

Career Chronicles

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What is Consulting?

There are many facets to the world of consulting. Webster's defines a consultant as "one who provides professional or expert advice." Consultants are those people who are usually an expert in a particular field and are able to share their knowledge with a company or firm in order to increase efficiency, productivity, or publicity for a company. Consultants major in business, advertising, computer technology, and various other majors. Consultants are usually good communicators with advanced skills in a particular field or service. It is this expertise that is lucrative and is the basis for a career in consulting.

An Example -
Mike Lewandowski,
Saint Louis University
Alum

What type of consultant are you?

My main area of focus is Customer Relationship Management. This service line encompasses many types of business-related functions, such as sales force automation, partner management, employee management, and customer service and order management.

What do you like about consulting?
I have had the ability to work with very exceptional people and on a wide variety of technologies and clients. To some degree, I have had the ability to create my own career path. As with most businesses, the only

way to survive as a consultant is to sell your product, which in our case is knowledge, people, and experience. The ability to consistently deliver high quality services requires a lot of time and energy. As consultants, our livelihood depends on staying ahead of industry "problems" and current "technologies" with the hope of developing and selling "solutions" to these "problems." This is a balancing act because the "solution" must fit within the time and price constraints of our clients and must provide significant return on investment. Consulting attracted me because of the wide range of activities and experiences that a person could be involved in over the course of time.

"I looked for expertise in something I was good at instead of being in the mainstream of a company."

Chuck Reitter,
PR/Advertising Consultant

How did you get into your career?

While finishing my MBA at SLU, I attended all of Career Services' events, including the Career Fair,

company information sessions, and on-campus interviews. I also took advantage of the services within the office, like mock interviews, resume review and career counseling. In addition, I contacted friends that I knew at each of the firms I wished to apply. My friends ended up being a huge asset, as they were familiar with the recruitment process and put in a good word for me with their associates.

For more information about consulting, contact Career Services at 977-2828.

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CONGRATULATIONS!

Winners of "Backpack to Briefcase" Prizes.

Congrats to Mia Brown - Grand Prize winner.



Congrats to Margie Furlow - Edward Jones Door Prize winner.



An Internship Story...

By: Annie Mulligan, U News Guest Writer

The key to a successful career is realizing what it is you love to do and finding a way to integrate that into your daily job. Mia Brown, a senior Communication major here at Saint Louis University, has done just that. By combining her love for the sport of golf and her study of Public Relations here at SLU, she was able to isolate a career path that will assure her both enjoyment and success.



Mia Brown, Communications, Senior

Mia's interest in finding an internship was influenced by the support of professors in the Department of Communication. She was also influenced by the experiences she learned of in her four years of membership in the Public Relations Club, of which she is now president.

Early in her college experience, Mia became involved with the Western Golf Association through her affiliation with the Cog Hill Golf and Country Club. It was her experience with the WGA that led her to her most recent internship with Carter Ryley Thomas Public Relations in Richmond, VA. Her Interviewing and Listening class offered through the Communication Department allowed for the review of her resume and cover letter by Career Services. Through Career Services, she also participated in a mock interview.

"We did tournament planning and everything from hos-

pitality to media relations to product placement, scheduled outings and events around the Advil Western Open," said Mia, one of four interns at CRT last summer. Mia also did work for the University of Virginia and Capital One's All American Mascot team, a campaign created by CRT centered on college football.

"I did research about CRT before applying for the internship, after speaking with them at the tournament [the previous year]," Mia said. Though there are internships that do not offer compensation, it was one of the key features of Mia's search. Her internship at CRT was a paid internship—enough to allow her to both cover the cost of living away from her hometown Chicago suburb and to save up money for the school year.

"With PR Club, I have gone on tours of St. Louis agencies and have had a feeling of intimidation," said Mia. The environment at CRT was different. "I felt a lot more respected than I initially expected." As an intern, Mia participated in all areas that full-time employment at CRT would entail, including involvement in staff meetings, brainstorming sessions, and having her own private cubicle and computer.

"As a graduating senior, it's stressful to think that I have to pick a job, but it's comforting to think that I have a lot of options available to me and I'm thankful for the experiences that I've had," said Mia. Though hesitant to leave the Midwest, she hopes that the contacts she has made through her internship experiences will prove valuable in her job search. "I look at my work at Carter Ryley Thomas and I loved it immensely," said Mia. "It was very beneficial and I don't regret it for a second."

Create Your Own Internship Story...

