

# LakeEffects

## Success Through Renewal

**Powerful Tools for the  
New Business Landscape**

- **Transform obstacles into opportunities**
- **Gain new insights for scientists and sales managers**
- **Anticipate global business needs**
- **Explore new ways to give back**
- **Adopt strategies for sustainable success**

# LakeEffects

WINTER 2010

Lake Forest Graduate School of Management • Lake Forest Corporate Education

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## ON THE COVER

Has the storm passed or are we resting in the eye of a hurricane? In a rapidly changing economic climate, your best protection is preparation. In this issue, we offer tips and tools for emerging stronger in 2010 and beyond.

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### Upcoming in *Lake Effects*

The next issue of *Lake Effects* will offer a behind-the-scenes look at life in the "C-suite," exploring the diverse paths that high-achieving organizations — and the individuals who lead them — take as they pursue and achieve excellence.



Lake Forest Corporate Education (LFCE) is a strategic business unit of Lake Forest Graduate School of Management.



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### EDITOR'S NOTE:

## Don't Simply Survive. Thrive!

Do your ears perk up at hints, even tenuous, that the tide's turning and that things finally might be returning to "normal?" As the four business experts and bestselling authors featured at LFGSM's recent FutureForum 2010 event explained, good times are back indeed!

But, there's a catch. A big one: If you want to do more than just *survive*, but to *thrive*, you have to embrace the fact that the business landscape has changed forever. And if you haven't begun already, you must start now to adopt new strategies and fresh viewpoints, transforming yourself and your organization to compete in this new environment. (Read more about FutureForum 2010 on pg. 13.)

The most exciting thing, however, is that your transformation can take many forms. Perhaps you'll discover, as have alumnus Jon Burrow and student Jesse Marymont, that becoming a stronger

business leader can benefit not just your personal career, but can also help you help others and might even be a catalyst for making the world a better place. (Read Jon's tale on pg. 4 and Jesse's story on pg. 16.) Or maybe you'll find that matching your skills with personal passions will expand your horizons in ways you'd never considered possible. For inspiration, read about how alums David Griggs and Michael Drayton (pg. 12), and LFGSM Board Member Joan Bailer (pg. 19) combined passion with purpose to help future Lake Forest MBA students succeed.

These are just a few of the tips and tales inside this issue of *Lake Effects* that demonstrate the world of new opportunities that lies within your reach, this year and beyond.

Enjoy!

— *Barbara Wang*



## More Online

**Discover:** Learn more about us, and see what's coming up for MBA and LFCE constituents at [www.LFGSM.edu](http://www.LFGSM.edu).

**Connect:** LFGSM has several online communities for alumni, current students, prospective students and friends at LinkedIn and Facebook. We invite you to participate! To connect directly to these resources and view more ways to connect with the School, visit [www.LakeForestMBA2010.info](http://www.LakeForestMBA2010.info).

**Explore:** Want to read more? Check out *Lake Effects Extra!* at [www.LakeForestMBA.edu/Extra](http://www.LakeForestMBA.edu/Extra) for an in-depth review of the important advice our panel of experts offered at FutureForum 2010. And be sure to take a minute to watch video clips from the event at [www.YouTube.com/LakeForestMBA](http://www.YouTube.com/LakeForestMBA).

# Ready to Serve:

## Transforming Obstacles into Opportunities



As part of the Humanitarian Missions of Goodwill initiative in 2008, alum Jon Burrow helped to deliver desperately needed supplies to families in Baghdad, Iraq.

*In times of rapid change and building business pressures, few can boast of smooth sailing on the career front. Here, Class of 2009 alum Jon Burrow tells a remarkable tale of obstacles and opportunity.*

I was midway through the Lake Forest MBA program, working as Regional Sales Manager with Illinois Tool Works Inc., when my orders arrived. In just 30 days, I'd begin a 15-month tour of duty with the U.S. Navy in support of Operation Iraqi Freedom. As a Military Police Officer in the Navy Reserve, I was assigned to the Civilian Police Advisory Support Team for Multinational Forces – Iraq, tasked with assisting the Iraqi Minister of Interior to develop the infrastructure and management strategies

Iraq desperately needed to sustain its own security and future prosperity. After intensive cultural immersion and awareness training stateside, I set off for a year in Baghdad.

I'm no stranger to interruptions. A year after starting my MBA studies, I was deployed for nine months to Bogota, Columbia, to participate in counter-narco terrorism missions and to help train the Columbian military. So, when I learned of my impending deployment to Iraq, it was all too familiar — the circus of juggling family, a civilian career, military life and now LFGSM.

Let's face it. An involuntary return to active duty in a combat zone is a *serious* interruption. The sacrifices my employer, ITW; my coworkers; my wife Alexis; my parents and family made on my

behalf were invaluable. I couldn't have succeeded without their support. But, I confess to feeling blessed for having one more opportunity to experience positive transformation up close and personal, on a scale much greater than myself. I had also received an extraordinary chance to take a new skill set from the classroom to the battlefield.

Being better prepared to lead was the key reason I had decided to earn my MBA. When I left active duty and joined the civilian workforce, I continued serving in the Navy Reserve. Nine years later, I was promoted to Chief in the Navy Reserve — a leadership position with responsibility for training, mentoring and developing the careers and lives of young service members. I was also rising higher in my career at ITW and expanding my volunteer work.

In every area of my life, I was assuming positions of increasing responsibility in diverse and sometimes unpredictable environments. I was determined not only to advance my personal career, but to gain the skills I needed to help those put in my charge — both here and abroad, in the military and in business.

The value of my decision was confirmed in Iraq. If you've ever served as a mentor, you'd recognize the work our forces do in Iraq as remarkably similar. We helped our counterparts in areas of personnel management, performance measurement and training. Of course, we faced some unique obstacles: When I arrived, the local police forces still operated on paper, including manual payroll, meaning that officers needed time off to travel home to deliver their pay to their families. We had a lot of work to do. And, of course, we were operating under the constant threat of insurgent attacks and laboring to overcome cultural and language barriers.

Through it all, the lessons I was learning at LFGSM served me well. For example,

upon arriving in Baghdad, I was assigned to a headquarters command that included many high-ranking officers (both U.S. Military and Iraqi counterparts). They required weekly briefings on the status of our training and rebuilding progress. Many mid-level officers had little experience building briefings that captured the critical top-level strategic

*“It doesn't take the intensity of a war zone to be motivated by the realization that other people are depending on you to step up and lead.”*

information senior level folks needed to make decisions. When they found out I was working toward my MBA, I instantly became the 'big picture strategy' subject matter expert! I was given responsibility for analyzing all the raw data and presenting it in a clear, concise package — a role normally reserved for someone several ranks above me.

Of course, few business professionals will ever work in military combat zones. But, it doesn't take the intensity of a war zone to be motivated by the realization that other people are depending on you to step up and lead. We all face challenges. So, wherever you are in your own career, whatever the hurdles that come your way, I have a message: You can accomplish anything you put your mind to if you apply yourself and have a strong will to succeed. And, beyond planning for your personal success, take some time to think about things you can do to make the world around you a better place. Becoming a better, smarter leader is a great way to begin. ✨

— Jon Burrow

*Jon Burrow earned his Lake Forest MBA in June 2009 after seven years of study, which was interrupted twice by military deployments abroad. He is Regional Sales Manager – Military Products at Illinois Tool Works Inc., and a Lieutenant in the U.S. Navy Reserve.*

## Presto Chango! Five Tips for Career Transformation

- 1 Know your passion.** Moving through your daily life — on or off the job — what sparks that little exciting feeling inside? Would you be willing to put extra time in to pursue it? These are clues to your passions. What learning opportunities (education, mentoring, experiential) will help you prepare?
- 2 Link your past.** What past experiences make you valuable and skilled for your new direction? Get under the hood. What similar knowledge or skills are there? What people connections do you have? Being able to translate your knowledge and skills to your new pursuit will help you identify positions, make connections and negotiate pay.
- 3 Test the waters.** Put your foot in the water; see how it feels. Take on some form of work related to your new career while you're in your current position. This will take extra time and effort, but it will pay off. Why? You'll know if you like it. Equally important, the new organization will see you in action. That's a great sell!
- 4 Surround yourself with learning.** Learning starts the moment you begin thinking about transformation, and it never stops. Once you're in your new position, find a seasoned mentor to guide you quickly. The faster you learn, the more impact you'll have, and the more rewarding it will be.

- 5 Transform your head, too.** Taking on a new career is one thing, but feeling as if you're "one of them" is quite different. Watch what you say and the vibes you give while your mindset shifts. It usually takes 18 to 24 months to mentally assimilate with your new peer group. When your head transforms, you're home!

