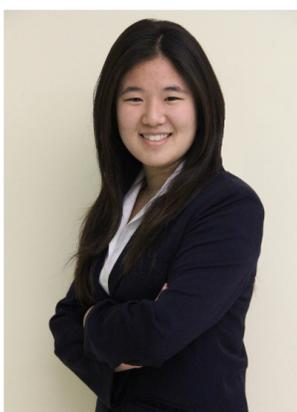


# MONTHLY NEWSLETTER

## A MESSAGE FROM THE PRESIDENT



Hello Members of the Ascend community,

My name is Alvinnie Kwok and I am currently a junior, double majoring in Business Administration and Psychology. This marks my 4th semester in Ascend, and I am honored to serve as Ascend’s Spring 2014 President. Previously, I held positions as a Finance Committee Member, Professional Development Chair, and Internal Vice President.

During my four semesters in Ascend, I have been humbled and inspired by the individuals who guide each other in their professional and personal endeavors. From our student members to our extensive professional network, every individual has played a significant role in shaping the direction and growth of this organization. Additionally, without the support of our alumni, Ascend could not have built a robust platform for our students to launch their professional careers. As a professional organization, we strive to (1) nurture our members’ leadership potential, (2) challenge them to take initiative, and (3) establish a community of mentors, colleagues, and friends.

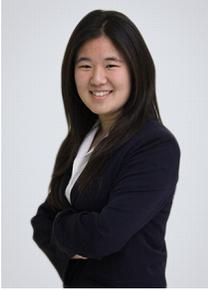
Coming into college, I did not expect the amount of challenge, growth, and change brought about by one organization. Ascend has taught me that a leader is built by her passion to inspire others, her determination to implement change, and her ability to turn a vision into a reality. Becoming a leader does not happen overnight, but is rather a lifelong learning process. I look forward to being a part of our members’ journey to success, and to see them flourish as future leaders. Thank you for your support of Ascend, and cheers to a memorable semester!

Alvinnie Kwok, President

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## INTRODUCING THE SPRING 2014 OFFICER TEAM



Alvin Kwok  
President



Xue Yun Gao  
Executive VP



Joycie Hou  
Internal VP



Kirushanth Ravindran  
VP of Finance



Sarah He  
Finance Chair



Eliza Tsai  
Finance Chair



Eugene Chung  
Career Dev. Chair



Kalpesh Bhana  
Career Dev. Chair



Liam Lin  
Professional Dev. Chair



Kelly Shen  
Professional Dev. Chair



Beverly Cheng  
Marketing Chair



Tony Kim  
Marketing Chair



Sophia Du  
Community Serv. Chair



Wendy Chen  
Community Serv. Chair



Aly Le  
Social Chair



Ryan Huynh  
Social Chair

## OFFICER RETREAT

On January 24th through 26th, the Ascend officer team kicked off the semester with a retreat at Lodi, California. In order to establish a strong team dynamic and to build a working relationship, they participated in various bonding activities and internal trainings. The internal trainings included public speaking, drafting professional emails, and team management to help the officers practice the skills and to evaluate their strengths and weaknesses. By the end of the retreat, the officers were able to hone professional and establish a strong foundation for the upcoming wave of Ascend events.



## WELCOME WEEK

Every semester, Ascend Berkeley welcomes the new semester with three primary events: First General Meeting, Professional Kickoff, and Pre-Interview Social. Officers were able to exercise their public speaking skills at the First General Meeting, test their networking skills at the Professional Kickoff in which 30-40 professionals attended, and utilize numerous soft skills to promote their own committees to the student attendees at the Pre-Interview Social. All these events are meant to set an example for future members as well as to secure a strong start to the new semester. Through these events, officers strived to distinguish Ascend from other business organizations and to best define Ascend as a community on the UC Berkeley campus.

**PROFESSIONALISM**

- 28 Student Chapters
- 16 Professional Chapters
- 5000 Members Nationwide

**LEADERSHIP**

- Industry Oriented Panels
- Professional Development Workshops
- Networking Opportunities
- Member Exclusive Events with Corporate Sponsors

**COMMUNITY**

- Mentorship Programs
- Member Socials
- Community Service Activities

Join **Ascend** Today.

**Ascend**  
PREMIER BUSINESS CLUB

CONNECT • INSPIRE • ASCEND





Professional Development Committee



Marketing Committee at Retreat



Ascend Group Picture

## COMMITTEE WELCOME NIGHT

During CM Welcome Night, all the executives, officers, and 40 new committee members gathered together to celebrate the beginning of a new spring semester in Ascend. The Social Committee chairs engaged all the members with a night of bonding and endless ice breakers. At the end of the night, new friendships and committee pride were formed. Based on the level of excitement and laughter in the room, it looks like everyone is going to have a grand time working with their committee and learning from their chairs. CM Welcome Night was a great way to kickstart the semester. Although Ascend is, at its core, a professional organization, there's still room to have fun while developing professionally and personally as a leader.

## GENERAL MEMBER RETREAT

With the start of the spring semester, Ascend and its social committee had its annual general member retreat at Bodega Bay. Committee members, officers, and executives mingled and learned more about each other through a variety of ice breakers and games. Throughout the three days of the retreat, members were provided with food by the social committee who helped set up the program along with the executive committee. The members' favorite game consisted of everyone gathering in a circle facing outwards and receiving anonymous taps from someone they really connected with. GM retreat was an unforgettable experience of lasting memories with new acquaintances and soon to be friends!

