The winter semester was yet another exciting time for the MBA Women’s Network—starting with a visit from Eveline Charles, a successful Albertan entrepreneur. With an empire that includes eight salons, two beauty schools and her own line of beauty products, Ms. Charles was the first woman to be inducted into the Alberta Business Hall of Fame.

While she had several bits of advice for the next generation of female business leaders, her presentation focused on two key messages. Firstly, Eveline stressed that she achieved success by continually pushing herself on both a personal and professional level. This was lesson one, which Eveline learned from her hard-working father, and was the primary impetus behind the stylist’s decision to open up her first salon. It was also the reason Ms. Charles was able to confidently push herself on a personal level—such as when she decided to run in the Boston Marathon.

The second main message Ms. Charles had for the MBA Women’s Network was as follows: other people are a big part of your businesses’ success. Right now, as Eveline starts to consider retirement, she needs to focus on succession planning. While some people may feel that Eveline’s sons are a natural choice to continue the family business, Ms. Charles is not so sure (surprisingly, neither one of her son’s are passionate about the beauty industry!)

Thankfully, for the last ten years, Eveline has worked hand-in-hand with Lena—the woman who will soon replace her as the head of Eveline Charles’ organization. Lena, a woman passionate about both beauty and fashion, was a perfect fit with the organization’s (see next page)

Fall Semester

The MBA Women’s Network had a strong start to its second year (2013/14) with an exciting and engaging line-up of guest speakers. First, Danielle Smith kicked things off by visiting campus in September. Then, following Ms. Smith, Lorna Rosen visited in October. Ms. Rosen is the long-time CFO for the City of Edmonton and held a lengthy and engaging Q&A session with WN members.
On March 31st, 2014, Carolyn Waye (career counselor for the MBA Program in 2012/2013) spoke to the MBA Women’s Network as a co-panelist with two recent MBA graduates. Ms. Waye joined Shraddha Brahmbhatt and Aradhna Sharma, both presently employed as consultants (at MNP and Deloitte, respectively), to provide members of the MBA Women’s Network with some tips on how to conduct an effective, productive job search. In no particular order, their advice was as follows:

- Apply during recruitment cycles, if you wait until you are off that cycle by taking a break after graduation it might be more difficult
- Don’t discount applying online to recruiters, Shraddha found success even outside of pure networking
- Don’t think of your first job as your last
- Use volunteer opportunities to network, while in school and after, when looking for a job
- Make sure to follow-up with your network
- Getting a job in other markets can be very difficult. Companies may need to pay relocation fees which may make a local candidate more enticing. If you fly on your own dime to interviews it shows commitment
- Utilize your time as a student to ask for advice from professional mentors, as it is much easier to ask a person for coffee when you are a student and just looking for advice than when you are already working
- "Make the box bigger", what’s in front of you will help you get to the next level, continue to expand in your current role. Push the scope of your position
- Manage your expectations, never think that you deserve a certain position or job
- Utilize your basic skill set but expand what you do and know
- If your resume is getting stagnant, showcase what you have been doing, utilize word choices, there is a science to it
- Only have 5 to 10 second to get attention of the recruiter. Sculpt past jobs so they appear close to the job that you want to do, by highlighting tasks and parts of past positions that were closely in line with the new position sought
- What are the 3 skills they are looking for in the job description? Align your resume and cover letter to match those skills
- Highlight how your classes had real world applications
- Community league boards can be a great place to get professional experience when volunteering
- The MBA does not mean you will get a management job right out of school, but will help you get noticed faster and move up the corporate ladder more rapidly