— Corinne Miller

*Corinne Miller is Founder & Principal Consultant at Innovating Results! where she consults, trains, facilitates and coaches on innovation, communication, and learning and development. Previously, she's held leadership positions at Motorola, Rockwell International, Northrop Defense Systems and TRW. Miller is a LFCE faculty member, and was named 2009 LFCE Faculty Member of the Year. She holds a BS in Mathematics and Computer Science from the University of Illinois, Chicago, and an MS in Communication from Northwestern University.*

# From where I sit ...

By John Popoli, President & CEO, Lake Forest Graduate School of Management

**Editor's Note:** As we look to the future, making plans for how we intend to emerge stronger in 2010 and beyond, it's often instructive to review words of wisdom from the past. The following article, previously published in *Lake Effects* in 2003, offers simple and powerful advice for getting the most out of the LFGSM experience — advice that easily extends to the workplace as well.

## In-Flight Lesson

Connecting flight #1402 from Charlotte to Jacksonville reminded me that “getting there” really is half the fun. That's where I met Allison Moore — bright, articulate and opinionated.

Allison and her family were returning from a Chicago visit; my family was headed to Florida. Following the preflight safety presentation, we observed the usual pleasantries, eventually arriving at “So, what do you do?” As our plane leveled off at cruising altitude, I learned Allison was in her second year at a school in Florida. She learned I worked at LFGSM and that I was drafting an article for the School newsletter.

We chatted about a variety of topics, from music to veterinary school, and ended up talking at length about my article. I decided to ask Allison for her thoughts about what it takes to have a great learning experience. She was succinct: “Listen. Ask. Help.” After comparing what I'd written with Allison's comments, I decided to go with a modified version of my new travel companion's insights. I added three things to my advice on maximizing the LFGSM learning experience:

**1. Listen.** Pay close attention to new ideas and underlying assumptions that challenge your thinking. LFGSM students and faculty come from a wide variety of industries and professional backgrounds. Seek out opposing points of view. Doing so will broaden your own viewpoint and enrich your learning.

Today's typical car radio allows you to preset 18 stations. Our typical class averages a little more than the same number of students. Why limit yourself to the same two or three “broadcasts” on the radio or in class? Instead, regularly “channel surf” your classmates for fresh perspectives. Did you know that LFGSM students average 14 years of professional work experience? Take advantage of the strength and diversity of the most experienced MBA student body in the Chicagoland area.

**2. Ask.** Especially if you need help, asking is healthy. It is a sign of emotional intelligence and intellectual humility. Ask around. A full 360° circle of inquiry expands your learning options and opportunities.

Personal power is multiplied by the strength and scope of your personal network. Accessing LFGSM's impressive cadre of practitioner faculty for advice and counsel, in and outside of the classroom, can expand your personal network considerably.

**3. Help.** Help each other. This suggestion goes to the heart of the LFGSM learning experience. Business thrives on competition. Learning flourishes through collaboration. When the tremendous power of shared knowledge and experience is freely exchanged, everyone profits.

Students learn from faculty and other students, and faculty learn from students and other faculty. Our educational model is designed around a community of learners, where we all “learn from experience.” As a result, we all become more competitive without necessarily competing with each other. We become broader thinkers and stronger leaders.

Just as I was wishing the flight would last a little longer — I was getting some really good material here — passengers were reminded to return seat backs to their full and upright position and stow tray tables for landing. We began our final approach to Jacksonville International Airport and Allison added a closing comment. “One more thing,” she confided. “It's really important to learn about what you like. You'll never be bored and even if you don't get an A, you'll still be happy.” Perfect landing!

As the engines shut down, we dutifully gathered our personal belongings from seat pockets and overhead compartments. Allison and I said goodbye and I wished her well with her second semester studies. Did I mention where she is enrolled? I think you'd be impressed. Allison Moore attends elementary school with her second-grade friends in her community. Wisdom is not always a function of age.

I hope I spelled everything right. I promised to send Allison a copy of the newsletter. Something tells me she's a tough grader. ✈

# Seven Ways to Maximize Scientists' Contributions

*As the future of health care unfolds, scientists at commercial health science organizations are poised to make groundbreaking discoveries. Now, more than ever, it's time to leverage their full potential. Based on best practices identified by Lake Forest Graduate School of Management in its popular new white paper, The Business of Breakthroughs: Optimizing Scientists' Contributions to the Commercial Enterprise, here are seven ways scientists can tap their business potential to achieve greater results:*

## 1. Know your "burning issues."

You know there are inherent differences between you and your business leader colleagues. Bring your organizations' scientists and commercial professionals together for open dialogue to share and understand each others' burning issues.

## 2. Align your goals.

Health industry scientists and their business partners have the same goal of providing quality patient care at affordable prices that are also profitable for the commercial enterprise. Share your challenges and accomplishments to further align your goals and efforts.

## 3. Stretch boundaries.

What better way to gain appreciation for another function than to work side by side with its members? Volunteer for cross-functional teams or task forces. You'll discover new perspectives and more possibilities.

## 4. Translate scientific data to financial data.

Learn how to articulate a strong business case for R&D projects to increase the chance of securing necessary funding.

## 5. Apply risk management skills more broadly.

Balance the keen risk-management skills common among scientists with the need for speedy decisions common among business experts. Cross train to see risks from different perspectives.

## 6. Consider pursuing a business degree.

Scientists are already technical experts. But in today's environment, scientists must also have a well-rounded perspective that goes beyond their functional expertise. An advanced degree can address the skills from which scientists can benefit most: interpersonal/communication, commercial/strategic thinking, finance and leading others.

## 7. Learn the language of business.

Your organization needs you to translate complicated scientific information into language that the business can understand. Scientists who can speak the language of business become valuable liaisons in the search for common ground between science and the commercial enterprise. ✦

— Emily Phair and Susan Vece

*LF GSM's Corporate Education division offers customized Business Leadership Certificate Programs for Scientists and can also conduct a complimentary assessment of your organization's leadership development needs for scientists. For more information about these services, or for a copy of the Business of Breakthroughs white paper, contact Susan Vece, Director – LFCE, at 847.574.5230 or svece@lfgsm.edu.*



# Your Sales Team

Recently, LFGSM completed an extensive research study on the unique challenges facing sales management. The research report, *Fast Track Your Sales Team: Master the Power of the Four Critical Roles of Sales Management*, dispels pervasive myths about sales managers, and identifies four critical roles sales managers must play — and play well — to succeed.

First, let's dispel some myths about sales managers:

**Myth:** Top-performing sales professionals make good sales managers.

**Reality:** *Managing* a sales force requires a distinctly different set of knowledge, skills and behaviors than those used in selling.

**Myth:** Sales managers have the responsibility to close the sale.

**Reality:** More and more, closing the sale requires collaboration throughout the organization.

**Myth:** Sales management is the natural career progression for sales professionals.

**Reality:** Don't expect successful sales professionals to become effective sales managers automatically.

**Myth:** Experience is the best method for developing sales managers.

**Reality:** While experience is essential, it's seldom enough. Experience plus targeted training can be an effective formula to get results faster.

**Four critical roles.** Myths dispelled, let's explore the roles the research identified as being essential to success. The key to improved performance lies in our research insight that a successful sales manager plays four critical roles: sales strategist, sales coach, performance manager and internal advocate. Most exciting is the additional revelation that, because these roles overlap, improvement in one leads to improvement



in all; successfully executing all four roles often generates increased revenues through more effective sales tactics, higher close ratios and increased customer loyalty.

**Want to learn more?** Visit the LFCE Web site at [www.LFCE.org](http://www.LFCE.org) to download your copy of the research report or register for an upcoming workshop for sales managers. For more information, contact Ellen Myers, LFCE Account Manager, at 847.574.5224 or [emyers@lfgsm.edu](mailto:emyers@lfgsm.edu). 📌

## Sales management, at its very best, is about sales coaching. How strong are your coaching skills?



If you're a sales manager who wants to motivate your team to overcome today's challenges and outperform the competition, join us for an exclusive workshop designed to help you gain strategies and techniques for how you can coach your sales team to success in any economy.

### Master the Power of Coaching

March 4, 2010

Lake Forest Graduate School of Management

1905 W. Field Court, Lake Forest, IL

8:30 a.m. - 4:30 p.m.

For more information or to register, contact Ellen Myers at 847.574.5224 or [emyers@lfgsm.edu](mailto:emyers@lfgsm.edu), or visit [www.LFCE.org](http://www.LFCE.org).

# Pop Quiz:

## How does your sales management team measure up?

For the following statements, rate your sales management team's overall performance based on the following scale and total your score.

