

# BUSINESS WEEK 2019



## CELEBRATING 40 YEARS OF PROFESSIONALISM

Since its founding in 1979, Business Week has been the heart of professional development in the College of Business at Illinois State.

Every year, College of Business students apply to be a part of a team of dedicated business students who put together professional activities throughout the year that culminate in a week-long series of events in February. These events are designed to promote professional development, leadership skills, and networking.

Forty years on, the College of Business continues to build on this tradition. This year, we are reflecting on the lessons we have learned and are working hard to continue to improve as students and as businesspeople. We are proud to represent the College of Business, and we look forward to the years to come.

Proof of Attendance Slips will be provided at the conclusion of:

- Professional Development Dinner - February 11
- Transition Seminars - February 12
- Business Week Keynote Address - February 14

**BW**

ILLINOIS STATE UNIVERSITY  
**BUSINESS WEEK 2019**  
*Celebrating 40 years*  
 FEBRUARY 11 - 14, 2019



### 2019 BUSINESS WEEK CORPORATE PARTNERS

#### Platinum Partners

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COUNTRY Financial  
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#### Featured Partners

Professional Development Dinner  
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Transition Seminars  
Visionary Eye Partners

Corporate Social Responsibility Case Competition  
Caterpillar and COUNTRY Financial

Business Week  
Promotional Booklet

# BUSINESS WEEK 2019



**TUESDAY**  
FEBRUARY 12

## TRANSITION SEMINARS

State Farm Hall of Business - Various Rooms  
6:15pm - 7:05pm - Session 1 | 7:15pm - 8:05pm - Session 2 | 8:15pm - 9:00pm - Networking

The transition from college to corporate life can be daunting, but with well-directed guidance from experienced professionals, students can achieve success. The topics covered in each seminar were chosen to better prepare students as they enter their prospective industries. Each seminar is constructed to provide unique insights that students would not otherwise gain. To help ease the transition, distinguished College of Business alumni will be returning to campus to share their experiences. The alumni chosen are masters in their specific fields of expertise and will be providing valuable perspectives.

The Transition Seminars are free, however registration is required. Students needing proof of attendance slips will be required to attend two seminars. All seminar options will be repeated during the second session, allowing students to participate in discussions.

Following the last Transition Seminar, there will be a networking reception in the COUNTRY Financial Atrium. The reception will provide students with a great opportunity to individually connect with seminar speakers. Refreshments will also be provided.

*Business Casual or Casual Attire is recommended.*

**REGISTER AT: [BusinessWeek.IllinoisState.edu](http://BusinessWeek.IllinoisState.edu)**  
*(Registration closes on Friday, February 8 at midnight)*



## Business Week Promotional Booklet

## TRANSITION TOPICS

- 1 Intercultural Relations (International Business) | SFHB 145**  
Thinking globally and acting locally is more than just a slogan. International Business alumni will share how their global perspective affects business and life decision making. Corporate social responsibility, sustainability, and embracing short term solutions with long term effects are some examples of how global thinking enriches business decisions.
- 2 No Debt About It (Personal Finance) | SFHB 131**  
Student Loans, Car payments, credit card bills, rent: How in the world does a "20-something" person handle all these expenses while also investing in their future? Financial Experts will be able to guide you on how to not only have fun with your money, but also make sure you are prepared for the long haul.
- 3 Incorporating It All (Balance Social and Work Life) | SFHB 356**  
24 hours seems like a lot until you are trying to balance work, school, family, friends, working out, hobbies, and sleep. Many times, individuals feel like they need to sacrifice activities in order to incorporate time to work enough hours in the week. Professionals will be discussing their tactics to schedule enough time to achieve work standards along with satisfying personal needs.
- 4 What's Next? (What to Expect After College) | SFHB 149**  
You've just four years to achieve your degree. Congratulations! But now this new chapter in your life might have you thinking, what's next? Debunk the mystery. Recent ISU Alumni are here to share their experiences on life after college and give you the inside scoop on what you can expect after getting your degree.
- 5 Landing the Dream Job (Networking) | SFHB 139**  
Networking has a more critical role today in finding jobs than ever before. With so many different strategies for networking, it's sometimes hard to find the one that works best for you. Listen to and visit with Human Resource professionals as they share advice on what you can do to today to help yourself network and get in contact with the right people for your future.
- 6 Managing Diversity (Diversity in the Workplace) | SFHB 135**  
Many companies are now seeking for diverse individuals to complete their needs. But there are some problems that arise when hiring diverse individuals. First: how do we include these diverse individuals? Secondly: how do we include these diverse individuals beyond the surface and includes goals, values, and perspectives? A diverse individual is one who is valued as a diverse individual.



