

KRANNERT EXECUTIVE FORUM

**MANAGEMENT 40100
SPRING 2009**

Richard Cosier
Dean and
Leeds Professor of Management



KRANNERT
SCHOOL OF MANAGEMENT

PURDUE
UNIVERSITY

OVERVIEW

**KRANNERT EXECUTIVE FORUM
COURSE SYLLABUS
SPRING SEMESTER 2009**

- Course Number:** Management 40100
- Course Description:** A lecture-discussion course featuring executives from business firms and other organizations. Emphasis is placed on the actual practice of management, on career selection and mobility, on styles of management, and on other “applied” topics not normally covered in depth in undergraduate courses.
- Course Credit:** 1 semester hour
- Faculty Coordinator:** Richard A. Cosier, Dean and Leeds of Professor of Management Krannert, Room 122
- Graduate Teaching Assistant:** Jeri Iida
jiida@purdue.edu
- Escort Coordinators:** Cecilia Campanella
James Norris
- Executive Assistant:** Melissa Evens (494-4392)
Krannert, Room 136
mevens@purdue.edu
- Course Schedule:** Friday, 11:30 a.m. - 12:20 p.m.
Rawls Hall, Room 1086
- Course Requirements:**
- (a) Regular and prompt attendance at all course meetings.
There are no excused absences.
 - (b) Attendance at three luncheons or breakfasts with visiting executives.
 - (c) Visit the Web sites of the speaker and/or company.
 - (d) Participation in discussions during the class and at breakfasts or luncheons.
 - (e) Written critiques of five visiting executives. **(At least three critiques must be completed by Tuesday, March 24, 2009, by 11 p.m. You will receive a “ZERO” for each of the first three critiques not turned in by this date.)**

Course Grading:

Attendance

60 pts.

Class Attendance (Required attendance begins in the week of the first scheduled Forum speaker)

Miss 1 or 2 classes:

Your attendance score will be reduced by 4 points for each missed class.

Miss 3 or more classes:

Your attendance score will be reduced by 10 points for each missed class.

Luncheon or Breakfast

9 pts.

Participation (3 pts each/ 3 required)

Class Participation

10 pts.

Choose from:

Escorting = 10 pts.

(2 students needed each week)

OR

Introduction = 10 pts.

(1 student needed each week)

OR

Two (2) questions in class, at breakfast or

Lunch throughout the course of the semester.

Each question equals 5 pts.

Written Critiques

25 pts.

(5 required) At least three critiques must be completed by Tuesday, March 24, 2009, by 11 p.m. You will receive a "ZERO" for each of the first three critiques not turned in by this date.

TOTAL

104 pts.*

***At the discretion of the instructor, from time to time one or more extra credit opportunities may be made available to students.**

GRADING SCALE (BASED ON 104 POINTS)

MGMT 40100 employs plus/minus grading. The breakdown of grades is as follows:

A+: 97-104	C+: 77-79
A: 93-96	C: 73-76
A-: 90-92	C-: 70-72
B+: 87-89	D+: 67-69
B: 83-86	D: 63-66
B-: 80-82	D-: 60-62
	F: 59 and below

The following scale is used for converting letter grades to scholastic indices:

A+ or A = 4.0	C+ = 2.3
A- = 3.7	C = 2.0
B+ = 3.3	C- = 1.7
B = 3.0	D+ = 1.3
B- = 2.7	D = 1.0
	D- = 0.7
	F = 0.0

In the event of a major campus emergency, course requirements, deadlines, and grading percentages are subject to changes that may be necessitated by a revised semester calendar or other circumstances. To get information about changes in this course: go to the Katalyst Web page, contact Jeri Iida at jiida@purdue.edu, or call the school at 765-494-4392.

Academic Integrity:

You are expected to perform the requirements of this class with integrity and high ethical standards. Cheating in any form will not be tolerated. Academic dishonesty will be punished, with penalties up to expulsion. The University Regulations for Academic Integrity can be found at the following link: www.purdue.edu/ODOS/osrr/integrity.htm.

Purdue prohibits "dishonesty in connection with any University activity. Cheating, plagiarism, or knowingly furnishing false information to the University are examples of dishonesty." [[University Regulations, Part 5, Section III, B, 2, a](#)] Furthermore, the University Senate has stipulated that "the commitment of acts of cheating, lying, and deceit in any of their diverse forms (such as the use of substitutes for taking examinations, the use of illegal cribs, plagiarism, and copying during examinations) is dishonest and must not be tolerated. Moreover, knowingly to aid and abet, directly or indirectly, other parties in committing dishonest acts is in itself dishonest." [University Senate Document 72-18, December 15, 1972]

COURSE OPPORTUNITY

The Krannert Executive Forum is an interesting and timely vehicle for improved understanding between the executive suite and the academic classroom. The Forum also provides an opportunity for career planning and placement for motivated students. The ultimate success of the Krannert Executive Forum depends heavily on the interest, enthusiasm, and preparation of all enrolled students. Do your part and Management 40100 will be a great experience for all!

Graduate Teaching Assistant Office Hours – By Appointment

Jeri Iida, the graduate teaching assistant, will have office hours by appointment, which can be scheduled by email at jiida@purdue.edu. If appropriate, please provide a telephone number or return e-mail address where you can be reached.

The teaching assistant can answer questions about grading and attendance as well as provide guidance and suggestions on critique writing.

STUDENT SIGN UP SHEETS

Students must sign up for breakfast and lunches. Two weeks of lunches and breakfasts will be posted before class on a weekly basis. Sign up sheets for escorting and introductions will be available for the first three class periods.

