



BUCKY'S BACKPACK

A NEWSLETTER FOR STUDENTS
FROM THE BUSINESS CAREER CENTER



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Procter & Gamble Customer Business Development Internships

At P&G, they call their Sales function Customer Business Development (CBD) because they don't just sell or supply products to retailers, department stores, salons, restaurants, doctors or dentists, they strategically partner with them. You'll work closely with your customers, finding ways P&G brands can build their business, increase market share, and improve consumers' lives. Typical projects could include recommending merchandising strategies, analyzing competing brands, testing new messaging with the customer, and launching new item initiatives. To qualify, you must be in your Sophomore or Junior year. You should also be willing to relocate and must have a valid driver's license.

To be considered for a CBD internship you must apply to the CBD Intern Recruiting Conference by visiting experiencePG.com. Once there, click "Search Jobs" and enter Job Number:

CBD00010146.

Job Shadow Opportunities For Sophomores During Winter Break

SIGN UP HAS BEGUN...CHECK OUT OPPORTUNITIES ON BUCKYNET TODAY

Through the BCC's Sophomore Shadow Program, admitted sophomores to the Wisconsin School of Business and School of Human Ecology have an opportunity to get an up-close look at a company or industry by "shadowing" professionals (often UW alumni) through a normal day on the job. Explore different career possibilities and see firsthand how classroom skills relate to the workplace. Each job shadow opportunity will be held for one day during winter break (January 4 – 15, 2010).

Job shadow opportunities are currently viewable on BuckyNet and the **resume submission process will begin October 17**. Students may apply for up to 15 job shadow opportunities. The more applications submitted the higher the likelihood of being matched with an employer.

PLEASE NOTE: All participating students must agree to honor their job shadow appointment and terms, location, etc. **STUDENTS MAY NOT WITHDRAW FROM THEIR JOB SHADOW AFTER A MATCH HAS OCCURRED**. Students are responsible for all travel and lodging. For more information please check out the BCC website at <http://www.bus.wisc.edu/career/student/exploring/jobshadow/default.asp>.

Seal the Deal: Mastering Site Interviews

Tuesday, October 20 @ 4:00 – 5:15 p.m.

Presented by Altria Sales and Distribution, Bon-Ton Stores, GE Healthcare, Robert W. Baird

Hear from employers about how to set yourself apart at a site interview.

BCC Company Visit – American Family Insurance ~ RSVP Today

Tuesday, October 27 @ 2:15 – 5:00 p.m.

RSVP to sbarber@bus.wisc.edu by Wednesday, October 21

(Please provide your name, major and graduation date)

Learn about a variety of business careers in the insurance industry including actuarial science, marketing and finance. Meet with company representatives and tour the American Family Insurance headquarters on the east side of Madison.

The cost is free and the BCC will provide transportation! RSVP today!!

CPT/OPT Information Session for International Business Students

Are you an international student? Need to learn more about Curricular Practical Training (CPT) or Optional Practical Training (OPT)? Are you looking for a U.S. internship and need to know what work authorization is necessary as an international student? Don't miss:

Monday, October 19 @ 4:00 p.m. – 5:00 p.m.

Presented by International Student Services and BCC Staff

Check Today in Grainger Hall (TIGH) for room location

Employer Information Sessions

Get connected with employers when they are on campus. Attend employer information sessions to learn about these companies and their employment opportunities.

Procter & Gamble (a BCC Corporate Partner)

Monday, October 19 (Finance & Accounting Majors)

Information Session 7:00pm – 8:00pm

Grainger Hall (Check TIGH for room location)

Altria Sales & Distribution (a BCC Corporate Partner)

Tuesday, October 20

Information Session 6:00pm – 7:00pm

Grainger Hall (Check TIGH for room location)

The Bon-Ton Stores, Inc – 10/19 (5:30pm – 6:30pm Grainger Hall)

Ingersoll Rand – 10/19 (6:00pm – 7:30 pm Engineering Hall, Room 3345)

JohnsonDiversity – 10/19 (6:00pm to 7:00pm Grainger Hall)

Kohler Company – 10/20 (7:00pm – 8:00pm Grainger Hall)

Kimberly-Clark Corporation – 10/20 (7:30pm – 8:30pm Grainger Hall)

News America Marketing INVITE ONLY – 10/22 (6:00pm – 7:30pm Grainger Hall)

Consolidated Graphics – 10/22 (7:00pm – 8:00pm Grainger Hall)

Check BuckyNet under the “Events” tab for additional information regarding Employer Information Sessions. Students are encouraged to RSVP through BuckyNet for Employer Information Sessions.

**Learn About Career Options and Academic Requirements For Your Major:
Academic and Career Essentials (ACE) Sessions**

Get your major-related questions answered and meet with the UAS and BCC advisor for the majors of interest to you! Each session will review the career options typical of the major as well as the academic requirements for the major.

THIS WEEK’S ACE SESSIONS:

Wednesday, October 21

Academic and Career Essentials in **Actuarial Science** 4:30-5:30

Academic and Career Essentials in **Risk Management & Insurance** 5:30-6:30

Thursday, October 22

Academic and Career Essentials in **International Business** 3:00-4:00

Friday, October 23

Academic and Career Essentials in **Marketing** 1:00-2:00

Academic and Career Essentials in **Operations & Technology Management** 2:00-3:00

Students can attend as many sessions that interest them and do not need to pre-register. ACE sessions are open to all students, but are geared towards newly admitted students in the Wisconsin School of Business. Check

<http://www.bus.wisc.edu/career/student/events/ACE/default.asp> for all ACE session dates and times! Check "Today in Grainger Hall" for all ACE session locations.

Interested in retailing? Apply to attend conference with all expenses paid

Apply for a three day, all expenses paid trip to the National Association of Retail Marketing Services (NARMS) Spring Conference.

