

DUKE BUSINESS ORIENTED WOMEN

FALL 2018 NEWSLETTER

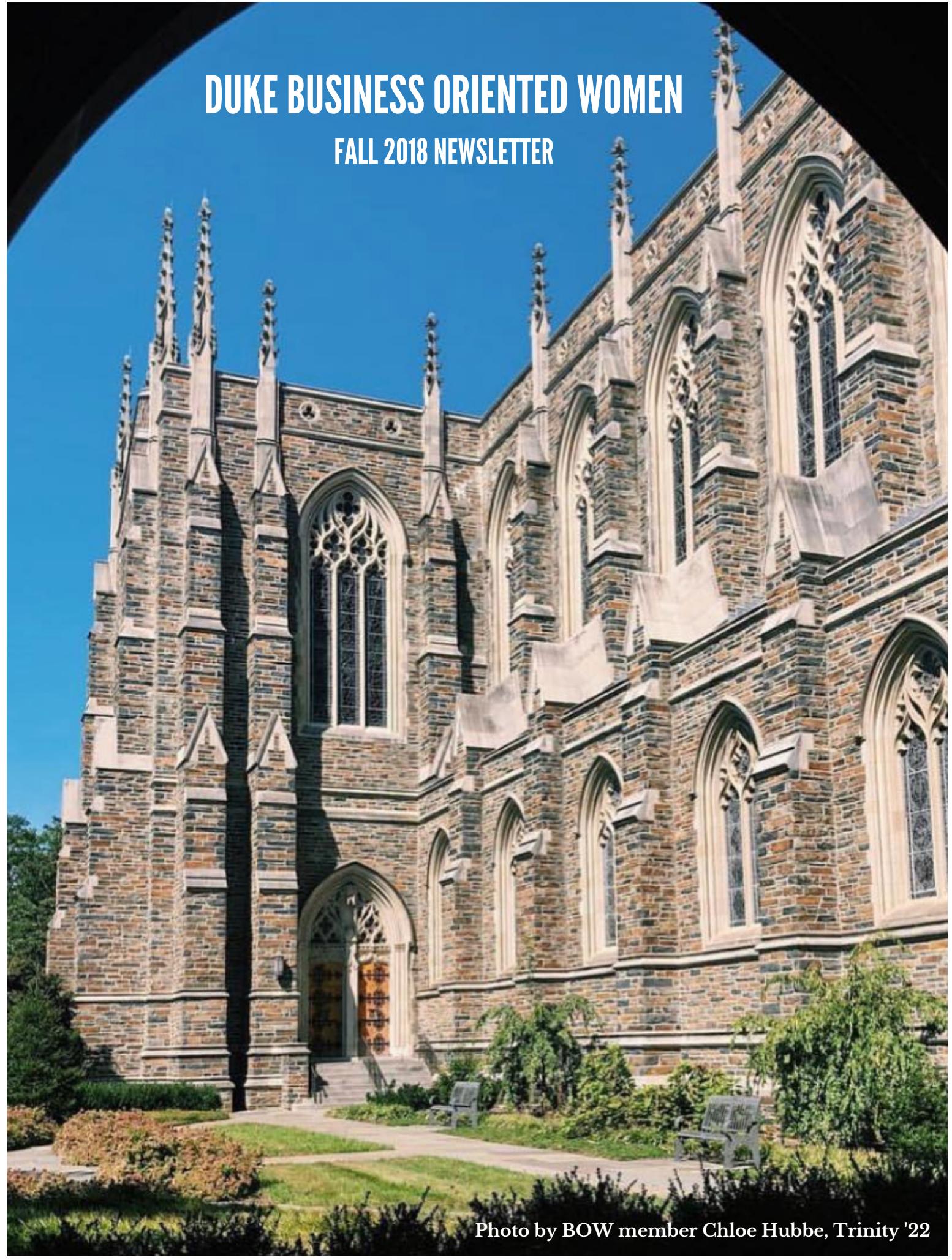


Photo by BOW member Chloe Hubbe, Trinity '22

MEET OUR TEAM

The BOW Executive Board

Grace Peterson, President
Jenny Zhang, Executive VP

Hayden Manseau, VP Professional Development
Angela Zhou, VP Events: Finance & Consulting
Anya Bali, VP Events: Diversified Industries
Audrey Kornkven, VP Communications
Ellen Scully, VP Membership
Carolyn Chen, VP Finance
Mika Deshmukh, VP Mentorship
Sonia Hernandez, VP Entrepreneurship
Sabrina Hao, VP Alumni Relations