STUDENT DRESS

The speakers for the Forum will be dressed in their normal business attire as this is a business trip for them. Students need not wear a suit each week, but appropriate dress and grooming are required. Please **do not wear cut-off jeans, shorts, flip-flops, or baseball caps**. Those students who are escorting the speaker or delivering the introductory remarks for each speaker should be dressed in **business professional attire** (coat and tie for gentlemen, business suits or appropriate dress for ladies). Those students who are attending either the breakfast or lunch should be dressed in business casual. **Hats are not to be worn during breakfasts, luncheons, or during the class period.**

STUDENT CONDUCT--CELL PHONE USAGE IN CLASSROOM

- Students may have cell phones with them during class, but they should be turned off.
- If a cell phone "rings" during class, the instructor has the right to ask the student to turn off the phone and cease its usage.
- If a student persists in using the cell phone after being requested to cease, the instructor may tell the student to leave the classroom, if the student refuses, the instructor can contact the Krannert Dean's Office or have the campus police contacted to have the student removed.
- The instructor may not confiscate the cell phone from the student, as that cell phone is deemed the student's personal property.
- A disruptive student can be referred to the Office of the Dean of Students for further action.
- This policy would also apply to the use of other personal property in class by students that may be disruptive of the normal conduct of classroom activities.

CLASS PREPARATION

Read the bio of the speaker before class. Forum bios are located at:

http://www.krannert.purdue.edu/events/exec_forum/ and in the back of the MGMT 40100 syllabus.

COURSE INFORMATION ON KATALYST

Important and timely information about MGMT 40100 will be communicated to the members of the class using “Katalyst.” The Katalyst site can be accessed through Internet Explorer (or other Web browsers except AOL) through the address: <https://webapps.krannert.purdue.edu/kap>.

Here is the procedure

- Once you have entered the address, you will be prompted to enter your login name and password. This should be the same login and password that you use for your career account.
- You may access course information in a number of different ways. The “Event” option allows you to look at any block of time for important events and course activities. To view the course description and policies, expand the Katalyst menu in the left side bar. Then expand the “Personal” section and choose the "My Courses" option. This will load a page of courses with which you are associated in the system. You can click on the course title next to the desired course (MGMT 40100 Krannert Executive Forum) to access the features for that course. Next click on the desired information from the row of menu tabs at the top of the page. The summary of speakers, the subjects of their presentations and names of escorts and introduction speakers are found under “Events” tab.
- Numerical grades are updated by the end of classes on Friday of every week. The summary listing will indicate points received for attendance, escorting, introductions, questions, attendance at luncheons and breakfasts and submission of critiques. If a student detects any errors or believes that a mistake has been made, contact the Graduate Assistant immediately to resolve the problem. Final grades will be available through Katalyst at the completion of the course and will also be posted on Banner.
- Students must ensure that their personal information is current in Katalyst by the end of the first week of the semester. Students can access their personal profile information by expanding the Katalyst menu in the left side bar. Then expand the "Personal" section and choose the "My Profile" option. This will load up your personal profile in the system and allow you to add the appropriate content for your account. You may opt out of certain information displaying in your profile by clicking on the appropriate checkboxes on this page. Note: The "Receive E-mail notifications" option must be set to "Yes" in order for you to receive communications from the Katalyst or SharePoint 2007 applications.
- The Katalyst “Help” link is located in the upper right hand corner after you log in.

Krannert Executive Forum Spring 2009

Biographies of all the speakers are available at
http://www.krannert.purdue.edu/events/exec_forum/. Click on the speaker's name.

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|--------------------------|--|
| January 16, 2009 | Class overview |
| January 23, 2009 | Morry Davis
Director of Government Relations
Peabody Energy Corp.
St. Louis, MO
<i>“Coal: Energy Security, Economic Growth
& Environmental Solutions”</i> |
| January 30, 2009 | Peter McGlade
Vice President, Schedule Planning
Southwest Airlines
Dallas, TX
<i>“Interesting Times, Challenges & Opportunities”</i> |
| February 6, 2009 | Doug Pileri
Vice President
IBM Global Services
Carmel, IN
<i>“How to Outwit Your Global Future”</i> |
| February 13, 2009 | Joseph R. Grewe
President and CEO
Saint-Gobain Containers
Muncie, IN
<i>“Beginning, Building and Broadening a Career
in Manufacturing”</i> |
| February 20, 2009 | Max Eisenbud
Vice President
IMG Tennis
Coral Gables, FL
<i>“Maria Sharapova: Marketing a Champion”</i> |
| February 27, 2009 | Ronald Gifford
President & CEO
The Indy Partnership
Indianapolis, IN
<i>“The Game is Here”</i> |

- March 6, 2009** **Scott Dorsey**
Co-Founder & CEO
ExactTarget
Indianapolis, IN
“ExactTarget: Start-up to IPO”
- March 13, 2009** **Wendy Kurtz**
Associate Director
North America Finance & Accounting
Procter & Gamble Co.
Cincinnati, OH
“So You Want to Learn to Juggle...”
- March 27, 2009** **Yisel Ramos**
Associate
Booz Allen Hamilton
Arlington, VA
“Consulting 101: Lessons Learned from Living the Typical Life of a Consultant”
- April 3, 2009** **Guillermo Pardillo**
Deputy CEO
ArborAmerica, Inc.
West Point, IN
“ArborAmerica: A Different Approach to Forestry”
- April 10 2009** **Tiffany Olson**
Director
ThermoGenesis Corp.,
Community Health Network,
and Simon Youth Foundation
Carmel, IN
“Leadership Lessons”
- April 17, 2009** **France Córdova**
President
Purdue University
West Lafayette, IN
“The Value of Creativity”
- April 24, 2009** **Barbara Thomas**
President & CEO
National Black MBA Association, Inc.
Chicago, IL
“TBA”
- May 1, 2009** **Class review**

**GRADING-
ATTENDANCE**

CLASS ATTENDANCE

Requirement: 60 Points

The Krannert Executive Forum is held in Rawls Hall, Room 1086. Because of the nature of the course and the visiting speakers, the Forum will be conducted formally and with a high level of professionalism. The class will start promptly at 11:30 a.m. each Friday. **Please do not be late**, as it is disruptive to the speaker and other students. **Students who are late will not be admitted** to the class and counted as absent. Attentiveness is expected during the speaker's presentation, as well as during the question and answer session.

