

# ZWIB Newsletter

Zicklin Women In Business | Baruch College

**ZICKLIN** **WOMEN**  
**IN BUSINESS**

## Message from ZWIB's President

2009-2010  
Volume 1, Issue 1

The past year has been a tremendous one for ZWIB. We have hosted many well received events, and forged many key relationships with alumnae and partners that we aim to build upon in the future.

To commemorate International Women's Day we hosted an impressive speaker panel featuring women from the fields of accounting, finance, healthcare management, consulting and marketing. Our audience was able to hear from our speakers on their experiences navigating themselves along a successful career path. This will be an annual event and we look forward to a similarly successful event next March.

We have also hosted events on topics as wide ranging as women entrepreneurs and women in the sustainable business space, and we have co-hosted numerous speaker events and networking receptions with our partners in other student clubs and associations.

We have recently expanded our executive board and created an executive volunteer committee to reflect our larger membership base, and we have an ambitious plan for the coming year to take ZWIB to ever increasing heights.

We plan to hold a mix of networking wine receptions, formal speaker panels and roundtable discussions with women from a

variety of different industries. We will also hold social events for our members and alumnae and partners to provide a relaxed informal environment where women can forge new connections.

We hope that you have had the opportunity to become involved with ZWIB over the past year. We are always looking for more opportunities to engage with alumnae and partners. If you would be interested in being a ZWIB guest speaker in the next year, please contact us at [wib.zicklin@gmail.com](mailto:wib.zicklin@gmail.com), and we will be in touch.

We aim to develop a rich network of ZWIB alumnae and partners and provide you with opportunities to expand your network while bestowing the benefits of your wisdom to our students. We would welcome your thoughts on this newsletter and ZWIB and are always happy to hear from our alumnae and partners so please do stay in touch. Please contact [Samantha.matin@baruchmail.cuny.edu](mailto:Samantha.matin@baruchmail.cuny.edu). We look forward to hearing from you.

Best Wishes  
Samantha Matin Full Time Honors MBA  
Class of 2011



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## EVENTS 2009/10

### Corporate Executive Breakfast

This networking event was co-hosted by the Zicklin Media and Entertainments Association and the Zicklin Graduate Finance and Investment Club and was an opportunity for our members and our guests to exchange ideas and contact details over a delicious breakfast spread before work. Our students were joined by 6 guests from the fields of entertainment management, investment banking, and digital marketing. The event was a resounding success and we hope to hold many more in future.



### International Women's Day Event

This event was a resounding success, the guests and the audience members all had an opportunity to mingle and network over lunch. We had a visual display of inspiring women from the cultural, entertainment, political and corporate world throughout history, with accompanying music to make the lunch more relaxing and enjoyable.

The formal speaker session that followed was both engaging and unique. The panel members were asked to comment on their experiences as negotiators, leaders, mothers, and mentors. We heard some very inspiring stories from our panel members; it was easy to draw many learning

points from the narratives they shared. The feedback we received from the guests was that the discussion was very powerful and refreshing.

I would like to thank all our

volunteers for the day, we couldn't have done it without you. And a big thank you to Urvashi Jha our Vice President of Events for creating such a wonderful experience for us all.



## Consulting Luncheon

On March 15th, we hosted our second event of the semester, "PWC Luncheon: A Roundtable Networking Event with Price Waterhouse Coopers" in association with the Zicklin Project Management Club. The event was a great success

with close to 40 members in attendance joined by three PWC professionals, Elsy Almonte, Cathy D'Amato Griffith and J. Fernando Coronado. This luncheon gave participants a unique experience to meet, speak and network with our PWC

guests in a more informal setting. For those who attended this event, we hope you enjoyed it, and for those who were unable to make it, keep a look out for similar events in the future!

## Sustainable Finance

On April 13th, the ZWIB hosted a panel discussion on Socially Responsible Investing (SRI) and Environmental, Social, and corporate Governance (ESG) analysis. The event was sponsored by the Sustainable Business Club and the Zicklin Finance and Investment Club.

On the panel were: Michael Muyot, President of CRD Analytics; Karoline Barwinski, Research Associate with the Socially Aware Investment Program at Clearbridge Advisors; Matt Orsagh, director of capital markets policy for the CFA Institute; Hideki Suzuki, an analyst at Bloomberg Equity

Fundamentals Department; and Mariela Vargova, portfolio analyst with the SRI Group at Rockefeller Financial.

