



Inside this issue:

Executive Board
Message 1

Yoga to the People—
Free for a price 2

Why USWIB? 2

Stern Fun Facts 3

Bottomless Closet
Photo Essay 3

A Dream is still a
Dream 4

3-Tips for Succeeding
at your Part-Time
Internship 4

Executive Board Message

Hello USWIB!

For those of you who don't know me, I am Yin Yin, a senior here at Stern. Others serving on the Executive Board are: co-vice presidents Serena and Alex, treasurer Diana, and secretary Steph. Each of us on the E-Board hopes to meet and get to know you this semester if we haven't already.

It sure has been a whirlwind of a semester with Hurricane Sandy smacked in the middle of it. Our thoughts go out to friends and families still struggling with the aftermath of the situation, and fellow members who went without hot water or electricity for weeks.

Now that we are more than half way through the semester, as E-Board we would like to express our gratitude for supportive leaders from our various committees and our members! We have hosted a bunch of both fun and successful events so far: human bingo at kickoff, intern mingle, Brunswick Facebook case study, breast cancer walk, HSBC office visit, and a lot more. And of course: mentoring brunches. It is a blessing to see that USWIB has become a forum of all that we hoped it would be: a safe forum to explore, learn, share, and socialize. And it wouldn't be what it is without your participation as members and the support of the committees behind the scenes. Please continue to give us feedback on our events so we can continue to provide content that is relevant to you.

Your USWIB experience will carry you through your college career. As you will hear from other seniors you know in USWIB, this organization has positively impacted our college years tremendously. I first learned of USWIB from my Orientation Leader during welcome week. From there I went to the kickoff meeting, attended events where I learned plethora of different things, and more importantly met a lot of great friends who are still dear to me as part of my support network. They are the people who got my back during internship recruiting with mock interviews and resume critiques, guided me through career choices, and other events in my personal life. These are lasting relationships that will carry on long after graduation. It is my hope that you will find yours—whether through USWIB or other organizations you choose to become a part of.

See you around at our events!

Best,

Yin Yin & EBoard

Yoga to the People—Free for a Price

By Liz Beras

You know you're a Sternie when you question the "free" things in life. During my first trip to Yoga to the People, as I sat on my mat I rented for \$2, I could not fathom how this studio was financial stable. A donation based studio, Yoga to the People seeks to make the practice of yoga simple and accessible, as per their mission statement. Yoga to the People uses a donation-based model where attendees can pay as they wish when they attend class. By the end of my first visit to Yoga to the People, I had accepted that the firm survives despite this donation-based model and felt no added pressure to donate. Although this seems unreasonable from a business point of view, it can be quite effective to put people first and bottom line second, if the clientele pays accordingly.

Yoga to the People's donation based model is strategic. They are located in middle to upper class

neighborhoods where the attendees can presumably pay. This can be a powerful advantage as the firm is likely to receive at least some return. When I visited the studio again with a fellow Sternie, the questions of how the studio could be financially stable resurfaced. This made me think again. Museums are another popular example of outlets that commonly work on a donation based fee model. Museums are increasingly forced to eliminate donation based pricing and implement prices because they aren't receiving enough funding.

Art and activities are increasingly becoming more costly in New York. Let's keep Yoga to the People, as well as other donation based activities, well and alive. Next time you take part in something donation based, make the donation and give what you can; the Sternie in us knows nothing is ever free in life—even yoga.



Why USWIB?

By Pia Vaidya

USWIB is not just a club, but a social experience. At the beginning of freshman year, I was taken over by the common anxiety of not finding a place to fit in. NYU is a big place, Stern's a little smaller, but the challenge of trying to find a place for genuine friends was still too daunting. Typical advice I got from older relatives and teachers was that "a great way to make friends is to

join clubs!" I was skeptical, but I obliged. And I'm so glad I did. I explored around for a bit, booked up my common hours, and after a few weeks I took to USWIB. While most clubs at Stern serve a specific purpose, USWIB is an all-encompassing club where you can find your niche and expand your comfort zone at the same time. I wanted a club where I could learn about different fields, get to

meet professionals in a comfortable setting, explore New York City, and make friends. So far, USWIB's offered me all of these opportunities. From networking events with Bank of America professionals to a winter gingerbread house making contest social, USWIB gets that sometimes we want to be involved but just don't know how to. As a freshman in the mentoring program last year, I was

able to form a connection with upperclassman who sincerely wanted to help me out. They encouraged questions and even taught me how to write a resume. I feel indebted to USWIB for all the opportunities it's given me. I know that the valuable insight I've accumulated over my years in USWIB will shape my future as both a woman in business and a member of my community.