Attendance will be taken through a card swipe. You are required to bring your student ID to every class. You will swipe your ID into a computer located outside the classroom. The escort coordinators will be there to assist you.

In the event that the computer is not available, attendance sheets will be passed out and collected after the class is over. This is very important since attendance is a large part of the total grading.

Class Attendance	(15 total classes)
	<i>Miss 1 or 2 classes:</i>
	Your attendance score will be reduced by 4 points for each missed class, beginning with the first speaker.
	<i>Miss 3 or more classes:</i>
	Your attendance score will be reduced by 10 points for each missed class.

For example, after you miss the third classes, your attendance score will have been reduced by a total of 18 points. **There are no "excused absences" to modify this policy.**

Attendances & Academic Dishonesty

Students are required to swipe Purdue ID's into the computer to record attendance; students over **5 minutes** late will not get attendance points. All students are expected to attend the entire class period in order to get the attendance points. However, if for some approved reason a student needs to leave during a Forum class, the student will need to present their student ID and sign out, and then sign back in upon returning to receive the attendance points. (i.e. signing in and then leaving class early will not be allowed.) Violations of this policy will be addressed in accordance with the code of academic integrity.

**BREAKFAST AND
LUNCH**

COURSE BREAKFASTS AND LUNCHESES

Requirement: 9 Points (Participation at lunch or breakfast will count as 3 points each)

Students are required to attend at least three breakfasts or lunches during the semester. **If you have a schedule conflict and cannot attend any breakfasts or lunches, you must see the graduate teaching assistant as soon as possible.**

Breakfasts will be held in Rawls Hall, Room 3013, at 8:30 a.m. on Friday. Breakfast participants are expected to meet at 8:20 a.m. Breakfast is concluded by 9:20 a.m.

Immediately following each Forum session (when there is a guest speaker), an informal lunch will be held in Rawls 4013. The lunches are concluded by 1:15 p.m. We will meet in front of the classroom after class and walk upstairs together as a group.

If your schedule does not permit lunches, then you should attend the breakfasts. Traditionally, the breakfasts have been smaller than the lunches, which allows for more personal time with the speaker. Due to the travel itinerary of the visiting executives, sometimes breakfasts and lunches are not scheduled. Breakfast and lunch announcements are made the week prior to the speaker's arrival at Purdue. Breakfast and lunch sign-up sheets will be placed outside of the classroom for before class.

After the speaker has finished eating, there will be time for further questions and answers. Breakfast and lunch discussions are more informal, the questions tend to cover a much broader spectrum of topics, and the questions can be more personal. The questions will be recorded by the escort coordinators and will also count toward your participation points. **If you are attending breakfast or lunch, be prepared to ask at least one question.**

**STUDENT
ESCORTS**

STUDENT ESCORTS

Requirement: You may escort a speaker one time for 10 class participation points.

Approximate Time Commitment: Wednesday before speaker; 11:00 to 11:15 a.m. to discuss itinerary and duties; Friday; 8:10 a.m. - 1:30 p.m. to escort executive.

Two Forum students will be needed to help escort the speaker during her/his visit to Purdue. Each speaker's schedule is different. Escorting involves accompanying the speaker to breakfast and to each office she/he visits while on campus that Friday. Escorts from the class also help the escort coordinators prepare information for class and set up the classroom.

Students escorting the speaker are expected to remain with the speaker from breakfast through the completion of the luncheon.

Escorting can be an extremely interesting and valuable part of your experience this semester. As an escort, you will be expected to dress **business professional** and behave as if in a formal recruiting interview. Be sure to sign up as soon as possible on the sheets provided at orientation to ensure your involvement with a particular company or contact the teaching assistant, Jeri Iida, by email at jiida@purdue.edu.

Breakfast and lunch will be provided for the escorts. Also, as you escort the executive to breakfast and lunch, you earn points toward your breakfast and lunch requirements. If you escort and go to breakfast and lunch, you will earn 16 points that day—i.e., 10 points for escorting; 3 points for attending breakfast; and 3 points for attending lunch.

IMPORTANT

Escorts meet with Melissa Evens every Wednesday at 11:00 a.m. in Melissa Evens' office, KRAN 136, to discuss the visiting executive's itinerary and escort responsibilities.

If you have been selected to escort on a Friday, your meeting date is the Wednesday prior to the Friday your executive arrives.

If you have a time conflict and cannot make this meeting, contact Melissa Evens by e-mail, prior to the Wednesday morning, at mevens@purdue.edu.

INTRODUCTIONS

INTRODUCTIONS

Requirement: You may introduce one speaker for 10 class participation points.

Each week a student introduces our guest speaker, concludes the class by thanking him/her, and presents an appropriate memento of the visit. The memento is a crystal globe that is provided by the School. Introductions are brief and biographical information will be provided. If you are interested in doing an introduction, please sign up on sheets provided during orientation.

