



## Winter Semester Recap

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)

**Exciting news!**  
**Padmaja Meduri and Michelle Parai**

*have volunteered to lead the Women's Network in 2014/2015*

*A big thanks to Ashley Harrison and Lorina Herbert for their leadership in 2013/2014 and to Kate McIntosh for establishing the network in 2012/2013*



*Eveline Charles, Founder of Eveline Charles Salons and Academy*



*Carolyn Waye, Past Career Counselor for the MBA Program (2012-2013 academic year)*

## 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.



*Picture of Danielle Smith, Leader of Alberta's Wild Rose Political Party*

*(Eveline Charles continued)* culture and the natural choice as the future leader of Eveline Charles' empire.

And Lena is not the only example of Eveline relying on the assistance of others to make her business a success. For example, while her husband used to be a pilot, he abandoned his own career for the sake of his families success. With a strong strategic mind and considerable business savvy, Eveline's husband was able to assist with daily operations of Eveline Charles Salons and Spas. Consequently, the strength of their marriage was a huge factor in the businesses' growth and success. While for Eveline both her business and her family were ranked as her number #1 priorities, it would seem her husband's participation in the business helped her to achieve a balance amongst seemingly competing priorities. While Eveline mentioned that home life was separate from work life, and that home life was really *important* to her (with family dinners every night), discussions about the business would invariably make their way to the dinner table on occasion. Yet dinner with the family was something prioritized every single day!

The other way Eveline accepted help was through the use of nannies. She advocates the decision saying too many women feel guilty about using nannies but this shouldn't be the case. Surveying her sons, Ms. Charles knows that the nanny did not negatively affect their childhoods. The nanny became an important part of the family, and the strength of the family lay in their ability to work together in all aspects of their joint lives. So, for any women looking to start their own business, Eveline's advice would be to work hard, be passionate about what you do, give it your all, and surround yourself with equally committed individuals who will help you to achieve success. Oh, and Eveline suggests reading eMyth, a great book for entrepreneurs wanting to take their business to the next level!

## Career Advice for MBAs

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 Brahmhatt 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**