	Acceptable					Outstanding				
1. Our organization mentors our sales managers to ensure they are developing their management skills.	1	2	3	4	5					
2. Our organization recognizes that an exceptional sales performer will not always be an effective sales manager.	1	2	3	4	5					
3. Our sales managers provide clear vision and direction to align the sales professionals' goals with the organization's strategy.	1	2	3	4	5					
4. Our sales managers model and help their teams navigate the best possible path to a sale.	1	2	3	4	5					
5. Our sales managers promote the business case development skills of their sales forces.	1	2	3	4	5					
6. Our sales managers have a prepared plan when going on any "ride-along" session.	1	2	3	4	5					
7. Our sales managers effectively adjust their coaching styles with each sales representative.	1	2	3	4	5					
8. Our sales managers use a formal coaching model so there is consistency, as well as clear expectations, for the sales force.	1	2	3	4	5					
9. Our sales managers have a proven track record for seeking qualified candidates for sales positions.	1	2	3	4	5					
10. Our sales managers are accurate in their forecasts.	1	2	3	4	5					
11. Our sales managers accurately analyze and interpret key and relevant financial statements.	1	2	3	4	5					
12. Our sales managers are proficient in representing the voice of the customer.	1	2	3	4	5					
13. Our sales managers are known for their effective collaboration across departments within the organization.	1	2	3	4	5					
14. Our sales managers bring non-sales colleagues in to celebrate the success when a significant sale is closed.	1	2	3	4	5					
15. Our sales managers seek professional development to accelerate their individual and team performance.	1	2	3	4	5					

### Understanding Your Score

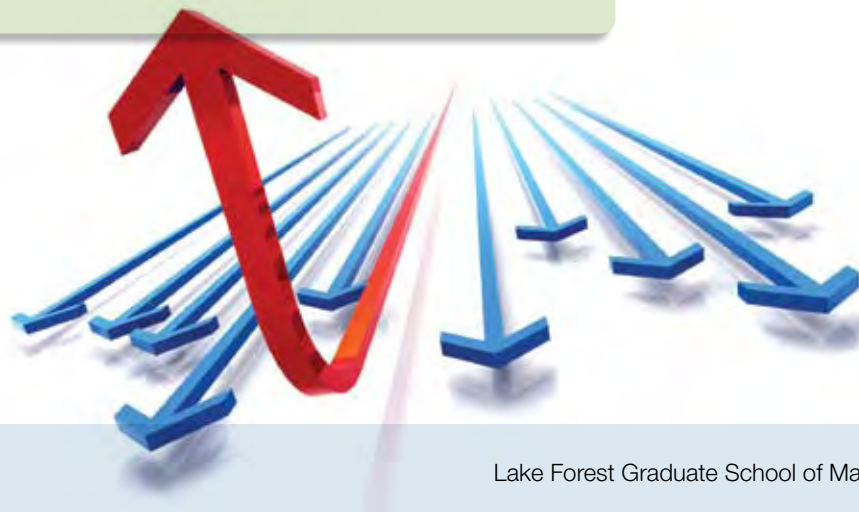
**70-75 Congratulations!** Your sales management team is considered world class! Continue to provide avenues for sales managers to expand and deepen their skills.

#### 60-70 Exceeds expectations!

You have a high-performing sales management team at this time. To ensure sustainability and growth, provide targeted and structured training on key competencies for success.

**Below 60.** You have a lucrative opportunity to shape and deliver an effective team. Implement formal and comprehensive training for your sales managers to move them from relying on experience to a proven sales leadership approach.

While most organizations place great emphasis on training sales representatives, sales managers often have few training resources to help them attain their goals. Whatever your score, LFCE offers a range of training solutions geared to the unique needs of sales managers, customized for your organization. To learn more, contact Ellen Myers at 847.574.5224 or [emyers@lfgsm.edu](mailto:emyers@lfgsm.edu).



# Global Business Savvy Rises in Importance

*“If you’re in business today, it’s highly likely that at least a small part — if not a majority — of your business is global,” explains John Popoli, LFGSM President & CEO. “At LFGSM, that’s exciting to us.”*

That’s exactly why LFGSM formed a new product development task force to conduct an in-depth needs assessment of the global business education market in the Chicago area, with an eye toward potentially expanding its global business education offerings.

“We want to continue our success in delivering practical, relevant business education that helps advance careers,” Popoli said. “As we consider options for new product development, we need to understand global business at an even deeper level.”

Global business isn’t new to LFGSM, which currently offers an MBA with global business specialization, featuring in-country practicums in Europe, Asia and Latin America. Additionally, LFGSM’s Corporate Education division conducts customized training around the world and offers a Web-based seminar: Success Strategies for Leading Global Virtual Teams.

Endeavoring to do even more in this arena, the task force conducted in-depth qualitative research with nearly 400 senior business executives, global managers, HR/learning professionals and leading thinkers in global business. The research confirmed that the need for global business education has increased for a wide variety of individuals — from those interacting virtually on a weekly basis, to those traveling extensively and leading major initiatives to nearly everyone in between. Here are several key findings:

## Today, “business professional” likely means “global business professional.”

Global responsibilities frequently come when individuals are promoted within a functional area or as the result of an organization’s global expansion. An IT executive explained, “My travels in Europe were because we were setting up a start-up operation over there, and I had experience with our computer systems and telecom.” A finance executive observed, “Here [in the U.S.], we have GAAP, in Europe they have IFRS, and you have to know the differences.”

Conversely, just having a passion for global business without the functional expertise will not likely result in a global assignment. An executive noted, “You may have a 22-year-old, fresh from college, who is excited to go to China. But are they equipped to go? No. They don’t know the company; they don’t have the experience to understand business; they don’t know how to communicate.”

Over time, however, and by gaining the requisite experience, those who have a personal passion and curiosity for global business can successfully parlay those interests into a global business career.

## Language barriers and time zones are the “easy parts.”

Research participants emphasized that “not knowing what you don’t know” is one of the biggest challenges — more so than distance, language, time zones and work calendars. Consistently, senior executives reported that keeping current with ethical and culture-specific business practices, and with varying/changing laws and regulations, was extremely challenging.

Examples of this include interpreting the difference between a gratuity and a bribe in some regions, the difficulty or inability to fire employees in some cultures, and the inability to enforce a contract in some countries. One senior executive noted, “Rules and regulations change almost on a project-by-project basis in some countries. Fees just appear and they say, ‘This law was in place.’ Well, it wasn’t there 10 months ago.”

## Interpersonal skills are key to global business success.

While industry knowledge, functional expertise, and a broad business perspective are all critical, executives stressed that having exceptional interpersonal skills — including flexibility and adaptability — is becoming increasingly important, and may be the biggest key to global business success. Individuals cannot get to the mission-critical aspects of global business without first creating strong relationships.

One executive explained, “Cultural sensitivity is the new emerging competence.”

Such interpersonal skills can be developed, and formal education can be particularly effective in advance of a global assignment or as early into the assignment as possible. 🌐

*In the coming months, LFGSM will be announcing several educational opportunities that address these, and other, needs of today’s global business professionals and tomorrow’s expatriates.*

# Inside the Beltway

For many MBA students around the country, the last time they were exposed to the national legislative process was in high school civics class. A new half-unit elective course at LFGSM, “Business, Government, and Democracy,” offers a unique opportunity to learn firsthand how business and government influence each other — particularly through lobbying and political action committees, within an ethical framework.

The majority of the course takes place during an intensive three-day trip to Washington, D.C., led by faculty member Bob Kallen, political consultant Ed Greelegs (Senator Dick Durbin’s former Chief of Staff) and LFGSM VP & Dean Arlene Mayzel. During their stay in the nation’s Capitol, students meet with a variety of players from different sectors across the political spectrum. “This was one of the most rewarding

classes that I have ever taken,” said student Marshall Shapiro. “Seeing the interactivity between private businesses and government at the highest levels was highly beneficial. I gained exposure to the governmental system and learned how to use it to my benefit as a business leader.”

To prepare for the trip, students brainstormed possible issues to explore with influential policymakers — chief among them health care, immigration, education, communications and small business development. With Greelegs’ expert advice, they took the initiative to schedule individual meetings with politicians, lobbyists, think tanks and the media for their upcoming trip. Students also leveraged contacts at their own companies, and even drew on help from LFGSM Board Member David McDonough, who introduced them to a lobbying firm he knew through his role as President and CEO of Trustmark Insurance Co.

“Students surprised themselves, and delighted us, by the meetings they were able to schedule,” Dean Mayzel remarked. They met with legislators including Congressmen Ron Kind (D-WI) and Paul Ryan (R-WI), and attended a town hall meeting hosted by Illinois Senators Dick Durbin and Roland Burris. Visits with non-elected political players included notable insiders such as Steven Palmer, VP at Van Scoyoc Associates Inc., one of the District’s largest lobbying firms; Grover Norquist, President of Americans for Tax Reform; and Paula Cruickshank, Bureau Chief and Senior White House Correspondent for CCH.

Alumna Debra Skarda (’08) returned to LFGSM to take the course and came away eager to stay involved in politics. “I’m going to contact my elected officials when I have opinions and concerns. They like hearing from us, and really do listen to their local constituents.”

Ultimately, students also gained a new respect for the role political strategists and lobbyists play in building awareness and support for new legislation that affects our lives and businesses. “When you’re an MBA student, you want to know what’s going on behind closed doors,” says current student Elizabeth Regacho. “This class took me there and opened my eyes.”

