



reunion
2018

CELEBRATE AND
be inspired.

KELLOGG REUNION MAY 4-5, 2018

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
Cash, Taxes, and Growth: How Our (Old) Tax System Led to A Trillion Dollar Cash Stockpile, How Tax Reform Changed That, and Prospects for Growth Going Forward

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
Where: James L. Allen Center (1978, 1973, 1968, 1963)
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

2018 REUNION DEPARTMENTAL AND STUDENT CLUB SOCIAL EVENTS

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 (raiyaan.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 >](#)



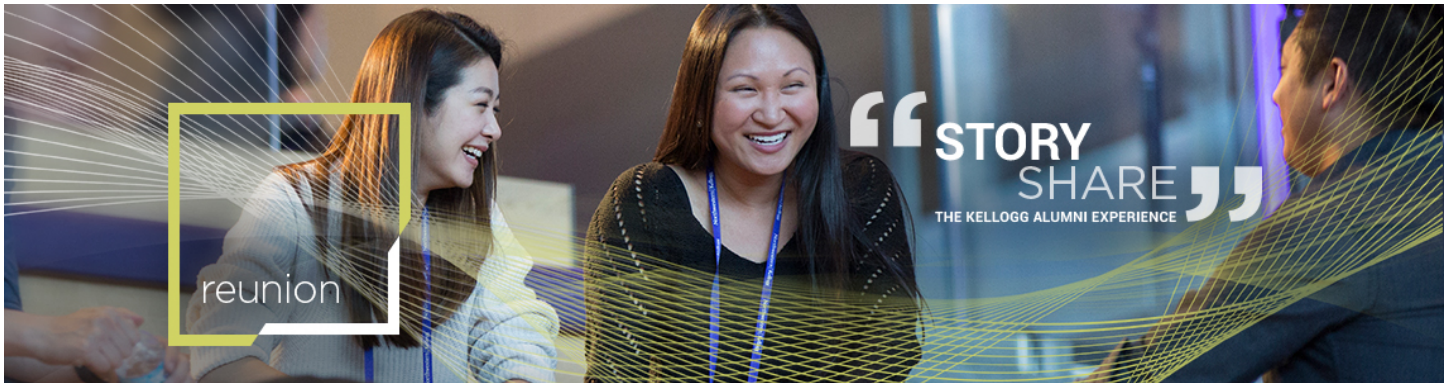
AMA x CBC x IBC x SEA

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.

**SIGN UP FOR
STORY SHARE**



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.