Ha Nguyen, VP Events: Spring Business Conference
Ariel Burde, VP Events: General Body Meetings
Ekim Buyuk, VP Lean-In Initiatives

Lin Zuo, Communications Chair
Sara Behn, Technology Chair
Cole Zaharris, Alumni Relations Chair
Mary Wang, Mentorship Chair
Erica Wang, Membership Chair
Kimberly DelSignore, Logistics Chair
Elle Chen, Diversity & Inclusion Chair



The Communications Committee

Audrey Kornkven, **Jennifer Li**, **Samaya Pattim**,
Ananya Sadarangani, **Elise Xia**, **Lan Zhuang**, & **Lin Zuo**

A Letter from the President & EVP

Dear BOW Supporters,

Fall 2018 was a growth-filled semester for our organization. We expanded our programming by 57% from last fall, bringing us to a total of 116 events this semester. This increasingly robust event base included enhanced professional development efforts, new partnerships with companies in marketing and tech, new relationships with entrepreneurs, and additional connections with boutique banks and investment firms. We also continued to grow our membership base, accepting 65 exceptional women in September from a 200 person applicant pool, increasing the size of our organization by 8% year-over-year. To further engage our women beyond general membership and to strengthen our programming, we launched four new committees to support our 21-woman executive board; this year, committee involvement has increased to 48 members on 10 committees, with 45% growth year-over-year in committee participation.

Beyond the numbers, we are proud of our efforts to deepen BOW's diversity, to strengthen our internal community and member support, and to better engage the Duke community and beyond. Our renewed commitment this year to diversity in the organization includes both a focus on a more diverse membership base and more diversity of conversation within the organization. This year, we added a new position to our executive board, as well as an accompanying committee, to support diversity and inclusion efforts, both in our application process and our programming. Our Lean-In committee is working hard to facilitate conversation about women in the workplace and how we can better support one another in our quest for business leadership. We are also making strides to grow our member experience, starting with a revamped new member orientation program that takes members through a series of professional and community development events. Our mentorship team has been hard at work facilitating more meaningful relationships within the organization, and the introduction of community events such as lunch lotteries and BOW industry dinners are continuing to expand our internal networking. Finally, we are growing BOW's external presence beyond the Duke community by inviting members of other women's undergraduate business organizations to join us for our Spring Business Conference (SBC) and Society of Women Leaders (SWL) conference for the first time this February. We will be hosting women from universities including Stanford, Harvard, Notre Dame, and Wharton.



GRACE PETERSON AND JENNY ZHANG
BOW President and Executive Vice President, 2018-2019

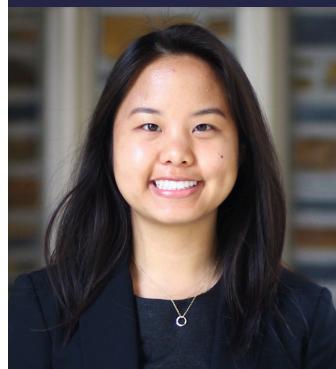
We are excited about BOW's new initiatives and growth this year and are so proud of the services BOW provides to Duke women. To close, we would like to thank everyone who supports our organization. BOW could not operate without generous donations from our corporate sponsors, guidance from our faculty advisors, and countless hours from BOW alumnae and other supporters to help our members prepare to become leaders in the business world. We are grateful for your contributions and, with your help, we are eager to continue to prepare the next generation of female business leaders.



