

Career Conference Saturday, October 13, 2012

Below is a list of the alumni and organizations who will be participating in the conference.

Lawrence Scholars in Business: Entrepreneurship

Susan Palm '80

Vice President, Industry Solutions

As the VP of Industry Solutions, Susan Palm is responsible for driving growth for MetricStream in specific industries including Financial Services. Susan comes to MetricStream with over 27 years as a practitioner in Governance and Risk Management. Most recently, as the Senior Vice President of Audit and Risk at Sterling Savings Bank, Susan was responsible for Audit, Compliance, Fraud, Credit Review and Enterprise Risk Management. She has also spent several years in consulting. Prior to that, Susan spent over two decades at Norwest and Wells Fargo where she served as the Senior Vice President of Enterprise Governance and Risk Management. She was actively engaged with the Board of Directors, Federal Reserve, the OCC, other regulatory bodies, and has led various National Operational Risk committees eg BITS Regulatory Overlap Reconciliation and the Basel ANPR. She is a regular speaker at several forums in Governance Risk and Compliance (GRC). Susan received her B.A. in Economics from Lawrence University, and graduated from the Stanford Graduate School of Business' Executive Program.

Lawrence Scholars in Law

Will Burrington '84

Founder & Chief Leadership Officer, Harmony Partners LLC – Washington, DC

Will Burrington graduated in 1984 with a degree in government from Lawrence University and earned his Juris Doctorate (J.D.) degree in 1987 from Marquette University Law School in Milwaukee. Will currently serves as the Founder & Chief Leadership Officer of Harmony Partners LLC in Washington, DC where his practice focuses upon counseling and coaching client organizations and c-level executives on communicating their authentic brand leadership. Given Will's 26 years of professional experience in the practice of law, public affairs and advocacy, and senior management in the U.S. and Europe, he brings a unique, multi-dimensional lens to authentic brand communications and leadership issues. He provides strategic counsel to the Life Reimagined Project within AARP, the largest membership organization in the world. Life Reimagined (www.lifereimagined.org) is an ambitious "start up" within AARP designed to provide a guidance system to 45-65 year old Baby Boomers as they figure out their "what's next?" in work and other life areas.

Previously, Will practiced communications and Internet law with firms in Milwaukee and Washington, DC; was Chief Counsel to former U.S. Rep Jim Moody (D-WI); Executive Director and General Counsel for a major information services trade association; attorney and head of global public policy for AOL, and Chief Communications Officer for AOL Europe in Hamburg and London. He has also served as a Senior Communications and Public Affairs Counselor to Fleishman-Hillard in Washington, DC, one of the top global communications firms.

In 2013 Will will undertake the Leadership Coaching Program at Georgetown University to become a Certified Professional Coach by the International Coach Federation (ICF).

Ann L. Carrott '73

District Court Judge, State of Minnesota

Ann graduated from Lawrence in 1973 and, after stints in higher education and retail security, received a JD from Hamline University in 1980. Ann was appointed and then elected County Attorney in west central Minnesota for 12 years, during which she was President of the Minnesota County Attorney's Association and appointed to several Supreme Court commissions, including Gender Fairness in the Courts. From 1997 until 2007, Ann was in private practice where she focused on municipal and family law. Ann was appointed to the District Court bench in 2007 and elected to that position in 2008. She is currently completing her second term on the Minnesota Board of Law Examiners.

Cynthia Estlund '78

Professor of Law, New York University

Cindy Estlund majored in government and was drawn toward the academic life, especially by her mentor Professor Chong-do Hah. After wavering between life as an academic and as a lawyer, she chose the law. But first a Watson Fellowship enabled her to spend two great years in Sweden studying government programs for working parents. After later getting her J.D. from Yale Law School in 1983, she clerked for Judge Patricia M. Wald on the U.S. Court of Appeals in DC. Not quite ready to settle into the legal profession, she and her now-husband Sam Issacharoff headed to Argentina for six months as Roderick J. MacArthur Fellows to report on the prosecution of human rights abuses by the former military regime. After then practicing law for several years, mostly as a labor lawyer in Washington, D.C., Cindy finally realized that she could have her academic life *and* the law. She began her teaching career in 1989 at the University of Texas School of Law, moved in 1999 to Columbia Law School, and in 2006 to the NYU School of Law, where she is now the Catherine A. Rein Professor of Law.