The discussion covered many relevant topics, such as the mounting pressure both the SEC and investors have put on companies to disclose their environmental liabilities and publish GRI reports. The panelists also spoke of possible upcoming regulations regarding shareholder "say-on-pay" and proxy access. It seems that for the time being, before there is mandatory disclosure, the focus for analysts can be *inclusive* rather than *exclusive*. That is, rather than screening

a company out of a portfolio because of poor ESG practices, analysts can work with the underperformers to become more sustainable. Also discussed was the history of socially responsible investing, which dates back to the 18th century, as well as the positive relationship between ESG "Champions" and higher returns.

"It was very encouraging to meet some of the future sustainability workforce," said Michael Muyot. "I think Zicklin is doing a solid job of building strong demand in sustainable investing with events like this."

*"It was very encouraging to meet some of the future sustainability workforce," said Michael Muyot.*

## Women Entrepreneurs – Elisa Balabram

ZWIB hosted an intimate speaker event with a Zicklin alumnus in the Fall semester of 2009/10. Elisa Balabram shared the secrets of her success and inspired her listeners to maintain confidence in themselves, despite all obstacles.

Elisa, a Brazilian came to New York to study at the Zicklin School of Business of Baruch from Brazil. Elisa then went on to join a non-profit where she learned to use her skills and experience into a productive business

prospect.

“Think of what you want, and if you get what you don’t want, change it to something positive,” said Elisa. “Anything you want to do you can do, and you make time for whatever it is you want to do.”

During the event Elisa promoted her recently published novel, ‘Ask Others, Trust Yourself: The Entrepreneurial Woman’s Key to Success’, the guide that teaches entrepreneurial

woman the key factors of accomplishing business goals.

A valuable piece of advice she gave the group was that “If you are secure, own that to yourself – once you know that something is not working, investigate the problem. You don’t have to know all the answers, ask for help. But know the right people to go to.”

*Use the informational interview as a learning experience and show genuine interest.*

### Networking Tips

Have you recently returned from a networking event with a fistful of business cards, feeling very pleased with yourself for a job well done? You should be pleased, but networking doesn’t stop there-this is just the beginning! Forging on-going long term connections is crucial to a successful career. At the event, be sure to scribble key points on the back of each business card to remind you of relevant facts that will be useful later on [e.g. ‘Baruch alumni’ or ‘from my hometown’]. Be sure to send a communication via email or phone call soon thereafter. Consider requesting an informational interview-these are goldmines of information and a unique way to present yourself and your personal brand. Prepare for the interview, look the person up

on linked-in for example; prepare relevant questions based on the industry etc.

Make sure the informational interview is a way for you to learn about their experiences, their career path and their industry. Use it as a learning experience and show genuine interest.

Ask them for any further contacts based on what you have learnt from the interview. Be prepared with a succinct elevator pitch of what your background, interests and aspirations are so that the interviewee knows exactly how s/he can help you.

After the interview, be sure to send a thank you note-they have gone out of their way to help you.

Now be sure to stay in touch every 6-8 weeks via e mail with regular updates about your internship/job status and with any useful news or information that may be of use to them [relevant news articles are a good idea].

Keep track of all your contacts and set reminders for when to make contact with each one every 6-8 weeks. An excel spreadsheet is a good tool but a paper diary works just as well.

When you land that stellar internship be sure to update your contacts and thank them for keeping you in the loop and offering you any other assistance in the past. Network connections are long term professional relationships. Make sure you stay in touch every few months and build upon them



## Alumna Spotlight

Jasmin Chitrakar is from the beautiful country of Nepal. She left the comfort zone of her family and came to Arizona, USA to pursue her undergrad in Urban Planning from the Northern Arizona University. In Arizona, she worked as the Planner for the City of Phoenix. She and her husband later moved to New York, where Jasmin ended up deciding to join Baruch College to pursue her MBA in Accounting. She was a distinguished student of the MBA Honors Program-Class of 2006.