**WEDNESDAY**  
FEBRUARY 13

## INTERNATIONAL BUSINESS SHOWCASE

State Farm Hall of Business | Room 357  
5:30pm - 6:30pm

### PROFESSIONAL SPEAKER

**ROSANNA FUGATE**  
*'08 International Business & Marketing*  
Leadership Development Program Coordinator  
Tesla



Rosanna Fugate leads global merchandising efforts in brick and mortar retail at Tesla. She is responsible for sales for over 350 locations which contribute \$20M in annual revenues. In 2018, Rosanna doubled merchandise revenues in North America retail locations and oversaw expansion into 15 new locations in China, the Netherlands, Canada and the United States.

Prior to Tesla, Rosanna worked in Samsung's Global Strategy Group in Seoul, South Korea where she was responsible for projects supporting Samsung's growth in emerging markets and industries. She launched her career at MetLife in the Chicago suburbs and New York City and held a number of roles including a position in the Chief of Staff office for the Latin America region in which she managed initiatives related to regional governance, executive travel, communications, and quarterly reporting. Throughout her career, Rosanna has been passionate about supporting others in their professional development. At MetLife, she led an affinity group which was recognized for its best practices in employee recruitment and retention. At Samsung, Rosanna established the first diversity & inclusion training for the Global Strategy Group. Rosanna received her BS in International Business and Marketing from Illinois State University in 2008 and her MBA from the Harvard Business School in 2016. While at Illinois State, Rosanna was a member of the International Business Club and held leadership positions within Zeta Phi Beta Sorority. Rosanna currently resides in Oakland, California.

*Business Casual or Casual Attire is recommended.*

# BUSINESS WEEK 2019



**WEDNESDAY**  
FEBRUARY 13

## INSPIRE: TRIVIA NIGHT A NIGHT OF COMPETITION

Hancock Stadium Club  
6:15pm - 8:00pm

In celebration of Business Week's 40th Anniversary, the Business Week Team is proud to present the first ever INSPIRE: Trivia Night. This is a fun event where students and staff are invited to form teams and compete for exciting prizes. Teams of 5-8 people will answer questions in a variety of categories as well as compete in various mini-games throughout the night.

INSPIRE: Trivia Night is a great way to let loose and have some fun in the middle of the week among some of the more serious Business Week events. This year, we have the honor of having College of Business Associate Dean, Dr. Terry Noel as our Trivia Night host. Dr. Noel is a professor in the College of Business and has a background in improvisation. Food will be provided for all participants, so grab some friends and test your trivia knowledge!

Casual Attire is recommended.

REGISTER AT: [Business.IllinoisState.edu/BusinessWeek](http://Business.IllinoisState.edu/BusinessWeek)



## COLLEGE OF BUSINESS HALL OF FAME DAY 2019

Each year highly successful individuals are welcomed back to campus to be inducted into the College of Business Alumni Hall of Fame. These distinguished individuals range from senior-level executives in top corporations around the world, to highly ambitious entrepreneurs. Their achievements not only attest to their commitment to excellence but also add value to our College of Business Programs and the Illinois State University brand for all graduates.

