

Term 3 Calendar of Events

January 2008

- 17 Term 3 began
- 26 **Admissions Super Saturday** – AWIB co-sponsored

February 2008

- 4 **Lunch with Dr. Christine Moorman** – T. Austin Finch, Senior Professor of Marketing 1pm @ Fuqua
- 10 **AWIB Lunch & Duke Women's Basketball Game** – Meet in Faculty Hall at 12:30pm for lunch and then we'll head to Cameron to cheer for the #10 Lady Blue Devils
- 19 **Mixer with the Carolina Women in Business (CWIB)** – location TBD
- 24 **Girls on the Run** – 7:30pm. Shopping Fundraiser @ SouthPointe Mall

Late February

- Financial Planning Seminar
- Leadership Transition

- 27-29 Spring Term 3 Exams

March 2008

- 1 – 16 **Spring Break**
- 25-26 **SAVE THE DATE! Duke/UNC Women's Conference**
- 27-30 **Blue Devil Weekend**
- 28 **AWIB Lunch for Admitted Students**
- 29 **Wine and Cheese with Admitted Students**

AWIB President's Update

Greetings,

It has been an exciting fall and winter for AWIB at Fuqua! In October, in conjunction with Office of Admissions, we hosted another hugely successful Weekend for Women with 84 women in attendance representing 12 countries and over 20 states. Please read more in the accompanying article.

November was another busy month for AWIB as a group of 15 members journeyed to College Park, Maryland to attend the National Association of Women MBA's Annual Conference and Career Fair. We had a great time sharing strategies for career development and bonding with one another while representing the Duke MBA program on a national level. AWIB hosted other Term 2 events, which included a "Women in Finance" lunch that was held in conjunction with the CMC and our 2nd annual golf clinic at the Washington Duke Golf Course. A talented group of women came out to hit the links!!

As you can see, AWIB is on the move. In December, we hosted an organization-wide brunch so that members had the opportunity to network further with their classmates and will be hosting another brunch in February 2008. These brunches make for a great study-break and provide a way to get advice and support from other women in the MBA program.

Our international cabinet hosted a "Women of the World" Seminar on December 2007. This event was held in conjunction with the Wine Club and Culinary Club and featured presentations and cuisine from European countries. A few of Fuqua's amazing women talked about their countries, their culture, and what it is like doing business in their home countries as a woman. There was strong attendance from the entire Fuqua community.

Please look at the calendar for the exciting events taking place over the next few months.

Thanks to everyone for their continued support of AWIB!

Best Regards,
AWIB Co-Presidents

Erika Hamilton

Sarah Nist





Weekend for Women Wrap-Up

by Ellen Sung

November 2007

You saw them in classes, presentations and at Fuqua Friday last week: throngs of women prospective students. More than 80 participants (and a few partners) attended the 2007 Weekend for Women, one of The Duke MBA's signature diversity recruiting events.

But as one participant noted, what was remarkable was how well the enormous crowd of women blended in, because there already seemed to be plenty of women around Fuqua. In fact, 36% of the Class of 2009 is female, up from 21% just three years ago.

Associate Director of Admissions Meghan Leypoldt said the driving force behind the increase is the Weekend for Women.

"The Duke MBA has possessed a long standing commitment to diversity," Leypoldt said. "By partnering with the Forte Foundation and the Association of Women in Business, the Admissions Office is able to reach more students who would add valuable perspectives to Team Fuqua."

Modeled on the success of The Duke MBA's long-running Minority Workshop, the event brings women from around the world to Durham for an intensive, personalized look at MBA programs in general and The Duke MBA in particular. This year, the 84 participants came from eight countries and 19 states. They were drawn from 136 applicants, up about 10% from last year.

The weekend is a major investment for the admissions office, Duke MBA corporate relations office, and Association of Women in Business volunteers. Much time and dedication went into creating a program to showcase the very best of what makes The Duke MBA truly unique experience.

How does all this effect Fuqua's bottom line, the yield for admissions? Through the detailed programming and networks established during the weekend, participants are more prepared during the application process and connect on a deeper level to find their "fit" with The Duke MBA culture. Ask around in the classes of 2008 and 2009, and chances are you have friends who participated in this program.