Karl Hochkammer '92

Partner, Honigman Miller Schwartz and Cohn Law Firm

While at Lawrence, Karl majored in German and history and spent a semester studying abroad in Kassel and Munich, Germany. Karl also participated in the Newberry Library Seminar in the Humanities in Chicago. After graduating from Lawrence in 1992, Karl went to law school at the Vanderbilt University School of Law in Nashville, Tennessee and also completed an LL.M. in Taxation at New York University. Karl is now a partner at the Detroit-based law firm of Honigman Miller Schwartz and Cohn where his practiced is focused on representing clients in the technology industry and in commercial matters involving the development, use and licensing of technology.

Poonam Kumar '04

Associate, DLA Piper

Poonam Kumar is an associate in DLA Piper's Corporate and Finance Group and is based in the firm's Minneapolis office. Ms. Kumar has extensive experience working on a wide variety of domestic and cross-border transactions including mergers, acquisitions, divestitures, joint ventures, and corporate restructurings as well as general corporate, securities and commercial law matters. Her practice extends across a wide variety of sectors with a particular emphasis on transactions in health care, energy and financial services industry. Her experience has made her particularly

effective at directing and coordinating large teams of lawyers to assist clients in structuring, negotiating, implementing and closing international transactions.

Ms. Kumar began her career as an associate at the New York office of Linklaters LLP where she was a member of the corporate mergers and acquisition team. During her time at Linklaters, Ms. Kumar was seconded to the legal department of Bank of America Merrill Lynch in London where she advised the global wealth investment management business for Europe, Middle East and Africa regions.

Ms. Kumar's pro bono work includes estate planning, counseling and will preparation for senior citizens and immigration clinics for detainees.

Attorney Amy L. Menzel '03

Attorney, Hammett, Bellin & Oswald, LLC

Amy graduated from Lawrence in 2003 with a Government major and immediately went to Law School at Marquette University. After law School, she worked in private practice for a short period of time before joining the Outagamie County District Attorney's Office. As an Assistant District Attorney, she was able to obtain invaluable litigation experience. Amy now works in private practice and focuses on criminal defense and civil litigation.

Young Alumni Panel

Maura Cook '10

Development Associate of Principal Gifts, The University of Chicago

Hailing from Davenport, IA, Maura Cook graduated from Lawrence in 2010 after majoring in Anthropology and Music. After two years of service with AmeriCorps Project YES! in Chicago, IL, she joined the Alumni Relations and Development team at the University of Chicago in June of 2012. Maura currently serves on the Lawrence University Alumni Associate Board and volunteers with Young Nonprofit Professionals Network Chicago and AmeriCorps Alums Chicago Chapter.

Cameron Kramlich '02

Financial Officer, BagCheck.com

Cameron was a history major who participated in cross-country and brought the Lawrentian online. Since graduation he has worked in early stage finance in both Asia and the United States. He earned an MBA from Thunderbird School of Global Management in 2010.

Collin McCanna '11

Madison Museum of Contemporary Art

During his time at Lawrence, Collin enjoyed a high level of involvement with his peers in extracurricular activities as well as the classroom. He served as the 2011 Senior Class President, overseeing several committees, encouraging class gift participation, and developing Lawrence pride within his class. Collin also served on the Executive Board as a brother of the Beta Theta Pi Fraternity and was honored to hold the position of Captain of the Varsity Swimming and Diving team. In addition to his leadership roles, Collin honed his academic interests toward art and music. Collin enjoyed playing percussion for many of the student ensembles at Lawrence and exhibited a

series of large-scale woodcut prints in the 2011 Senior Art Show as a capstone to his Studio Art degree. During his senior year, Collin worked as a graphic design intern for the Lawrence Communications Department to gain experience for a career in publishing or advertising. Collin currently works and resides in Madison, WI where he is employed at the Madison Museum of Contemporary Art.

Olivia Hendricks '12

Self Agency in Youth (SAY) Program Coordinator through AmeriCorps*VISTA

A recent 2012 LU graduate with a psychology major and economics minor, Olivia Hendricks is now in a position to address two of the topics about which she is most passionate: economic inequality and youth development. As a current AmeriCorps*VISTA worker, Olivia works both on-campus in the Volunteer and Community Service Center and off-campus at the local Boys & Girls Club Teen Center. Through spending the year working at these two sites, Olivia aims to strengthen these partnerships in a way that will benefit both Lawrence students and local teens.