And that’s a long way from high school civics class. ✦

— Jen Minarik

*Business, Government and Democracy (5895) will be next offered during the 2010 summer term. For more information, contact Erica Wilke at [ewilke@lfgsm.edu](mailto:ewilke@lfgsm.edu).*

# Alumni Pursue Passions, Aid Scholarship



LFGSM alum Michael Drayton (center front) poses with his band, Top of the Food Chain. Photograph courtesy of LFGSM alum David Griggs.

At an art gallery in Chicago's Ukrainian Village neighborhood this past summer, a group of musicians from St. Sabina Church in Chicago spread joy well beyond the dozens of guests in attendance. How? They donated the proceeds from the evening's event to the LFGSM General Scholarship Fund — an act of generosity that was the brainchild of two Lake Forest alumni who were following their passions for art and learning.

Musician Michael Drayton and photographer David Griggs attracted their audience by word of mouth, offering the opportunity to mingle amidst edgy paintings and sculptures while old jazz, flamenco, classical music and movie themes emanated from instruments in the corner. They blended sights and sounds with the ambition of finding a way to help others gain the LFGSM experience they themselves had enjoyed; the event was a testament to their creativity and generosity.

It all began five years ago when Drayton and Griggs befriended each other during the LFGSM Global Business trip to Europe. Back in Chicago, they remained close friends, sharing their ideas about business

and art. Soon, the plan for a benefit concert developed. "Michael's vision really brought it about," Griggs said. "He saw an opportunity for us to follow our personal passions and hold an event to help support the School — something we both recognized was important." Drayton attributes his inspiration to the sense of balance he seeks in his work and life. "I want to make sure I use my business skills to support community issues I believe in," he said, "and let my creative side flourish too."

The altruistic spirit driving the event was contagious. Lake Forest faculty member Iwona Bochenska, who accompanied the alumni on the Global Business trip, put them in touch with the world-renowned sculptor who donated the use of his space, the Wooden Gallery. Top of the Food Chain, the band Drayton leads at St. Sabina Church, lent its talents and revealed a new musical repertoire. Griggs, operator of Perfect Touch Photography, captured the night in pictures, and his wife's catering company provided the champagne and hors d'oeuvres.

"The setting. The music. The mission. They all came together to create an electric evening," said John Popoli, LFGSM President & CEO, who attended the event. "I applaud all who volunteered their time and talents to help make Michael and David's vision become a reality. We are grateful for the vote of confidence in LFGSM that these efforts represent."

Satisfied by the evening's success, Griggs emphasized that this diverse cultural outing was designed to be much more than a chance to showcase artistic talent: It was also an occasion to support LFGSM. "There's a shortage of funds for scholarships, but there's something we can do about it," Drayton noted. "We had people singing and dancing, and we made money for adults pursuing their MBAs. It was a win-win for everybody." ✦

— Eric Cartier



## Stay **CONNECTED** with LFGSM.

Visit the LFGSM Web site to share your news and recent successes, learn about alumni events, download the [Stay Connected Alumni E-Newsletter](#), find out about giving back, and more!



[www.LakeForestMBA.edu/AlumniStayConnected](http://www.LakeForestMBA.edu/AlumniStayConnected)

# Competing in a New Business Landscape

*Business today is fast-paced and global; the business rule book has changed forever.*

Companies must be agile, flexible, fluid and innovative to compete in the complex and changing business environment of 2010. This means moving quickly to wherever value is generated and getting products to market faster than ever before.

Whether you're a small company or a huge conglomerate, all business today is fast-paced and global; the business rulebook has changed forever. If you're not energized by and prepared for the challenges and opportunities of this new business landscape, you simply won't survive.

On November 10, 2009, four best-selling business authors, Bridget Brennan (*Why She Buys*), Scott Davis (*The Shift*), Adam Hartung (*Create Marketplace Disruption*) and Rich Horwath (*Deep Dive*), teamed up to present FutureForum 2010: Competing in a New Business Landscape, hosted by LFGSM in collaboration with *BusinessWeek* and Mentium Corporation.

Along with moderator Michael Arndt of *BusinessWeek*, this energetic set of experts offered numerous insights and engaged the audience with real-world examples of what it takes to compete and spur growth in 2010 and beyond. ✦

— Shannon Sweetnam



**FutureForum 2010 Speakers** (pictured from left): Authors Scott Davis (*The Shift*), Rich Horwath (*Deep Dive*), Bridget Brennan (*Why She Buys*) and Adam Hartung (*Create Marketplace Disruption*), together with the event's moderator Michael Arndt, Senior Editor – Innovation and Design at *BusinessWeek*.

## **The future is here. Are you ready?**

**Here are just a few of many tips the authors shared:**

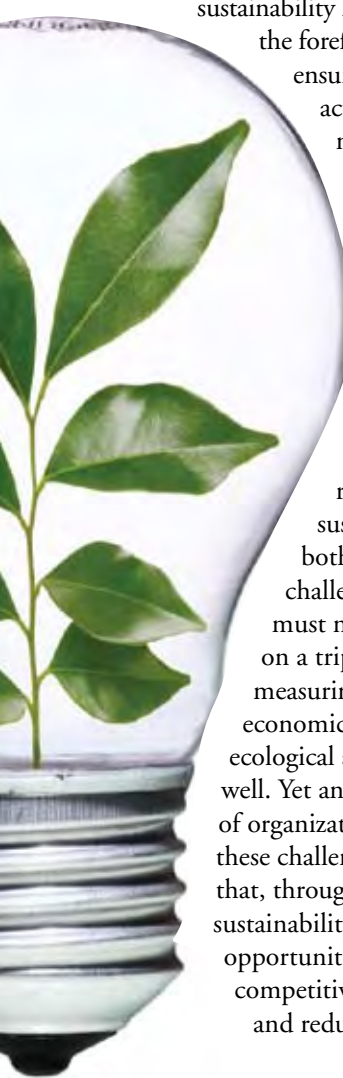
- Don't be the same company you were in 2009.
- Don't continue to underleverage your marketers.
- Start thinking more about female customers.
- Cancel your annual strategic meeting and start holding weekly pow-wows.
- Write down five new insights you've gleaned about your company recently.
- Pick five things not to spend money on.
- Develop a new, strategic partnership.
- If you're not a large corporation, stop trying to act like one.

### **Want to learn more?**

Visit [www.LakeForestMBA.edu/Extra](http://www.LakeForestMBA.edu/Extra) for an in-depth look at the authors' key insights and watch video excerpts from FutureForum 2010 on [www.YouTube.com/LakeForestMBA](http://www.YouTube.com/LakeForestMBA).



# People, Profit, Planet



Since the turn of the 21st century, people and businesses have been refocusing their efforts to advance environmental stewardship; and the concept of

sustainability has come to the forefront to help ensure that business activities become more proactive in addressing environmental concerns.

Broadly defined to include social equity, economic development and environmental restoration, sustainability creates both opportunities and challenges. Companies must now keep an eye on a triple bottom line: measuring not only their economic success but their ecological and social impact as well. Yet an increasing number of organizations tackling these challenges are finding that, through innovation, sustainability can create new opportunities for gaining competitive advantage and reducing costs.

Due to the timeliness and importance of sustainability as a business topic, LFGSM added the new accelerated elective — Sustainable Business — to its curriculum. Given the enormous challenges we face as a society, this course focuses on the question, “What can you and your company do?” The management aspects are multifaceted, and students receive an overview of key issues and the tools to help effectively solve them. Sustainable Business was offered for the first time this past summer and will be offered again in summer 2010.

“We’re seeing a profound shift in the way society looks at companies — from being viewed as the cause of environmental and social problems to being the source of innovation and resources for finding solutions,” said LFGSM faculty member Bruce Bendix, who co-teaches the new course with LFGSM faculty member and alum Craig Raben (Class of ’03). “There’s a mindset shift,” Bendix continues. “Once students get it, they see all sorts of ways their companies can be even more successful by creating solutions around sustainability that are a win-win for their companies and our world.”

Sustainable Business is an accelerated-format course that is taught through a mixture of case studies, readings, class discussion and guest lecturers. In

fact, Ron Meissen, Senior Director of Sustainability at Baxter International and LFGSM alum (Class of ’85), was a popular expert speaker during the course. Particularly important is the final project, for which students work in teams to think through an issue related to sustainability at one of their own companies and apply the knowledge and skills learned in the course for the benefit of their organization and society as a whole.

“From a personal perspective, I feel the course made me a better person,” said LFGSM student Joe Guckenberger. “Certainly I’m more knowledgeable about sustainability than when I first walked into the classroom. I’m motivated and excited to apply this knowledge in a professional and personal way, bringing it back to my community.”