Dress for introductory speakers shall be **business professional**. The student doing the introductory speech is encouraged but not required to attend the breakfast and the luncheon with the speaker.

After signing up, please contact Jeri Iida, the teaching assistant, to establish a meeting time on Thursday or Friday morning prior to the class to review a rough draft of the speech and discuss the procedures to be used in the class.

The gift presentation script and introduction tips are included in this section. Please turn page.

Gift Presentation Suggested Script

On behalf of the students in the Krannert Executive Forum and the Krannert School of Management, I would like to present you with this small token of our appreciation.

(Pause) Thank you for being with us today.

Introduction Tips

Remember, there are two types of introductions. You may introduce a person who is about to deliver a speech or you may help the listeners become acquainted with a person. Each of these speeches contains essentially the same information and uses similar communication strategies. The main difference is the emphasis on information and the structure of the conclusion.

State the Individual's Name. If the person introduced is unknown to the listeners, state the person's name early and repeat it several times. If the person is well known, mention the name at the beginning and the end; repetition is less important. Be sure to pronounce the name correctly. Don't be embarrassed to ask the person to help you learn the correct pronunciation.

Provide Background Information. Tell the listeners about the accomplishments of the individual. Briefly outline the person's credentials, expertise, and experiences so the listeners understand what the person does. In the introduction of a speaker, these remarks help increase initial credibility of the person being introduced. Be sure to highlight the aspects of the person's background that relate to the topic of the speech. In a get-acquainted introduction, the background information serves to make the person sound more interesting and helps the listeners relate to the person.

Give Insights into the Person's Interests and Personality. The listeners should feel that the person being introduced is a real human being rather than merely a list of credentials. At the end of the introduction, the listeners should feel as if they know the person better than before you began. The individual's personality can be illustrated through short anecdotes or personal experiences. The get-acquainted speech will tend to emphasize the interests and personality more than the introduction of the speaker. Be sure that remarks and anecdotes do not disclose private or confidential information that may be embarrassing.

Establish your Pleasure in Introducing the Person. In these situations it is important for listeners to realize that they are about to hear or meet an interesting person. The listeners should look forward to hearing from or talking with the person. Be sincere and brief in your expression of pleasure or honor in introducing the person and try to avoid cliché phrases that may be perceived as insincere. Let the listeners see your pleasure on your face and hear it in your voice.

Be Concise. Even though there may be much to talk about and lots of information to include in the introduction, be concise. Tell anecdotes or give examples to describe the person, but do so briefly and efficiently. Use one short anecdote rather than two. Select meaningful information about the person's credentials and experiences; don't read the entire resume. After all, the audience members want to listen to or meet the individual being introduced, not listen to a long oration by you.

Conclude with a Presentation of the Person to the Listeners. The goal of the introductory speech is to present the person. After a discussion of the person's background and personality and concise statements concerning your pleasure in introducing the person, let the person have the time allotted. If the person is giving a speech, provide an indication of the topic to be discussed and, if available, the title. Be sure not to intrude on the individual's remarks by trying to summarize the message. In a get-acquainted introduction, your conclusion is to ask the person to stand so the listeners can see him or her and to indicate where and when the listeners can meet the person one-to-one. Encourage future interaction between the person being introduced and the listeners.

QUESTIONS

QUESTIONS

Requirement: Class Participation Points (10)

Students need to ask 2 questions in class, breakfast, or lunch to fulfill this requirement (each question is worth 5 points).

In most cases, the visiting executive will speak until a few minutes after 12:00 p.m., allowing the remaining minutes for questions and answers. This portion of the class can be a very valuable part of the Forum each Friday.

STAND UP AND CLEARLY STATE YOUR NAME before asking your question. Not only is this courteous to our visiting executive but also allows your name and class participation to be recorded. If you do not state your name clearly prior to asking your question, you may not receive credit for your question. Once the class session is over, check with the graduate teaching assistant to ensure that your name has been notated correctly.

CRITIQUES

SPEAKER CRITIQUES

Each student is required to submit 5 written speaker critiques, worth 5 points each. Each critique must be typed.

Correct grammar and spelling are expected and are part of the critique grade. Your critique should be carefully based on your pre-class preparation, the speaker's talk, the class discussion, the subsequent lunch discussion, and any other pertinent interaction. **Treat critiques as you would any other formal business communication. The best-written critique(s) from each week are sent to the executive. Critiques will be graded based upon the quality of the critique; students will not receive the full 5 points just for submitting a critique on time.**

Each critique is due to the teaching assistant by 11:00 p.m. on the Tuesday following the visit of the corporate executive. At least three critiques must be completed by 11 p.m. on Tuesday, March 24, 2009. You will receive a **"ZERO"** for each of the first three critiques not turned in by this date. Critiques should be submitted to the teaching assistant via e-mail at jiida@purdue.edu. We suggest that you make a copy of your critique for your files before submitting. **To submit a critique for a speaker, you must have attended the speaker's presentation, and the critiques must be submitted through your Purdue e-mail account.**

For your convenience, a critique template has been placed on Katalyst in Microsoft Word format. Critiques must be completed in the format found on the following page of this syllabus (page 24). You can access the template from any Internet connection including the Krannert Computer Labs on the 7th floor. If you do not have access to an Internet connection, see the teaching assistant immediately.