Luke Fickbohm '10

Development Associate, City Year Milwaukee

Luke graduated from Lawrence in 2010 with a major in history and a minor in religious studies. In 2010-11 he served as an AmeriCorps member with City Year Milwaukee, returning for a second year in 2011-12. After his second term of service, he joined the City Year staff working in the development department, primarily planning events.

Lawrence Scholars in Arts & Entertainment – Real Live Artists

Jacob Allen '03

Assistant Professor and Director of Musical Theatre - University of Memphis
Staff Director - The Ohio Light

At LU Jacob completed degrees in theatre and voice performance before completing graduate work in Stage Direction at the Eastman School of Music. Currently he serves as the director of the Musical Theatre program at the University of Memphis and as a resident staff stage-director at several professional companies including the Ohio Light Opera. His work as a performer and director can be heard on recordings on the Albany Records and American Operetta Foundation labels, and seen on DVD projects with several production companies.

Zachary Scot Johnson '06

Singer / Songwriter

Zachary Scot Johnson is a nationally touring singer/ songwriter and actor. He has shared the stage with artists like Shawn Colvin, Keb' Mo', Kevin Costner, Rita Wilson and many more. He has appeared in over 50 theatrical roles, including national tours. Visit www.zacharyscotjohnson.com

Matthew Kretzmann '02

Multi-instrumentalist, Tapes 'n Tapes

Matt Kretzmann graduated from LU in 2002 with a BA in urban studies. He also studied low brass with Nick Keelan while at LU. After graduation, he began working as an Americorps volunteer in Minneapolis and he started a band with a friend and they called it Tapes 'n Tapes. They weren't

very good, but eventually got better and found themselves on Letterman a few years later and touring the world.

Thomas Lindfors '78

Owner and Photographer, Commercial and Fine Art Photographer

Thomas moved to Star Prairie, Wisconsin six years ago after having run his studio in Chicago for the previous eighteen. He and his wife relocated because they wanted to live and work in an environment they cared about. After twenty plus years working for a variety of clients including corporations, colleges, universities, foundations and non-profits, he continues to explore new ways to make a difference using his photography and writing.

Michelle Northey '97

Owner, Flower Girl Design Studio

Michelle was a Class of 1997 Studio Art Major. She has been the Founder/Owner/Designer of Flower Girl Design Studio since 2006, located in her home in Appleton, WI. Flower Girl Design Studio provides unique floral arrangements and design services.

What to do With a History Major

Timothy Anne Burnside '02

Museum of African American History and Culture, Smithsonian Institution

After studying English, History, and Music at Lawrence, Timothy graduated without a solid career plan. She decided to apply for as many opportunities as she could, and in 2003 accepted an internship with the Smithsonian's National Museum of American History. Right away she knew that she had found her place, and she has been working for the Smithsonian ever since. She is now part of a small staff, building the collections and developing the inaugural exhibitions for the new National Museum of African American History and Culture.

Joshua Chudacoff '99

Associate Principal, Kaukauna High School

Josh has been in the field of public education since graduation from Lawrence in 1999. He taught at the high school level as both a social studies teacher and a teacher of English Language Learners. He is currently an Associate Principal in the Fox Valley.

Stacy Shelly '00

Attorney, Barrick Switzer Long Balsely & Van Evera

Stacy was born and grew up in North-western Illinois. She graduated from Lawrence in 2000 after majoring in history. She went on to law school at the University of Michigan in Ann Arbor, graduating with her JD in 2003. After clerking for a year for the 4th District Court of Iowa, she returned home to Illinois, where she has been in private practice the last 8 years. Stacy has been an associate attorney at Langhenry, Gillen, Lundquist, & Johnson for the last 5 years in its small Rockford office. The firm also has offices in Chicago, Joliet and Wheaton. Her practice focuses on civil defense litigation.

