

DUKE BOW

NEWSLETTER

FALL 2021

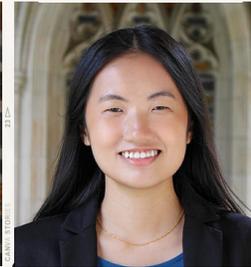


The Duke Association for Business Oriented Women is pleased to present its latest newsletter for the Fall 2021 semester.

EXECUTIVE BOARD

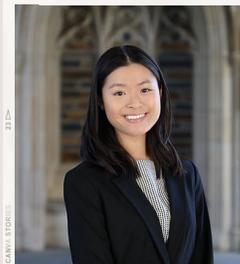
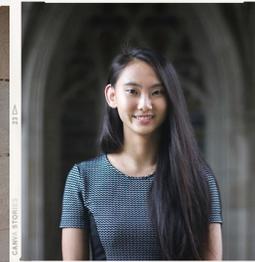
EXECUTIVE LEADERSHIP

KAREN CHEN, Co-President
SAMAYA PATTIM, Co-President



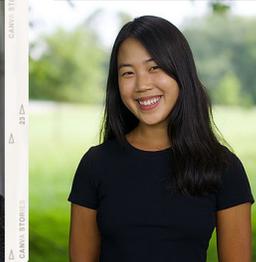
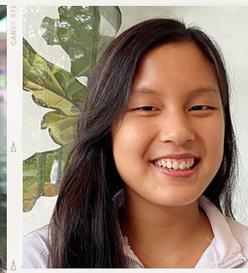
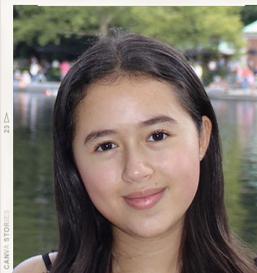
DIVISIONAL VICE PRESIDENTS

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JACKIE VICKSMAN, VP of Events: Consulting
LYDIA WANG, VP of Events: Diversified Industries
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SARA META, VP of Events: Spring Business Conference
LEIGH MARSHALL, VP of Events: General Body Meetings
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ALINA O'BRIEN, Alumni Relations
SOPHIE MUNRO, Social Impact
CHRISTINA LEE, Social Impact
MELANIE CHEN, Community Engagement
DILYS WANG, Membership
THEIJA BALASUBRAMANIAN, Logistics



a letter from our co-presidents:

Dear BOW Supporters,

Thank you for your continued support of BOW during Fall 2021! We hope you've been doing well and finding some time to relax this holiday season. This semester has been exciting, as we've been able to reunite with members of the BOW community in-person. Our mission at BOW has always been to empower and inspire the next generation of women business leaders, and we're so glad to be able to do this in the presence of each other. Your generosity is greatly appreciated as we transition back and regain some sense of normalcy.

At BOW, we pride ourselves on constantly innovating and self-reflecting. We highly value the feedback and interests of our members, and we try to adapt our programming accordingly. This semester, we have changed our Technology division to 'Business in Tech' which focuses on non-technical roles at tech companies (ie. marketing, corporate finance, business development), non-traditional roles at tech companies (ie. data science, UI/UX), and cross-industry roles (ie. fintech, tech consulting, venture capital). Given that there are multiple organizations on campus that specialize in providing resources for women interested in 'pure tech' like software engineering, by making this change, we felt we were better able to fill a niche and provide resources for women interested in the intersection of business and technology.

This semester, we also made some changes to our Membership division, with the introduction of the Membership Committee (bringing BOW to a total of 15 committees). Our hope for this committee was for them to help build more robust new member programming. The committee has been very successful this semester - BOW welcomed 80 members this fall, bringing us to a total of 377 members. They went through a series of new member events, led by our Career Confidantes - a group of upperclassmen who have volunteered to share their experiences and advice on panels. During these events, they learned about the different industries within business, professional development skills, and how to make the most out of their BOW membership. They were also assigned pods in which they participated in community building events, including a scavenger hunt before heading home for Thanksgiving Break!