Where to find Speaker Critique Forms

- Go to Katalyst at <https://webapps.mgmt.purdue.edu/kap> and enter your career account login name and password
- Select Courses and go to My Courses
- Select MGMT 40100 and click on the Events tab
- The critique form is at the bottom of this page
- Use that form and send it via your Purdue e-mail account to Jeri Iida at jiida@purdue.edu

Katalyst Web Site:

<https://webapps.mgmt.purdue.edu/kap>

Instructions to utilize Katalyst are on page 7 in this syllabus.

Executive Forum Web Site:

http://www.krannert.purdue.edu/events/exec_forum/

The syllabus link containing the critique forms is located on the right sidebar.

3. Briefly describe an opportunity or challenge identified by the speaker that affected his or her career.

4. What information provided by the speaker do you anticipate will best help you in your career decisions?

**EXECUTIVE
BIOS**

Morry C. Davis Peabody Energy Corp.

Morry C. Davis currently serves as Director of Government Relations for Peabody Energy Corp., the world's largest coal company. He is responsible for serving as a liaison with Midwestern state legislatures and constituent groups and leading educational community and political outreach programs.

Mr. Davis also was a key team member in advancing Prairie State, the largest U.S. greenfield coal generating facility and mine to be developed in 20 years. He is actively involved in bi-partisan advocacy in local, state and federal legislatures for BTU Conversion and coal-based development initiatives. Mr. Davis joined Peabody in 2001 as a Management Associate, where he focused on market research and generation development.

Mr. Davis holds a Bachelor of Science in Management from Purdue University with concentrations in Finance and Information Management and an MBA from Washington University in St. Louis. He is a founding member of the Southeastern Missouri – Southern Illinois Chapter of the American Association of Blacks in Energy and is a member of the National Black MBA Association and the American Coal Council.

In January 2007, Mr. Davis was named to the Saint Louis Business Journal's "Forty Under 40," a list of the area's top young professionals.

Pete McGlade
Vice President Schedule Planning
Southwest Airlines

Pete McGlade's career has evolved from management trainee to executive leadership. Although born in Newry, Co. Down, Ireland, Mr. McGlade grew up in New York City and Yonkers, New York.

After earning a BS in General Management from Purdue University in 1975, Mr. McGlade worked as a supervisor in a cheese packaging plant in Green Bay, Wisconsin. The year 1975 was also a very difficult economic time in which to be graduating from college, and this position helped develop skills which could be transferred to an operational position at an airline.

Obtaining an operations management trainee position at Northwest Orient in 1976 provided exposure and experience in all facets of airline operations. He was a ramper, ticket agent, ramp supervisor and assistant station manager during his four years of employment with Northwest Orient.

With the dawn of deregulation, Mr. McGlade was fortunate to work with two small entrepreneurial airlines, Aircal and PSA. From 1980 through 1983, he was able to combine his operations experience with his academic background to create an early Revenue Management Department, and develop planning skills necessary for the evolving market place requirements that deregulation required.

Mr. McGlade's employment at Southwest Airlines began in 1983, where he has helped grow and develop a small regional carrier of 39 aircraft to become the dominant U.S. domestic airline with 512 schedule aircraft.

Douglas C. Pileri
Vice President,
IBM Global Services

Doug Pileri has more than 25 years of leadership experience building global brands and guiding the strategies and operations of top-tier companies such as Kodak, Thomson, and now IBM. An accomplished corporate strategist and marketer, his vision and expertise in business performance have driven notable growth of new business in the consumer and entertainment sectors and more recently in both online and traditional CRM (Customer Relationship Management) services.

Offering a rare blend of creative, operational, and leadership strengths, Mr. Pileri has achieved exciting business results and is recognized for his success in delivering under challenging conditions. These traits brought him to IBM in his position as IBM's Vice President for CRM global delivery and operations. Mr. Pileri leads the new CRM business services including: Prospect to Sales, Order to Fulfillment, Product/Service Support, Quote to Cash, and Marketing Analytics. His position is central to IBM's new services growth. As the COO of a \$1.5B business unit, he oversees over 34,000 people (IBMers, supplementals, vendors); technology investments; and supporting infrastructure delivering CRM solutions to internal and external clients worldwide. IBM's CRM business is the largest of its type in the world.

Mr. Pileri's exceptional track record of business improvement is based on his philosophy of total enterprise engagement in change. He is known for his ability to guide an organization in quickly identifying, diagnosing, and acting on improvement opportunities. This same unique combination of skills have allowed Mr. Pileri and his teams to identify and unlock new business opportunities in otherwise stagnant business environments.

The Pileri family enjoyed 6 years abroad. While living in the shadow of the Paris Opera House, Mr. Pileri became fluent in the French language and European business under the guidance of his boss, the President of Kodak Pathé. After Paris, the Pileri's moved to the outskirts of London, where Mr. Pileri assumed the responsibility of developing Digital Imaging for Kodak in Europe. Both of these experiences solidified his appreciation for the value in diverse cultures and people, especially when facing complex challenges.

On top of his experiences abroad, Mr. Pileri has had some exciting times during his career. During his tenure as General Manager of Themed Entertainment at Kodak, he had the rare opportunity to shake the hand of every Oscar Award winner at the 1998 Hollywood ceremonies. He has been a keynote speaker at several international conventions, including IBM's Industrial Sector Meeting on eBusiness as well as asked to speak at several universities. He has also been featured as an innovative leader on the cover of CIO Magazine.

Mr. Pileri was awarded a Fellowship to and received his MBA from the Simon Graduate School of Business, University of Rochester. He received his Bachelor of Science in Computer Engineering from Rochester Institute of Technology. He serves on the Board of Directors of the Rochester Hemophilia Center and the Fine Arts Society of Indianapolis. Mr. Pileri resides in Carmel, Indiana, with his wife and three active daughters.