Andrew Wong '06

MBA Candidate at the Tuck School of Business, Dartmouth College

Andrew graduated from Lawrence in 2006, and he majored in history. After graduation, he spent five years playing professional baseball in multiple minor leagues in the U.S., and he also served as a player/coach in Australia, South Africa and Europe. While in South Africa, he used his passion for baseball to help develop an intramural youth baseball program in a low-income township in Cape Town. Andrew currently is pursuing an MBA at the Tuck School of Business at Dartmouth.

Lawrence Scholars in Business – Advertising and Marketing**Anne Dooley '80**

Executive Vice President, Worldwide Client Service Director

Today Anne leads BBDO teams in 35 countries in creating communications strategies and programs for her client, Bayer. In this role she leverages the Liberal Arts education she received at Lawrence University where she was a Political Science Major. In 2012 she has visited 14 countries, and in each, her ability to quickly understand and apply the local cultural, political and socioeconomic realities to her client's business objectives reaffirms the value of the education she received.

Stuart Manning '02

Associate Marketing Manager, Sargento Foods, Inc.

Stuart graduated from Lawrence in 2002 majoring in economics and was a member of the men's hockey team. Upon graduation, he worked for three years in a development training program before taking a position in sales and marketing with a private health insurance company. More recently, he attended Indiana University for his MBA in consumer marketing. Stuart worked in brand management for Scotts Miracle-Gro and currently works at Sargento Foods in Plymouth, WI.

Louis Turner '80

Vice President, TNS

Louis has been with TNS for 9 years, managed the Minneapolis office of TNS for three of those years, and has 28 years of marketing research experience, nearly half on the client side. He joined TNS from General Mills and Pillsbury, where he spent over ten years in a number of different positions in the research divisions of both organizations. Louis was Director of Sensory and Guidance Research at Pillsbury at the time of the General Mills acquisition, and continued in this role after the integration, leading the newly expanded department. He also worked on a number of different business teams as a Research Manager, including Pillsbury refrigerated cookies, sweet rolls, and biscuits; Green Giant frozen vegetables and Create-a-Meal; Pillsbury Baking Mixes, Yoplait yogurt, Pop Secret popcorn, Nature Valley Granola Bars, and Bugles. Louis has an MBA in Marketing from Emory University, and a BA in History from Lawrence University.

Thomas Watson '80

Partner, Director of Account Service

Tom Watson is a partner at HY Connect, an agency with offices in Milwaukee and Chicago. Prior to that, he worked as Director of Marketing at the Harley-Davidson Motor Company and at Leo Burnett Advertising in Chicago.

What to do With a Psychology Major

Gacia Coronado '10

Consumer Insights Specialist, Kimberly-Clark

Gacia Coronado began her career with Kimberly-Clark in December of 2010, six months after graduation. She started as a sensory analyst, where she was primarily responsible for the quality and execution of domestic sensory studies and three direct reports. Gacia has since become the Sensory Program Leader for the Global Sensory Team and currently conducts sensory and consumer research in the Corporate Research and Engineering group at the Neenah West R&E facilities.

Kate Hatlak '08 M.S.Ed

Community Relations, American Cancer Society

Kate graduated from Lawrence in 2008 with a B.A. in music and psychology. After graduation she came right back to work as an assistant director of Annual Giving. In 2011 she earned her M.S. in Leadership for Higher Education. In 2011 she went to work in Community Relations for the American Cancer Society.

Jeremy Ruwoldt '99

Unit Supervisor, Bankers Life

Jeremy built a practice at Thrivent Financial for six years as a Financial Associate, offering financial services to clients. He accepted a management position at Bankers Life five years ago, working with new hires and developing their growth.

Joshua D. Severson '97

School Psychologist

After LU, Joshua attended Miami University (Ohio) in the School Psychology program. He worked as a school psychologist in Ohio for ten years. He has been working for Milwaukee Public Schools for the last four school years.

Gap Year Options & Resources Fair

City Year

AmeriCorps

Peace Corps

Japan Exchange and Teaching Programme (JET)

Teach for America

PhysAssist Scribes

Green Corps

These members of the Lawrence University Alumni Association (LUAA) Board of Directors are available to meet with students for mock interviews, resume reviews and general career discussions in the morning during the Career Conference.

