

COLLEGIATE **T**IMES



Career Fair

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Realistic advice for Business Horizons

Tips for perfecting your elevator pitch, dressing professionally and trimming the fat from your resume (yes, we know you can use Microsoft Word) regardless of your major.

LEWIS MILLHOLLAND
managing editor

Squires Ballroom fills with over 100 companies and thousands of eager and sweaty Pamplin students every fall. Long lines and a flurry of resumes changing hands mark the occasion. Every professor will soak up class time to give you his or her personal pitch about how to succeed at Business Horizons: “It’s all about the suit,” “Skip the long lines at first, warm up with some of your B-list companies,” “Breath mints.”

However, beyond matching your belt and shoes, there aren’t a lot of universal truths to the event. Here are some of the best general-use tips that apply to almost any Pamplin major:

Elevator Pitch

If you’ve spent any time in Pamplin classes, you’ve heard the gospel of the Holy Church of the Elevator Pitch a 100 times, so we’ll just cover the basic definition here.

Imagine yourself stepping onto an elevator with Deloitte’s CEO. A guppy stepping next to a whale. A rich and powerful whale. You have all of 20 or 30 seconds to sell yourself — craft this half-minute elevator pitch well in advance so that when you meet a recruiter face-to-face you can say it clearly without hesitation.

There are hundreds of different formulas to writing an elevator pitch, but they all boil down to three components: stating your goal, listing your skills with specific examples and explaining your motivation.

Dress

The problem with Business Horizons is that you need to dress a bit cookie-cutter to appeal to so many recruiters. Don’t be afraid to wear a

daring tie to individualize yourself, but don’t let it stand out in a bad way.

Go big, but don’t give them a reason not to hire you.

Here are more specific breakdowns of how to dress for men and women:

Dress (Men)

The basic message is that you want to be appealing to as many recruiters as possible. Staying conservative is always safe.

Wear a black, blue or gray suit. Nothing double-breasted or ultra-tight or decorated with green dollar signs popping out from dangling springs. Gray suits need to be paired with black shoes; sometimes brown can work. But never, ever pair a navy suit with black shoes — no employer wants to hire a blavy applicant.

(Remember: Navy goes with brown, black and gray go with black.)

The best-fitting suit jackets can button comfortably without bulging and show a little of your shirt cuff, only a tiny bit, and your cuff should fit perfectly at your wrist. Pant suits should be tailored to fit, pant legs should not swing when you walk, and they shouldn’t crease when you stand. They should fall right around your ankle.

Pro tip: if you bought a new suit, oftentimes the pockets and backs will come sewn shut. Make sure you cut these extremely carefully with scissors before they wear out.

Your shoes should be polished. No worn leather; get big boy shoes. And unless your goal is to work Vineyard Vines retail, leave your Sperrys on the boat.

As for jewelry, always wear a watch, but abstain from balling out with your gold chain.

Dress (Women)

Professional dresses, skirts with nice blouses and suits are all acceptable. Watch out for the neckline though. If you need to keep pulling it up so you’re not showing cleavage, pick a different shirt. No wrinkles, everything should be dry-cleaned and steamed.

Wear a smart bra, no straps showing. If it needs to be Racerback so that you’re not pulling up your straps every few minutes, then make sure it doesn’t show from your blouse.

Closed-toe shoes are definitely more appropriate, low heels or clean flats. Stay sleek.

And same thing with women’s pants, they need to be fitted. Cropped style will taper right around your ankles, traditional pant-suit style will come a few inches off the floor so maybe mid-heel depending on the shoe but it shouldn’t crease when you stand, and if it does, it needs to be tailored.

Organization pins are acceptable to wear, but typically the simpler, the better. Cool colors should be paired with silver jewelry, nothing overly studded, and absolutely nothing that makes noise. No charms.

Resumes

Please, please leave Microsoft Office off your resume. If you know VBA include that, but no one needs to know you’re proficient in Microsoft Word. Make sure your resume is clean and organized, make sure it utilizes the white space, make sure it uses active words and industry-relevant buzzwords. And make sure you have plenty of copies to hand out.

