



# The Network

## Wharton Women Business Conference Issue

### Looking Ahead...

The Next General Body Meeting will be  
**March 14, 2007**  
at 6pm

### Upcoming Events

- 2/7—2/15—University of Pennsylvania's Women's Week
- 2/12— WW Women's Week Event: How to Handle an Awkward Networking Situation
- 2/13—Freshman Month: Ritz Carlton Chocolate Buffet
- 2/20— Freshman Month: Pilates at Pottruck!

### Want to get involved in Wharton Women?

Email Grace McGregor to join the WW Newsletter Committee at [gracemc@wharton.upenn.edu](mailto:gracemc@wharton.upenn.edu)

Editor: Grace McGregor

## Empowering the Leaders of Tomorrow

Emily Goergen

"You control your own future" is the vision that this year's Wharton Women Business Conference hopes to inspire in all of its attendees. Unlike previous years, the conference stresses the importance of self-confidence and unique passions in "Defining Your Own Success," the theme for this year. As Seychelle Hicks, Conference Chair, explains, "The motivation for this year was to have young, aspiring business leaders depend less on the external influences in furthering their career paths, such as corporate politics or network connections, and to instead delve deeper into how they can empower and control their own journey to success."

To help attendees discover a fulfilling career, Neiman Marcus President & CEO Karen Katz will share her story. Wharton Women President Jeannette Chang believes the keynote speech, like any success story, is inspiring and helpful in the advice they share. "There is so much to learn from other people's experiences," remarks Jeannette, "And what better place to do it than this conference, which brings in people from across industries who are at various levels of their careers." Two panels and a workshop will focus on identifying interests, setting goals, and creating networks of support.

The number and assortment of attendees has increased this year to include more well-known professionals, alumni, MBAs, and students from other schools. As Jeannette comments "You're not only learning during the panels, but also from other attendees at the breakfast, lunch, and dessert reception."

After ten months of planning and hard work, all who are involved in this year's conference find it immensely rewarding. Says Seychelle excitedly, "My favorite part of the conference will be watching students and speakers discuss what it means to 'Define Your Own Success'."



## Karen Katz: Keynote Speaker

Edilsa Bueno

In a presentation to UT students, staff and faculty, Karen Katz proclaimed, "Our customers want quality, value and luxury, and we always provide them with it." In appointing her Chief Executive Officer of Neiman Marcus Stores in 2000, Neiman Marcus proved the verity behind those words.

A graduate from University of Texas and the Harvard Business School, Karen Katz began her steady yet effective ascent within the company in 1985 as a merchandise manager. From 1985 till 2002, the year in which she officially assumed her present position, Karen occupied various executive management positions: Vice President and Divisional Merchandise Manager for Handbags and Designer Accessories in 1987, Vice President and General Manager of Neiman Marcus in 1991, Senior Vice President, Director of Stores in 1996 and Executive Vice President of Stores in 1998, the position she last held before becoming CEO. Such "broad retail experience and strategic insight," as noted by Mr. Tansky, helped her tremendously in obtaining the role of Chief Executive Officer, where she oversees the strategic direction, merchandising, operations, creative services and expansion of the Neiman Marcus Stores.

Karen Katz is equally committed in other facets of life such as family and community service. She and her husband, Alan, are parents to their son, Alex. When her son was two years old, she decided "to stop traveling" for a while and give him time to "understand why his mom traveled as much as [she] did," thereby establishing a better balance between her work and family. She is also very involved in charity and community service in Dallas, Texas where she and her family reside, serving on the boards of Forth Worth, St. Mark's School of Texas and Texas-based Pier One imports.

Karen is great example of balance and success, of a woman constantly increasing the parity between men and women in the business world.



# February and March Events

Sun	Mon	Tue	Wed	Thu	Fri	Sat
4	5	6	7	8	9	10
11	12 How to handle and Awkward Net-working Situation	13 Freshman Month: Ritz Carlton Chocolate Buffet	14 Valentine's Day	15	16	17
18	19	20 Freshman Month: Pilates	21	22	23	24
25	26	27	28	1	2 Spring Break!	3
4	5	6	7	8	9	10

## www.Wharton-Women.com

Connie Sung

Want to sound off with other club members about your major? Can't remember the room number of the next WW social event? Care to look at photos instead of starting your homework?

If so, you need to check out [www.wharton-women.com](http://www.wharton-women.com) for the new and improved Wharton Women website that includes a forum, a mini-calendar, and an interactive photo gallery. The site has undergone drastic changes in the last few months, and Technology Chair Helen Feng is the one behind it all. The improvements were necessary, Feng says, because "the old site was a bit too corporate."

The most innovative website addition is the new forum, which allows WW members to discuss anything, including - but not limited - to courses, career-related issues, and events. Members can either post anonymously, or create a free account to receive private messages or create an icon and profile. These changes, however, are only the beginning: look out for a live chat room, courteously of Feng, and an online book exchange, the brainchild of VP of Alumnae Relations, Gloria Lin.

These changes will serve as a new avenue of interaction for current members and Wharton undergrads, but also as a gateway for new members interested in getting involved in Wharton Women. Incoming freshmen will find the forum and book exchange extremely helpful when preparing for their first semester at Penn.

Wharton freshman Alexandra Caffrey is extremely enthusiastic about the new website: "The forum is going to help answer a lot of questions that most girls have coming into Penn in terms of picking classes, something that I know I will benefit from."

So pay a visit to the Wharton Women website site; it's a convenient way to obtain club-related information and get acquainted with your fellow members.

**Wharton Women** Empowering the leaders of tomorrow.

**Welcome**

**Update**  
Wharton Women has moved! Please change your bookmarks to [www.wharton-women.com](http://www.wharton-women.com).

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

**About Wharton Women**  
Wharton Women is the largest paid-member undergraduate student organization at the University of Pennsylvania. Wharton Women facilitates the personal and career development of females in business by building a network of exceptional undergraduates, professionals and faculty. 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.

By promoting interaction between women with the intent to foster long-term relationships and offering exceptional resources, Wharton Women seeks to help students maximize their university experience. Through numerous events, such as the Annual Dinner, lunches with faculty, professionals, and fellow undergrads, panels, workshops teaching social and professional skills, and philanthropy work, Wharton Women promotes the establishment of valuable industry contacts, as well as aims to aid the transition between the University and the workplace.

Our two most notable events throughout the school year include our Annual Dinner in the fall, and the Wharton Women Business Conference, sponsored by Ernst & Young, in the spring. We were proud to present Sallie Krawcheck, CFO of Citigroup, as our Fall 2005 Annual Dinner keynote speaker and Dawn Ostroff, President of the CW Television Network, as the Fall 2006 Annual Dinner keynote speaker. Our highly successful 2006 Wharton Women Business Conference featured keynote Ronna Lichtenberg, CEO of Clear Peak Communications and author of Pitch Like A Girl: How A Woman Can Be Herself And Still Succeed.

**Important Dates**  
Annual Events  
Feb 09th - Bubble House  
Feb 09th - 2007 WW Business Conference