**Joseph R. Grewe
President and CEO
Saint-Gobain Containers
Muncie, IN**

Joseph R. Grewe is President and CEO of Saint-Gobain Containers, a leading producer of glass packaging for the food and beverage industries. He assumed his current role in 2004.

Prior to joining Saint-Gobain Containers, Mr. Grewe was CEO, COO, and Director of Amcast Corp. He had a previous stint with Saint-Gobain as a Divisional Vice President in Fluid Systems and Group President of Films, Foam & Fabrics. He also has worked for the Furon Company, Masco Industries, Production Tech, Rockwell International, and General Motors.

Mr. Grewe earned a Bachelor's degree in Mechanical Engineering and a Master's in Business Administration from the University of Detroit.

**Max Eisenbud
Vice President
IMG**

A graduate of Purdue University—which he attended on a full tennis scholarship— and a New Jersey native, Max Eisenbud had always been an avid sports fan. While he was at Purdue, he became involved in promoting parties and booking bands for his fraternity, which eventually led him to start his own concert promotion and artist management company, Max Out Productions. A call from his friend Justin Gimelstob, a professional tennis player ranked among the top 50 in the world who needed help planning a charity event, sparked the idea to become a sports agent and brought him in contact with IMG.

IMG hired Mr. Eisenbud in 1999. As part of his training, IMG sent him to the Bolletieri Academy in Bradenton, Florida, to monitor and recruit junior players in the IMG Elite Junior Tennis Program. He began helping Sharapova and her father with everyday hassles such as securing visas for traveling, negotiating rates for accommodations, and working with the Russian federation. After six months, Yuri Sharapov called IMG headquarters and asked for Mr. Eisenbud to become his daughter's agent.

Less than two years later, Mr. Eisenbud returned to IMG headquarters in Cleveland, where he became an account executive. He was able to focus more on his work with Sharapova and several other clients, but continued to work on recruiting new talent to the Elite Junior Tennis Program. He was promoted to vice president in early 2004. Now, his client list includes: Sharapova's cousin, Daria, the legendary Chris Evert, young Americans Ryan Sweeting, Brendan Evans, and Jesse Levine, young Canadian Philip Bester, veterans Corina Morariu and Max Mirnyi, young Georgian phenom Anna Tatishvilil, and a 10-year old Russian prodigy, Sasha Panchenko.

Ron Gifford
President and CEO
Indy Partnership

Ron Gifford serves as President and CEO of the Indy Partnership, an economic development organization that markets the greater Indianapolis region to businesses looking to expand or relocate their operations. Since its inception in 2001, the Indy Partnership has helped attract or retain more than 60,000 jobs and has sparked more than \$5 billion in new capital investment in the region. These successes have earned the Indy Partnership recognition as one of the nation's most effective economic development organizations.

Prior to his appointment as the Indy Partnership's chief executive in November 2007, Mr. Gifford practiced law for 22 years at Baker & Daniels LLP, one of Indiana's largest law firms. He was a recognized expert on administrative and legislative procedures, gaming law, and legal ethics. During his tenure at Baker & Daniels, Mr. Gifford held several management positions, including service on the firm's Strategy and Policy Board and its Compensation and Recruiting Committees; in addition, he led the firm's Government Affairs practice group for several years.

Mr. Gifford graduated *magna cum laude* in 1985 from Georgetown University Law Center and received his B.A. with distinction from the University of Michigan in 1981. While in private practice, he was selected by his peers for inclusion in *The Best Lawyers in America*, 2005-08, and *Indiana Super Lawyers*, 2004-09. For several years, he was a columnist for the *Indianapolis Business Journal*, and in 2006, his column received the national "Best in Business Award" from the Society of American Business Editors and Writers.

Mr. Gifford serves on the boards of the Indiana Repertory Theatre, North United Methodist Church (co-lay leader), the Arthur Jordan YMCA (chair, 2009 Strong Kids Campaign), and Premier Capital Corporation, and is a past president of the board of Child Advocates Inc.

Mr. Gifford is married and has two daughters, ages 11 and 7.

Scott Dorsey
Co-Founder and CEO
ExactTarget

Scott Dorsey is responsible for the overall leadership and direction of ExactTarget. Since he co-founded the company, ExactTarget has grown to over 350 employees serving thousands of organizations worldwide. Mr. Dorsey is particularly passionate about building a great organization where employees and customers thrive. He has received numerous awards for his business and civic leadership, including Ernst & Young Entrepreneur of the Year, *BtoB Magazine's* Who's Who List in 2008 and 2007, *Indiana Business Journal's* "Forty Under 40" and Junior Achievement's "Best and Brightest" award.

Mr. Dorsey earned his undergraduate Marketing degree from Indiana University and MBA from the Kellogg Graduate School of Management at Northwestern University. While at Kellogg, he focused on Entrepreneurship and E-Commerce & Technology coursework.

Wendy Kurtz
Associate Director
North America Finance & Accounting
The Procter & Gamble Company

Wendy Kurtz currently works in finance in P&G's North America Market Development Organization. In this role, she works with the finance managers and sales directors for some of P&G's top 10 customer teams to build financial acumen and drive more profitable sales. In addition, Ms. Kurtz is active in organizational development. She recently developed and deployed work/life effectiveness training presentations, tools and exercises that finance leaders could utilize with their departments. She also serves as the team leader for P&G's finance and accounting recruiting at Purdue University.