### CLASS OF 2019

Bill Feid '82 Accounting  
Managing Partner, Actium Ventures

Jim Offerdahl '78 Accounting  
Chief Financial Officer, Bazaarvoice

Catrine Charron, '88 MBA  
Principal and Founder, Netchannels

Jay D Bergman, '70 Business Administration  
President, Petco Petroleum Corp

**Service Award**  
Drs. Carson and Iris Varner  
Illinois State University

## COLLEGE OF BUSINESS HALL OF FAME



**THURSDAY**  
FEBRUARY 14

## HALL OF FAME DAY Illinois State University Center for the Performing Arts 3:30pm

### KEYNOTE SPEAKER

**WENDY CAMA**  
'90 Accounting  
Partner, Crowe LLP



Ms. Wendy Cama is the Managing Partner of the New York Local Office and leads the Northeast Regional Audit Group at Crowe. She serves as Chairman of the Executive Committee at Crowe Horwath LLP and remains active in serving financial services and public company audit clients.

Wendy joined Crowe in 1990 from Laventhol & Horwath and was elected Partner in 2003, when she relocated to Livingston, N.J. She opened a Crowe office in that city and served as the Livingston Local Office Managing Partner. She is an Active Member of Women Leading @ Crowe (Crowe's women's leadership group) and acts as a Performance Manager and Mentor to several women in the firm.

Wendy is also involved in many national accounting and banking associations, including the American Institute of Certified Public Accountants Council, the Public Company Accounting Oversight Board, the Center for Audit Quality, Financial Managers Society and several New Jersey and New York accounting and banking associations. Additionally, she serves on the board of the Boys & Girls Clubs of Union County, and on the board of Junior Achievement of New Jersey. She was named one of NUBIZ's Best 50 Women in Business in 2016. She is a Graduate of Illinois State University.

Business Casual or Casual Attire is recommended.  
No registration is needed to attend this event.



# Business Week Promotional Booklet

# BUSINESS WEEK 2019



## FALL EVENTS 2018

### GOLF OUTING | October 2018

From job interviews to client pitches, the game of golf can be a great way to secure that dream job or land that huge sale. Golf in a professional setting isn't so much about hitting your drive down the middle of the fairway, but rather knowing the ins and outs of proper etiquette on the course.

At the Business Week Golf Outing, students participate in a clinic taught by Stacey Miller, Assistant PGA Professional. At the clinic, students have the opportunity to take some swings at the driving range, chip and putt at the putting green, and learn from Stacey about different rules and etiquette guidelines before they hit the course. At the golf outing, three students are paired with a business professional for a 4-man scramble. Students are able to take their lessons into action and also get some valuable networking opportunity with various professionals.



### CORPORATE SOCIAL RESPONSIBILITY CASE COMPETITION | November 2018

Corporate Social Responsibility (CSR) is the initiative to embrace responsibility for a company's actions and encourage a positive impact on society through activities involving consumers, employees, communities, stakeholders, and the environment. CSR goes beyond what is required by regulators and promotes the betterment of business practices for sustained positive change for consumers, employees, communities, and stakeholders.

This year, Business Week's Corporate Social Responsibility Day was sponsored by COUNTRY Financial. The 2018 Business Week Case Competition was a unique opportunity for students to apply research, analytical, and presentation skills. Teams of two to five students



## THE BUSINESS WEEK MENTOR PROGRAM

Most Fortune 500 Companies have an established mentor program. To name a few, companies such as Google, Caterpillar, and General Electric (GE) have established mentor programs.

The Business Week Mentor Program helps students develop the professional skills necessary to succeed in their career path. Many Fortune 500 Companies have mentor programs. At Illinois State University, the College of Business aims to help provide guidance for students in the early stages of their career. Specifically, mentors will serve as role models who:

- Reinforce the importance of active participation in registered student organizations
- Teach proper business professional attire, etiquette, interaction, and networking
- Create dialogue about courses, internships, and career preparation essentials
- Provide service-leadership opportunities

Since its formation in 2011, the Mentor Program has increased in prestige and design. Mentors are selected based on proven academic success and extracurricular involvement, and are recommended from the College of Business faculty. Mentors are dedicated to providing assigned mentee(s) with the best possible Business Week experience.