BOW continues to bring a vast array of incredible speakers as part of our General Body Meetings, which happen once a month. In September, we hosted Emily White, president of Anthos Capital (a VC firm focused on consumer-oriented companies) and former COO of Snapchat. In October, we heard from Kelly Corrigan, author of four New York Times bestsellers and host of Tell Me Why on PBS. Most recently, we invited Mimi Bliss to speak at our November GBM, where members learned about public speaking and how to shine in virtual environments. Apart from GBMs, BOW organized over 150 events for our members ranging from information sessions with companies to skills workshops to coffee chats with industry experts. We met in-person whenever possible but also took advantage of the convenience of Zoom, which allowed us to bring in speakers and companies who otherwise wouldn't have been able to join us.

a letter from our co-presidents:

In addition, BOW continues to be deeply committed to equity and inclusion, led by our Diversity, Empowerment, and Inclusion (DEI) division. DEI is a priority in every aspect of BOW, starting from recruitment. This semester, we held several diversity-focused recruitment events meant to help underrepresented students find a supportive community within BOW, including a DEI Info Session and small group DEI picnics. Throughout the semester, we had a variety of DEI-centered events, such as company events focused on diversity and community events. BOW's DEI division also launched a series focused on recruitment as an international student for different industries. Moving forward, we will continue to prioritize diversity in all aspects so that BOW can be an inclusive environment for all members.

Looking ahead, BOW has an exciting winter break and spring semester planned. While we were unable to hold in-person treks to different cities due to the pandemic, we have a virtual Wall Street Trek with several top banks and firms planned for the break. We will be welcoming a new class to BOW after our spring recruitment cycle, and will continue to develop our new member programming and community efforts. We will also be collaborating with other Duke organizations to host the Impact Case Competition for the second year, which gives our members hands-on experience with social impact cases. In February, we will host our annual Spring Business Conference (SBC), which we are excited to bring back in-person at Penn Pavilion. The theme for SBC this year will be Building You: Owning Every Step of Your Career, with Global Head of Citi Private Bank Ida Liu as our Keynote Speaker, and CEO of Ferragamo Angelica Visconti as our Closing Note.

We cannot thank you enough for your continued support. To our faculty advisors, alumnae, and speakers: thank you for providing your time and wisdom, and for guiding and mentoring our members on their professional journeys. To our corporate sponsors: thank you for your generosity, as your donations make BOW's initiatives and events possible. It is only with your help that BOW is able to continue providing the best resources, support, and opportunities to empower the next generations of women leaders in business.

With gratitude,

Karen Chen & Samaya Pattim
BOW Co-Presidents, 2021-2022



DIVISION UPDATES

Alumni Relations:

This semester, the alumni relations division launched the group mentorship program in conjunction with the short term mentorship program, allowing students to connect with mentors alongside 1-2 other BOW members in a lower stress environment, where they can learn more broadly about an industry and area of work as opposed to asking more specific questions about a role or seeking particular career advice. The division also started a "Duke BOW in" series to help students learn more about cities where alumni live and work; in the fall semester, New York and San Francisco were featured, and in the spring, the division aims to feature DC, Seattle, and Atlanta, among other cities. Finally, the division advanced the alumni spotlight series by featuring a diverse group of BOW alumni working across a wide range of industries in business, from marketing to venture capital to design to social entrepreneurship.

Membership:

This year, BOW was excited to have recruitment back (mostly) in person after two virtual recruitment cycles, in which we were able to welcome 80 new members from 19 different majors! During recruitment week, BOW hosted 8 unique programs over the course of around 2 weeks, including: Info Sessions, Diversity, Empowerment, and Inclusion event, Professional Development events like the Resume and Interview Workshop and Exec Office Hours, as well as more casual events like Ice cream social and the committee picnic/meet and greet.

After being accepted into the organization, new members experienced a comprehensive new member programming including a New Member Welcome where they learned the ropes of how BOW works and got a glimpse into the options in the business industry, as well as attended exciting workshops as part of Professional Development's new Career Confidante series, including learning about various career paths from upperclassmen and alumni, as well as learning about the importance of networking, mentorship, and LinkedIn.

