

Dear Friend of McIntire Recruiting,

The McIntire School of Commerce at the University of Virginia was again ranked second among the nation's best undergraduate business programs, according to the annual Bloomberg BusinessWeek rankings, and it remains the top-rated program among public institutions. The rankings were announced Thursday, March 3, in a live Web chat with BusinessWeek editors.

McIntire earned A+ grades for teaching quality, facilities and services, and job placement and was rated the #1 M.B.A. feeder school. In the six years that BusinessWeek has ranked undergraduate programs, the McIntire School is the only one to be consistently ranked either first or second.

Our world-class faculty of scholars, teachers, and mentors continues to deliver excellence, to innovate, and to create a great sense of community. We also recognize the support of our employers who work through the Commerce Career Services (CCS) in the Employer-In-Residence programming and those who ultimately hire our students. Our 2010 class secured excellent jobs and the hiring trend is continuing with our Class of 2011. Top firms and companies are also hiring our third-year Class of 2012, which was statistically the strongest ever at their admission, for internships. You make a tremendous impact on our students and our ranking, for which the School is deeply grateful.

Just as McIntire's faculty, staff, alumni, and friends remain fully committed to creating the best undergraduate experience in the world, CCS is committed to working with you to meet your recruiting needs. Feedback is always welcome, especially for ways in which the staff might better assist you with your McIntire recruiting initiatives. I encourage you to contact Mary Riner with your input and suggestions, and let us continue the tradition of excellence together.

**Carl P. Zeithaml**

Dean and F.S. Cornell  
Professor of Free Enterprise  
McIntire School of Commerce

**Welcome to our spring edition of the McIntire Minute!**

Commerce Career Services (CCS) strives to keep our family of recruiters informed of McIntire School of Commerce and CCS events and activities that can enhance your recruiting relationship with us. Thank you for your unending support with your recruitment of our students and our programming!

**CCS Team Update**

Director of Career Development, Jeannine Lawrie, has left our team to become a full-time mom to her twins who were born March 2. Jeannine had her last day with us April 13. We will always be grateful for the many contributions she gave to counseling our students, the passion she had for our programming and workshops, her strong leadership, and the friendships she forged with all of us. She will be dearly missed but we all are happy that she is able to be with her family full time.

**We are very pleased to welcome new Assistant Director, Wendy Sewack, and Career Services Associate, Michelle Atwell, to the CCS team.**

Along with Assistant Director Kelly Eddins, Wendy Sewack will be working with the CCS advising team with a specific focus on the graduate student population, to provide career advising, programs and services to the entire McIntire student body. Wendy joins the CCS team after eight years in Department of Athletics as an Academic Coordinator. Wendy holds a B.A. in Psychology and Sports Counseling from the University of Connecticut as well as a M.Ed. in Counseling Psychology from Springfield College.

Michelle Atwell joined the CCS team this month. Michelle has almost completed her B.S. degree majoring in finance from the Old Dominion University distance learning program. She has not quite figured out what she would like to do with her degree quite yet, but what better place to start than CCS! Michelle has worked within the University system as a temp and brings database expertise to help the CCS measuring efforts.



## Fall 2011 Recruiting Options, Designing Your Strategy & Building Your Brand at McIntire

Looking ahead to the fall 2011 recruiting season, if you would like assistance with designing your McIntire recruiting strategy, please don't hesitate to contact our Director for Employer Relations, Mary Riner. In addition to assisting with your recruiting strategy, she'd be happy to guide and offer you tailored suggestions for establishing and/or maintaining a positive presence at McIntire.

You may be aware that Commerce Career Services manages its own online recruiting system, CommTRAK, which is available to employers who would like to exclusively target McIntire students through resume collections, interviews and job/internship postings. Each of these methods is effective in reaching the McIntire student populations. Please contact Mary Riner should you wish to receive an invitation to recruit through CommTRAK. If your firm is interested in recruiting McIntire students and U.Va. students from the College of Arts & Sciences and/or School of Engineering, it is best for you to recruit through University Career Services' online recruiting system, CAVLink: <http://www.career.virginia.edu/employers/>.

Once your recruiting dates and events are scheduled, please don't hesitate to contact our Assistant Director for Employer Relations, Peggy Ehrenberg with the details, and she will be happy to promote them to McIntire students for you. Of special note, if you are scheduling an event/information session that is open to all UVA students (including McIntire students), this process is being managed by University Career Services and there are specific instructions and deadline dates to be aware of prior to scheduling your event: <http://www.career.virginia.edu/employers/infosession.php>.

### 2010-2011 Employer-In-Residence Program - Fall & Spring Highlights

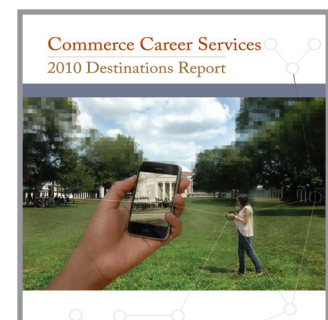
- Thirty-four different companies came to Rouss & Robertson Halls to conduct resume reviews and coffee networking sessions for our students.
- Approximately 20 companies conducted mock interviews for 245 McIntire students.
- At least ten employers represented their company by conducting workshops for McIntire students.

Interested in participating in the fall? Contact Jenny Leslie

### Did You Hire a McIntire Student?

If you hired a Class of 2011 or Class of 2012 McIntire student for full-time or internship positions with your organization, please email Mary Riner this information so that we can accurately reflect it within our 2011 Destinations Report (for confidentiality purposes, only aggregate results are reflected).