She started her work with Ernst & Young as an Intern and for the past four years Jasmin has been working with this company. She is Senior at the company and

says that she loves her job. A typical work day for her includes managing day-to-day engagements, setting up staff on different tasks, talking with clients and updating managers. It can be difficult working on more than one client and reporting to different managers, but she says that that's what makes her work more challenging and exciting. Long working hours and stringent deadlines are some of the obstacles that Jasmin faces at her job. That's why she tries to take advantage of the company's flexible practices during non-busy times. Her mantra for work life balance is simple: try to put your 100% focus on work when at office, and 100% focus on family when at home.

Jasmin says that she had enjoyed her school days a lot. She cherishes all her memories of Baruch. And as she says, Baruch paved her path to success. She highly values the advice she got from GCMC, team exercises she did in class and the other resources that Baruch provided her with.

According to Jasmin, technical skills can be taught at the work place but it's the soft skills that will always stay with you and take you to new heights. When asked where she imagines herself to be in the next five years, she says that she would like to enjoy her work and her life as much then as she does now.



Jasmin Chitrakar

## Partner Spotlight

### Anne Benedict SVP Talent Management, Mediabrands.

Anne hails from Canada where she completed a Bachelor of Science from McGill University and Masters in Applied Science in Industrial/Organizational Psychology from the University of Waterloo. Anne's experiences span the globe including Canada, France and New York. She spent 10 years at Mercer HR Consulting and also worked at Disney-ABC in Talent and Organizational Development. She is now the Senior VP of Talent Management at the Media Brands Division of Interpublic Group (IPG), one of the largest marketing and communications companies in the world.

Mediabrands is the division of IPG that holds all of its media agency assets. It is a business that is undergoing massive transformation with the proliferation of media. An example of Anne's work is that she spearheaded a division-wide staff training and development program for their 3,000 staff aimed at transforming the agency for the future and improving the value of its service to clients.

Realizing the importance of effective role models and guidance for career success, Anne is also sits on the board of directors for 'Futures and Options'. This is a non-profit organization that provides

NYC underserved youth with mentoring and internship opportunities.

When asked about her views on women in leadership Anne remarks 'the path to the top is a labyrinth, successful leaders will navigate this path with skill and determination'. Anne recommends reading 'Women and the Labyrinth of Leadership' by Alice H. Eagly, available online at <http://pds.hccfl.edu/pds/Newslatters/NewsletterID1.pdf>

We are honored to have Anne as our guest speaker at a ZWIB event in the next semester, more details to follow.

*"The path to the top is a labyrinth, successful leaders will navigate this path with skill and determination"*

- Anne Benedict



Anne Benedict

## UPCOMING EVENTS – Save the Date!

Zicklin Women In Business  
Zicklin School of Business,  
Baruch College, CUNY

wib.zicklin@gmail.com

<http://zicklinwomeninbusiness.weebly.com/>

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### **Women in Leadership – The Finance Industry**

Featuring a guest speaker, wine, and opportunities to network with women in a variety of roles in the finance industry. Many companies will be represented.

Date: Monday September 13<sup>th</sup> 2010

Time: 5pm-7pm

Venue: Vertical Campus Building  
Room 1-107 (multipurpose room)

### **Zicklin Women in Business Consulting Luncheon**

Featuring a guest speaker panel discussing issues around women in consulting careers. The demands of travel and the importance of career ambition, balancing this with a family. Emerging trends in the consulting space, and their personal experiences.

Date: Friday September 24<sup>th</sup>

Time: 12-2pm

Venue: Library Building Room 750

### **A Conversation with HR Specialists**

Women in training and development, talent management, and human resources from the finance marketing and non-profit industries share their insights on the high demand skills that will give you the competitive edge, the importance of developing people management skill sets to advance your career to the top, and the unique challenges and opportunities of a career in HR. Numbers are strictly limited so watch this space and sign up early.

Date: Thursday September 30<sup>th</sup>

Time: 12-2pm

Venue: Vertical Campus Building  
Room 1-107 (Multi-purpose room)

## About ZWIB

Zicklin Women in Business [ZWIB] is a professional networking organization with more than 350 members. Each year, ZWIB strives to provide opportunities that enhance the MBA experience by connecting current students with alumnae and partners and hosting discussions on women in business issues

such as successful negotiation, the role of ambition, the use of emotional intelligence and the challenges and rewards of the working mother. For more information about ZWIB and to stay in touch with our updates, please visit our website at [zicklinwomeninbusiness.weebly.com](http://zicklinwomeninbusiness.weebly.com)