



SPRING 2012

SENIOR SPOTLIGHT **Jennifer Mellace**

Where are you from, and what made you want to come to Stern?

I am from Rome, NY. I wanted to come to Stern because I wanted to be at a top ranked business school and the innovative curriculum and location in NYC was just a perfect fit.

What are your plans after graduation?

After graduation I will be working at MasterCard in their consulting division.

Can you tell me about a USWIB experience you have had?

Last week I had the amazing opportunity to be a part of the 1st ever USWIB conference. I had professionals come up to me after telling me that they wanted to recruit some of the girls they had met because they were so impressed by the girls in attendance.

If you had not decided to pursue a business career what would you want to do?

If I did not pursue a career in business I would go into event planning. I think my dream job would be to be a wedding planner. However, I think that will definitely be in my future, someday, somehow!

What advice would you have for our underclassmen members?"

My advice for underclassmen: study abroad. It was literally the most amazing four months of my life and I say that even if I did nothing at NYU but study abroad for a semester the whole experience would have been worth it. Also, get involved. You meet great people and it makes everything about Stern even more enjoyable.



USWIB AT THE HOME PLANNING WORKSHOP: HENRY STREET SETTLEMENT EVENT

By: Katherine Corson



Over the past two years, I have had the wonderful opportunity to be USWIB's Community Service Chair! I absolutely love community service, and this past February we had our first community service event in partnership with the Henry Street Settlement. I actually did a volunteer project with them over the summer at my internship, so it was great to help USWIB start a relationship with them.

Seven USWIB members set out to the Lower East Side on Friday, February 10th to go to the Henry Street Settlement. First, Astrid, our volunteer organizer, provided an overview of the organization and how they provide welfare services. Then, she and Bernadette took us to the Home Planning Workshop. This workshop allows women to develop sewing and knitting skills while finding a supportive and therapeutic environment for building their own community.

The workshop also houses a thrift store whose proceeds go to programs for these women. We also met Ruth, the woman in charge of the sewing workshop and thrift store, and she was such a wonderful person - meeting her really inspired me to do even better than my best for them.

Our group of seven helped to organize both the sewing materials for these women and the thrift store that raises money for them! Putting our business smarts to work, we decided on how to organize and display all the items. For example our members Emily and Christine tackled housewares while Ruijia and I handled the kingdom of napkins and tablecloths.

We ran into some pretty interesting donations, like an old iron that still worked and a cell phone from before we were born. I'm so glad I have been able to make USWIB a club with strong community impact. Stay tuned for our Deloitte tree planting community service event after spring break and our Girl Scout Day in April!



IGNITE YOUR AMBITION: EXPLORE, COLLABORATE, ENGAGE.

By: Lori Abichandani

From the very beginning, the vision of the 1st Annual USWIB Conference was clear. We wanted to provide a forum for undergraduate women to be inspired by successful women in business in order to cultivate their ambitions and motivate them to turn these ambitions into reality. By intertwining Stern's motto of "Explore, Collaborate, Engage" into the events of the day, we aimed for this to be more than just an ordinary Women in Business conference—we wanted to engage each and every attendee and leave them with feelings of inspiration and empowerment.



On February 24th, 2012, 100 undergraduate women from schools all across the East Coast gathered in KMEC 5-50 for a day filled with keynote speakers, panel discussions, and networking opportunities. The day began with an opening address by Dean Greenbaum, who spoke about the rising potential of women in the workplace. She then went on to introduce our first keynote speaker, Cathy Martine, Executive VP of Small Business Solutions at AT&T. Ms. Martine spoke about the importance of lessons learned outside of the classroom, such as finding a mentor and building communication skills.

Following the first keynote, the group was split up based on their personalized schedules, in which they were assigned to one of two panels, "Thriving in Change: Navigating Finance and Consulting" and "Design, Sell, Innovate: Marketing & Advertising in the Digital Age." The panels, moderated by Stern professors, were designed to not only give the women exposure to various

career paths, but to discuss the important events and trends that are currently affecting each of these industries. The second panel was focused more on collaboration—the group was again divided into two panels, “Maximizing Your Potential: Finding and Leveraging Your Strengths,” which allowed students to learn how to use their natural abilities to their highest potential, and “Necessary Conversations: Communicating with Impact as a Young Entrepreneur,” which gave students the opportunity to pitch new product ideas to real life entrepreneurs.

The final keynote speaker, Tara Dowdell, founder of the Tara Dowdell Group, and a regular commentator on Fox News and MSNBC, spoke on the importance of engaging yourself beyond what you know – stepping outside of your comfort zone and exploring new possibilities. Ms. Dowdell touched on the important milestones in her career as an entrepreneur, as well as the importance of finding happiness along the way. Ms. Dowdell was a commanding speaker and left the entire room extremely inspired – a perfect way to close out the conference.

As someone who was deeply involved in the execution of the conference, I can proudly say that the day turned out to be more successful than we could have ever dreamed of. The idea of the USWIB Conference was first conceived by the founders of USWIB, and we are all extremely proud that we were finally able to make it happen. The conference is a testament to the strength and dedication of USWIB as an organization.

On behalf of the entire conference committee, we hope everyone in attendance truly enjoyed their experience and left with their ambitions ignited. Until next year!



THE RECRUITING SCOOP

An Anonymous Interview

Q: The recruiting season this year for summer internships was said to be one of the toughest yet. How would you characterize the mood on campus during the process?

A: The mood was definitely tense throughout this process. It has been difficult interviewing, waiting for responses, getting rejections, but when you finally get an offer it seems worth it. Recruiting has been especially tough this year and kids are still working to find their summer internship.

Q: Stern is known to pump out investment bankers. Did most of your peers go for an investment banking internship this year or other finance internships?

A: I think many students tried for investment banking but realized they needed to diversify their options and began applying for other positions as well. Though Stern is known to crank out Investment Banker a lot of kids are interested in Sales and Trading, Consulting, and Asset Management as well. Though, in the end, I agree that the majority of Sternies strive to enter investment banking for better or worst.

Q: I'm sure you have seen the infamous cover letter from a junior at NYU that was sent to all the bulge

bracket banks this year that bragged of his perfect GPA, his ability to bench double his weight, and other egoistic comments. Are there actually characters like this at NYU?

A: I was legitimately shocked when I saw this article. I have seen many cover letters from students and none have been remotely similar to this. In the end you have to be careful when you're writing cover letters. In the case of this student, not only did he get rejected from the position, but his cover letter was also circulated to all of the banks. A word to underclassmen: do not mistaken a company's name in a cover letter and do not come off as self-centered.

Q: If you had any recommendations for underclassmen who will be recruiting their junior year what would it be?

A: Start early! Network throughout your sophomore year and stay in touch with those contacts because they can help you out throughout junior year. In addition, definitely know your resume inside out. Have a convincing and interesting story of why you are pursuing the profession. In the end: be personable, open, and prepared!