We are pleased to share the successes of our recent graduates and current fourth years through our annual **Destinations Report**, which is published at the end of the summer. If you've not yet had a chance to review the 2010 Destinations Report, please select the icon. The report includes McIntire student profiles, salary and internship statistics, and further reports that we hope you'll find useful. You're welcome to contact our office for preliminary statistics on the Class of 2011 and Class of 2012.



### Commerce Career Services 2011 Career Fair Update

**Commerce Career Day** - Location and date are pending at this time. A save-the-date announcement will be sent in May.

**Business Career Internship Fair** - Friday, November 18 from 10:00 a.m. to 3:00 p.m., Rouss & Robertson Hall, McIntire School of Commerce.

If you are interested in receiving an invitation to either event, contact Peggy Ehrenberg to ensure we have your most current contact information.

## CCS Webinar Scheduled

**“Work Visas for International Graduates: Immigration Made Easy - Featuring Mark Rhoads”  
May 4, 2011, 2:00 p.m. to 3:30 p.m. (Q&A scheduled for the last 30 minutes)**

Employers who recruit at the McIntire School of Commerce often express confusion regarding work visa options for our talented international graduates. As a result, the Career Services Office will present a webinar entitled “Work Visas for International Graduates: Immigration Made Easy.” Our presenter is Mark Rhoads, an immigration attorney with the law firm of McCandlish Holton (please see his bio that follows). The session will provide a plain English summary of the most common visa options available to allow US employers to hire graduates of US universities, including Optional Practical Training and the popular H1B visa. Mr. Rhoads will address issues such as the cost of filing work visa applications, the timing of the application process, and what obligations the employer assumes by hiring an international graduate. There will be plenty of opportunity to ask questions during the session, and Mr. Rhoads will be available at no charge to answer questions from attendees after the webinar.

Mark is a director in the Immigration Practice Group. His focus is on temporary visas and permanent resident green cards for university researchers and professors; high-tech and information technology personnel; international managers and executives; and professional personnel in accounting, engineering, education and many other professions. He was selected for inclusion in Best Lawyers in America in Immigration Law, and was named among Virginia’s “Legal Elite” in Immigration Law.



Mark has extensive experience representing clients seeking permanent residence or temporary visas. Mark speaks regularly to university audiences across the country, as well as business groups and human resource professionals on immigration topics. He has been a featured speaker at the annual conferences of the National Association of College & University Attorneys (NACUA), the National Association of Colleges and Employers (NACE), and the National Association of Student Employment Administrators, the Council of Independent Colleges, and many other organizations. Mark is the co-author of the immigration law handbook *Immigration Law - Faculty & Staff Issues* published by the National Association of College & University Attorneys. Mark is a member of the American Immigration Lawyers Association.

E-mail invitations will be sent soon. To ensure that you receive future invitations, contact Peggy Ehrenberg.



Commerce Career Services with our Corporate Development team on February 14, 2011 in support of the “Love is Love” campaign. Top row, left to right: Mary Riner, Kelly Eddins, and Tom Fitch.

Bottom row, left to right: Peggy Ehrenberg, Barbara Blum (interim Career Services Associate), Jeannine Lawrie, Wendy Sewack, Denise Egan, Jenny Leslie and Allison Teweles.

### Contact the Commerce Career Services Team

*- providing superior customer service to our students and employers*

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[www.comm.virginia.edu/career\\_services](http://www.comm.virginia.edu/career_services)  
[www.twitter.com/tomfUVA](http://www.twitter.com/tomfUVA)  
[www.facebook.com/CommerceUVA](http://www.facebook.com/CommerceUVA)

## McIntire Faculty News

### McIntire School of Commerce Professor Jack Lindgren Named a 2011 Virginia Communications Hall of Fame Inductee

Professor Jack Lindgren has been selected for induction into the Virginia Communications Hall of Fame, which was created by Virginia Commonwealth University's School of Mass Communications to recognize communication professionals with exceptional careers in journalism, public relations, advertising, and other media fields. This newest class of four inductees will bring the total number of inductees to 126.

"We're delighted to welcome John 'Jack' H. Lindgren Jr., CBA Professor of Marketing and Director of the McIntire Business Institute at the University of Virginia, into this elite group," said Judy VanSlyke Turk Ph.D., Professor and Associate Director for Special Projects at the VCU School of Mass Communications. "Jack has mentored and coached student teams to win regional and national American Advertising Federation competitions even though his university does not offer a curriculum in advertising."

Joining Lindgren in the induction ceremony will be Margaret Edds, once an editorial writer and reporter based in Richmond, Va., for The Virginian-Pilot in Norfolk whose books, most dealing with politics and civil rights in the South, have been nominated for several national book awards; Gary T. McCollum, Senior Vice President and General Manager for Cox Communications of Virginia, who oversees Cox cable operations in Hampton Roads, Va., military installations, Northern Virginia, and Roanoke and spearheaded Cox's effort to bring the Internet to all areas of Virginia; and Bill O'Donovan, publisher of Virginia's oldest newspaper, The Virginia Gazette, which dates to 1736, making it the oldest in the South, and a past president of the Virginia Press Association.

"Induction into the Hall of Fame is a very appropriate way to recognize the contributions to excellence in mass communications that these four 'superstars' have made," said VanSlyke Turk.



"I'm honored to find myself in such esteemed company," said Lindgren. "But it's really my students who deserve recognition. Every year, I set the bar higher, and every year they find a way to overachieve."

They will be inducted into the Hall of Fame April 28, 2011, at a ceremony that begins with a reception at 6:30 p.m. at The Jefferson Hotel in Richmond.

### Monday, April 18, 2011

For the ninth year running, students in Professor Jack Lindgren's "Campaigns" class have earned a first-place finish in the regional round of the American Advertising Federation's National Student Advertising Competition, held April 15, 2011, in Charlotte, N.C.

***Congratulations to all!!!!***