The course, which is part of a broad three-year sustainability project undertaken by LFGSM, was made possible through a generous grant and guidance from Baxter International, a worldwide leader in corporate sustainability. This program includes an internal sustainability audit and tactics to improve LFGSM’s long-term sustainability. 🌱

— Rick Webber

## Sustainability: Competitive advantage or just a fad?

At the 26th Annual Hotchkiss Scholar Recognition Dinner, held October 21, 2009, to honor the 11 new Class of ’09 Hotchkiss Scholars, Class of ’03 Hotchkiss Scholar Craig Raben delivered a timely keynote address on the issue of sustainable business practices. An expert in sustainability, Raben co-teaches LFGSM’s new Sustainable Business course with faculty member Bruce Bendix.

In his remarks, Raben noted that all industries are impacted by following unsustainable paths, but that this is a business issue that can be resolved by using common processes and experiences to develop innovative programs. He cited examples of several companies that have responded successfully to the call to action by implementing sustainable practices and also highlighted LFGSM’s own new sustainability initiatives.

— De-Anthony King

# It's a Matter of Style

*Hundreds of prospective LFGSM students attended MBA Previews in 2009 to learn about the distinct benefits of pursuing a Lake Forest MBA, but they also came away with some practical information to use right away. In a mini class led by award-winning faculty member Mike Muldoon, many of these area professionals learned to identify their own leadership styles — and those of others — and how to leverage this knowledge in the workplace. Here are five tips for how you can do the same.\**

- 1. 80/20 rule.** Leadership style is your unique way of *influencing* others to work toward goals. Influencing isn't the same as *telling* others what to do. Ask yourself, "How much work in my department gets done through my ability to influence versus my telling people what to do?" With luck, your answer is about 80/20. If you spend too much time telling people what to do, you've found a great opportunity to grow as a leader.
- 2. Seek balance.** Leadership requires a combination of assertiveness (forceful or directive behavior) and expressiveness (emotionally responsive or expressive behavior). Balance is the key.
- 3. Style flexing.** There are four general leadership styles: Direct (leads by taking charge), Spirited (leads by inspiring), Considerate (leads by building group harmony), and Systematic (leads by planning carefully). Everyone has a dominant leadership style, but great leaders flex their styles to match the needs of the situation and the people they want to influence.
- 4. Team styles.** Effective teams have people representing all four styles. If your department has several direct and systematic leaders, but no spirited or considerate leaders, consider hiring people with strong interpersonal skills to round out the group and become more successful.
- 5. Style reader.** Practice "reading" others' styles. If a colleague always starts meetings asking what you did this weekend, he likely has a Considerate style. Or if your boss likes to skip the details and get right to the heart of the matter, she's likely a Direct leader. Take such preferences into account when interacting with your coworkers and clients, and you're bound to create better business results. ✨

— Kate Colbert

*\*Tips adapted from Mike Muldoon's presentation and HRDQ's What's My Leadership Style? Assessment. For more information about upcoming MBA Preview events, visit [www.MBApreview2010.com](http://www.MBApreview2010.com).*

## Meet Our Newest Directors

LFGSM welcomes the following distinguished business leaders to its Board of Directors:



innovate

### Robert D. Blackwell, Sr.

President & CEO  
Blackwell Consulting Services

Shares broad IT expertise, entrepreneurial experience, strong leadership and a passion for higher education



strategize

### William J. Colbourne

Senior VP, HR & Administration  
Blue Cross Blue Shield Association

Contributes strategic skill and proven ability to achieve real results by leading HR and administration functions in major organizations



analyze

### Sandy Lincoln

Senior VP & Investment Strategist  
M&I Investment Management Corp.

Offers years of investment expertise and insights earned as a key leader in leading finance industry organizations



collaborate

### Pam Mix

VP, Human Resources and  
Governance Services  
College of American Pathologists

Shares broad experience gained leading for-profit and nonprofit organizations in areas of HR and corporate governance

# Doctor's Juggling Act Reaps Rewards

Life these days for Jesse Marymont is complicated — he's a doctor, a teacher and a student — all at the same time. He transitions among his roles as an anesthesiologist at NorthShore University HealthSystem, as a Clinical Associate Professor at the University of Chicago Pritzker School of Medicine, and as a student at LFGSM. With all the balls in the air, Marymont handles this delicate juggling act with enthusiasm. He is using his experience in the medical world to enhance his experience as a business student.

"I've always been learning and teaching, so transitioning back to life as a student was exciting," Marymont said. "Most important, I'm using my LFGSM classes to look at what I do in a different light, in a broader sense. By adding a business perspective, I can better see my work from society's point of view — from the point of view of the purchaser and consumer of health care."

Dr. Marymont attended medical school at St. Louis University. He then moved to Chicago to do his residency at Northwestern University Feinberg School of Medicine, where he specialized in cardiac anesthesia. Dr. Marymont has become a Fellow in both the American Society of Echocardiography as well as the American College of Cardiology. He has twice been recognized as the Instructor of the Year by the NorthShore University HealthSystem School of Nurse Anesthesia.

He completed his formal studies in medicine 20 years ago, but he says he never quenched his thirst for education. "Broadening my education will give me options and a future that I would not otherwise have," Marymont said. "Education brings opportunity." Enrolling at LFGSM and pursuing his MBA is already paying dividends. Learning about business is opening his eyes to the complex issues surrounding health care. "Pursuing my business degree at LFGSM has helped me

understand what my patients, hospitals and payers are going through," Marymont said.

At LFGSM, Marymont is constantly reminded of the importance of continuing education — from the perspective of a teacher as well as a student. While he freely admits to feeling behind his classmates in some aspects — Marymont claims he's not nearly as proficient with a computer as others — he said his experiences give him a different perspective than most of his LFGSM classmates. Marymont not only offers his opinions to his classmates, he actively seeks out their ideas and benefits from interacting with them. "Like every LFGSM student, I make mistakes. The key is to learn from my mistakes and keep moving forward."

*Dr. Marymont wishes to thank his wife of 30 years — who has been seeing less of him since he began his LFGSM studies. He expects to earn his Lake Forest MBA in 2011. ✦*

— Robert Dietz



Photo courtesy of NorthShore University HealthSystem

Lake Forest MBA student Jesse Marymont, MD, FASE, FACC (second from right), together with some of his students (from left): Joseph Belmonte, MD – Rush University; Alisha Lopatkiewicz, RN – NorthShore University; and Lindsey Loveland, MD – University of Chicago.

# From the Ordinary to the Extraordinary

*Belief is powerful. Whether you are psyched for that next race, confident your region will exceed your sales quota, or committed to losing 15 pounds, your belief system plays a role in the outcome. Similarly, your ability to write and speak is based, in part, on your belief system. Self-doubt, a desire to be perfect, and fear of failure can prevent effective communication.*

The following suggestions will move you from an *ordinary* to an *extraordinary* communicator:

**Take control of your mind.** We all have the power to decide what we want to think about. Why berate yourself because you didn't memorize the eight parts of speech in junior high? Does it matter if you didn't make the debate team in high school? It's pointless to brood over what someone thought of you as a writer or speaker many years ago.

**Shift the focus to your audience.** Good communication is seldom about *you* — it's about *them*. *Them* being the audience. Instead of worrying about where to put an apostrophe, concentrate on what the audience *needs to know*. Instead of wondering whether your nervousness shows, think of your message and its intended impact on your audience.

**Choose an approach.** Writing and speaking are systematic, learned activities. “Systematic” in that virtually every document and speech has an introduction, a middle, and an end. “Learned” in that writing and speaking are skills that require continual practice. If you don't know how to *begin* your letter, try starting in the *middle*. Then write your *ending* and tackle the beginning last. The same holds true for a speech outline or a narrative. Simply begin your assignment at a point where you have the most to say.

**Tell a story.** “Conventional rhetoric is not good enough because people are not inspired by reason alone. The other way to persuade people — and ultimately a more powerful way — is by uniting an idea with an emotion.”

Robert McKee, the author of *Storytelling That Moves People*, is one of the world's best-known screenwriters. McKee teaches the importance of storytelling through personal stories that touch on courage and determination in the face of adversity. These stories involve disclosure (the art of sharing intimate, yet appropriate, information) to drive home a point — stories that unite an idea with an emotion.

**Take a risk.** Let's assume that most people in your organization typically engage in “corporate speak,” using phrases like “enclosed please find...” and “as per your instructions ...” You, however, have learned how to express your thoughts succinctly, create word pictures for your reader and tell stories as a means of engaging your audience. You will be forced to take a risk to effect change within your organization.

Consider incorporating one or more of these suggestions when starting your next writing assignment or presentation. Your goal is to stand apart from others — to avoid sameness. The question you need to ask yourself about communications is, “What do I need to do to move from the *ordinary* to the *extraordinary*?” ❄

— Gail Krachtus

*Gail Krachtus is Associate Dean at Lake Forest Graduate School of Management (Lake Forest campus). In addition to her dean responsibilities, she also teaches Executive Success Skills. Prior to LFGSM, Krachtus ran a training company (The Communications Exchange, LLC) and held training positions at several Fortune 500 companies. Krachtus received her undergraduate degree from Illinois State University and her master's degree from Webster University.*

## FIRST-DAY JITTERS:

# New MBA Students Share Their Stories

If you're considering pursuing a Lake Forest MBA and wondering if you're the only one who's nervous about juggling it all, paying for it, fitting in, or thinking like a “student” again, you're not alone. *Lake Effects* spent a day at New Student Kickoff last August, talking to new LFGSMers about their aspirations, fears and hopes. Hear their stories at [www.YouTube.com/LakeForestMBA](http://www.YouTube.com/LakeForestMBA).