Virginia Tech’s Department of Human Resources has a handy list of resume advice, but feel free to go beyond that. Color on resumes is an eternal controversy, but if it suits your style, don’t be afraid to use a professional blue or green to emphasize section headers.

Above all, focus on what you accomplished in each activity or job you list. Don’t list out your daily duties, instead highlight what impact you made on that organization.

Getting a job or internship is now guaranteed!

Ha ha, no. There are always unknowns. Maybe this is the year that recruiters want applicants who wear those platform shoes with the fish swimming inside. Or maybe purple polka dots are in. Or maybe the top recruiter from your industry bailed last-minute.

The point is, you never know. These are general-purpose tips that appeal to the broadest audience possible. Tailor these to your industry and your personality, and make sure you’re comfortable when you walk into Squires Ballroom. You’re selling yourself, after all.



FILE 2015

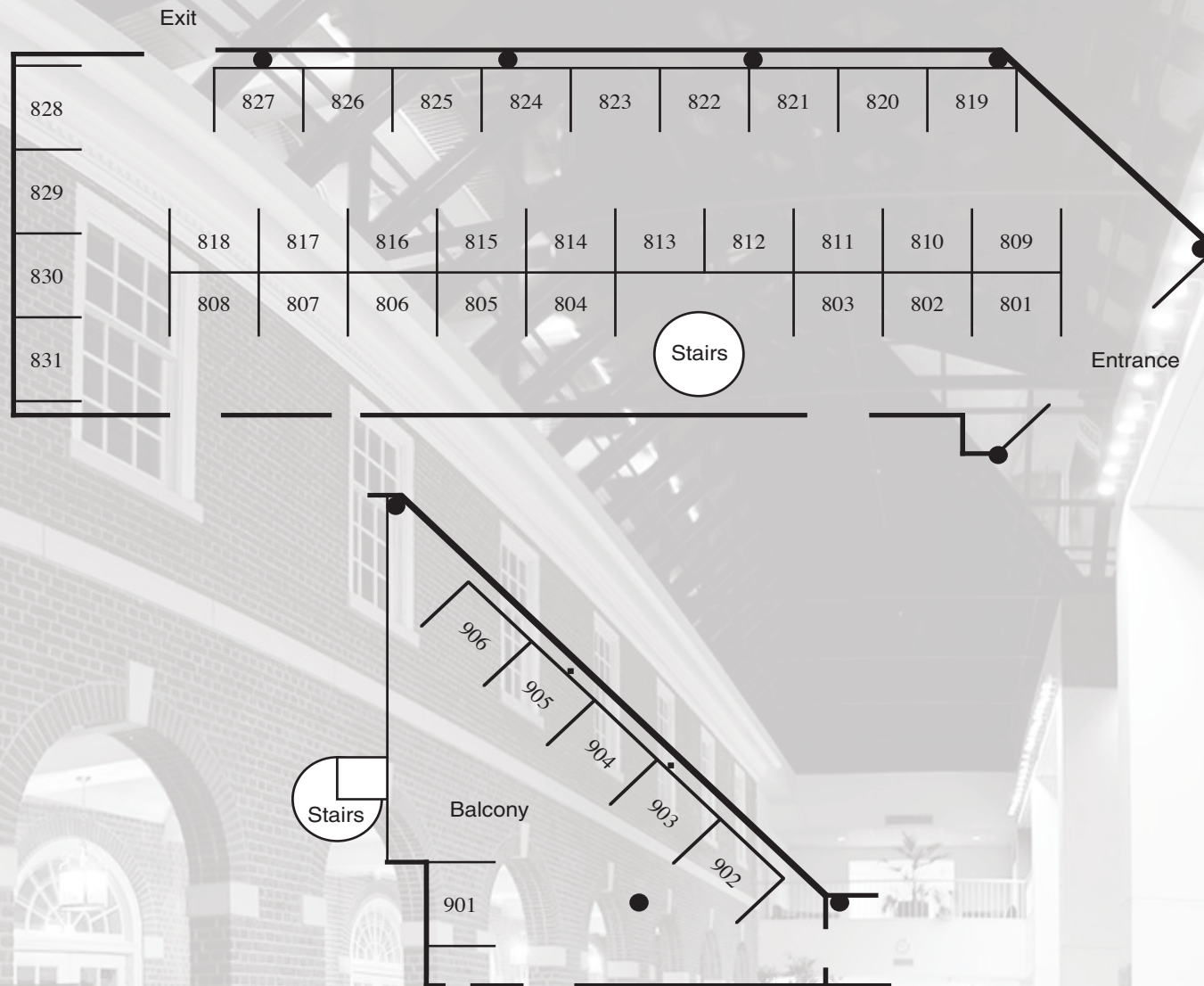
Dean Robert Sumichrast and President Timothy Sands shake hands following Sands’ speech, which concluded the Pamplin College of Business’ 50th anniversary kickoff event.



