

*(Alumni Panel Presentation, cont.)*

Management Science Group; **Maurice Caldwell '89**, Principal Design Engineer, Broadcom Corporation; **Catherine Hanlon '79**, Attending Physician, Emergency Medicine, Monmouth Medical Center; **Barbara Levy '77**, Sr. Vice President, Ross Stores Inc.; **Patti Price '75**, Senior Director, CARE Inc.; **Wynne Whitman '86**, Attorney, Schenck, Price, Smith & King

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### **Block III Workshops 2:10 - 3:00 PM**

#### **Alumni Roundtable Discussions**

You will have an opportunity to meet with the members of the alumni panel face-to-face for small group discussions. This is your chance to ask them questions and speak with them on a more personal level.

#### **Life Without a Syllabus**

There is no syllabus outlining how to handle life after Lafayette. You will be expected to manage your own projects and time, often with minimal feedback. This session will provide guidance for the transition from college to the world of work with special emphasis on goal setting techniques.

*Rachel Moeller '88, Asst. Director, Career Services*  
*Alana Gallo, Asst. Director, Career Services*

#### **Money Matters**

For those preparing to be financially independent in the months ahead, this session will provide important tips on such topics as taxes, employment benefits, money management, rent and realtor fees, financing graduate school, and purchasing real estate.

*David C. Stifel, Asst. Professor, Economics and Business*

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### **Recognition Reception 3:00 - 3:30 PM**

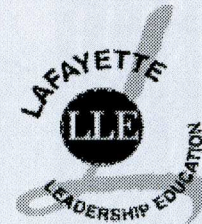
The 2004 Lafayette Leadership Institute is a program of the Office of Student Life Programs made possible by the:  
**Class of '68 Leadership Fund**  
For more information, contact the Office of Student Life Programs at (610) 330-5337

#### **Lafayette Leadership Education Committee:**

**Amy Ahart '97**  
Assistant Director, Student Life Programs  
**Pam Brewer**  
LLE Committee Chair, Associate Dean of Students  
**Stephanie Cote**  
Coordinator, Landis Community Outreach Center  
**Jadrien Ellison**  
Coordinator, Intercultural Development  
**Mitchell Feld '05**  
**Amy Giacobone '04**  
**Char Gray**  
Director, Landis Community Outreach Center  
**Christopher Hunt**  
Assistant Director, Residence Life  
**Amy Leibowitz**  
Coordinator, Aquatics/Intramurals  
**John Leone**  
Director, Alumni Affairs  
**Kamaka Martin '04**  
**Rachel Moeller '88**  
Assistant Director, Career Services  
**Volkan Oktem '04**  
**Todd Palo '05**  
**Meghan Ramsey '04**  
Student Leadership Intern '03-'04  
**Alexis Siemons '05**  
Student Leadership Intern '04-'05  
**Eliot Sokalsky**  
Assistant Director, Residence Life/Greek Advisor  
**Stephanie Stawicki '04**  
**Cristin Timoney '05**

# Marketing Success

## 2004 Lafayette Leadership Institute



**February 7, 2004**

# Marketing Success

## 2004 Lafayette Leadership Institute

**Registration & Breakfast**  
9:30 - 10:00 AM

Marquis Hall Lobby & Bergethon Room

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**Keynote Address** 10:00 - 10:40 AM

### Yesterday, Today & Tomorrow

Keynote speaker Bruce Maggin '65, Lafayette College Trustee and a founding partner of the H.A.M. Media Group, will share his vision of the challenges facing our future and identify leadership skills that will help us achieve our personal objectives *and* be successful.

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**Block I Workshops** 10:50 - 11:40AM

### Keynote Follow-Up

An opportunity to continue a small group discussion with Bruce Maggin.

### Balancing Your Life - How to Work Full-Time & Still Pursue Your Dreams

Think a busy full-time job means the end of your dreams? "Think again," says Wynne Whitman '86, attorney and author. Life is about diversity and balance - it's not just about your job. Join Wynne to learn how to find equilibrium 24/7 so you *can* pursue your goals and dreams.

*Wynne Whitman '86, Attorney, Schenck, Price, Smith & King*

### A Moral Compass: The Prerequisite for Leadership

In order to lead, a leader must have a moral and ethical framework from which to operate. Leading requires making choices as well as exercising moral and ethical reasoning with those for whom the leader has responsibility. This workshop will examine these issues as they affect leadership and allow you to explore your own moral and ethical positions on several leadership issues.

*Alan Childs, Prof. and Head, Dept. of Psychology*

### Graduate School: Who, Why, When, and How to Survive

Recent data suggests that between 40% and 50% of PhD candidates leave their program prior to completing it. In this discussion-oriented session, Dr. Blackwood and Professor Pfaffmann will address the graduate school decision, things to consider, and actions you can take to help maximize your chance of successfully completing a PhD once enrolled. This session is appropriate for students at all stages of the graduate school decision-making process. Come gather important food for thought about your academic and professional future!

*Penny Blackwood, Director, Corporate & Foundation Rel.*  
*Jeffrey Pfaffmann, Asst. Professor, Computer Science*

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**Block II Workshops** 11:50AM - 12:40 PM

### Catalysts for Change: Leading through Community Service

Would you like to make a difference? This workshop will offer insight into the ways in which you can invest yourself meaningfully in your community. Patti Price '75, an alumna who is making a difference, will explain her commitment to the global and local community. Also, students active in community service at Lafayette will describe the range of service experiences available to you right now.

*Char Gray, Director, Landis Community Outreach Center*  
*Patti Price '75, Senior Director, CARE Inc.*  
*Stephanie Stawicki '04*

### Staying Connected

Join an active Lafayette volunteer and trustee and hear why it is not only vital to the life of the college, but personally gratifying for alumni to give back to Lafayette. Learn about the broad range of options for "staying connected," and integrating the Lafayette Experience into your life after graduation.

*Barbara Levy '77, Lafayette College Trustee and Sr. Vice President, Ross Stores Inc.*

### Lead Yourself Toward Postgraduate Studies

Applying for scholarships, fellowships, and graduate and professional schools can be more complicated and time consuming than you may imagine. Join us as we outline the critical preparation necessary for a successful and rewarding experience.

*Julia Goldberg, Assistant Dean/Graduate Studies*  
*June Thompson, Admin. Asst., Dean of Studies Office*

### True Colors

"True Colors" recognizes that the need for and definition of success differs for each of us. Your unique characteristics and values are identified as your "true colors." Jadrien Ellison will present the "True Colors" approach and explain how it appreciates the differences of individuals, encourages potential, and motivates success.

*Jadrien Ellison '02, Coordinator, Intercultural Development*

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**Lunch & Alumni Panel Presentation**  
12:40 - 2:00 PM

Bergethon Room, Marquis Hall

After our buffet lunch, our panel of distinguished alumni will discuss the transition from Lafayette student leader to successful professional.

Moderator: *Fred Brown '89, Associate Director, Alumni Affairs.* Panel: *Sandy Balkin '94, Senior Manager, Pfizer's*

*(Cont. on reverse side)*