FRIDAY, MAY 4, 2018

Check-in & Walk-in Registration
Time: 8:30am-8:00pm
Where: Kellogg Global Hub

Continental Breakfast
Time: 9:00am-10:30am
Where: James L. Allen Center

Career Coaching Sessions (all sessions are currently filled)
Time: 9:00am-5:00pm
Where: Kellogg Global Hub

Student Led Tour of the Global Hub (building tours are first-come, first-served with limited spots available)
Time: 9:15am-10:00am
Where: Kellogg Global Hub, Gies Plaza

Thought Leadership Session 1
10:30am-11:30am
Meghan Busse, James L. Allen Center 200, Barr Forum
The Economics and Politics of Coal in the Trump Administration

Linda Darragh / Rob Chesney ’98, James L. Allen Center 164, McCormick Auditorium
Scaling a Venture to the Next Level

Vicki Medvec, James L. Allen Center Center, Atrium
Negotiating Effectively for Yourself

Justin Craig, Kellogg Global Hub 5101, Crown Family Boardroom
Leading a Family Business: Best Practices for Long Term Stewardship

Steve Franconeri, Kellogg Global Hub L129, Kotler Innovation Lab
Persuasive Data Visualization

Nicholas Pearce ’12 (PhD) / Megan Kashner ’03, Kellogg Global Hub, 4101, Lindquist Seminar Room
The Intersection of Purpose and Practice: When the “Why” Drives the “What” in the Workplace

Thought Leadership Session 2
12:00pm-1:00pm
Carter Cast, James L. Allen Center, Atrium
The Right Stuff: The Make-up of Brilliant Careers

Rob Wolcott, James L. Allen Center 164, McCormick Auditorium
Being Human: Technology and the Experience of Being Human in the 21st Century

Eli Finkel, Kellogg Global Hub 5101, Crown Family Boardroom
The All-or-Nothing Marriage: How the Best Marriages Work

Mitchell Petersen, Kellogg Global Hub 4101, Lindquist Seminar Room

David Schonthal, Kellogg Global Hub L129, Kotler Innovation Lab
An Intro to Design Thinking

Matthew Temple ’93, Kellogg Global Hub 5301
Reinventing your Career

Leigh Thompson, Kellogg Global Hub 2130, Gift of the Duchossois Family
High Performance Negotiation Skills
Esther Choy (’09) Storytelling Workshop **SOLD OUT**
Time: 12:00pm-2:00pm
Where: Kellogg Global Hub, White Auditorium

**Lunch**
Time: 1:00pm-2:00pm
Reunion Tent, Lakefill North (all other classes)

Student Led Tour of the Global Hub *(building tours are first-come, first-served with limited spots available)*
Time: 1:45pm-2:30pm
Where: Kellogg Global Hub, Gies Plaza

**Thought Leadership Session 3**
2:30pm-3:30pm

- **Eric Anderson**, James L. Allen Center 223, Rand McNally
  *What Are You Willing to Pay?*
- **Greg Carpenter**, James L. Allen Center 153, Duncan Forum
  *The Customer-Focused Organization*
- **Harry Kraemer**, James L. Allen Center, Atrium
  *Becoming a Values-Based Leader*
- **Tom O’Toole**, James L. Allen Center 140, Brownfield
  *Customer Loyalty: Strategy and Developments*
- **Sergio Rebelo**, James L. Allen Center, McCormick Auditorium
  *Consumer Behavior in the U.S. Economy*
- **Jan Eberly**, Kellogg Global Hub 4101, Lindquist Seminar Room
  *A New Policy Environment – What Does it Mean for the Future?*
- **Jill Falghren ’98**, Kellogg Global Hub 5301
  *Build Your Professional Brand: Get the Job or Career You Really Want*
- **Ben Jones**, Kellogg Global Hub 5101, Crown Family Board Room
  *Creativity and Innovation in the 21st Century*