@WithTheFancyGuy

Business Horizons Event Map

Fall 2016 - Old Dominion Ballroom



**801 - State Corporation
Commission**

802 - Raffa

803 - RLM, CPA

804 - ALKU

805 - Dominion

806 - Tate & Tryon

807 - American Cruise Lines

808 - Foresters Financial

809 - Duke Energy

810 - Carilion Clinic

811 - Piper Companies

812 - CliftonLarsonAllen LLP

**813 - The MITRE
Corporation**

814 - Alarm.com

**815 - Compusearch
Software Systems,
Inc.**

816 - Northwestern Mutual

817 - Merkle

818 - White Lodging

819 - Ford Motor Company

820 - US NAVY

821 - Cardinal Bank

822 - Aon

823 - FedBid

824 - JPI

825 - Vorsight

826 - MicroStrategy

**827 - Gelman, Rosenberg
& Freedman, CPAs**

828 - Roger CPA Review

**829 - Capgemini
Government
Solutions**

830 - SC&H Group LLC

831 - Carahsoft

901 - Veris Group, LLC

902 - McAdam Financial

903 - Sageworks

**904 - Navy Systems
Management
Activity**

**905 - Farm Family/
American National
Insurance**

906 - Gartner

Employer Directory

Company	Location	Majors Seeking	Job Type
Accenture Federal Services	306, 308	ACIS, BIT, ECON, FIN, MGT, MKTG	FT
Alarm.com	814	BIT, ECON, MKTG	FT
Aldi	114	ALL MAJORS	FT, INTERN
ALKU	804	ALL MAJORS	FT, INTERN
Altria Group	402, 404, 406	ALL MAJORS	INTERN
Amazon.com	708	ACIS, BIT, ECON, FIN, MGT, MKTG	FT
American Cruise Lines	807	HTM, MGT	FT, INTERN
American Woodmark	215	ACIS, BIT, FIN, MKTG	FT, INTERN
Aon	822	BIT, MGT	FT, INTERN
Apex Systems	214	ALL MAJORS	FT, INTERN
Appian	411	ACIS, BIT, ECON	FT, INTERN
Aronson LLC	709	ACIS, Masters of Accounting	FT, INTERN, EXTERN
Auditor of Public Accounts	217	ACIS, Masters of Accounting, Other: MBA	FT
Baker Tilly	116, 118, 120	ACIS	FT, INTERN, EXTERN
Baltimore Country Club	606	HTM	FT, INTERN
BDO	408, 410	ACIS, FIN, Masters of Accounting	FT, INTERN
Becker Professional Education	616	ACIS, Masters of Accounting	INTERN
Blackberry Farm	615	HTM	FT, INTERN, EXTERN
Booz Allen Hamilton	502, 504	ACIS, BIT, FIN, MGT	FT, INTERN
Brown Edwards	414	ACIS	INTERN
Burdette Smith & Bish LLC	704	ACIS, Masters of Accounting	FT
C.H. Robinson	119	ALL MAJORS, ECON, MGT, MKTG	FT, INTERN
Capgemini Government Solutions	829	ALL MAJORS	FT, INTERN
Capital One	602, 604	ALL MAJORS	FT, INTERN