Kent Allen '83

Management Consultant

Kent arrived in Appleton from Shullsburg, Wisconsin in 1979 ready to take on Oedipus and whatever else the Freshman Studies curriculum would throw his way — and immediately knew that Lawrence was the perfect fit. He eventually settled on a major in economics with interdisciplinary study in public policy. After graduating from Lawrence, Kent received his MBA in finance from the University of Michigan. He followed his LU mentor into the banking industry and spent the next 15 years — first in financial planning and analysis and later in leadership positions within mergers and acquisitions — participating in the consolidation of the financial services industry. In 2000 the “dot-com” bug bit, and Kent joined the executive team of a startup B2B marketplace. In 2001 reality hit, and Kent started the next phase of his career. For the past ten years, Kent has continued his professional growth as a management consultant working with numerous financial services, healthcare, and government clients. Over the years, Kent has stayed close to Lawrence by representing the university at local college fairs.

Brad Aspgren '84

SVP- Technology and Innovation, American Airlines Federal Credit Union

Brad grew up in the Chicago suburbs and chose LU since it was a very strong academic small school, and the chemistry felt right to him. He majored in Economics, but also took many science courses as going to medical school was a thought. After graduating in 1984, Brad moved to downtown Chicago and worked at a large bank in a rotational management training program and commercial lending. After deciding not to apply to medical school, he went to business school and attended The University of Texas at Austin, graduating in 1989 with a concentration in marketing and finance. Brad moved to Dallas and worked for two years at a large financial services company in marketing and product development. In 1992, he started with American Airlines and has been there since. The company has provided him with great career opportunities and it encourages employees to work in a variety of functional areas. He started in marketing, then moved to corporate sales, and lastly to IT. In 2007, Brad became the SVP-Technology and Innovation at American Airlines Federal Credit Union and leads a team of 60 employees.

Susan Chandler '79

Assistant Director, Arts Midwest

A native of Elm Grove, Wisconsin, Susan was in the Conservatory and majored in piano performance. She graduated summa cum laude in 1979 with a Bachelor of Music. Following graduation, Susan continued her piano studies at the University of Wisconsin-Madison, where she received a Master of Music in piano performance in 1981. In addition to studying music, Susan pursued coursework in the UW business school to prepare her for work in arts administration. Her first job upon graduation was with the Saint Louis Symphony Orchestra, where she worked closely with orchestra musicians and assisted with concert production and tours. In 1985, Susan moved to Minneapolis. After working for about 18 months for a development consulting firm, Susan joined the staff of Arts Midwest, a nonprofit organization that connects the performing, visual, and literary

arts to audiences throughout a nine-state Midwest region as well as nationally and internationally. Now the assistant director, Susan provides guidance and management to ensure the successful implementation of all Arts Midwest programs and activities, working closely with Arts Midwest's executive director, leadership team, funders, and Board of Directors.

Jeff Fox '72

Global Supply Chain Leader and Business Manager, Owens Corning

Jeff came to Lawrence in the fall of 1968 from Northfield, Illinois. Jeff majored in American history with a minor in government. Upon leaving LU, he taught history and government, coached football and baseball for five years in Le Sueur, Minnesota. After deciding that teaching was not his long-term goal, he joined Owens Corning in a sales capacity. He has been with OC for 35 years in various roles, both in the commercial and operations arena. He has been fortunate to have lived in many parts of the USA — Northern California (Sacramento, San Jose and San Francisco), Atlanta, Louisville, and Toledo and he now calls Dahlonega, Georgia home. He still works for OC today in operations as a Global Supply Chain Leader for their Engineered Solutions businesses, working from his home and the airport.

Christine Jones Benedict '99

Director of Undergraduate Admissions, Edgewood College

Christine came to Lawrence University from Schaumburg, Illinois. She majored in biology and French and studied abroad at the London Center and in Dakar, Senegal. Following graduation, she took a position as a Leadership Consultant for Kappa Alpha Theta fraternity. She provided support and guidance to over 35 different colleges nationwide and affirmed that she aspired to work professionally in higher education. This interest took her to a graduate program in Higher Education Administration at Indiana University where she earned her master's degree. Just after she completed her program, Christine found herself moving back to Wisconsin to pursue work in Madison. She found a perfect job as an Admissions Counselor at Edgewood College. Over time, Christine discovered her passion for enrollment management and moved into the Director of Undergraduate Admissions role at Edgewood. She loves the fact that she gets to talk regularly to students about the exceptional college experiences that students can have at small, private, liberal arts colleges.