And you can take heart from current student Angela Liston, Cash Analyst, The Federal Reserve Bank of Chicago, who recently reflected on her first days at LFGSM and on how far she's come since then. “I'm at the tail-end of my first class and remember my first day vividly. I was excited to be in a classroom again but also concerned about how it would fit into my life,” Liston recalls. “I'm happy to say I'm glad I decided to go back to



school and am thrilled I'm at LFGSM. I've already made great friends, learned new skills and have no problems fitting class into my lifestyle.” ❄

— Kate Colbert

# Alumni News

## Class of 2009

**Nathaniel Butler** now works for Siemens Industry, Inc. – Building Technology Division as a Senior Account Executive.

**Diane Kelly** is now Controller at VanderCook College of Music.



**Congratulations!** Class of '09 Alum Stevan Zivanovic (pictured left) was named Grand Champion for his industry in the 2009 Best Strategy Invitational and inducted into the BSI Hall of Fame. The Invitational is a competition among winning teams from business schools worldwide participating in the Business Strategy Game, an international online simulation where student teams compete against each other to devise and execute a competitive business strategy for a global footwear company.

The winning team from LFGSM also included Class of '09 Alums Tim Pablo and Juan Wheat, who were unavailable for the Invitational. "I'm proud that the team from my class was eligible for the BSI and that Stevan won his industry against worldwide competition," said LFGSM instructor Jerry Jaros. "I wasn't alone in this quest," Zivanovic added. "I enlisted Dejan Milojkovic (Class of '08) (pictured right) as a consultant for the Invitational. He was instrumental in helping secure this win for our school."

## Class of 2008

**Denise Eustace** is now Senior Manager, Clinical Quality Assurance, Operations at Takeda Global Research and Development.

**Nimesh Jhaveri** has been promoted to Executive Director of Transforming Community Pharmacy – Walgreen Company.

**Dennis Koletsos** is now Manager of Compensation and HRIS at Medline Industries, Inc.

**Rodrigo Santana** is now Regional Director with SGS North America, Inc., a leader in inspection, testing and certification, in Vancouver, Canada.

**Deb Skarda** was promoted to Senior Director, Platform Development Leader – Proprietary Drugs at Hospira Worldwide.

**Baka Shepherd** and his wife Patricia welcomed their first child, Brandon Dorsey, into the world on September 5, 2009.

## Class of 2007

**Carl Baldassarra** retired from Schirmer Engineering and has a new position with the RJA Group, Inc. as Executive Vice President.

**Jon Best** is now a sales executive with Pharma Solutions, Inc.

**Brad Hargett** is now CEO at InQuinox, a consulting services and software/hardware development company based in Austin, TX.

**Margaret Orwat** was promoted to Global Product Development Controller for the tractor product line at Case New Holland in Burr Ridge, IL. She and her husband Greg also welcomed their second child, Natalia Claudia, in March 2009.

**Mark Tan** and his wife welcomed the arrival of their child, Aiden Jex.

## Class of 2006

**Joseph Tota** founded JBT Consulting Group, which provides organizational change management and learning performance solutions to organizations for enterprise resource planning implementations, strategic change initiatives and business process changes.

## Class of 2005

**Craig Ardagh** is now a Senior Business Analyst with Insurance Technologies Inc. in Naperville, IL.

**Alan Brask** is now Director at RTC Industries.

**Chris Gibbs** and his wife Maryanna welcomed their first child, Carter Jayce, on April 5, 2009.

**Joseph Krakora** retired from the Lake Forest Police Department after more than 20 years of service. He is now with National Life Group, offering a comprehensive portfolio of life insurance, annuity and investment products to individuals, families and businesses.

**Lori Pokorsky-Loy** and her husband Jeremy welcomed the arrival of their child, Kjersten Ryen.

## Class of 2004

**John Day** has a new position with ITW subsidiary Paslode as the Business Unit Controller.

**Joseph McCluskey** is now a member of the Emerging Leaders Program for the Chicago Council of Global Affairs.

## Class of 2003

**Brad Thomas** is now Chaplain for Lutheran Senior Services.

**Marlene Washington** was promoted to Director – U.S. Sales Performance Management with Abbott Laboratories' Vascular Division.

## Class of 2002

**Kevin Chapman** is now with Sabin Robbins, LLC, as a senior sales representative.

**Michael Englehart** is now President of Advocate South Suburban Hospital.

**John Kegel** is now a project manager with Selltis, LLC.

**Cary Schmidt** assumed a new position at Baxter International, Inc., leading strategic initiatives.

## Class of 2001

**George Ernst** is now with Workday, Inc., a new start-up company.

### Class of 2000

**Mike Raffety** has been promoted to Vice President on the Availability Team within the Worldwide Technology group at Northern Trust.

### Class of 1999

**Keith Negley**, formerly with Newark Electronics, is now Manager of Logistics at TranzAct Technologies, Inc.

**Robert Schultz** participated in his 17th “Mac Race” where he raced from Chicago to Mackinac Island on a 50-foot boat — a bigger, faster boat than he has sailed during previous races.

### Class of 1998

**John Danielwicz** is now with AMCORE Bank, N.A., as Commercial Division Manager.

### Class of 1993

**Sister Christine Bowman** started a new position with the Santa Barbara Navy League as an Office Administrator.

### Class of 1991

**Andrew Mielot** joined ArthroCare Corporation as Senior Vice President, General Manager of the company’s Ear, Nose, and Throat (ENT) business with worldwide responsibility for managing ENT product lines.

### Class of 1989

**Terence Vollrath** was named Executive Vice President of Cody Laboratories, a manufacturer and supplier of bulk active pharmaceutical ingredients. ✦

## Establish Your **LFGSM Legacy**

In 1946, a group of business leaders from leading Chicago-area organizations came together with a vision to help working professionals gain practical business management skills; the roots of LFGSM had been planted. Now, 64 years later, countless individuals and organizations have contributed time, talents and financial support to keep that vision alive — ensuring that business professionals can continue to enjoy the personal and career benefits of a Lake Forest MBA.

If the School and what it stands for has significantly impacted your life, perhaps you, too, have thought about what you can do to further the School’s mission by joining the ranks of benefactors. In uncertain economic times, however, you aren’t alone if you are hesitating due to financial concerns: “Am I able to give to LFGSM and still care for my loved ones now and in the future?” you may wonder.

Establishing your LFGSM legacy is now within reach. This past summer, LFGSM launched its Planned Giving program to help friends of the School make a lasting

impact by including the School in their estate plans through bequests or proceeds from life insurance policies, charitable gift annuities or trusts. Planned Giving donors join the Moose Dunne Legacy Circle, an honorary society that recognizes the decision to make LFGSM a part of a personal legacy. The Dunne Circle was named in honor of Maurice “Moose” Dunne, who served in a leadership capacity at LFGSM for 46 years.

Among the first Moose Dunne Legacy Circle members is Joan Bailar, current LFGSM Board of Directors Chair and a member of the faculty since 1996. Bailar has long made annual gifts to the School and she contributes her expertise and leadership as an instructor and Board member. Bailar also established the Syer Scholarship in memory of her late husband and longtime faculty member Richard Syer, to assist students who pay more than 50 percent of their own tuition. It was only natural for her to take this next step in helping make a meaningful impact in the lives of others.