Prior to her current assignment, Ms. Kurtz held a variety of assignments in three other divisions at P&G. She was the product supply finance manager for the Feminine Care division for both North America and Latin America, responsible for forecasting and delivering cost of goods sold, capital and inventory. She managed the transition of treasury banking activities to P&G's Global Business Services center in San Jose, Costa Rica, where she lived for two and a half years. She began her career in the Cosmetics division in Hunt Valley, Maryland, completing a number of assignments including financial and cost analysis.

Ms. Kurtz earned her B.A. in chemistry and Spanish from Indiana University and her M.S. in Management from the Krannert School of Management at Purdue University.

In her free time, Ms. Kurtz serves as the National Finance Director for Alpha Xi Delta Fraternity, providing training, guidance and resources to ensure each college chapter has strong financial management. She also volunteers with the United Way of Greater Cincinnati, serving on a program review committee to oversee the financial investments in funded agencies and programs. She is an avid traveler, and also enjoys reading, hiking and practicing yoga. A native of Fort Wayne, Indiana, Ms. Kurtz currently resides in Cincinnati, Ohio.

Yisel Maryse Ramos
Associate
Booz Allen Hamilton

Yisel Ramos is an Associate for the Organization and Strategy (OS) team at Booz Allen Hamilton. Booz Allen Hamilton has been at the forefront of strategy and technology consulting for more than 90 years. Providing a broad range of services in strategy, operations, organization and change, information technology, systems engineering, and program management, Booz Allen is committed to delivering results that endure. Headquartered in McLean, Virginia, Booz Allen has 20,000 employees and generates annual revenue of over \$4 billion.

Ms. Ramos has over nine years of post-MBA information technology (IT) and organization and strategy/strategic communications consulting experience in the state, local, and federal government arena. Currently, Ms. Ramos is a Deputy Project Manager in the Military Health System (MHS) market.

Ms. Ramos holds a Bachelor of Science in Management (BS '96) and a Master of Science in Management (MSM/MBA '99) from the Krannert School of Management at Purdue University. She currently resides in the Washington, D.C. metro area.

Guillermo Pardillo
Deputy CEO
ArborAmerica, Inc.

ArborAmerica, Inc. is an Indiana-based company, and a subsidiary of Grupo Foresta Capital of Spain. ArborAmerica is located in West Point, near Lafayette, and is devoted to the development of fine hardwood plantations made of genetically improved trees that are intensively cultivated. These plantations are made both in Indiana and in Spain and are offered to institutional investors as a long term financial opportunity.

As Deputy CEO, Guillermo Pardillo is responsible for the overall management of the company and implementation of the directives derived from the Board of Directors, under supervision of the CEO. This includes the administration and financial management of the company, implemented by a Director of Administration and Accounting and the technical management of the company, including plant production, land purchases, plantation establishment and plantation maintenance and the research and intellectual property management.

Mr. Pardillo is a Forestry Engineer from the Universidad Politécnica de Madrid – UPM (class of 1989). He also holds a Master in Environmental Management from the UPM and he recently graduated from the EMBA program at the Krannert School of Management (class of 2008).

Mr. Pardillo started working as a student for the Forestry School of Madrid in the Forestry Map of Spain Project, sponsored by the Spanish Government. After graduating in 1989, he continued working for the FMS as team manager. In 1992, he started working as a Forester for the Barcelona based company TALHER, S.A., doing reforestation, environmental and green areas management work all over Spain. In 1995, he was appointed as Technical Director for TALHER, which by then was a national leader in its field.

Grupo Foresta Capital was established in the year 2000 with the goal of developing the business of intensively cultivated clonal forestry with fine hardwoods. For this purpose, Mr. Pardillo relocated to Indiana in order to manage the know-how and intellectual property that GFC had acquired from a local company.

Mr. Padillo is married to Carmen López, a M.S. in Marketing from Barcelona, and they have two children, Celia and Laura.

Tiffany Olson
Director
ThermoGenesis Corp.,
Community Health Network,
and
Simon Youth Foundation

Ms. Olson is a Director at ThermoGenesis Corporation, Community Health Network, and Simon Youth Foundation. She is the former President and CEO of Roche Diagnostics Corporation. Prior to her appointment as President and CEO of Roche Diagnostics Corporation, Ms. Olson was the Global Head of Market Development located in Basel, Switzerland. While in Switzerland, her responsibilities included Divisional Quality and Regulatory Management, Clinical Development, Government Affairs, and Market Development. These positions provided a broad perspective on the clinical and regulatory aspects of the business, in addition to insight on how to advance the market through innovative diagnostics.

Other positions she held with the company included Vice President of Roche Molecular Diagnostics in Indianapolis, Indiana, where she was responsible for sales, marketing, and support of Roche's Molecular Diagnostics products in the United States, and Vice President of Corporate Accounts where she oversaw all national group purchasing organizations, large reference laboratories, and select integrated delivery networks.

Before joining Roche Diagnostics in 1997, Ms. Olson was the owner of Resource Consulting Services, a healthcare market research and new venture project management business.

Among her accomplishments, she was instrumental in starting a non-profit association in the hearing-health industry, which provided market research spanning over 4,000 consumers. The published research helped to provide a greater understanding of issues and challenges surrounding the hearing impaired. She also spent a number of years in leading positions with other healthcare providers.

With a bachelor's degree in business from the University of Minnesota and a master's degree from St. Thomas University in Minnesota, combined with over 25 years of experience in healthcare, Ms. Olson has a unique perspective about the healthcare market.

She has also served on the Board of Directors for the following organizations: Central Indiana Corporate Partnership (CICP), Indiana's Governors Education Round Table, Women in Biotechnology, and AdvaMed, a trade association representing medical device manufacturers based in Washington, D.C.