Joanna Messer '01

Musician

After earning her B.Mus. in 2001, she moved to Chicago to work at the University of Chicago's Regenstein Library and to prepare for graduate school auditions. In 2004, she completed her M.M. at Carnegie Mellon University in Pittsburgh, Pennsylvania. She returned to Chicago after graduation as a regular member of the Civic Orchestra of Chicago, the Chicago Symphony's training ensemble. Since leaving that group in 2006, Joanna has performed with nearly all of the regional orchestras in Illinois, Indiana, Michigan and Wisconsin, most recently completing a two-year stint as third flute/piccolo with the Madison Symphony Orchestra. She currently plays with the Wisconsin Philharmonic as assistant principal/piccolo and with the International Chamber Artists in Chicago as their sole flute artist. In addition to her active performing career, Joanna is the cataloging and database maintenance assistant at the South Central Library System, a seven-county consortium of public libraries in South Central Wisconsin. She is presently heavily involved in the migration process for their shared catalog. She also teaches an online music appreciation course for the City Colleges of Chicago.

Yoriko Morita '93

Cellist, Boulder Philharmonic

Yoriko Morita continues to capitalize on her Lawrence education in all aspects of her life. Since graduating from the five-year program with degrees in physics and cello performance in 1994, she has earned a Ph.D. in electrical engineering in 1999 and an MBA in 2010 from the University of Colorado. After several years in the fields of photonics education and intellectual property, she is enjoying her current role as senior licensing executive at the National Renewable Energy Laboratory, where she interacts daily with scientists and corporations at the cutting edge of technology to promote innovations in renewable energy and sustainability in the U.S. and beyond. Yoriko continues to perform as a professional cellist in a variety of chamber groups and orchestras in Colorado and has been credited on recordings that regularly receive national airplay.

Thomas Quill '82

Executive Director, Research for Disney Channels Worldwide, Disney Consumer Products

Thomas came to Lawrence University in 1978 after deferring admission for one year so that he could live and study in Xalapa, Veracruz, Mexico. He picked up in Appleton where he left off in Mexico, completing a major in Spanish and adding a second major in Political Science. Thomas also took advantage of studying abroad while at LU, participating in programs in Madrid, Spain and at the London Study Centre. Since graduating from Lawrence in 1982, Thomas has been in market research and worked in a variety of industries: consumer packaged goods (Pillsbury and Disney Consumer Products); telecommunications (US WEST/Qwest); and entertainment media (Disney Channels Worldwide). He also worked on the research supplier side of the business for ten years, where he conducted research for a multitude of client companies in a variety of industries. Thomas has expanded his knowledge of consumer behavior through the research he has conducted internationally throughout his career in Mexico, Canada, UK, France, Germany, Italy, Spain, Belgium, Poland, Romania, and Japan. After growing up in the Midwest, Thomas has chosen a life without cold and snow. He resides in Los Angeles and loves the quality of life in Southern California.

Steve Rodriguez '02

Director of the Berklee Fund, Berklee College of Music in Boston

Stephen graduated from Lawrence in 2002 with degrees in music education and saxophone performance. After Lawrence, Stephen moved to Boston to study at the New England Conservatory of Music for a Master of Music in Jazz Studies. Currently Stephen is the Director of the Berklee Fund at Berklee College of Music in Boston where he has been for three years.

Jim Reiskytl '59

Retired Vice President, Northwestern Mutual

Jim graduated from Lawrence in 1959 with a degree in mathematics and received his Master of Science from UW-Madison. At Lawrence, he played football and was a member of Phi Delta Theta. Jim married Lysbeth Vaillancourt Reiskytl '59. He and Lysbeth co-chaired their 50th Reunion Gift effort in 2009. He currently lives in Mequon, Wisconsin and is retired from Northwestern Mutual as Vice President.

Bill Zoellner '93

Staff Attorney, K & L Gates

Originally from Chicago, Bill was a government major while at Lawrence. He took a year off before starting law school and graduated from the University of Illinois College of Law in 1997. He immediately moved to Seattle, where eventually he ended up working for a predecessor firm to K&L Gates. Originally hired for a six-week project, he is now in his 13th year at the firm working as a staff attorney advising clients on records management, general litigation readiness, and matter-specific electronic discovery strategies and responses.