Community Engagement:

This semester, the community engagement division organized two mentorship programs for BOW underclassmen, offering members the opportunity to learn more about their intended major and career industry, classes at Duke, the interview and recruitment process, and more!

The community engagement division also hosted a total of 11 community engagement events this semester, fostering tighter bonds between members as they relaxed and enjoyed fun activities like pumpkin painting, picnic at the Duke garden, and movie nights. Monthly dinner discussions and study sessions connected more underclassmen with upperclassmen, building stronger communities within BOW and friendships that extend beyond the organization.

Communications:

The Communications branch of BOW worked on marketing for new member recruitment, designing this year's merchandise, updating our website and bolstering our social media presence, and creating flyers for more than a third of our 100+ hosted events this semester. We plan on continuing these initiatives into the spring, as well as start new ones, such as potentially creating a BOW Pinterest and establishing a BOW member book!

Diversified Industries:

The diversified industries' division organized many company events in underrepresented industries, with a few examples being the healthcare 101 events, a panel with young alumni in journalism, a panel with young alumni in entertainment, and an engaging Q&A session with a corporate lawyer and in-house counsel. The committee organized events across a variety of industries such as marketing and advertising, policy/legal services/NGOs, fashion and beauty, and food and hospitality. In the future, the division hopes to expand to focus on additional niche industries such as gaming and the art markets.

DIVISION UPDATES

Business in Tech:

This fall, BOW's newly created Business in Tech division set out with the goal of educating members on the intersection between business and tech and making tech more accessible through events, opportunities, resources, and community. Recognizing that the lack of diversity in tech is often what repels women away from it, the Business in Tech committee spearheaded an Intro to Tech event series that highlighted various roles within tech and featured BOW alumni with diverse perspectives. Looking to next semester, the Business in Tech committee hopes to expand its Tech Recruiting 101 event series and strengthen the sense of community among members interested in tech.

Finance:

The BOW Finance division successfully planned and offered 28 events in the fall semester. These included external events such as company info sessions and coffee chats, as well as internal events like the Finance Bootcamp. We expanded the Bank Series and launched a new series called Trend Talks, in which members discussed a popular topic relating to the financial markets with an industry professional. We concluded the semester with our virtual Wall Street Trek that provided members an opportunity to network with professionals from Goldman Sachs, Morgan Stanley, and Cowen.

Professional Development:

This year, the Professional Development Committee launched Career Confidantes, a brand-new series of theme-based panels where BOW upperclassmen draw from their personal experiences to share candid advice on various aspects of the job search process. We hosted three successful Career Confidantes panels: Exploring Career Paths; Networking, Mentorship, and LinkedIn Workshop; and Resumes, Applications, and Company Events. Other events we planned this semester included: Resume and Interview Workshop, AI-Powered Salary Negotiations, Deloitte Consulting Case Workshop, and Investing in Your Financial Future. The Professional Development Committee is excited to host more events in the spring semester on topics such as MBA admissions, Hirevues, phone interviews, and maintaining a resilient mindset during recruiting.

Entrepreneurship:

This semester, the entrepreneurship division launched the "Boss with a BOW" podcast to feature female entrepreneurs, and the first interview was with Lena and Marco from the startup Speedie Bean. The committee organized workshops including one on digital marketing for startups, events with startups Ideamix and Speedie Bean, events as part of the podcast club where BOW members discuss podcast episodes about inspiring female entrepreneurs, and a "Female Founders" event for BOW members interested in entrepreneurship to share strategies, receive advice, and network. Finally, the division created the entrepreneurship opportunities document with 60+ internship opportunities listed.

Consulting:

The consulting division organized a very successful case buddies program this semester with 60+ members participating. The division also started the firm series for consulting, aimed at helping students better understand and connect with firms such as Deloitte and McKinsey. The committee improved the consulting opportunities document so students recruiting for consulting can find resources related to interview preparation and can access the calendar of deadlines for work positions. Finally, the division organized innovative new events aimed at building community within consulting-focused members, including a post-recruiting spa night.