WHAT OUR MEMBERS ARE SAYING



"Attending all the new members events allowed me to get entrenched in the BOW community and feel as though I can make a difference in my future workplace."
Daniella Paretti '22



"I enjoyed meeting prospective members one-on-one during the recruitment process, particularly because we added recruitment events that allowed for more face-to-face interaction."
*Erica Wang '21
Recruitment Co-Chair*



"I believe that the new members are incredibly driven and passionate and cannot wait to see what they contribute to BOW to help it continue to grow as an organization."
*Ellen Scully '21
Recruitment Co-Chair*

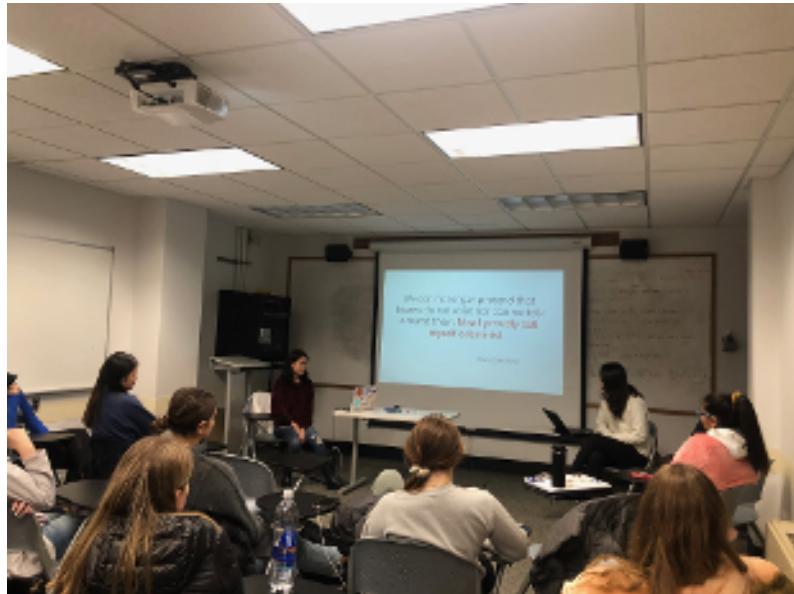
NEW MEMBER RECRUITMENT

This semester, 200 women applied to BOW. Out of the 65 that were accepted, 36 were freshmen, 27 were sophomores, and 2 were juniors.

A mandatory series of four New Member Programming events was implemented to foster a greater community among BOW's new members and to expose them to a variety of professional development workshops. The first kickoff event highlighted the expectations of being a BOW member and included a discussion around BOW's new Diversity & Inclusion initiative. The second event's diversified industries panel allowed new members to hear from four upperclassmen BOW members about their past career experiences and advice for the future. The third and fourth events, held in conjunction with the Career Center, taught members how to utilize LinkedIn, to network with professionals, and to succeed in a behavioral interview.

FEATURED EVENT FALL 2018:

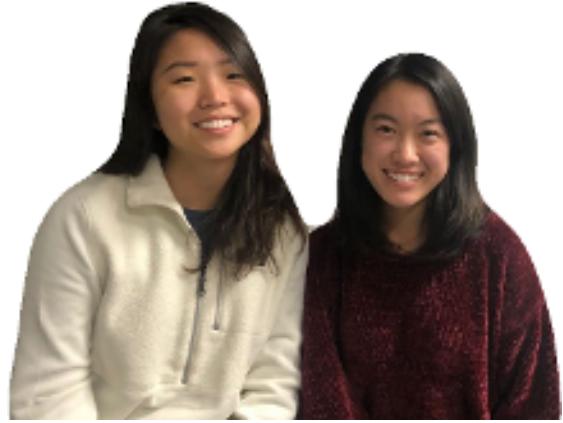
FIGHTING GENDER INEQUALITY: LEAN-IN WORKSHOP SERIES



It's no secret that gender inequality exists, especially in corporate spaces. We hear about it on the news; we learn about it in classes; General Body Meeting speakers tell anecdotes about overcoming it; many of us have even experienced it ourselves.

Thankfully, both Duke and BOW offer resources to make strides to close the gap. Sheryl Sandberg's best-selling book, *Lean In: Women, Work, and the Will to Lead*, is the inspiration to one of these resources: the BOW Lean-In Workshop Series. Both the book and its crash-course workshop series aim to inspire women to be more assertive and confident in corporate spaces; it encourages us to *lean in*.

This three-part series organized by Daisy Fang and Zoe Tang promotes open conversation, empowerment, and education. While the event is guided by what Sandberg learned on her path to becoming the COO of Facebook, fellow BOW members were encouraged to jump in with their own experiences in this discussion-based environment. "It's all about creating a space," Zoe explained. "A lot of the time we are independently pursuing these ideas, but having a space and time to really unpack these ideas with other women can be really powerful."



