it: the best of finance, the best of marketing; I was getting all those components in one.

K: What skills from Wharton did you find to be most valuable at work?

S: My classes were fantastic and I definitely leveraged things I learned in my classes. The marketing classes help a lot – you learn how to segment a market, how to do market sizing, things like that. Especially if you're doing consulting for a consumer products company, marketing is important. Finance teaches you the analytics, the quant. Quant is very important in consulting – it's a given that you're going to be good at quant. I think that my extracurricular like Wharton Women ... really helped me as well. You learn how to put something together, how to see a need out there and fill it.

K: What are your plans for the future?

S: Probably in the next 6 months to a year I'll move out of the group and I'll be a general manager for the company. In terms of my long term aspirations, I may want to continue at American Express, because it is a superb organization, everyone here loves work – people just want the company to succeed. Eventually, I may want to go to business school, I'm not sure, since I just came out of Wharton undergrad. And possibly, I might branch off on my own.

Life after Wharton Women

It might be hard to think about life after graduation since you haven't even arrived at Penn yet, but you'll quickly find that the networks and bonds created in WW last well after time at Penn passes. Members go on to head important companies, start their own businesses, get advanced degrees, and fulfill their dreams. Below, WW alum and current Associate consultant at Bain & Company in Boston, Andrea Harris, reflects on her time at Penn and how WW helped her achieve some of her goals.

As a student at Penn, I sometimes wondered what I was doing in Wharton. As other freshmen picked up the *Wall Street Journal* at their mailboxes each morning, I swore I would avoid reading it for as long as possible. But as I tested out various freshman clubs, Wharton Women quickly stood out as a place that I could learn about a variety of careers and interact with some of the most accomplished, interesting undergrads at Wharton.

My initial impressions of the club quickly outlined the two things I valued now about my WW experience. First, it provided me an opportunity to meet upper classmen, many of whom proved to be excellent mentors. They were bright, outgoing, driven, and professional – helping navigate me through class selection and recruiting! As a junior, they handed over their case interview books and gave mock interviews to help me prepare for consulting case studies. They provided “insider knowledge” about firm reputations and helped elaborate on the pros and cons of consulting versus other job opportunities. These friendships were important to me and many helped guide me to where I am today. To this day, I enjoy getting holiday cards from WW friends and getting together for dinner in NY.

The second most valuable thing WW provided was an informal opportunity to learn more about various post-college careers. It opened me up to the possibility that I wouldn't dislike ALL careers in financial services – but that I would probably prefer something like consulting. It also gave me some insight into which firms were dedicated to the professional development and recruitment of women. I always found it interesting which firms would dedicate their time and resources to mentor and inform undergraduate students, like myself, as we made our next big step after college.

I encourage everyone to advantage of the people in this organization. It's very easy to get comfortable with friends you make the first two years at school; and while I love my friends, none of them could provide me with the career guidance I ended up finding so valuable.



Name: Andrea Harris

Graduation: 2004

Concentrations: Finance and OPIM

Penn activities: Chi Omega (President), Wharton Women (VP of Membership Development, Secretary), RA, Women's club tennis

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Check out...

www.Wharton-Women.com

For more information and contact info.

Wharton Women is an organization that has added so much to all of our experiences at Wharton and at Penn. We hope that your daughters are able to enjoy this organization as much as we do!

— The WW Executive Board