Logistics:

This was the first year that BOW organized both virtual and in-person events. The division coordinated the logistics for 150+ events this semester, including booking rooms and ensuring compliance with university COVID guidance. Finally, the division furthered the data analytics projects to help us better understand the BOW community and events that garner the most interest from members.

DIVISION UPDATES

General Body Meetings:

The division brought in 3 wonderful GBM speakers this semester: Emily White, board member and advisor to companies including Lululemon and Graco and the President of Anthos Capital, a LA-based VC firm, Kelly Corrigan, four-time New York Times bestseller and host of Tell Me Why on PBS and the Kelly Corrigan Wonders podcast, and Mimi Bliss '88, founder of Bliss Communications to focus on the core leadership of public speaking. In addition, the division held a dinner and public speaking workshop with Mimi Bliss. Next semester, the division looks forward to welcoming more inspiring speakers, including an in-person speaker in January.

Spring Business Conference:

The division has made great progress for the SBC in 2022 which will be happening on Saturday, February 26th from 11-2:45 pm in-person at Penn Pavilion. The theme of the 2022 SBC is Building YOU: Owning Every Step of Your Career. There will be one keynote, 2 panels, one leadership workshop, and one closing note. The keynote speaker will be Ida Liu, Global Head of Citi Private Bank and the closing note will be Angelica Visconti, CEO of Ferragamo. The committee was also able to secure 11 corporate sponsors and partner with 7 other colleges for the event.

Social Impact:

The social impact division organized a variety of events this semester, including an impact investing and social entrepreneurship event with Professor Cathy Clark, a chat with Allbirds' Sustainability Senior Analyst Aileen Lerch, an event with SJF Ventures, a Durham-based VC firm, and an event on sustainable fashion and law with Materials Innovation Initiative CEO Nicole Rawling.

Sponsorship:

The sponsorship division successfully secured \$9350 in sponsorship, 89% more than last year. Some of BOW's 2021-2022 sponsors include Bain, Carmax, Capital One, and P&G.

Diversity, Empowerment, and Inclusion:

The DEI division successfully incorporated diversity, empowerment, and inclusion in many of BOW's programming this semester. The division organized DEI picnics as part of recruitment and promoted a deeper read of DEI applicants to ensure representation in BOW membership. The division also launched the DEI newsletter, focused specifically on opportunities for BIPOC members. The division aims to expand DEI within BOW and collaborate with Duke LIFE next semester.



DUKE 
BUSINESS
ORIENTED
WOMEN

NEW MEMBER RECRUITMENT

80



new members

19



different majors

8

recruitment
programs

This year, BOW was excited to have recruitment back (mostly) in person after two virtual recruitment cycles!

During this recruitment cycle, BOW welcomed 80 new members from 19 different majors. We started marketing even before the semester started through various social media platforms and continued to market BOW to students through word-of-mouth and putting out physical flyers on campus.

During recruitment week, BOW hosted 8 unique programs over the course of around two weeks, including: info sessions, a Diversity, Empowerment, and Inclusion event, Professional Development events like a resume and interview workshop and exec office hours, as well as more casual events like an ice cream social and the committee picnic/meet and greet.

After being accepted into the organization, new members experienced a comprehensive new member programming including a New Member Welcome where they learned the ropes of how BOW works and got a glimpse of the options in the business industry. They also attended exciting workshops as part of Professional Development's new Career Confidante series, including learning about various career paths from upperclassmen and alumni, as well as learning about the importance of networking, mentorship, and LinkedIn. They were also able to bond through a fun scavenger hunt around campus! We are extremely proud of how recruitment went this semester and can't wait for the next!

**- CHRISTINA YOH, VP OF MEMBERSHIP &
DILYS WANG, MEMBERSHIP CHAIR**

General Body Meetings

September GBM



In September 2021, BOW hosted our first General Body Meeting of the academic year with **Emily White**. Emily has spent the last two decades helping build and operate some of technology's most notable companies including Google, Facebook, Instagram, and Snapchat. Currently, Emily is President of Anthos Capital, a Los Angeles-based venture capital firm. In a fireside chat, Emily talked to members about her experience as a young woman in upcoming tech firms and the importance of investing in your career early. She also shared her story of resigning from Snapchat and remaining true to herself throughout the entire process.

