

Duke Association for
**BUSINESS
ORIENTED
WOMEN**
tying women in business together



BOW is pleased to present its latest newsletter for the Spring 2016 semester! This issue includes descriptions of past school-wide events, interviews with faculty, alumni, and friends of our organization, as well as information on our various initiatives.

A LETTER FROM THE PRESIDENT

Closing Remarks from Anna Leng,
BOW's 2015-2016 President

FACULTY INTERVIEW

Meet Kathie Amato, Senior Strategist in Duke's Innovation & Entrepreneurship Department!

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SPRING BUSINESS CONFERENCE

An overview of BOW's annual conference, spanning the themes of retail and entrepreneurship

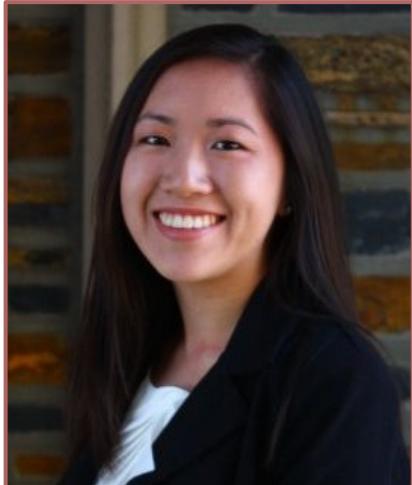
EVENTS

BOW hosts a variety of events with various companies and individuals. Check out the list as well as event write-ups.

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TO OUR CORPORATE SPONSORS:

It would not have been possible for BOW to hold our events and expand our membership base without the constant support of our corporate sponsors. Read about the great opportunities our sponsors have provided and learn about how to become a sponsor.



LETTER FROM THE PRESIDENT

Anna Leng

To our Members, Alumnae, Faculty, and Partners:

It has truly been an honor leading an organization that has had such a tremendous impact on my personal and professional development while at Duke. Throughout my four years in BOW I have learned from industry veterans, have found mentors, and have taken away countless pieces of advice I'm sure I will use later in my career. Freshman year, I started bringing a notebook to each event. I eagerly wrote down advice from speakers, jotted down information as I learned about new industries, and recorded questions to ask my mentors. Four years later, I still find myself adding to the pages and also looking back at my favorite events for advice to share with my own mentees.

*"...our members find lifelong friends
and mentors among their peers."*

"Sponsorship support has enabled us to expand our scholarship program, bring in speakers from around the country, and host engaging events for our members."

During my four years as a BOW member, I have seen our organization undergo tremendous growth. Our focus on continuous improvement is what truly makes BOW unique and is one of the many reasons we excel at preparing Duke women for successful careers in business. Throughout my time on the Executive Board, I have seen our alumni mentorship program pilot and grow, our scholarship program fund ventures and conferences, our programming expand to dozens of industries, and so much more. This year alone we've organized over 93 unique events. The breadth of our programming allows our members to explore industries that interest them and to hone their skills at our many professional development workshops.

Before beginning my term as BOW President, I reflected on what I wanted to achieve during the year. With a growing membership base now nearing 200 members, our executive board sought to strengthen BOW's internal community and also connect with the larger Duke business community. We began organizing monthly community socials that ranged from spin classes to mingling over doughnuts.

LETTER FROM THE PRESIDENT *Anna Leng*

In addition we've worked closely with Fuqua's Association for Women in Business (AWIB) to continue building our relationship with the larger women's business community at Duke. These initiatives included a Fuqua-BOW mentorship programming, talks with Fuqua students in various industries, a Business School 101 event, and culminated with a panel where AWIB members shared their advice on our "What I Wish I Had Known" panel. These initiatives have all been received positively by our members and have become a core part of our programming. I hope that in the coming years the BOW community will continue to flourish as our members find lifelong friends and mentors among their peers. None of this would have been possible without our generous sponsors. With the support of our sponsors, we have been able to achieve more than ever before. Sponsorship support has enabled us to expand our scholarship program, bring in speakers from around the country, and host engaging events for our members.

Finally, I'd like to thank our entire Executive Board for their hard work throughout the year. The Women on our Executive Board are some of the most passionate, hard working, and inspiring young women leaders and I'm grateful to have had the chance to work with them. Below you'll find an overview of our events and programming from the past year. We hope you enjoy learning more about our organization.