Who: Open to all students who are interested in learning more about the world of retailing

What: Three day, all expenses paid trip to the National Association of Retail Marketing Services (NARMS) Spring Conference. This will be a great opportunity to network with business professionals, listen to keynote speakers, and participate in workshops.

When: April 17-20, 2010

Where: Saddlebrook Resort in Tampa, Florida

How to get involved: Please send your class standing, major, and a paragraph explaining what you would expect to get out of this opportunity to Angie Badura at abadura@wisc.edu by November 15th. Angie Badura is the Outreach Specialist for the University of Wisconsin-Madison Kohl's Department Stores Center for Retailing Excellence and will partner with the center Director, Jerry O'Brien to select students to attend by November 20th. For more information please visit, <http://www.narms.com/conferences/2010-conference/>.

Meet Sue Steinberg:

MTV Co-Founder, Batman & Rainman Producer, UW Alum and more!

Do you want your MTV? How about rock solid career advice? Get both when you attend the free Awaken Your Inner Maverick presentation on October 22. Featuring MTV co-founder and UW grad Sue Steinberg '74, you'll look at fascinating ways to craft a career that's right for you — from corporate to entrepreneurial.

Awaken Your Inner Maverick with Sue Steinberg

Thursday, October 22, 2009

7:00–8:30 p.m.

Grainger Hall (check TIGH for room location)

Interspersed with stories from her life and times at MTV, Nickelodeon, Sony and more, Steinberg will also highlight different workplace cultures and approaches to help you figure out your best fit. RSVP at

http://www.uwalumni.com/careers_steinberg.aspx

Grainger Goes Pink This Week!

Beginning today the UBLC is sponsoring the annual breast cancer awareness fundraiser. Stop by their table in the atrium from 10:00 a.m. until 2:00 p.m. through Wednesday to purchase pink t-shirts (\$8) and bracelets (\$1). All proceeds will benefit the Susan G. Komen For the Cure foundation. Please also remember to wear pink this Wednesday in remembrance of breast cancer victims.

Law School Fair

Monday, October 19 @ 11:00 a.m. – 3:00 p.m.
Great Hall, Wisconsin Memorial Union

This is a great opportunity to learn about law schools directly from recruiters and to pick up lots of good materials. Over 108 law schools are attending!

In addition, from 4:00 – 5:00 p.m. on 10/19, four representatives will discuss “How to Strengthen Your Law School Application”. The representatives are from:

Boston College Law School
University of California-Berkeley (Boalt Hall)
Loyola University Chicago School of Law
Chicago-Kent/Illinois Institute of Technology College of Law

Contact Dr. Consuelo Lopez Springfield at cpringf@wisc.edu with questions.

Graduate School Information Session

UW Athletics is hosting the second annual Graduate School Information Session on Monday, October 19th at 7pm at the Kohl Center, Gate A.

This is a great event for anyone pursuing post-graduate program! There will be representatives from the writing center to talk about writing your personal statement/ application, and a panel of admissions coordinators from various programs. Finally, you will be able to speak with representatives from your area of interest in a small group setting. Representatives from the following schools will be there:

Graduate School
Physical Therapy
Law School
CALS
Med School
Education

If you are interested in attending, please RSVP to Kelli Richards, with your area of interest, at kjr@athletics.wisc.edu by October 15th.

Career Links: Diversity Networking Event

Monday, October 26 @ 6:00 – 8:00 p.m.
The Pyle Center's Alumni Lounge
702 Langdon Street, Madison

Meet with UW alumni who work in your career area of interest and get valuable professional tips. Sean Frazier, Senior Associate Athletic Director for Operations will emcee and DeVon Wilson, Assistant Dean in the College of Letters and Science will be the keynote speaker.

To register visit:

<http://www.uwalumni.com/home/alumniandfriends/alumniandfriends.aspx>

Market Watch

- **Dow Jones Hit 10,000 Mark Last Week**
Overall, the Wall Street had a fairly upbeat week last week. Although the Dow closed slightly below 10,000 on Friday, it had two consecutive closings above 10,000. On Thursday, the Dow closed at a one-year high.
- **September Retail Sales Exceed Analyst Expectations**
Retail sales actually fell 1.5% in September, but it was less than the 2.1% drop expected. According to abcnews.com, Kohl's Department Stores, The Buckle Inc. and Limited Brands Inc., which runs Victoria's Secret and Bath & Body Works all said their September sales rose at stores open more than a year. Target Corp., Macy's and J.C. Penney reported their same-store sales fell, but not as much as expected.
- **GM Sells Hummer**
General Motors plans to sell its ailing Hummer division for \$150 million to China's Sichuan Tengzhong Heavy Industrial Machine Co. According to Bloomberg.com, this deal represents China's first major move into the U.S. auto market. Tengzhong reportedly pledges to protect more than 3,000 U.S. jobs and will try to introduce more fuel-efficient models.

Bucky's Backpack Ends October 26...Countdown to myBiz

Weekly issues of Bucky's Backpack will end next week as the Undergraduate Business Program transitions to a more dynamic communication tool called myBiz.

myBiz will have all the details you need about academic issues, career information, admissions, study abroad, learning center opportunities and more! It will even have news and a calendar of events to keep you on top of all the information you need to know.

In conjunction with myBiz, you will continue to receive a weekly Monday e-newsletter called the myBiz Weekly Digest. While it will maintain many of the features you love about Bucky's Backpack it will also include a more comprehensive overview of undergraduate business program news important to you!

We'd Like to Hear From You

We value your feedback and encourage you to contact the BCC team with your comments and questions.

Business Career Center
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bccenter@bus.wisc.edu
(608) 262-2550
www.bus.wisc.edu/career