**Entrepreneur Showcase**
Time: 3:30pm-5:00pm
Where: Kellogg Global Hub 1420/1430, Galvin Conference Center

**Thought Leadership Session 4**
4:00pm-5:00pm

- **Derek Rucker**, James L. Allen Center 140, Brownfield
  *What Are You Willing to Pay?*
- **Harry Kraemer**, James L. Allen Center 164, McCormick Auditorium
  *Becoming a Values-Based Leader*
- **Alice Tybout**, James L. Allen Center 223, Rand McNally
  *Brand Scandals: When Spillover and Forgiveness Occur*
- **Ben Jones**, Kellogg Global Hub 4101, Lindquist Seminar Room
  *Creativity and Innovation in the 21st Century*
- **Kara Palamountain**, Kellogg Global Hub 5101, Crown Family Board Room
  *Kellogg and Global Health*

**Initiative and Departmental Socials** *(REGISTER TO ATTEND)*
Time: 4:00pm-6:00pm
Where: Kellogg Global Hub

**The Kellogg Leadership Journey for the Evening & Weekend Program**
**Bernie Banks ’08**, Associate Dean for Leadership Development
Time: 5:00pm-6:00pm
Where: Kellogg Global Hub 1130

**Reunion Kick-Off Celebrations**
Time: 5:00pm-8:00pm
Where: Kellogg Global Hub
*Note: 1st Year Alumni TG in the Reunion Tent, Lakefill North*
*Note: EMBA in the James L. Allen Center from 5:30pm-8:30pm*
Live Performance by The Bullets
Time: 7:00pm-8:00pm
Where: Kellogg Global Hub, White Auditorium
*The Bullets Reunion Tour with Dave Tuchler ('83), Steve Liu ('83), Jim Margolis ('84), Bob Cornick ('84), Rick Smilow ('84)*

Special K Performances **SOLD OUT**
Time: Performances at 6:00pm & 9:00pm
Where: McCormick Auditorium, Norris Center, 1999 Campus Dr., Evanston

SATURDAY, MAY 5, 2018

Check-in & Walk-in Registration
Time: 8:30am-3:00pm
Where: Kellogg Global Hub

Continental Breakfast
Time: 8:30am-9:30am
Where: Kellogg Global Hub
*Note: Kellogg Leadership Circle breakfast in Kotler Innovation Lab (special invitation only)*

Saturday Session with Bernie Banks '08, Associate Dean for Leadership Development
Time: 10:00am-11:00am
Where: Kellogg Global Hub, Gies Plaza

Future Alumni Children’s Workshop, designed for children ages 8-12 (**this workshop is currently filled**)
Time: 10:00am-12:00pm
Where: Kellogg Global Hub

Fireside Chat: Dean Sally Blount & Martin Lau ‘98, President at Tencent Holdings Limited

Closing Remarks: Dean Sally Blount
Time: 11:15am-12:00pm
Where: Kellogg Global Hub, Gies Plaza

2018 All-Reunion Class Photo
Time: 12:15pm
Where: Kellogg Global Hub, Montag Vista

Kellogg Alumni Family Picnic
Time: 12:15pm-3:00pm
Where: Reunion Tent, Lakefill North

Career Coaching Sessions (**all sessions are currently filled**)
Time: 12:30pm-3:00pm
Where: Kellogg Global Hub

Student Club Mixers (**REGISTER TO ATTEND**)
Time: 2:00pm-5:00pm
Where: Various Locations

Saturday Night Class Parties
**15th-55th, E&W, EMBA Reunion Classes**
Time: 7:00pm-11:00pm
Where: Field Museum, 1400 S Lake Shore Dr., Chicago

