



# The Network

## DEC 2009 CORPORATE SPONSORS NEWSLETTER

Dear Wharton Women Corporate Sponsors,



On behalf of Wharton Women, I would like to wish you all a happy new year! As the new Vice President of Corporate Relations, I will be working with you closely this year to ensure that your relationship with Wharton Women meets your expectations and provides you with the benefits your generous sponsorship deserves. I, along with the entire Wharton Women Executive Board, hope that you take advantage of Wharton Women's most valuable asset—its members—and interact with them throughout 2010. To this end, Wharton Women hopes to host a number of exciting events with our sponsors this year, including those related to on-campus recruiting this spring and our Annual Dinner next fall. I want to ensure that these events are valuable to you as corporate sponsors and meaningful for our members, so please feel free to contact me with any suggestions or concerns you may have.

I look forward to working with you this year!

Best,  
Ann Wirry, Vice President of Corporate Relations

### Meet the 2010 Board

President	<b>Lauren Fleischer</b> , W <sup>11</sup>
Executive VP	<b>Palak Patel</b> , W <sup>11</sup>
VP of Alumni Relations	<b>Alice Lee</b> , W <sup>11</sup>
VP of Corp Sponsorship	<b>Ann Wirry</b> , W <sup>11</sup>
VP of Membership	<b>Wendy Zhao</b> , W <sup>11</sup>
VP of Uni. Relations	<b>Hillary Hiembach</b> , W <sup>12</sup>
VP of Operations	<b>Gloria Herbert</b> , W <sup>12</sup>
VP of Finance	<b>Samantha Lee</b> , W <sup>12</sup>
VP of Marketing	<b>Carolyn Vinnicombe</b> , W <sup>13</sup>
VP of Publications	<b>Rachel Meyers</b> , W <sup>13</sup>





## BEYOND BUSINESS


2010 WHARTON WOMEN BUSINESS CONFERENCE  
SPONSORED BY ERNST & YOUNG

*featuring*

**CATHIE BLACK**  
President  
Hearst Magazines



**MEREDITH WHITNEY**  
CEO  
Meredith Whitney Advisory Group



FRIDAY, JANUARY 22  
10 A.M. TO 6 P.M.  
JON M. HUNTSMAN HALL

## BUSINESS 101

By Lauren Haber, C'12

Have you ever wondered what the job of a business consultant entails?

Had you attended the Wharton Women "Business 101" event, you would have gotten your answer. On October 20<sup>th</sup>, 2009, Wharton Women hosted an event that provided Penn undergraduates with the opportunity to ask questions ranging from, "What is the gender ratio in Investment Banking?" to "What is Investment Banking?" Panelists from Deutsche Bank, Prudential, Boston Consulting Group and Nielsen Marketing Research Group were in attendance and explained a definition of their respective profession. Later they gave a detailed analysis of their day-to-day work schedule and finally opened the event to questions from the Wharton Women audience. Students were captivated as the panelists, many of whom were alumnae, spoke candidly about everything from the pressures of work-family balance to long workweeks and travel requirements. Members were given the opportunity to delve a little deeper into professions they are considering and get honest, candid answers from women that were in their position only a few years ago. Whether an experienced Wharton senior or an enthusiastic freshman, the "Business 101" event had a little something for everyone.

## ANNUAL DINNER

By Joan Li, W'12

As one of Wharton Women's cornerstone events of the year, the Annual Dinner offers a unique networking and learning opportunity for almost 200 members, corporate sponsors, and Penn students to gain a broader perspective of the business world. And it was clear at the end of the night that it was the people who attended and supported that made the evening such a success.

At this year's Annual Dinner on November 17<sup>th</sup>, 2009, Mary Sammons, CEO and Chairman of Rite Aid Corporation, delivered a sincere and inspirational keynote address on her own story and leadership experiences. Encouraging but frank, she spoke of her mentors who encouraged her to take risks, to stand out, and to be the "glow worm." She also touched upon the challenges of attaining a work-life balance and the challenges Rite Aid encountered during the economic crisis. Her advice about leadership and career choices was a perfect complement to the opportunities attendees enjoyed at the Career Fair, during which students were able to network with our corporate sponsors and to learn more about their companies. But perhaps the most rewarding part of the night was seeing students engage in stimulating and meaningful conversations with corporate representatives and alumnae over dinner. So thank you for inspiring us, encouraging us, and giving us new ideas and careers to consider!

## REGISTER YOUR WHARTON WOMEN ALUMNAE!

*Why?*

A larger alumnae database **facilitates member communication** with company employees and has the potential to **increase knowledge and interest in corporate sponsors.**

Please forward your alumnae employees to Alice Lee at [alicehl@wharton.upenn.edu](mailto:alicehl@wharton.upenn.edu)

## Penn Thinks Pink

By Rachel Meyers, W'13

"Join the fight against breast cancer!" Volunteers from Wharton Women enthusiastically shouted this phrase to rally students behind its "Penn Thinks Pink" campaign, a two-week university-wide effort to raise awareness and funds for Susan G. Komen Philadelphia. In anticipation of Breast Cancer Awareness Month and the keynote speech from Hala Modellmog, President and CEO of Susan G. Komen for the Cure, Wharton Women collaborated with other student groups and sold t-shirts, cupcakes, and ribbons to turn the campus and community pink.

When Hala Modellmog arrived on campus to speak on October 1, the Penn Thinks Pink campaign had already raised \$4,000 dollars. Wharton Women president Lauren Fleischer was impressed by the university's response. "I was pleasantly surprised by the reaction on campus. Many individuals and organizations helped us raise money for a good cause," she said. Hala Modellmog continued to encourage Wharton Women's effort in Huntsman Hall. She spoke about the inspiration felt from working for a non-for-profit organization and the importance of any supporting effort, thanking Wharton Women for its philanthropic work.