What Are Internships and Co-Ops?

Internships and co-ops are designed to give you practical experience in the work area in which you are interested. An internship typically lasts for a summer or is part-time during the semester (15-20 hours a week). An internship can be paid or unpaid, and can also be awarded academic credit if it meets the criteria set forth by (and is coordinated through) your academic department. A co-op is typically a full-time, paid experience in which you work for an organization for a semester or longer, rather than taking classes over that period of time.

What Are the Benefits of Doing an Internship/Co-op?

The skills, knowledge, and maturity gained through exposure to a real work setting complements the knowledge you are acquiring from the classroom. Internships help you begin forming opinions about what you like and do not like about a particular job, field and industry while increasing your professional contact network. These experiences, contacts, and the confidence you will gain through an internship or co-op will put you at an advantage as you begin your post-college job search.

How Do I Prepare for the Internship Search?

First, you need to do some self-exploration and decide what type of internship you would like to find, what kind of skills you would like to use in the experience, or what industry you would like to learn more about. If you are in need of guidance during this phase, contact Career Services to make an appointment with a Career Counselor.

Once you have done this, you should do preliminary research to further narrow down your search. Your city's chamber of

commerce, national associations, the yellow pages, the internet, and teachers, family and friends can all provide useful information for your search.

Finally, you need to create or update your resume and participate in a mock interview. The career counselors in Career Services can assist and advise you throughout this entire process.

Where do I look on campus?

Career Services: Career Services is ready and willing to help with any and all internship searching needs. Call or stop in to set up an appointment with a career counselor.

-Phone: 977-2828

Email: careers@slu.edu

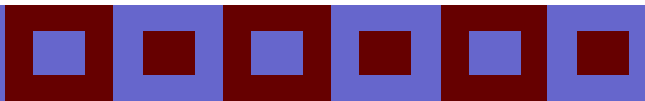
Website: careers.slu.edu

Faculty/Staff: In addition to Career Services, faculty in your department often have the best connections and know the most about the field in which you want to find an internship. Get to know the faculty in your department and make sure they know you. Take full advantage of your advisor along with other professors in your field. Solicit their advice in discussing your career plans and goals. Some schools even have an overall internship coordinator, such as Parks (Diane Stagg) and Business (Debbie Opich). If you need help locating a contact within your department, or exploring your internship options, please call Career Services at 977-2828.

"There are no good reasons not to do an internship or participate in some other form of career-related experiences. An internship or other related opportunity might turn out to be a good foot in the door or an experience that makes a student realize he or she wants a very different career. Either way, it is an invaluable experience."

-Sara Ramos, Internship Coordinator

The Alumni Briefcase



Linda Trampe, '92

IT Recruiter, SBC

"Half of the time you walk into an interview, especially in St. Louis, and you find a SLU graduate, or they know someone from SLU." This has been Linda Trampe's experience since her graduation from SLU. Linda was an undergraduate, who double majored in MIS and Marketing. She attributes much of her success after graduation to the amazing amount of networking provided by Saint Louis University.

Linda Trampe's double major was conducive for many different opportunities and careers. Linda has flourished in companies that sell payroll and tax services to companies in which she was mainly involved in recruiting. She has worked for companies including Lenders Mortgage, Stockell Consulting, and Anheuser-Busch. With Anheuser-Busch, for example, Linda worked as an analyst, coordinating efforts for major expenditures, as well as overseeing various projects.

Currently, Linda Trampe is with SBC, a communications company running much of the nation's phone lines, internet hook-ups, and more. Working as an IT Recruiter, her MIS and Marketing degrees have been a huge asset for her career, especially with SBC: "Marketing coupled with MIS was a great help, especially in sales applications."

Besides the advantage of having a double major that works hand-in-hand so well together, Linda also attributes much of her success to Career Services. "I used every resource available that Career Services had to offer." Linda adds that the office helped to answer the question, "Where do I begin?" Getting into the real world is often a struggle for many students, and Linda maintains that Career Services helped with that transition, letting students know "what it's like" to be an independent career person.

If you have any questions and would like contact Linda, please email her at lt3271@momail.sbc.



Got a **Bright** Idea???

Do you have an idea for an article? Is there something you would like to see in the next issue of *Career Chronicles*? Are you a student with an interesting academic or career story? If so, please do not hesitate to contact Career Services, or email Brent Cutro at cutrobt@slu.edu. We appreciate your thoughts and ideas!

Check us out on the
web: careers.slu.edu



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