



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 21<sup>st</sup> 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 21<sup>st</sup> 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 21<sup>st</sup> 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: 1<sup>st</sup> 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

#### 15<sup>th</sup>-55<sup>th</sup>, E&W, EMBA Reunion Classes

Time: 7:00pm-11:00pm

Where: Field Museum, 1400 S Lake Shore Dr., Chicago

#### 10<sup>th</sup> Reunion Class

Time: 7:00pm-11:00pm

Where: River Roast, 315 N LaSalle Dr., Chicago

#### 5<sup>th</sup> Reunion Class

Time: 7:00pm-11:00pm

Where: Headquarters Beercade, 213 W. Institute Place, Chicago

#### 1<sup>st</sup> 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](mailto: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](mailto: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](mailto: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](mailto: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](mailto: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](mailto: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](mailto: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](mailto: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](mailto:tamer.barazi@kellogg.northwestern.edu))

[Register now >](#)



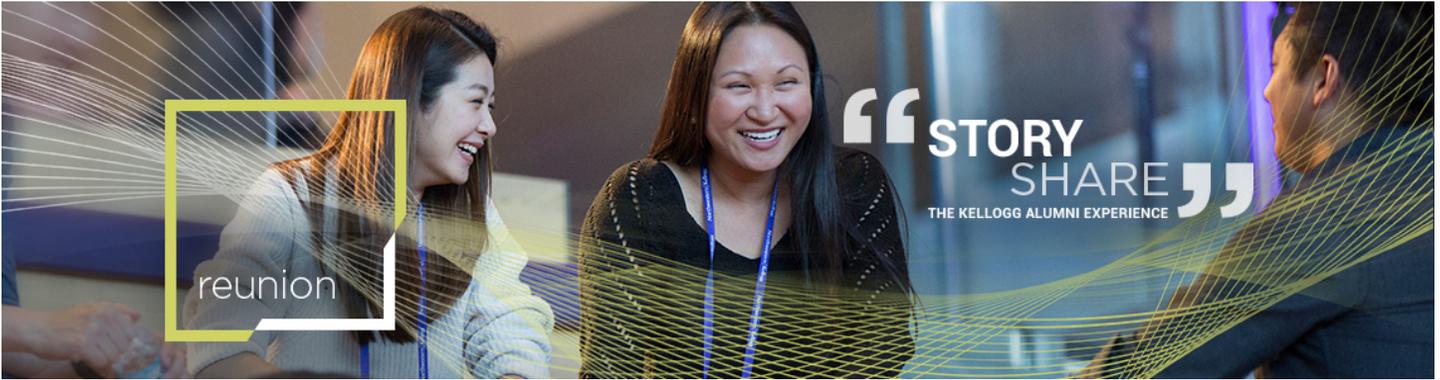
### **AMA x CBC x IBC x SEA**

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](mailto: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.

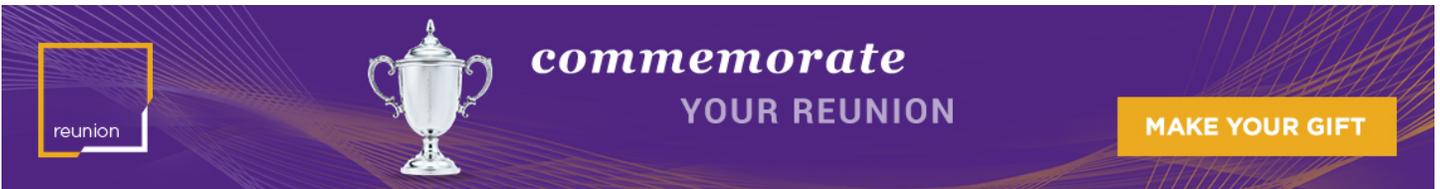
Together, your stories strengthen the Kellogg alumni community and showcase the power of our network.

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.*