October GBM

In October, we had **Kelly Corrigan**, the four-time New York Bestselling author and host of "Tell Me More" on PBS, speak to our members. Kelly spent the hour talking about her unique career path and how she built her multi-media brand. Kelly also highlighted the importance of interpersonal skills and determination in any endeavor, whether raising capital or building a creative project. Kelly had an event at the Carolina Theater the same week as the GBM, and several BOW members attended the event and met her in person.



"It was her straightforwardness, charming humor, and thought-provoking responses that made me truly understand why she hosts both a show and her own podcast." -Leah '23

November GBM



In November, **Mimi Bliss '88** spoke to BOW about her career path and presented on the importance of public speaking as a core leadership skill. Mimi works with high-potential and senior corporate leaders around the globe and speaks frequently at conferences and leadership institutes. Mimi emphasized the importance of "pause and flag," how to look confident on camera, and the rule of thirds. Mimi's GBM was very interactive and had many polls for members to stay engaged. Mimi was on campus the week before the GBM for an alumni meeting. She had dinner with a small group of students and coached several BOW members on public speaking.

FEATURED EVENTS

Our Investment Advantages & Strategy

Large and Small Endowments' Average Asset Class Exposures, Fiscal Years 2005-2018

| Networks | Time Horizon |
|---------------------|-----------------------------|
| | |
| Risk Tolerance | Diversity and Collaboration |
| | |
| Interdisciplinarity | Forward-Thinking |
| | |

Sources: MPI Analytics, derived using Dynamic Style Analysis and MPI Stylize. Yr: annual returns, by average annual return computed by MPI from annual reports. Endowment average: NACUBO.

CYSTIC FIBROSIS FOUNDATION

This event was a meeting with the Cystic Fibrosis Foundation (CFF) Investing team to learn more about the intersection of healthcare and business, and to network with representatives from the firm, as well as to discuss opportunities to join the CFF investment team. (Pictured above)

HOW DO I FIND A CREATIVE INTERNSHIP PANEL

This event featured a panel of upperclassmen who had experience acquiring and working an internship for a company or firm in the Diversified Industries. As part three of the Professional Development x Diversified Industries Spring Series, the event taught attendees where to find resources and how to navigate the internship search in the creative fields. (Pictured below)

A NEW SERIES: TREND TALKS

Trend Talks are an exciting new series that the BOW Finance Committee began this year! Each month, we offered a "Trend Talk" on a popular topic relating to the financial markets. Each event consisted of three segments: a 20-minute **presentation from an industry professional**, a 20-minute **joint discussion led by the professional**, and a 20-minute **conversation solely between BOW members**.

Cryptocurrencies and NFTs.

Members had a conversation with Professor John Caccavale, the director of the Duke Financial Economics Center, who has over 30 years of experience in forex trading.

Equities

Emily Ahlers, an Equity Capital Markets Associate at Credit Suisse, gave a 20-minute presentation on trends in the stock market and led a discussion with BOW members!

"Engaging in Trend Talks is a great way to stay informed on the current market environment whether you're preparing for finance interviews, internships, or full-time positions. I've found that beyond staying informed, it's important to have an opinion on the news, so hopefully the discussion portions of the event will help with this. Additionally, the final portion serves as a safe space for just BOW members to discuss."

- Neha Karna, VP of Events: Finance

MEMBER SPOTLIGHT



ANNA AJMANI

Class of 2023
Economics

Minor: Theater Studies

Anna is an incoming Markets Summer Analyst at JPMorgan. Interested in finance and real estate, BOW has proved to be an incredible resource for her as she navigates her career path.

"The connections I've made through BOW have been extremely useful for recruiting and networking. Joining BOW my freshman year was one of the best decisions I could have made. This organization of women has played such an important role in my career development."