“Advanced education opened doors to opportunities I otherwise would never have dreamed of experiencing,” Bailar explains. “Unfortunately, I see an increasing number of students whose small, entrepreneurial organizations can’t afford to offer tuition reimbursement, and a growing number of large corporations fall into that category as well. With LFGSM’s proven track record of transforming business professionals into stronger leaders, I’m confident that my future contribution will be a solid investment in helping others enjoy the types of opportunities I have enjoyed in my own life.” ✦

— *Barbara Wang*

**For more information about Planned Giving and the Moose Dunne Legacy Circle, please visit [www.LakeForestMBA.edu/PlannedGiving](http://www.LakeForestMBA.edu/PlannedGiving).**

# Honor Roll of Donors

*We offer our sincere appreciation to the following individuals and organizations, whose philanthropic contributions during the School's 2008–2009 fiscal year have enabled LFGSM to advance its mission. Their generosity has enabled the School to rise to new levels of excellence and enriched the lives of students in need.*

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 Brandon Deans  
 Kent A. Dettwiller  
 Donald E. Dixon  
 Igor I. Dmitriev ('08)  
 Connie A. Dmochowsky ('08)  
 Dominick's Finer Foods  
 Kathryn M. Dorn  
 Timothy W. Downing ('07) ^  
 Scott M. Draeger ('07)  
 Dressler & Peters, LLC  
 Stephanie Dudzinski #  
 Patrick M. Duggan

### **Bold: Partner Circle, 10 years or more of consecutive giving.**

*Italics: Investor Circle, five or more years of giving.*

\* Denotes Board Member

# Denotes Faculty/Staff

^ Denotes Matching Gifts Included

Gifts received July 1, 2008 – June 30, 2009

Maurice "Moose" Dunne  
Tara G. Dunne  
Paul H. Eagon ('59)  
**John M. Eisenbart ('82)**  
**Carol J. Ellis #**  
Epstein, Becker & Green, P.C.  
Carrie Espinosa #  
Delphia M. Esters #  
Bill Evans ('03)  
David Faller #  
Margret N. Fennell ('87)  
Donald Ferguson ('87)  
Al Fine  
Charles Fiore ('98)  
Arturo Fisher  
John D. Flaig ('87)  
*John Flood ('00) #*  
*Angela Fournier ('04) #*  
Toni Foval-North ('01)  
Terry Franke  
**Chet Furmanski ('77)**  
Joel Gadawski #  
Arthur J. Gallagher Risk  
Management Services, Inc.  
Will Gamble  
**Don Garbowicz ('83) ^**  
Linda Gariano ('04)  
Joseph M. Gatto  
Christopher T. Geissler ('05)  
Terry S. Gellerman ('97)  
Chad Genac  
Christopher J. Gibbs ('05)  
Chris ('97) and Bill ('92) Gorski  
Grand Marketing Solutions  
Chris Greene ('06)  
John R. Griffith  
James A. Haberstroh ('02)  
Mary W. Haider ('00) ^  
Roger E. Haines  
*Terry Hamlin #*  
Susan K. Hanrahan ('93) ^  
Grant P. Hanson ('99)  
Gary C. Harling ('96)  
Leah Heintz #  
Lynne Henning Castle  
Paul M. Herkes ('05) ^  
Laura M. Hille ('94)  
*Ron Hirasawa #*  
Jerry Hitpas  
Heraclio M. Holguin ('99) ^  
Hollister Incorporated  
Melissa Hopson  
*Eugene Hotchkiss*  
*Susan M. Howard #*  
Nikisha Hunter  
Roger Janczak ('04)  
Jerome E. and Karin L. Jaros #  
Mary Ann Jarvis  
Nimesh S. Jhaveri ('08)  
JMB Insurance  
John W. Johnson ('79)  
Thomas and Doretha ('85)  
Johnson  
Christopher M. Jordon  
Jitramalai Joysumpoa

Mark Jozwiak  
Paul S. Jurewicz ('90)  
Robin L. Jurkowski ('03)  
Greg Kadens ('91)  
*Adam T. Kamieniak ('02) ^*  
Lawrence A. Kast ('02)  
Darrell Katz #  
John Kegel ('02)  
Dale P. Kehr ('08)  
Jesse Keig  
Steve T. Kernahan  
Elizabeth Kestler #  
Ashley Kettner  
Marina V. Kibardina  
Janet A. Kirkpatrick ('92)  
Thomas Kitowski ('05)  
Lynne Kleiman ('92) #  
David M. Klein ('08)  
Anna Kogan  
**Rich Kolaczewski ('90) ^**  
William ('87) and Terry Kostner  
Mr. and Mrs. Gregory Kozak #  
Joseph R. Krakora  
David D. Kullander ('94) ^  
Matthew L. Kurland ('03)  
Ina ('88) and David Labowitz  
Lake Forest Graduate School  
of Management  
Robert Lane  
*Ty Lane ('02)*  
Rick Larsen ('86)  
Phillip H. Lasko  
*Sue Lawler #*  
Raul A. Ledesma ('74)  
David A. Leidl  
Ken Lerman  
Lesser, Lutrey & McGlynn, LLP  
Lexus of Highland Park  
Angela Lilly ('07)  
Rosemarie C. Limberis ('06)  
Richard Long ('79)  
John K. Longley ('66)  
Patrick W. Looby ('84)  
Levenia Sue Lopardo ('96)  
Joseph A. Luna ('08)  
David M. Lutrey  
Frank and Kirstin Mahar #  
Michele Malo ('03)  
*John J. Maloney ('80)*  
Brinke Marcuccilli  
Joseph B. Martin ('94)  
Maria J. Martin  
William Martin ^  
John Martinez ('05)  
*Arlene Mayzel #*  
Carol J. McAuliffe  
Graham J. McClean  
Joseph McCluskey ('04) ^  
Michael E. McCullough #  
Michael L. McGinnis  
Pat McGowan  
John McHan  
*Nell McKitrick ('04)*  
Barbara A. McWilliams  
Jill Mesirov #

Brian R. Micheli ('95)  
Corinne Miller  
Mr. and Mrs. George ('99)  
Miller  
Kenn ('82) and  
Janice ('84) Miller  
Stuart Miller  
Dejan Milojkovic  
Alan Minarik and Jen Hoyer  
Minarik #  
**Jeanne A. Minorini ('84) ^**  
*Carol Modlin #*  
Kevin A. Moodley ('08)  
Prabashinee Moodley ('08)  
Charles A. Moody  
J. I. Moreland, Jr. ('99)  
Sean C. Morgan  
Lorraine Muchowicz  
Melissa Muchowicz #  
Kristine Mueller  
Michael J. Muldoon #  
Mary C. Murphy ('95) ^  
The Myers Family ('86) #  
**Michael W. Myers ('94)**  
Jim Nannini ('85)  
Erica G. Nelson  
David W. Neubauer ('88) ^  
Gordon M. Newcomb ('85)  
Newport Promotions  
Omayr Niazi  
Kathleen Nibeck #  
North Shore Printers, Inc.  
Steven T. Notaro ('00)  
Benjamin Nusinow  
Donald P. Okonek ('04) ^  
Vicki Ori  
Palcheck Family #  
Martin M. Parker II #  
*Mark F. Paulson #*  
**Christine L. Perlstrom #**  
**Dr. Thomas J. Perun ('81) ^**  
Dressler & Peters, LLC  
Emily Phair #  
Christine E. Picchiatti  
Elizabeth Pierret ('95)  
*Jim Pinson ('81)*  
John D. Pirog ('06)  
*Kimberly E. Placentino #*  
Sena C. Placentino  
*Harold H. Plaut ('77)*  
*David Pond ('96)*  
Stephen Pondell  
Nicholas Popoli  
**Joseph H. Pound ('81)**  
Jeff Powers  
*Howard Prager #*  
Matthew Puz #  
Lisa Quello ('06) ^  
Craig A. Raben ('03)  
Ami Huisheere Rapp ('02)  
Tom and Wendy Reiman #  
*Frank Ress ('90)*  
*The Retzer Family #*  
Jennifer H. Rhymes  
Bonita L. ('07) and

Robert E. Richter  
Richard H. Rodenbeck ('94)  
*The Rotunno Family #*  
Randall Royer  
James A. Ruckstaetter ('98)  
Scott Ruddell  
Mary-Lou Rude Leidheiser  
Marina Sabol ('05) ^  
Tony Sakota  
Barbara G. Santoyo  
Lisa M. Sarris-Cowhey  
Joseph Sartin ('05)  
Warren Schreier  
Steven W. Schroeder ('85)  
Randy G. Schuetz  
Carol Lynn Anderson  
Schultz ('97)  
Phyllis Shao ('05) ^  
Brian Sharp  
Anne Shea ('99)  
The Sims Family #  
Richard Sivertsen  
David Smith ('95) ^  
Eunice H. Smith ('85)  
Michael Smith #  
Robert S. Soderlund, Jr. ('06)  
Jennifer L. Soloway  
Art and Marilyn Spenner #  
L. Peter Spinner  
John B. Stach ('96)  
Jacqueline E. Stahl Pauls  
William B. Stephens ('94)  
Sue Sternberg #  
Linda Stolberg #  
Agnes Strama #  
Richard Strassburger  
**Bruce ('87) and  
Karen Such #**  
Rick Surkamer ('87)  
Geoffrey H. Surkamer  
Raffat S. Sultana ('08)  
Christopher G. Swambar ('02)  
August Swanenberg #  
Henry Swiderski  
Donald Szumnarski ('91)  
Doris Taerbaum ('05) ^  
Armen A. Tetevosian  
Chad A. Taylor ('07)  
David G. Taylor ('82)  
Michael R. Teta ('85) ^  
*Brian D. Thelen ('95)*  
Angela Thomas #  
Romeo Tosi  
Olivia Townsend #  
*James P. Tulley ('03)*  
Michael D. Turchi ('99)  
**Sandy Turkington #**  
Kristi Tyler #  
John E. Udelhofen  
Patrick J. Udelhofen  
Valeria L. Utsis ('02) ^  
Jim Vahle #  
VantagePoint Benefits  
Advisors  
*Rick and Marianne Verkler #*