Carahsoft	831	ALL MAJORS	FT, INTERN, EXTERN
Cardinal Bank	821	ACIS, BIT, FIN, MGT, MKTG, Masters of Accounting	FT, INTERN
Carilion Clinic	810	ACIS, BIT, FIN, Other: HR	FT, INTERN
CarMax	105	ALL MAJORS	FT, INTERN
Carter Machinery	611	ALL MAJORS	FT, INTERN
CGI	315	ACIS, BIT	FT, INTERN
Cherry Bekaert	706	ACIS	INTERN, EXTERN
Chess Consulting LLC	608	ACIS, FIN	FT, INTERN
Cisco Systems	210	BIT, MKTG	FT, INTERN
CliftonLarsonAllen LLP	812	ACIS, FIN, Masters of Accounting	FT, INTERN
Cognizant Technology Solutions	216	BIT	FT
CohnReznick LLP	209	ACIS	FT, INTERN, EXTERN
Compusearch Software Systems, Inc.	815	ACIS, BIT, FIN, MGT	FT
Consolidated Electrical Distributors, Inc.	416, 418	ALL MAJORS, MGT, MKTG	FT, INTERN
Cotton & Company	513, 515	ACIS, BIT	FT, INTERN
CTS, Inc.	412	BIT	FT, INTERN
Cvent	511	ALL MAJORS	FT, INTERN
Deloitte	618	ALL MAJORS	FT, INTERN
Deloitte Consulting	620	ALL MAJORS	FT, INTERN
Dixon Hughes Goodman	301,303	ACIS, Masters of Accounting	FT, INTERN, EXTERN
DMG Securities, Inc.	123	ALL MAJORS	FT
Dominion	805	ACIS, BIT, ECON, FIN, MGT, MKTG, Masters of Accounting	INTERN
DRT Strategies.	107	ALL MAJORS	FT, INTERN
Duke Energy	809	ACIS, BIT	FT, INTERN
E*TRADE Financial	510	ACIS, BIT, FIN, Masters of Accounting	FT, INTERN
Eastman Chemical	415	ACIS, BIT, MGT	FT, INTERN
Enterprise Rent-A-Car	219	ALL MAJORS	FT, INTERN
Excella Consulting	703	BIT	FT
EY	401, 403	ACIS, BIT, FIN, Masters of Accounting	FT, INTERN, EXTERN
Fannie Mae	702	ACIS, BIT, ECON, FIN, MGT	FT, INTERN
Farm Family/American National Insurance	905	ALL MAJORS	FT, INTERN
FedBid	823	ALL MAJORS	FT, INTERN, EXTERN
Federal Deposit Insurance Corporation	705	ECON, FIN, MGT, MKTG, Masters of Accounting	FT, INTERN
Federal Reserve Board	609	ACIS, BIT, ECON, FIN	FT, INTERN
Ferguson Enterprises	208	FIN, MGT, MKTG	FT
Fidelity Investments	111	ACIS, BIT	FT, INTERN
Ford Motor Company	819	BIT	FT, INTERN
Foresters Financial	808	ALL MAJORS	FT
Freddie Mac	121	ACIS, ECON, FIN, Masters of Accounting	FT
Gartner	906	ALL MAJORS	FT, INTERN
GE Appliances, a Haier company	508	MKTG, MGT	FT
Geico	103	ALL MAJORS	FT, INTERN
Gelman, Rosenberg & Freedman, CPAs	827	ACIS	FT, INTERN
General Electric	516, 518	ACIS, BIT	FT, INTERN
Genworth	413	ACIS, FIN	INTERN