This year's participants said it was the details that really reinforced their image of the school, including hand-written welcome notes, umbrellas for the rainy Friday, and carefully personalized matches with liaisons in the current student body.

Second-round applicant Cara Mash of Norwalk, Conn., said Weekend for Women catapulted Duke to the top of her consideration list.

"Prior to the event, I was considering Duke, but I was also focusing on several other programs such as Darden and Wharton," Mash said. "After such a phenomenal experience at Fuqua's Weekend for Women, I am thrilled to say that I believe I've found the perfect fit at Duke."

And the Weekend for Women continues to pay dividends for future classes. Many participants attend unsure if they are even applying for an MBA, much less one at Duke. Maureen Atkins, a fundraiser at Stanford University, participated in the 2006 program and is applying to Fuqua in the first round this year.

"I already felt like I was a student, completely welcome and not like an outsider," Atkins said. "Visiting other schools has only reinforced that Duke is my top choice. I hold it as the standard for other programs to measure up to."



My Experience with W4W

Amy Audetat

Weekend for Women Committee, AWIB

AWIB helped me find my home at Duke – and now I'm helping other prospective female students do the same!

When I came to Blue Devil Weekend last March, I enjoyed the experience, but it was the AWIB reception that truly inspired me. When I came to campus this fall, I knew two things: I wanted to get involved with AWIB, and I wanted to be part of the effort to recruit more fantastic female applicants to our school. Of course, I immediately applied for a position in the AWIB cabinet, and the Weekend for Women committee, our premier recruiting event for female students, was my first priority. Working with a great committee of first year students, we coordinated social events, tours and panels on student life, the international experience, careers, and alumni insights. I co-chaired the volunteer recruitment for the weekend, and particularly enjoyed matching our 84 attendees with liaisons from the student body. What an amazing way to get to know my current classmates as well as all the incredible women who will hopefully be applying to Duke next year! And once again, I found inspiration when the 50 liaisons took the stage in Geneen. Their incredible diversity, brains, and dedication to the Duke MBA made me proud to be a Blue Devil.

Voices from our visitors about W4W

The Fuqua experience over the weekend was phenomenal! I am thrilled to say that I believe I have found a great fit at Duke. Even after returning home from the Weekend for Women, I still have chills at the thought of becoming part of an environment with such remarkable and down-to-earth classmates. My former colleague, Jerel Registre, was absolutely right in saying there is no other supportive, challenging or team-focused environment like Fuqua. I hope to have the opportunity to make a contribution at Fuqua and in the Durham community.

--- Cara Mash

The event exceeded my highest expectations and I was blown away at how well run and organized it was. A lot of business schools state that they have a dedication to women but Duke went above and beyond to prove it.

After this weekend I am sure that Duke is the right place for me and hope to help plan this event in '08!

--- Lindsey Nauman, PHR
Service Operations Recruiter
Humana, Inc.

After an amazing weekend, I just wanted to say a huge thank you! I had a great time and feel like I got such a good feel for the program and Team Fuqua community. I am so energized now and can't stop telling family and friends how amazing everything was! I loved the panels, case studies and social hours to network with current students and the Weekend for Women participants.

--- Lindsay Theile



Women's Affinity Group Launched

Jillian Fascitelli

Career Development & Alumni Relations, AWIB

The Association of Women in Business is pleased to announce the creation of the Women in Business Affinity Group. The newly formed affinity network, launched in the fall of 2007, has been created by the Office of Development and Alumni Relations to unite women alumnae and provide valuable resources to our alumnae.

The website encourages women alumnae to stay connected with their classmates and current female MBA students. Additionally the website provides valuable tools and resources to alumnae. Women can trade ideas and resources unique to opportunities and issues women face in the workforce through the affinity network. Website features include a discussion forum, updates on current events, current news related to women in the workforce and access to alumnae. The value of the affinity network is boundless. Women can receive feedback from the discussion boards, look for lateral transitions in the workforce, and leverage contacts.

