



The Network

Wharton Women Business Conference Issue

MAKE YOUR MARK



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Editor: Lauren Fleischer

Make Your Mark

Welcome the 2008 Wharton Women Business Conference, sponsored by Ernst & Young! Today's conference offers invaluable advice and insight into how to find your place and stand out both personally and professionally, by uncovering your strengths and using them to the best of your potential. We are highly honored to present our outstanding keynote, Ms. Autumn Bayles, Senior VP of Strategic Operations and Technology of Tasty Baking Company; two exceptional panels; a networking lunch with an inspirational address by Laura Shanley, Partner, Tax, Ernst & Young LLP; an interactive and motivating workshop lead by Mrs. Robin Fisher Roffer; and to conclude, a dessert reception with a book signing of Mrs. Robin Fisher Roffer's book, *Make A Name For Yourself: 8 Steps Every Woman Needs to Create A Personal Brand Strategy for Success*.

The theme for today's conference, "Make Your Mark," was motivated to encourage you to find your niche and stand out. Today's panelists will share their extensive experience in promoting themselves within different fields both locally and globally. We hope to provide you with knowledge of how to find and leverage your unique potential to increase your degree of success with confidence and poise. We hope to inspire you by making you more attuned to your passions and goals and to give you actionable steps to achieve personal and professional success.

Sincerely,
Megan Myers & Namrita Rai
Conference Chairs

Autumn Bayles: Keynote Speaker



Autumn Bayles is the Senior Vice President of Strategic Operations at Tasty Baking Company, one of the country's leading bakers of snack cakes, pies, cookies and donuts. The company, headquartered here in Philadelphia, manufactures the popular Tastykake brand. In her role, Autumn has responsibility for Supply Chain Operations – Manufacturing, Demand Planning, Distribution, and Transportation. She also leads the company's current Manufacturing Initiative to build a new state of the art bakery to replace the original flagship bakery. She served previously as the Chief Information Officer until her promotion to Senior Vice President. During her tenure at Tasty, she has focused on leading numerous organizational, technology, and process based initiatives that bring the company's Strategic Transformation Plan into action and directly impact the bottom line. Prior to joining Tasty Baking Company, Autumn was a Managing Principal consultant with IBM Business Consulting Services, previously PricewaterhouseCoopers (PWC) Consulting. Autumn is a graduate of Lehigh University, where she received her bachelor's degree in Industrial Engineering. She also holds an MBA degree from the Wharton School. With such vast experience, Autumn is the perfect speaker to headline today's conference, as she certainly has made her mark in the business world.

February Events

Sun	Mon	Tue	Wed	Thu	Fri	Sat
3	4: Newsletter and Marketing Committee Applications Due	5	6: Freshmen Month: Ritz Carlton Chocolate Buffet, 7 PM	7	8: Underclassmen Summer Panel	9
10	11	12	13: Lynn Waymon: Make your Contacts Count, 7:30 PM	14	15	16: Freshmen Month: Bubble Tea
17	18	19: Freshmen Buddies: Make Your Own Sushi	20	21	22	23
24	25	26	27: Freshmen Month: Power Works Yoga	28		

Freshmen February By Shannon Dwyer

Calling all freshmen: Free Yoga! Free Sushi! Free Bubble House! The Ritz-Carlton Chocolate Buffet! What more could any Wharton Woman want? Find it all in February's Freshmen Month—an entire month dedicated just to the females of the freshman class!

Join Wharton Women in celebrating all the fun of freshman year as we host events just for you! Whether you've been a member in the past or are just joining us now, Freshmen Month is a great way to get to know your fellow classmates and to start forming some relationships in Wharton Women. The events include a yoga class at Power Yoga Works, a How-to-Make-Sushi tutorial alongside upperclassmen mentors (followed by some sushi to eat, of course!), a Freshmen Social at the Bubble House, and the truly delicious decadence of the Ritz-Carlton Chocolate Buffet. Check out www.wharton-women.com for more details including the times and locations of all events. We hope to see you there!

Leadership Opportunities By Lauren Fleischer

Becoming a member of Wharton Women is the just the beginning! We're all very lucky to be a part of such an incredible organization that allows us to explore our interests and gain valuable experiences. This semester is no exception, as Wharton Women is once again providing its members with the opportunity to get involved. The Marketing and Newsletter Committees allow you to take an active role in both promoting our events throughout campus and providing necessary information to all of our members. These roles involve creating flyers, writing articles, and taking photos. Additionally, there are a variety of upcoming events to be planned and we're looking for your impact! The Etiquette Dinner, for example, allows its chairs to become more involved in Wharton Women and provides the freedom to plan an event of your own. To access applications for available positions please visit our website at www.wharton-women.com/opportunities. Wharton Women's leadership opportunities provide growth not only for our organization, but also for our members!