Company	Location	Majors Seeking	Job Type
Grant Thornton	316	ACIS, FIN, Masters of Accounting	FT, INTERN
Grant Thornton LLP	318	ACIS, BIT, ECON, FIN, Masters of Accounting, Other: Computational Modeling and Data Analytics, ISE	FT, INTERN
Great American Restaurants	707	HTM	FT, INTERN, EXTERN
IBM	314	BIT, MGT	FT, INTERN
Immersion Consulting, LLC	313	ACIS, BIT, FIN, MGT, Masters of Accounting	FT, INTERN
Ingersoll Rand	204, 206	ACIS, BIT, FIN	FT, INTERN
Insight Global	307	ALL MAJORS	FT
JPI	824	ALL MAJORS	FT
Kearney & Company	213	ACIS	FT, INTERN
Keiter	601, 603	ACIS, Masters of Accounting	FT, INTERN, EXTERN
Kohl's	317, 319	ALL MAJORS	FT, INTERN
Kollmorgen Corporation	614	ACIS, BIT, FIN, MGT	FT, INTERN
KPMG LLP	501, 503, 505	ACIS, BIT, FIN, Masters of Accounting	FT, INTERN
Kroger	211	ALL MAJORS	FT
Lanigan, Ryan, Malcolm & Doyle, PC	112	ACIS, Masters of Accounting	FT, EXTERN
Lockheed Martin	220	ACIS, BIT, FIN, MGT	FT, INTERN
MassMutual Greater Richmond	407	ALL MAJORS	FT
McAdam Financial	902	ALL MAJORS	FT
McPhillips, Roberts & Deans, PLC	212	ACIS, Masters of Accounting	FT, INTERN, EXTERN
memoryBlue	509	ALL MAJORS	FT
Merkle	817	ACIS, BIT, ECON, FIN, MKTG, Other: Analytics, Statistics, COMM	FT, INTERN
Metro Systems, Inc.	207	HTM, MGT, MKTG	FT
MicroStrategy	826	ALL MAJORS, BIT, ECON	FT
Navy Systems Management Activity	904	ACIS, BIT, ECON, FIN, HTM, MGT, Masters of Accounting	FT
Neff Rental LLC	506	ECON, MGT, MKTG	FT, INTERN
NetApp	320	ACIS, BIT, ECON, FIN, MGT, MKTG, Masters of Accounting	FT, INTERN
NewDay USA	409	ALL MAJORS, ACIS, BIT, ECON, FIN, HTM, MGT, MKTG	FT, INTERN
Nielsen	108, 110	ALL MAJORS	FT, INTERN
Norfolk Southern Corp	125	ACIS, BIT, ECON, FIN, MGT, MKTG, Masters of Accounting	FT, INTERN
Northwestern Mutual	816	ALL MAJORS	FT, INTERN
National Security Agency	710	ACIS, BIT, ECON, FIN, MGT	FT
Otis Elevator Company	106	MGT, MKTG	FT, INTERN
Pamplin College of Business Graduate Degree	514	ALL MAJORS	FT
Parallon	305	ALL MAJORS	FT, INTERN
PepsiCo	605, 607	ALL MAJORS	FT, INTERN
Piper Companies	811	BIT, HTM, MGT, MKTG	FT
Precision Castparts Corporation	507	ACIS, BIT, FIN	FT
PricewaterhouseCoopers LLP	201, 203, 205	ACIS, BIT, ECON, FIN, Masters of Accounting, Other: Various Liberal Arts Degrees	FT, INTERN, EXTERN
Protiviti	610	ACIS, BIT, ECON, FIN, Masters of Accounting	FT, INTERN
Raffa	802	ACIS	FT, INTERN
Red Ventures	218	ALL MAJORS	FT
Renner & Company	312	ACIS, Masters of Accounting	FT, INTERN
RLM, CPA	803	ACIS, Masters of Accounting	FT, INTERN
ROCS	701	ALL MAJORS, MGT, MKTG, Other: Sales	FT
Roger CPA Review	828	ACIS, Masters of Accounting	INTERN
RSM US	102, 104	ACIS, BIT, Masters of Accounting	FT, INTERN, EXTERN
Ryan Homes / NVR, Inc.	302, 304	ALL MAJORS	FT, INTERN
Sageworks	903	ALL MAJORS, ACIS, BIT, ECON, FIN, MGT, MKTG	FT, INTERN
SC&H Group LLC	830	ACIS, BIT, FIN, Masters of Accounting	FT, INTERN, EXTERN
Smithfield Foods	517	ACIS, BIT, ECON, FIN, MGT, MKTG	FT, INTERN
State Corporation Commission	801	ACIS, ECON, FIN, MGT	FT, INTERN
Target	101	ALL MAJORS	FT, INTERN
Tate & Tryon	806	ACIS, Masters of Accounting	FT, INTERN
The Bozzuto Group	311	ALL MAJORS	FT
The Home Depot	109	BIT, MGT	FT
The MITRE Corporation	813	ACIS, BIT, FIN, MGT, Masters of Accounting	FT, INTERN
The Select Group	613	MGT, MKTG	FT
The Sherwin-Williams Company	419	ALL MAJORS	FT
Twiddy & Company	310	ACIS, HTM, MKTG	FT, INTERN
U.S. Government Accountability Office	512	ACIS, BIT, ECON, FIN, Masters of Accounting	FT, INTERN, EXTERN
US NAVY	820	ALL MAJORS	FT
Vanguard	202	ALL MAJORS	FT, INTERN
Verigent	127	ALL MAJORS	FT
Veris Group, LLC	901	ACIS, BIT, MGT	FT, INTERN
Virginia Tech	309	ALL MAJORS	FT, INTERN
Vorsight	825	ALL MAJORS	FT, INTERN
Vulcan Materials Company	617	ALL MAJORS	FT, INTERN
Wall Einhorn & Chernitzer P.C.	612	ACIS	FT, INTERN
White Lodging	818	ALL MAJORS	FT, INTERN
Yount Hyde & Barbour PC	417	Masters of Accounting, ACIS	FT, INTERN, EXTERN