Our network of women at Fuqua continues to grow with a record of approximately 36% women in the class of 2009. We continue to support the strong and talented network of Women of Fuqua. To join, update your profile in the Alumnae Directory and add "Women in Business" to your affinity group selections. If interested in joining the affinity group, please contact Jolie Fernbach-Kalavaria at fernbach@duke.edu



Girls on the Run invites you to...
Girls Night-In...Shop for a Cause at Nordstrom
An exclusive shopping event benefitting Girls on the Run

Date: Sunday, February 24, 2008

Time: 7:30-9:30pm

Location: Nordstrom, The Streets of Southpoint, will open its doors after hours exclusively for this private shopping event.

Cost: \$30 per ticket, or \$25 each for a group of ten.

*****Enjoy cocktails and hors d'oeuvres while taking advantage of complimentary makeovers, monogramming, handbag cleaning, simple alterations and more.*****

Purchase tickets online through February 20th at www.gotrtriangle.org/events.htm.

All tickets must be purchased prior to event. Guests must be 21 and older to enjoy cocktails.

Featuring Amy Tiemann, Author of *MojoMom: Nurturing Your Self While Raising a Family*. Amy will share her strategies designed to get your mojo revved up for spring.

The Association of Women in Business is pleased to support Girls on the Run. Girls on the Run is an experiential learning program for girls age 8 to 13 years old. The programs combine training for a 3.1 mile running event with self-esteem enhancing, uplifting workouts. The goals of the programs are to encourage positive emotional, social, mental, spiritual and physical development. To find out more about Girls on the Run go to: www.girlsontherun.org.



Tiffany Hogan

Assistant Director for Marketing and Business Development
AWIB CMC Staff Advisor

As the new CMC staff advisor to Fuqua's Association of Women in Business, I am very excited about working to see the club become more visible this academic year, especially with the increased number of female students at Fuqua! My role is to assist the members in any way I can to plan programs, make connections with companies, and to help you to become leaders in your organizations and communities.

Helping to develop women in business is a passion of mine. I have an MBA from the Simmons School of Management, which is the only MBA program in the country for women. I strongly believe that AWIB's goals of leveraging each member's professional and personal experiences and building powerful and long-lasting networks will help us all achieve our personal and professional goals.

As the Assistant Director for Marketing and Business Development in the Duke MBA Career Management Center, my primary role is to market Duke MBAs and to build relationships with organizations to encourage them to recruit our students. Before joining the CMC, I most recently worked at The TJX Companies where I was a merchandise planning and analysis manager. I also have experience in the banking industry, where I served as a marketing manager and product manager. I served on numerous non-profit boards such as The Urban League and the Boston YMCA. I have a Bachelor's degree in Business Administration from the University of North Carolina at Chapel Hill and an MBA from the Simmons School of Management in Boston, MA.

I am here as a resource to you, so please utilize me! I am happy to help you any time with interviewing, company research, or anything else that will help you reach your career goals.

Also, if there are any companies that you would like to see recruiting on campus, please let me know and I am happy to reach out to them.

I look forward to working with you this academic year!



Save the Date

Game Changers of the 21st Century

**3rd Annual Duke-UNC Women in Business Conference
March 25-26, 2008**

The Fuqua School of Business will host the 3rd Annual Women in Business Conference sponsored by Duke's Association of Women in Business (AWIB) and Kenan-Flagler's Carolina Women in Business (CWIB).

The event will commence on the evening of Tuesday, March 25, 2008 with a dinner and keynote speaker at the Washington Duke Hotel followed by informative panels and discussion sessions on leadership, entrepreneurship, innovation and sustainability for current MBA students, alumnae and professionals at the Fuqua School of Business on Wednesday, March 26, 2008.

Websites with resources for Women MBA Candidates

Forte Foundation - Forté Foundation is a consortium of major corporations and top business schools that has become a powerful change agent in educating and directing talented women toward leadership roles in business. www.fortefoundation.org

PINK Magazine - PINK represents more than a color. It's a badge of honor celebrating a global mission of equity and opportunity - a movement acknowledging all that women are today and will be tomorrow. www.pinkmagazine.com

85 Broads – Founded in 1997 as an independent network for current and former Goldman Sachs women professionals, today 85 Broads connects and empowers a dynamic and diverse community of over 17,000 members around the globe. www.85broads.com

Women's Edge Magazine – *Women's Edge* represents the leadership and strength of women and their commitment to the community. It is a voice for and about Triangle professional women. www.womensedgemagazine.com/