Mentor/Mentee pairs get acquainted with one another throughout two pre-Business Week sessions designed and implemented by the Mentor Program Team. In addition, the pairs attend sessions led by alumni Eric Hoss '87, MBA '90, and Tim Pantalone '07, followed by a networking ceremony. To conclude their participation in the program, they attend Business Week and make use of the skills developed throughout their mentorship.



## STUDENT MENTORS BUSINESS WEEK 2019

Aakash Shah  
Aleks Subotin  
Alexander Ostojic  
Aubrey Henson  
Autumn Bolland  
Baylee Burkland  
Carlos Rubio  
Cody Matthis  
Connor Blanch  
Daniel Hester  
Drake Bertr  
Drew Klein  
Elyan Simi  
Emily Kri  
Gabriella  
Hannah C

Hannah Carroll  
Hunter DeFrees  
Isaac Teubel  
Jack Dombrowski  
Jack Shackley  
Jackie McClain  
Jacob Reedy  
Jared Spiegl  
Jenna Chervinko  
Jenna Flack

Kaitlyn Marquardt  
Karen Kelay  
Kate Pankhurst  
Kwame Blankson  
Kyle Mallen  
Kyle Vitale  
Luke Mance  
Luke Reiser  
Macie Brown  
Malin Quand  
Matthew Cr



## JOIN THE TEAM BUSINESS WEEK

If you're serious about building real-world skills, making valuable contacts with alumni and industry partners, and are ready to create amazing opportunities for your peers, think about applying to be on the 2019-2020 Business Week Team.

The Business Week Team students are an elite group selected by an application and interviewing process in the spring. Members spend the fall semester brainstorming and organizing a powerful week of interactive events designed to help students build the essential soft skills and professional understandings. A small team also manages the Business Week Mentor Program, where members promote individual and registered student organization involvement, handle registration, run all Business Week events, and analyze the outcomes.

Information about the 2020 Business Week team can be found at [Business.IllinoisState.edu/BusinessWeek](http://Business.IllinoisState.edu/BusinessWeek) or in the dean's office on the fourth floor of the State Farm Hall of Business.

From undergrads to graduate students, all business majors are welcome to apply for this premier leadership opportunity at: [Business.IllinoisState.edu/BusinessWeek](http://Business.IllinoisState.edu/BusinessWeek).



Front Row: Cinthe Hoppel, Bryce Pietrowski, Emily Clinton, Gabe Babecki, Tyler Savaglio, Dayana Ibragimova  
Middle Row: Connor Hoegger, Ashley Dierkes, Amanda Anderson, Tyler Kennedy, Trevor Smith, Brandy Ragge, Allison Levine, Kaitlyn Smith  
Back Row: Jacob Gawlik, Kristy McKay, Jere Elwood, Brian Phillips, Anthony Binotti, Nick Dall

## BUSINESS WEEK 2019 TEAM MEMBERS

### Executive Team

Bryce Pietrowski, President  
Nick Dall, Vice President  
Emily Clinton, Vice President of Logistics  
Carrie Hoppel, Vice President of Marketing

### Marketing Assistant

Amanda Anderson

### Golf Outing Coordinator

Connor Hoegger

### Professional Development Dinner Coordinators

Brian Phillips  
Dayana Ibragimova

### Transition Seminar Coordinators

Kristy McKay  
Anthony Binotti

### INSPIRE Coordinators

Ashley Dierkes  
Tyler Kennedy

### Corporate Social Responsibility Coordinators

Joey Elwood  
Brandy Teague

### Mentor Program Coordinators

Tyler Savaglio  
Adela McKinzie

### Assistant Mentor Program Coordinators

Kaitlyn Smith  
Mairaad McGillian

### IT Specialist/ Campus Relations

Gabe Babecki

### 40th Year Coordinators

Allison Levine  
Jacob Gawlik

### Advisor

Steve Vandiver



ILLINOIS STATE UNIVERSITY  
Illinois' first public university

If you would like information about being a part of the 2020 Business Week Team, contact any 2019 Business Week team member, or complete an application at: [Business.IllinoisState.edu/BusinessWeek](http://Business.IllinoisState.edu/BusinessWeek)

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