Employer enthusiasm reaches peak interest

Over 100 businesses registered for the Sept. 8 Business Horizons career event in record time; planning for the fair began nearly a year ago.

JESSICA BRADY
copy editor

Instead of wings, jerseys and commercials, Hokie business students arm themselves with resumes, suits and elevator pitches for the “Super Bowl” of Virginia Tech’s Pamplin College of Business — Business Horizons.

Along with her team, Associate Director of Career Services and Employer Relations Jenn Carty has been preparing for Business Horizons, “Since the completion of the fair almost a year ago,” and will finally see their hard work come to life on Sept. 8, 2016, in Squires Student Center from 10 a.m. - 4 p.m.

According to Executive Director of Student Advancement and Career Services Stuart Mease, the greatest challenge that

Business Horizons faces is providing enough space to meet employer demands. There will be 140 employers hunting for Hokies to hire. Additionally, this year’s Business Horizons has the fastest book-up time to date.

“It was our earliest sell out to date ... so that’s a big milestone — employer demand is off the charts,” Carty said.

Carty’s history of recruiting has well prepared her for the required planning and organization that her position as Business Horizons operations lead demands.

“I first became involved with Business Horizons working in the private sector and recruiting students from Business Horizons,” Carty said. “I spent nine years recruiting in the private sector before starting in my current role. It gives me solid expertise to share with students in the

career services space.”

Much of the preparation for Business Horizons involves recruiting, marketing and advertising.

“We have an extensive database of employers interested in our students,” Mease said. “Signage, emails, classroom visits (and) event prep events are all used to get students to attend.”

Carty and her team coordinate the career fair with the student-run organization the Business Horizons Planning Committee.

Senior accounting and information systems major Johanna Yee is the president of the Business Horizons Planning Committee. She joined the Business Horizons team her freshman year and has been a part of the operation ever since.