**10th Reunion Class**
Time: 7:00pm-11:00pm
Where: River Roast, 315 N LaSalle Dr., Chicago

**5th Reunion Class**
Time: 7:00pm-11:00pm
Where: Headquarters Beercade, 213 W. Institute Place, Chicago

**1st Reunion Class**
Time: 8:00pm-11:00pm
Where: ACE Bounce, 230 N. Clark St., Chicago
FRIDAY, MAY 4

Kellogg Center for Family Enterprises
When: Friday, May 4 from 4:00pm-6:00pm
Where: Kellogg Global Hub Light Court Room 3134
Contact: Kate Coughlin '91 (familyenterprises@kellogg.northwestern.edu)
Eventbrite password: Kellogg2018
Register now >

Social Impact
When: Friday, May 4 from 5:00pm-6:00pm
Where: James L. Allen Center, Park Dining Room
Contact: Jordan Hughes (socialimpact@kellogg.northwestern.edu)
Register now >

SATURDAY, MAY 5

Investment Management Club & Asset Management Practicum
When: Saturday, May 5 from 2:00pm-4:00pm
Where: Kellogg Global Hub 2120
Student contact: Hanna Howard (hanna.howard@kellogg.northwestern.edu)
Register now >

Kellogg Tech Club
When: Saturday, May 5 from 2:30pm-4:30pm
Where: World of Beer - 1606 Sherman Ave, Evanston
Student contact: Raiyaan Serang (raiyann.serang@kellogg.northwestern.edu)
Register now >

P@K (Pride at Kellogg)
When: Saturday, May 5 from 2:00pm-5:00pm
Where: Evanston Rocks - 1012 Church St, Evanston
Student contact: Ray Zhong (ray.zhong@kellogg.northwestern.edu)
Register now >

Healthcare Club
When: Saturday, May 5 from 3:00pm-5:00pm
Where: Celtic Knot - 626 Church St, Evanston
Student contact: Ben Roosz (ben.roosz@kellogg.northwestern.edu)
Register now >

Hispanic Management Association and KLATAM
When: Saturday, May 5 from 3:30pm-5:30pm
Where: Farmhouse - 703 Church St, Evanston
Student contact: Andrea Giraudo (andrea.giraudo@kellogg.northwestern.edu)
Register now >

Black Management Association (BMA)
When: Saturday, May 5 from 2:00pm-4:30pm
Where: Five and Dime - 1026 Davis St, Evanston
Student contact: Prentis Robinson III (prentis.robinson@kellogg.northwestern.edu)
Register now >

Kellogg Real Estate Club
When: Saturday, May 5 from 2:30pm-5:30pm
Where: Farmhouse - 703 Church St, Evanston
Student contact: Tamer Barazi (tamer.barazi@kellogg.northwestern.edu)
Register now >

AMA x CBC x IBC x SEA
When: Saturday, May 5 from 2:30pm-4:30pm
Where: Whiskey Thief Tavern, 616 Davis St., Evanston
Student contact: Kathleen Yang (kathleen.yang@kellogg.northwestern.edu)
Register now >
BE A PART OF THE STORY

Kellogg Reunion is all about stories. From class celebrations to thought-provoking faculty sessions, Reunion activities bring Kellogg alumni together to share memories, experiences and inspiration.

To capture the power of those shared experiences, we’ve introduced a new Reunion feature. Story Share, our all-new video story booth, gives you the opportunity to record your story and share it with the Kellogg community.

Together, your stories strengthen the Kellogg alumni community and showcase the power of our network.

Story Share takes place in L070 in the Global Hub during Reunion at the following times:

- Friday, May 4: 9 a.m. to 7 p.m.
- Saturday, May 5: 12:30 p.m. to 3 p.m.

Help Your Class Win the Reunion Cup Challenge

To honor the Kellogg School’s tradition of Reunion giving, we invite you to join the Reunion Cup Challenge. The Reunion Cup is awarded to the class with the highest giving percentage. Join your classmates who have already made a gift in honor of Reunion 2018, and encourage classmates to join you in supporting Kellogg.

*All Annual Fund gifts between September 1, 2017, and May 5, 2018, count toward the Reunion Cup Challenge.*