Ms. Olson has been featured in many news stories including being named one of the Most Influential Women in Healthcare by the *Indianapolis Business Journal* in 2007. Other stories include the September 2005 issue of *BizVoice* magazine, the *Indiana Chamber of Commerce* magazine; the *Indianapolis Business Journal's* "Women In Business" Nov. 2005 issue, and the January 2006 cover of *Smart Business Indianapolis* magazine. Additionally, Ms. Olson was featured on the cover of *Profiles in Diversity Journal*, "Women Worth Watching in 2006."

Along with being featured on the cover of *Indianapolis Woman* magazine for "Model Management," she has written several articles on personalized medicine, molecular diagnostics, and business strategy.

France A. Córdoba
President
Purdue University

France A. Córdoba became the eleventh President of Purdue University on July 16, 2007. Prior to joining Purdue, President Córdoba served as Chancellor at the University of California (UC) Riverside from 2002 to 2007, where she was also a Distinguished Professor of Physics and Astronomy. An internationally recognized astrophysicist, President Córdoba also served as professor of Physics and Vice-Chancellor for Research at UC Santa Barbara. Before joining UC Santa Barbara in 1996, she was Chief Scientist at NASA from 1993 to 1996, serving as the primary scientific advisor to the NASA administrator and the principal interface between NASA headquarters and the broader scientific community.

President Córdoba headed the Department of Astronomy and Astrophysics at Pennsylvania State University from 1989 to 1993. She was a member of the staff of the Space Astronomy and Astrophysics Group at the Los Alamos National Laboratory from 1979 to 1989, where she also served as Deputy Group Leader.

President Córdoba's scientific career contributions have been in the areas of observational and experimental astrophysics, multi-spectral research on x-ray and gamma ray sources, and space-borne instrumentation. She has published more than 150 scientific papers, and has a current experiment flying on the European Space Agency's X-Ray Multi-Mirror Mission. She is the winner of NASA's highest honor, the Distinguished Service Medal, and was recognized as a 2000 Kilby Laureate, for "contributions to society through science, technology, innovation, invention, and education." She was elected to the American Academy of Arts & Sciences, and is a National Associate of the National Academies. She is also a fellow of the American Association for the Advancement of Science (AAAS) and the Association for Women In Science (AWIS).

In September 2007, President Córdoba was named to the board of directors of BioCrossroads, Indiana's initiative to grow the life sciences through a public-private collaboration that supports the region's research and corporate strengths while encouraging new business development. She was also named to the board of trustees for Mayo Clinic in May 2008 and began a six-year presidential appointment to the National Science Board in November 2008.

The oldest of twelve children, President Córdoba attended Stanford University, where she graduated cum laude with a bachelor's degree in English, and, among other activities, conducted anthropological field work in a Zapotec Indian pueblo in Oaxaca, Mexico. She earned a PhD in Physics from the California Institute of Technology in 1979. In 1997, she was awarded an honorary doctorate by Loyola Marymount University, Los Angeles.

President Córdoba is married to Christian J. Foster, a science educator. They have two children in college.

Barbara L.Thomas
President & Chief Executive Officer
National Black MBA Association

As President and CEO of the National Black MBA Association (NBMBA), Barbara Thomas heads the world's leading organization for black professionals. Under her leadership, the NBMBA has grown to more than 8,000 members, representing more than 125,000 Black MBAs, and has built its annual conference into a powerhouse event, attracting more than 15,000 attendees from around the world and offering the largest career fair in the United States, with more than 450 of the Fortune 500 represented.

Ms. Thomas is a leading force behind the emergence of diversity as a driving factor in the corporate world. Working with businesses at every level, from entrepreneurial start-ups to Fortune 500 corporations, she addresses the need for new talent, leadership, and strategic planning initiatives. Her forward thinking and dynamic action have helped place the NBMBA in its present position as a unique resource for the business community worldwide.

Among the internal initiatives Ms. Thomas has brought to fruition at the NBMBA is the Leadership Institute, a cutting-edge training program that provides frontline managers with the sophisticated executive coaching usually reserved for senior executives. Also under her leadership, the organization has formed the NBMBA Career Success Network, which addresses the full spectrum of assistance to job-seekers, with resume workshops, practice interviews, networking help, private one-to-one coaching and feedback from human resources professionals.

Extending the message of success to young people, Ms. Thomas has created in the NBMBA a pipeline of opportunity leading from the high school classroom through undergraduate and graduate education, and to multiple levels of business, government and community development.

A lifetime member of the NBMBA, Ms. Thomas has served as President of the Boston chapter and at the NBMBA's headquarters as Vice President of Finance and Administration and Chief Financial Officer before taking the organization's helm. Previously she spent 25 years in the broadcast industry, earning her MBA from Columbia University while at CBS and becoming the first Black woman to complete the network's School of Management. During her CBS career, she acquired training and experience in directing financial turnarounds and, after taking an early retirement from CBS, applied those skills to the non-profit industry, where she successfully resuscitated the financial status of several deteriorating organizations.

A regular contributor to *BusinessWeek*, Ms. Thomas has been named to the *Ebony* 100+ Most Influential Black Americans list for three consecutive years and is the recipient of numerous awards and acknowledgements from the many business schools, business forums and civic organizations across the country where she has spoken. Ms. Thomas sits on the board of directors of the Association of Black Foundation Executives, Inc. (ABFE) as well as the Echelon Property & Casualty Insurance Company board.

The proud mother of two and grandmother of five, Ms. Thomas is active in Chicago-area church and community affairs. She considers her work a powerful fulfillment of her personal commitment to economic and educational empowerment initiatives that support the global Black community.