“The (Business Horizons) Planning Committee’s main priority is to put on a career fair that brings together the most employers and the most students as possible,” Yee said. “The goal of the career fair is to help students find internships or full-time jobs. Pamplin has a great job placement rate, and we are working to

continue to grow that rate each year.”

The major time and effort that goes into planning Business Horizons, however, is worthwhile for the business students looking to further their careers.

“A student survey showed this was the most important career services activity year in and year out — that’s why we call it the Super Bowl of college recruiting,” Mease said.

“Business Horizons gives students the ability to speak with a wide variety of employers who are looking to hire Hokies,” Yee said. “I couldn’t think of a better place to go if you are a Pamplin student looking for an internship or a full-time job.”

According to Carty, the best part of the Business Horizons preparation process is, “The excitement that is generated by both students and employers before the ‘Big Day,’ and hearing the success stories and experiences of many students after attending the event.”



@CollegiateTimes



FILE 2015

Pamplin College of Business partners with Newman Library to provide a free textbook for each of its students.

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The History of Pamplin: Business Horizons 2016

Virginia Tech's Pamplin School of Business celebrates its 34th-annual Business Horizons on Thursday, Sept. 8 in Squires Student Center.

JESSICA BRADY
copy editor

The fall Business Horizons fair has been connecting Pamplin business students with employers for the past 34 years. Since its creation, Business Horizons has been immensely popular among both students and employers. So popular, in fact, that it is continuously evaluated as one of the best career fairs in the country, and career services added a spring fair five years ago out of necessity.

“(Business Horizons) was created as a means to connect employers with students in one place on one day, and that still rings true to this day,” said Associate Director of Career Services and Employer Relations for Pamplin — Business Horizons Operations Lead Jenn Carty.

Business Horizons was created in 1982 by the Virginia Tech Pamplin College of Business former Dean Richard Sorensen, who retired in 2013.

“Under his leadership, the Pamplin College expanded student enrollments and academic programs; developed new international,

leadership, ethics, and diversity programs; created new advising and career services for students and outreach services for businesses; and completed two major fundraising campaigns that exceeded their goals,” wrote VT News.

“**It's rewarding to know that all our hard work is for something important. This career fair opens doors for many Pamplin students.**”

Johanna Yee
Business Horizons Planning Committee
president

Established in 1965, although the first bachelor's degree in business was offered in 1925, the Pamplin College of Business is repeatedly ranked by U.S. News as one of the best business schools in the country. Pamplin Hall itself was

constructed in 1957 and was named in 1986 in recognition of Robert Pamplin and his son, Robert Pamplin Jr.

In the 2014 - 2015 school year, the college created two centers: the Apex Systems Center for Innovation and Entrepreneurship and the Center for Business Intelligence and Analytics.

According to its website, “Pamplin emphasizes technology and analysis that improve business, entrepreneurship that leads to innovation and innovative companies, international opportunities for learning and research, and an inclusive, collaborative community.”

The resources and prestige offered by the Pamplin College of Business, coupled with faculty and student involvement, establish the perfect platform for a career fair of the caliber of Business Horizons, known as the “Super Bowl” of career services, according to Executive Director of Student Advancement and Career Services Stuart Mease. Pamplin employees and students alike collaborate to create the fair.

“A student survey showed this was the most important career services activity year in and year out,” Mease said.

The success is said to come from the time and dedication of the Business Horizons team of Pamplin faculty and student organization, the Business Horizons Planning Committee, says senior accounting and information systems major and Business Horizons Planning Committee President Johanna Yee.

“We work hard all year round to put on the best career fair with the most employers as possible,” said Yee. “So it's rewarding to know that all our hard work is for something important. This career fair opens doors for many Pamplin students. It gives them the chance to network with employers who they may not have had the opportunity to speak otherwise.”

The fall Business Horizons career fair will take place on Sept. 8, 2016, in Squires Student Center from 10 a.m. - 4 p.m. Students will gather in business-professional dress with practiced elevator pitches and up-to-date resumes, prepared to find their future employers.



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