Stern Fun Facts

Compiled by Liz Beras

- The namesake to Paulson auditorium and Paulson Lobby are Stern Alumnus John Paulson—legendary hedge fund manager that increased his fortune by shorting subprime mortgages leading up to the 2008 housing crisis
- Stern UC and LC levels are recent new additions to the building after generous alumni donations
- There are evidently no vending machines in Tisch Hall; there are vending machines in KMEC though
- If you pass the security desk in Paulson lobby, you will go down a hallway that brings you to KMEC without swiping your ID again!
- Undergraduate Stern students have a Bloomberg for use in the 1st floor computer room
- Stern has the most generous printing allowance amongst the NYU Schools—use your Stern Bucks wisely
- There is “The Little Café” on the 3rd floor of Tisch Hall where you can buy coffee and snacks—although it’s not open late at night when you could use some power snacks

Photos from Bottomless Closet Event!



A Dream is still a Dream

By Tami Cai

When we were children, we imagined a lot of things we would become when we grow up, whether it was a doctor, a lawyer, an astronaut, or even the President of the United States. I know that is true for me. When I was a little girl, I had considered becoming a lot of things, but one career that I was really interested in was that of an interior designer.

My family bought a house

in Staten Island when I was 4 years old. The house was pretty old and was in need of a lot of renovation.

Therefore, almost every Sunday, my parents and I would go to Home Depot to look around for materials to fix up our house. I would always stop at the decor section to look at the many different paint colors and flip through the magazines about house decorating. I was quite fascinated about matching colors together to create a room that is

pleasing to the eye.

Afterwards, I would hoard a lot of those magazines home to look through them later.

Through my experience at Home Depot, I developed a great interest in decorating homes. Many times, I would imagine how my room would look like with different colors schemes, and what would be the best arrangement for my furniture. My experience at Home Depot truly helped me foster the idea of becoming an interior

designer when I grow up.

Although the possibility of this being my career is now minimal, I do know that when I have a home of my own, I would be using my long suppressed ideas to create my own dream house.

And now that I am Stern, hopefully I will be equipped with the knowledge I need to gather the resources I need to make my dream come true.

3 Tips for Succeeding at your Part-Time Internship

By Charisse H. Tay

This fall, I was offered a part-time internship at a boutique investment bank. The initial exuberance faded somewhat when I realized how completely unprepared I was for a semester of homework, midterms, club meetings, and a minimum of 20 hours of work per week. As a sophomore, I had not (and still have not) developed the necessary skills to fully maximize this opportunity. For example, mustering up the courage to network like a pro still challenges me at times. Based on what I have learnt so far, these are three essential tips for underclassmen who are considering throwing themselves off the deep end next semester.

Tip #1

Manage your time well. This cannot be overemphasized -- with homework, projects, midterms, a social life, and work on your plate, crunch time can be nearly unbearable. Two tips I have are to set priorities and break larger tasks down into manageable, bite-sized pieces. Doing this will help preserve your sanity and prevent you from breaking down when faced with a week of 20 hours of work, two midterms, and an OrgComm presentation ahead of you.

Tip #2

Don't be afraid to talk to your colleagues, whether they are analysts, partners or managing directors. As a sophomore, networking is still new to me. I realize how easy it is to be intimidated by the analysts and partners, because I often feel the same way. Realize, however, that it is imperative for you to start casting your nets. Talk to your colleagues about the weather, their families, or past job experiences. It's never too late to start these conversations! And keep the dialogue going even after you leave the internship, because you never know where these connections will take you.

Tip #3

Communication is key. Chances are, you'll spend half of your internship feeling swamped with thousands of company profiles or models to complete. When you first start your internship, you probably won't have a good gauge of how long you'll take to complete your projects. Always keep your colleagues or boss updated on your progress, and always make sure you understand when the deadlines are so that you can prioritize accordingly.

Likewise, if you have midterms coming up and have trouble balancing your commitments -- make sure the analysts know in advance that you might have to take a day off. They will probably be happy to accommodate you, but only if they have enough time to prepare for the fact that you won't be around. Your colleagues depend on you to make progress on their projects too!