All the best,

Anna Leng
President 2015-2016

Executive Board:

President, Anna Leng

Executive VP, Kate McMahon

VP Communications, Krista Rose Niemeier

VP Events: Finance & Consulting, Apara Sivaraman

VP Events: Other Industries, Shruti Rao

VP Membership, Reid Patton

VP Mentorship, Elise Lang

VP Professional Development, Emily Tan

'15-'16 Exec Board



Junior Executive Board:

Finance Chair, Rachel Reiben

Logistics Chair, Natalie Shammas

Membership Chair, Ashley Reid

Mentorship Chair, Isabella Turchetta

Alumni Relations Chair, Sophia Mamilli

Entrepreneurship & Program Diversity Chair, Prathibha Juturu

Spring Business Conference Chair, Marielle Rodgers

Technology Chair, Michelle Chen

Communications Chair – Alexandra Martin

President & EVP



BOW EVENTS Spring 2016

See what BOW has been up to this past semester!

Corporate Events

- **Accenture** Cheese & Chocolate
- **Capital One** Coffee Chats
- **JP Morgan** Networking Lunch
- **General Motors** Info Session
- **Goldman Sachs** Building the Brand
- **McKinsey** Networking Event
- **Bain** Info Session
- **Bank of America** Networking Panel
- **Wells Fargo** Site Visit

General Body Meetings

Women in Sports - Laura Tierney

Duke Athlete of the Decade, on the rising impact of women and branding in sports.

Working with Hedge Funds - Linsey Hughes

Wall Street Veteran & former Deutsche Bank Hedge Fund Capital Group Director

Executive Search Industry - Jeff Constable

Senior partner with Spencer Stuart

Complex Problem Solving - Sanyin Siang

Executive Director, Coach K Center on Leadership & Ethics

Design/Entrepreneurship - Christian Holljes

Apple's National Media Specialist & QuickTime team member

Startups, Brand Creation - Tatiana Birgisson

CEO and founder of MATI energy drinks

Cultivating Women – Bridget Booher

Director, Duke Women's Impact Network
Associate Editor of Duke Magazine



Above: BOW's New Member Retreat 2016



Left: BOW Members mingling at a "Donuts & Coloring" Event hosted in efforts to meet BOW's ongoing goal of strengthening community.

Faculty Interview with Kathie Amato, Duke Innovation & Entrepreneurship Initiative

How have you seen BOW evolve over the past few years?... It's been a fabulous experience. BOW used to be mainly banking and consulting. Now it seems to be working hard to meet the needs of all Duke women. It's been exciting to see that broadened focus without losing sense of importance of business.



How many I&E students do you typically encounter who are also BOW members?... There is not an exact number, but I have encountered quite a few phenomenal women from BOW. Duke's I&E Certificate is almost exactly 50/ 50 female / male. Duke has a culture where women have a strong voice in pursuing business. BOW deserves a lot of credit for that

Why do you believe BOW's work is important on this campus?... BOW's 2 main contributions:
1) A space for exploration, learning, leadership for women that informs the pathway they'll take through the university. It matches up with coursework, summer internship, etc. Builds coherent path, take advantage of resources. It's the great exploration we hope for in a liberal arts education
2) BOW is vital because it casts a strong light on what women can do in business. In the real world, women are not acknowledged properly, but women in BOW can apply what they learn from the club.

How does BOW differ from other organizations on campus?... The fact that it is a huge honor to be selected is important. The recruitment process makes sure that members are proud of and invested in BOW. Students are all thrilled to be a part of this group. The elite aspect is earned because there is an expected rigor of people who are selected. Thus, there is a virtuous cycle of recruiting, maintaining, and developing the best people.

Could you describe specific success stories of BOW members working in I&E?... Ivana Birgisson is a perfect example of BOW's importance in connecting people in meaningful ways... [it] brings people together in that way; creates amazing opportunities for women across the university.

What is your biggest piece of advice for young women interested in business?... Never do anything with your life that doesn't bring value to you... I encourage women to be bold and ask for what they want.

Why is it important for young people starting their careers to study innovation and entrepreneurship?... Recruiting websites of major banks, medical programs, law firms, and consulting firms ask for strength in innovation & entrepreneurship. It's a bedrock of life that will enable us to grow and pursue an ideal future.

Why is it important for us to have access to organizations like BOW?... I do not think that a great community like BOW exists on most campuses today... It's a unique and incredible group.

Spring Business Conference (SBC)

The Business of Retail



This year's Spring Business Conference, open to all undergraduate students, was titled "Building the Brand", and centered on developing a leadership brand through entrepreneurial ventures.

The keynote speaker for the event was Cotter Cunningham, CEO of RetailMeNot. Before hearing about how Mr. Cunningham developed his own personal brand in entrepreneurship, attendees heard from a panel of local and student entrepreneurs.



Event Overviews

Panel Discussion: Fuqua Association of Women in Business

3.22.16. Written by Ting Lu

BOW had 5 Fuqua students coming in for a panel on their experiences with business school and business school admission process. They came from very diverse backgrounds...