Isa is an incoming Associate Consultant Intern at Bain & Company. Her involvement in BOW led her to consider a career in consulting.

"Attending different BOW events allowed me to explore various career opportunities. I am so grateful to have had all the BOW resources and connections available at my disposal as I explored different industries."



Isa Hogshire

Class of 2023
Public Policy
Minors: History, Economics

NEW MEMBER SPOTLIGHT



CANVA STORIES

HANNAH GALDES
Class of 2024
Public Policy and Sociology



CANVA STORIES

NIKKI SCHWENK
Class of 2024
Neuroscience, Economics, I&E



CANVA STORIES

NEHA RODRICKS
Class of 2024
Economics, Sociology,
Computer Science



CANVA STORIES

SHAWNA WU
Class of 2023
Economics



CANVA STORIES

SAM SHEEKEY
Class of 2025
Public Policy and Psychology



CANVA STORIES

KONNIE HUANG
Class of 2025
Statistics, Computer Science

"I really resonated with BOW's message that building each other up is the most effective way for everyone to succeed."

"BOW gives me the opportunity to learn from female role models who can teach me skills and information that I cannot learn in a classroom."

"I wanted join BOW be a part of a community of driven, business-minded women that can push me to be the best version of myself."

FEATURED COMMITTEES

BUSINESS IN TECH COMMITTEE

This semester, the Business in Tech committee spearheaded an Intro to Tech event series to give members an overview of the many roles encompassed by tech. Including data science, product management, fin-tech, venture capital, health tech, etc. The series featured BOW alumni and industry professionals with diverse perspectives in hopes of making tech feel more accessible to all members.

PROFESSIONAL DEVELOPMENT COMMITTEE

The Professional Development Committee launched Career Confidantes, a brand-new series of theme-based panels where BOW upperclassmen draw from their personal experiences to share candid advice on various aspects of the job search process. The goal of these conversations is to guide younger BOW members through career exploration and recruitment in real time while fostering a supportive, welcoming community. This semester, we hosted three successful panels: Exploring Career Paths, which featured five panelists who shared how they decided to pursue careers in consulting, tech, finance, and diversified industries; the Networking, Mentorship, and LinkedIn Workshop; and Resumes, Applications, and Company Events. The Professional Development Committee is excited to host more Career Confidantes panels in the spring semester on topics ranging from phone interviews and Hirevues to maintaining a resilient mindset during recruiting.

CONSULTING COMMITTEE

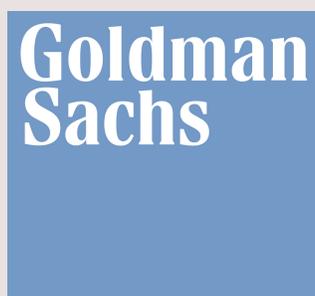
The Consulting Committee held its first in-person external event with Deloitte this semester, the Deloitte Foundation Core Consulting Series. It was a two day skill building workshop where Deloitte consultants taught BOW members how to think about solving a case and then coached them through solving a case in a team setting.

ENTREPRENEURSHIP COMMITTEE

The BOW Entrepreneurship Committee is working on starting our own podcast, "Boss With A BOW." The idea is to interview and feature female entrepreneurs from all different backgrounds and fields. We want our interviews to be very conversational and help our listeners to get to know these entrepreneurs as people, as we believe that a good entrepreneur puts a lot of themselves into their product. We hope to inspire our listeners to learn from their journeys, and to be aware of the social impact that any startup or company in general may have.

Thank you

to our generous sponsors



BOW's sponsors have priority access to all the initiatives, programs, events, and activities that BOW organizes, all of which increase sponsors' exposure within the Duke community. BOW is committed to helping our members meet their potential as leaders. If you would like to support our mission as a BOW sponsor, please contact dukebow.assoc@gmail.com.

This newsletter was designed and edited by BOW's Communications Committee: Crystal Bai, Jessie Bierschenk, Mohini Johri, Abby Kantor, Louise Lu, Gaby Pereda, Rebecca Shu, Brandi Steirn, Katie Xu.