**Donald E. Viecelli ('87)**  
Carole Wald #  
**John T. Waldron #**  
Matt Walker  
Patricia S. Warren  
Marcie Watts ('05)  
*Imy and Howard ('03) Wax*  
Richard Webber #  
Leslie Weber \*  
Gordon Weidle  
*Barb and Frank Westover #*  
Forrest Whittaker  
Neil ('85) and Trudy ('85)  
Widlak  
The Wilberding Family ('08) #  
*Erica A. Wilke ('03) #*  
Mary Witkewicz  
Mark Yepsen ('05)  
Peter Zafiro ('98)  
Perry Zukowski  
Barbara Zwijacz

## Companies That Matched Gifts

**Abbott Laboratories Fund**  
*The Allstate Foundation*  
Automatic Data  
Processing, Inc.  
Baxter International  
Foundation  
BWXT Y-12  
First Midwest Bancorp, Inc.  
W. W. Grainger, Inc.  
HSBC Technology & Services  
Illinois Tool Works Foundation  
Intel Foundation  
Johnson & Johnson Family of  
Companies  
Johnson Controls Foundation  
Kraft Foods  
Pactiv Corporation  
SuperValu  
Takeda Pharmaceuticals USA

# See what **we've been up to...**



**LFGSM connects with HR's best.** The School recently participated in HRMAC's Summit 2009 — the Midwest's largest annual gathering of HR professionals — and shared the range of LFGSM and LFCE offerings tailored to meet the needs of HR professionals and their organizations. Pictured is our Grand Prize raffle winner David Wax, Principal – Compensation, Buck Consultants, recipient of a Garmin GPS. Additional winners included Lynn Hughitt, VP HR Strategy, United Airlines, recipient of a Business Learning session; and Kristen Gagoff, Training and Development Manager, Navistar, recipient of two tickets to LFGSM's FutureForum 2010.



**A foursome from Title Sponsor ITW enjoy the 2009 Scholarship Fund Golf Outing and Dinner, spending a day on the links and helping support the students of LFGSM.** Pictured (from left) are LFGSM student Kent Dettwiller, student Mike Freeman, Jim Haberstroh (Class of '02) and student Ashley Kettner.

## LFGSM Receives Two Gold Awards for **Engaging Alumni, Student Prospects**



On December 15, 2009, the Council for the Advancement of Support of Education – District V (CASE V) awarded LFGSM two “Pride of Case V” Gold Awards for 2009:

- **Best New Alumni Program**, honoring LFGSM's success in engaging alumni through our new LinkedIn Alumni Group. In just 16 months, 14 percent of addressable alumni have joined, and qualitative results include success stories from alumni who have found new career and business opportunities through connections made in this online community. (Have you joined one of our LinkedIn groups yet? There are groups for alumni, students and prospective students. Visit [www.Linkedin.com](http://www.Linkedin.com) and search Groups: “Lake Forest MBA.”)
- **Teresa Du Bois Exline Award for Best Practices in Communications and Marketing**, recognizing the School's recent MBA Key Market Initiative, a geographically focused campaign that significantly increased MBA inquiries from prospective students in Vernon Hills, Mundelein and Libertyville.

Read more about CASE and the Pride of Case V awards at [www.CaseFive.org](http://www.CaseFive.org).

# Mark Your Calendar

## Featured Events

### **Business Education Forum: Learn the Honest Truth: The Most Important Strategy to Improve Team Performance, Growth and Profits, featuring Steven Gaffney**

Wednesday, February 17, 2010

Visit [www.LakeForestMBA.edu/AlumniEvents](http://www.LakeForestMBA.edu/AlumniEvents) for details and to register.

### **2010 Scholarship Golf Outing and Dinner**

Thursday, June 24, 2010

Chevy Chase Country Club, Wheeling, IL

Contact De-Anthony King at 847.574.5246 or [dking@lfgsm.edu](mailto:dking@lfgsm.edu).

### **“Get a Gift, Give a Gift” Online Spring Auction**

Monday, April 12 – Friday, April 23, 2010

Contact De-Anthony King at 847.574.5246 or [dking@lfgsm.edu](mailto:dking@lfgsm.edu).

### **Class of 2010 Graduation**

Sunday, June 27, 2010

Navy Pier, Chicago

### **Special Event Featuring Martha J. Kanter, Under Secretary of the U.S. Department of Education**

October 5, 2010

Visit [www.LFGSM.edu](http://www.LFGSM.edu) for more information.

## Events for Prospective Students

### **MBA Previews – Chicago Campus**

Tuesday, March 2 • Tuesday, May 4 • Monday, July 19

5:30 – 7:30 p.m.

### **MBA Previews – Schaumburg Campus**

Thursday, March 4 • Thursday, May 13 • Thursday, July 15

6:30 – 8:30 p.m.

### **MBA Previews – Lake Forest Campus**

Tuesday, March 9 • Monday, May 10 • Monday, July 12

6:30 – 8:30 p.m.

*RSVP for all Preview events at [www.MBApreview2010.com](http://www.MBApreview2010.com).*

### **Lunchtime Webinars for Prospective Students**

Visit [www.LakeForestMBA.edu/Events](http://www.LakeForestMBA.edu/Events) for information.

### **Class Visits**

Want to know what it feels like to be a Lake Forest MBA student? MBA class visits are offered throughout the year at all three campuses. Visit [www.LakeForestMBA.edu/Events](http://www.LakeForestMBA.edu/Events).

## Key Dates for Current Students

### **Global Business Specialization – Registration Deadlines for Upcoming Practicums**

Europe – Early March

Contact Erica Wilke at 847.574.5236 or [ewilke@LFGSM.edu](mailto:ewilke@LFGSM.edu).

### **Term 4 Kickoff for New Students**

Saturday, April 10, 2010

### **Term 4 Classes Begin**

Week of April 12, 2010

### **Summer Electives Begin**

Thursday, July 8, 2010

## Professional Development Programs

### **Innovate to Drive Cost Savings and Increase Profits**

March 2, 9, 16 and 23 or June 8, 15, 22 and 29

Online, 11:30 a.m. – 1:00 p.m. CST

A four-part Web-based seminar series of 90-minute workshops designed to stimulate ideas that translate into cost savings and increased profits. Contact Carole Wald at 847.574.5160 or [cwald@lfgsm.edu](mailto:cwald@lfgsm.edu).

### **Sales Manager as Coach**

Thursday, March 4, 2010

Lake Forest Campus, 8:30 a.m. – 4:30 p.m.

A workshop for sales managers who want to motivate their teams to overcome today's challenges and outperform the competition. Contact Ellen Myers at 847.574.5224 or [emyers@lfgsm.edu](mailto:emyers@lfgsm.edu).

### **Key Practices in Virtual Communication**

Tuesdays, April 13, 20 and 27

11:30 a.m. – 1:00 p.m. CST

A three-part series of Web-based seminars for managers of telecommuters, remote workers and flex workers. Learn how to enhance virtual communication, provide message clarity, and foster “collaboration trust” with all team members. For more information and to register, contact Ellen Myers at 847.574.5224 or [emyers@lfgsm.edu](mailto:emyers@lfgsm.edu).

### **Success Strategies for Leading Global Virtual Teams**

April 8, 15 and 22, held 11:30 a.m. – 1:00 p.m. CST

June 3, 10 and 17, held 9:00 a.m. – 10:30 a.m. CST

A three-part Web-based seminar series of 90-minute workshops.

Learn to accelerate and ensure your success in managing remote teams.

Contact Howard Prager at 847.574.5212 or [hprager@lfgsm.edu](mailto:hprager@lfgsm.edu).

### **Consult, Collaborate, Communicate: A Workshop for Technology Experts to Bolster Stakeholder Relationships**

March 18, 2010 or June 18, 2010

Lake Forest Campus, 8:30 a.m. – 4:30 p.m.

This workshop helps technology professionals bolster stakeholder relationships through expanded influence, a more agile communication style, and improved consulting capabilities. Includes a one-on-one coaching session. Contact Carole Wald at 847-574-5160 or [cwald@lfgsm.edu](mailto:cwald@lfgsm.edu).



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### **Downtown Chicago Campus**

Tuesday, March 2 • 5:30 – 7:30 p.m.  
Tuesday, May 4 • 5:30 – 7:30 p.m.  
Monday, July 19 • 5:30 – 7:30 p.m.

### **Schaumburg Campus**

Thursday, March 4 • 6:30 – 8:30 p.m.  
Thursday, May 13 • 6:30 – 8:30 p.m.  
Thursday, July 15 • 6:30 – 8:30 p.m.

### **Lake Forest Campus**

Tuesday, March 9 • 6:30 – 8:30 p.m.  
Monday, May 10 • 6:30 – 8:30 p.m.  
Monday, July 12 • 6:30 – 8:30 p.m.