Trista Szocs spent 2 years in Teach For America, took a gap year in South Africa for 1 year and went back to TFA to run the recruiting process for them. Right now her focus is on education on the tech industry. **Caitlin Alcala** studied Political Science at Wellesley college and spent a few years in DC in the Congressional Office. She's currently taking both MPP and MBA right now. **Madison Gilbert** also spent 2 years with Teach for America, and then she worked for Deloitte Consulting for 4 years doing IT and Operations consulting on healthcare industry. She will go back to Deloitte after MBA. (MBA sponsored by Deloitte) **Rebecca Wolfe** spent a few years doing consulting in a small firm in San Francisco, CA. And she's currently looking to join a startup. **Ana Coronell** spent her pre-MBA time with Procter & Gamble doing Corporate Finance, did an internship with Amazon last summer, and will go back to Amazon for their Corporate Finance after graduation. General takeaways included:

1. Confidence vs Humility: **Be confident.** it's okay to make mistakes, if you mess up, just fix it later, Don't apologize for everything; Be confident when clients are questioning your ability. **Stay humble.** Ask when you are not sure. Don't make the same mistakes all the time.
2. Be able to **speak for yourself.** Handle colleague relationships. Negotiate when you feel it's not fair.

Food & Entrepreneurship Panel

3.1.16. Written by Grace Evans

The Food Entrepreneurship Panel discussed several women's virtuous food products, especially focusing on those that are friendly to consumers with specific dietary constraints. While none of the panelists has a food allergy or intolerance herself, each has been impacted by various influences that drew them toward the need to create the nutritious food they now produce. They share the goal of offering a product to fill a void in the market and to encourage consumers to make healthier choices.

They offered various pieces of advice to BOW members with hopes of becoming entrepreneurs, with an emphasis on choosing action over planning in order to develop a successful product. Furthermore, they stressed the importance of choosing an endeavor that one is passionate about in order to achieve longevity. They also suggested surrounding oneself with clever minds, and being able to ask for help when necessary. Moreover, they praised those who have defined what success is in an entrepreneurial setting, so that this goal can be a guiding principle through the project.

Addressing male/female dynamics in the workplace, one entrepreneur, Becky, suggested that women should push themselves to feel like they belong in business settings, as well as to have confidence in their ideas. Another entrepreneur offered the less-ubiquitous advice to play into the roles sexist or bigoted business people project onto women in order to get things done faster.

Marketing, Sales & Operations at Oracle

4.7.16. Written by Grace Evans

The speaker, Christy Kim, discussed her role in a Marketing, Sales, and Operations rotation at Oracle, a software platform company based in San Francisco, California. Her main emphasis to those interested in pursuing a career in marketing is to get experience in sales, which she described as crucial on a resume for a marketing position. She noted that her Marketing manager tends to hire only those candidates with at least five years of sales experience. She highlighted the benefits of being in the tech industry for its casual environment.

In describing Oracle, she highlighted the benefits of her rotational program, the ability to work in any of several different cities across the US, and the company's young vibe. She accentuated the startup-like environment of the large firm, borne out of the firm's young employees. New hires out of university are invited to the company's headquarters for six weeks for training and an introduction to the company. Finally, she discussed the typically short workday, which she said stemmed from the social characteristic of a Sales industry environment.

For Duke students, she recommended looking outside the typical finance and consulting internships and fields. Furthermore, she discussed the benefits of following one's passion rather than one's friends after graduation location-wise. In describing her marketing role, she underscored the importance of being a people-person, having good communication skills, and being able to form personal relationships with clients. Moreover, she said that not having a technical background had not impeded her at Oracle.

A NOTE TO CURRENT AND POTENTIAL SPONSORS

BOW would like to thank our Corporate Sponsor, JP Morgan. Through this partnership, members in BOW have had the opportunity to greatly develop at a personal level as they navigate their paths in the business world.



BOW would not be possible without the help from our generous sponsor, and we hope to form partnerships with more corporate sponsors as we move forward. BOW has recognized that, in order to achieve its goals and better serve our members' ever-changing interests, we need to engage organizations and individuals from a wide variety of industries that have a recognized commitment to pre-professional undergraduate development.

To achieve this, BOW has structured its sponsorship program in a way that offers you and your organization an opportunity to make an investment in BOW. An investment in BOW will help us develop ways through which our members can learn more about various industries and specifics about you and your organization and at the same time grow on a pre-professional level.

Corporate and individual sponsors have priority access to all the initiatives, programs, events, and activities our group organizes, thus increasing their exposure and visibility within the Duke community. BOW is committed to helping our members meet their potential as future leaders.

For more information about our organization, please visit our website www.duke-bow.com. You may contact dukebow.assoc@gmail.com or Michelle.Cheng@duke.edu for more information on how to support us in achieving our organizational vision. Whether you are a student, alum, or firm, we look forward to working with you in continuing BOW's programs.

SPECIAL THANKS TO:

BOW would like to extend additional gratitude to the following individuals and organizations:

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