Daisy (left) and Zoe (right)

Divided by the chapters of the book, this series tackles some of the big ideas related to corporate success and gender equality. Part 1 featured the leadership ambition gap, while Part 2 focused on female empowerment, and Part 3 will examine the myth of doing it all. Although each part is unique, an important takeaway connects all three: "We want to make people more conscious of what influences their decisions and create change over time," concluded Daisy.

Part three of the workshop series will be held during the spring semester, allowing new members and students returning from abroad to participate in the Lean-In Initiative.

BOW FEATURED

MENTORSHIP



Jenny (left) is a senior who joined BOW in the fall of 2015. She is studying Economics and Psychology.

Jessie (right) is a freshman who joined BOW this fall. She intends to study Economics and Public Policy.

Throughout the years, BOW has created several instrumental relationships. The mentorship program has allowed new members to learn more about their field of interest, Duke, and much more. Two members, Jenny Zhang and Jessie Xu, talk about how the mentorship program has helped them and the value of connecting with a mentor/mentee.

Mentee: How has your mentor helped you during your first semester at Duke?

Jenny has been an amazing friend and source of support, not only in my introduction into the business and finance world but also as I settle into college. She's understanding and lighthearted, and I never feel like it's a chore to grab lunch with her! As an upperclassman, she has sympathized with my feelings of the Imposter Syndrome and other common first-year insecurities. Besides the emotional support, she has also provided academic advice on how to make the most of the community, resources, and opportunities that BOW and Duke in general have to offer.

Mentor: What past experiences do you feel have equipped you to be a good mentor and how have these experiences shaped the way you mentor your mentee?

My relationship with my own mentors has been instrumental in shaping the way I approach mentorship. I am lucky to have proactive mentors who take the initiative to check-in with me, direct me towards opportunities that align with my interests, and of course, provide valuable, candid advice. Because I understand how helpful those behaviors have been for me, I try to be intentional about my relationship with my mentees and emulate those behaviors.

Mentee: What has been the best advice you have received from your mentor?

It's hard to pinpoint the best single piece of advice I've gotten from Jenny. She has recommended me engaging economics classes to take, and identified where most of her technical finance knowledge comes from. With her background in economics and psychology, Jenny has a unique perspective of the business and legal worlds that have expanded my own interests. For example, her senior thesis analyzes the influence of business on jury decisions in various court cases, which is a subject that hasn't even crossed my mind.

More importantly, after getting to know Jenny, I've realized that we share similar values. It's inspiring and motivating to see the amazing things she has accomplished from this background in her time at Duke. Talking to her has given me the confidence to reach out to different professors, or pursue certain opportunities, as I've seen the opportunities that those initiatives have come her way.

Mentor: What advice would you give to future members taking on the mentorship role?

First, I would highly encourage everyone to take on a mentorship role when presented with the opportunity to do so; it's important to pay it forward! With that being said, one of the best ways to have a successful mentor-mentee relationship is to be genuinely interested in your mentee. Like I mentioned before, that takes the form of being a proactive mentor (e.g., checking in with your mentee and sending them opportunities). Having that type of mentality allows you to develop a long-term relationship with your mentee, which is infinitely more valuable than a merely transactional relationship.

Both: What do you feel has been the most valuable thing you've gained through BOW's mentorship program?

Jenny: BOW's mentorship program has been incredibly valuable to me, both as a mentor and a mentee. As a mentor, it has been fulfilling to see my mentees' personal and professional success and witness their growth along the way. As a mentee, I have met mentors who I continue to check-in with and reach out to for advice, even though they have graduated. Most importantly, BOW's mentorship program has introduced me to strong, supportive women who I have been fortunate enough to become friends with.

Jessie: From this mentorship program, I've gained a friend, big sister, and role model. I look up to Jenny for not only the accomplishments she can put down on paper, but also for her kind-hearted, warm character and her conversational abilities- traits I wouldn't have otherwise discovered if it hadn't been for the program pairing. Speaking with her has helped me identify parts of myself, such as soft business skills, that I'd like to improve upon and learn more about from her.

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