## INTERVIEW/RESUME WORKSHOP

As the first workshop of the semester, the interview and resume workshop hosted by the Professional Development Committee provided Ascend's committee members with guidelines on compiling resumes and tackling common interview questions. Peer resume critique headed by PDC allowed for the development of professional resume building skills. Mock interview questions and answers segment of workshop enabled members to revise and rehearse their responses to common questions with members of PDC and the officers. Focusing on all aspects of the interview process from personal attire to pre-interview preparations, the workshop walked the members through the entire recruiting process with engaging activities and rewarding presentations.



## CORPORATE SOCIAL RESPONSIBILITY WORKSHOP

Community Service and Marketing Committee worked to host the Corporate Social Responsibility (CSR) Workshop. The two committees aimed to educate the importance of CSR to the community and how companies utilize CSR as part of their marketing strategy in order to improve their branding. The workshop was divided in 2 parts. The first part of the workshop was a 50-minute presentation aspects of CSR and how CSR is a reciprocal process that benefits both corporations and the community. The second half was dedicated for 60+ members to apply what they learned to a case study. The case study required participants to create and propose a plan for Facebook to improve their image through CSR. The room was filled with ideas and positive energies from enthusiastic Ascend members in an effort to solve the problem. The group who won was able to incorporate what they learned and their knowledge on Facebook to develop a plan that would increase education and economic development in developing world countries while help FB improve their image.



## MENTORSHIP KICK-OFF



The mentorship kickoff occurred on February 21st with over 60 Ascend members and professionals. The main purpose of the Mentorship Kickoff was for Ascend members to meet professionals and learn about the prestigious mentorship program where members are paired with professional mentors. Kevin Xu, Assurance Associate from EY, and Xue Yun Gao, Ascend's Executive Vice President, introduced the program expectations to the committee members, organized a career panel, and a team building activity. At the panel, the professionals shared their thoughts on recruiting, internships and their current jobs. In order to know each other further, professionals were assigned to different groups with Ascend members for the team building exercise. For the exercise, each group was challenged to build a free-standing structure using only newspapers and tapes, without talking. As a result, the kickoff allowed Ascend members to get to know professionals in person and learned what to expect in the professional world.

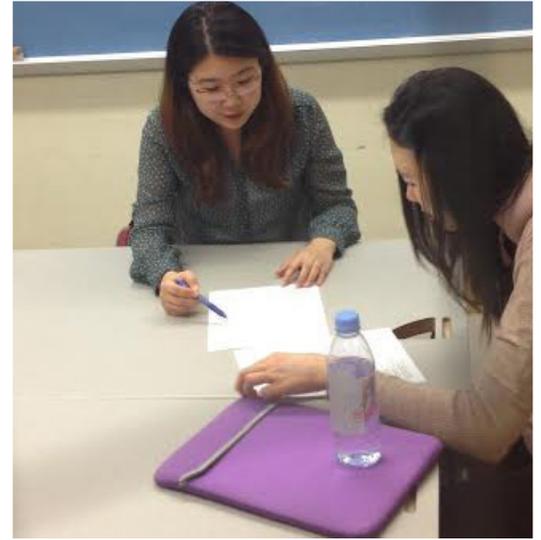
## KRISPY KREME FUNDRAISER

Ascend hosted its semi annual Krispy Kreme fundraiser on February 27th. While the weather was not on our side in the morning, the Ascend Berkeley chapter was positive to make great sales. Thankfully, by the time most of the students were on campus, the sun started to shine between the clouds relieving our worries. Our members approached students walking through Sproul Plaza convincing them to purchase donuts. Although some students were reluctant to purchase one, the persistence and smiles of our members sold a total of 200 boxes of donuts. Some members even had friendly competitions during their shifts to see who could sell the most amount of donuts. Overall, the fundraiser was very successful and gave a chance for our members to step out of their comfort zones, to bond, and of course to advertise and raise funds for Ascend's professional events.



## RESUME CRITIQUE WITH ALUMNI

Ascend's Professional Development Committee held its second resume workshop of the spring semester and helped critique 40+ resumes. With various alumni and professionals meeting one on one with Ascend members and students, committee and general members brushed up their resumes in time for summer internship searches and interviews. The one on one dynamic really allowed people to receive personal advice on their own resumes, ranging from critiques and tips on their formats to descriptions, organizations, and career pursuits. This event was a success and greatly improved the overall resume quality of Ascend as well as bonded members with current alumni.



## EXPLORING THE INDUSTRIES

The Exploring the Industries workshop held by the Career Development Committee (CDC) provided the members insights into different career opportunities. The different careers include public relations, retail, political lobbying, computer software, multilateral development banks, recruiting, and other opportunities. Not only did CDC give an overview of the career opportunities, but the workshop also detailed specifics on each career's requirements, lifestyle, salary, and other factors. Towards the end of the presentation, activities were hosted to promote a better understanding of each career.



## UPCOMING EVENTS: MARCH 2014

Sat and Sun: [CS] Tax Aid Month

Tues, 3/4–Wed, 3/5: [PDC] Mock Interviews

Thurs, 3/6: [CDC] TruePartners Consulting Career Information Session

Sat, 3/9: [SOC] Rock Climbing

Sun, 3/6: [CDC & PDC] Networking Internal Training

Wed, 3/12: [FIN] Finance Career Exploration

Thurs, 3/13: [EXEC] Signature Series-Tech Panel

Tues, 3/19: [CDC & PDC] Networking with Professionals

Wed, 3/21: [SOC] CM Led Event