

Working WeekEnd

Brought to you by **Reed Alumni**

Sponsored by **Alumni & Parent Relations** and **Career Services**

February 3-5, 2012

~Information~
~Schedule~
~Locations~
~Biographies~

A message for students . . .

As you engage alumni during this inaugural Working Weekend, listen carefully to their stories and tales. You might hear some of this:

*References to the relevance and value of a Reed education to the world of work in the 21st century: bold inquiry; self reflection; hard work and creative play; tolerance for ambiguity, for risk; attention to detail; breadth and depth; and honor and integrity.

*Shared expressions of a common heritage by virtue of the Reed experience—you'll discover that most paths are not straight lines; some will hint at differences between college and the workplace where team effort and performance and a focus on results may be more important than individual effort and performance and personal development.

*Elements of how they got where they are and influential people along the way, perhaps mentors or other acquaintances—use the strategy we call networking (as in *schmoozing is good for your brain*)—whom do you know? By the end of the weekend ask yourself “Whom do I know now?” What do you have common with them and how can you tap them further as resources in your own quest?

AND. . .

*Know that there are 2,000+ other Reedies available to accept inquiries from you any time, and you can find them through the alumni career network, just log into IRIS and then the alumni directory. Do your homework—don't ask them for information that you could easily find from the company website or through industry or job function resources available to you through career services (i.e., respect their time). Prepare. Ask informed questions. If you're unsure about how to network, contact career services for some tips and visit the career services website, early and often.

*Take time to reflect on what you experience and learn this weekend. Meet with a counselor in career services or with one of the alumni you meet to debrief and make a plan of action for next steps. And please give feedback on how we can make these events even better.

Ron Albertson
Director of Career Services
Reed College

A message for alumni . . .

Reed has innumerable strengths. The merging of passion, inquiry, and experience that is represented in the alumni body is a true strength with real import. Working Weekend is the product of many Reed alumni who have focused their time and talent back to campus in an effort to assist current student and other alumni in areas of professional development. The Reed experience is built on the conversations in lectures, conferences, and hallways. This program offers a terrific chance for alumni to participate in this exchange and further strengthen the experience.

Whether you are here as a panelist, a resource for students, or to tap into the wealth of information that has gathered, you are part of the inaugural Working Weekend. We hope that this continues to grow into an annual affair and also furthers a dialogue between alumni and current students. The Reed experience does prepare alumni to work in the world in a varied and flexible fashion. This has led many Reedies to particular interesting career paths. We are so proud to have many alumni with such vision to look back to their roots and provide a foundation for others to build their own stories.

Thank you for all the time and work that many have put in to make program a reality. I expect you will look back at this weekend as a time that built the foundation for the Reed community to continue to flourish into the future.

Mike Teskey
Director of Alumni & Parent Relations
Reed College

Welcome to the first Reed College Working Weekend!

Thanks to inspiration from [Adam Riggs '95](#) and others, Reed will hold its first ever "Working Weekend" on campus, February 3-5, 2012. This is a career and entrepreneurship-focused event to help students and alumni, and it is open to everyone.

Alumni representing any interest or interest group—whether entrepreneurship in the for-profit or non-profit world, careers including law, applied hard science, software/Internet, etc. or quality of life beyond Reed—are all welcome to participate. Through a variety of formal and informal interactions, students will be able to learn alumni perspectives on a wide variety of careers types. The weekend offers a mix of panel discussions, workshops (including a StartUp Lab), and one-on-one "office hours," appointments between students and alumni.

Working Weekend is a great chance for alumni to connect and reconnect with each other, and a stellar opportunity to make an enormous difference by helping current students prepare to bridge the gap between Reed and the wider world.

There is no registration to participate in Working Weekend. We ask that you please sign in to each activity you attend. There will be docents at each activity to answer questions and make sure you sign in.

StartUp Lab

<http://reedstartup.wordpress.com/>

Reed StartUp Lab is a career and entrepreneurship—focused event that takes place during Working Weekend. Alumni are traveling from all over, making an extraordinary investment to come to campus to help current students and newer alumni get a jump-start on internships and careers.

Alumni who are designated as "Entrepreneurs in Residence" will organize, lead, and participate in a defined series of skills and brainstorming/lab workshops with students and other alumni. We'll create teams based on your ideas for a start-up, whether it's the next great thing in digital, a great new consumer product, a clean energy breakthrough, or a new medical device. If you can dream it, during Reed StartUp we'll help you learn how to move from idea to a pitch—with clear deliverables and a team of Entrepreneurs-in-Residence to mentor you throughout the event.

Compelling keynotes from our alumni entrepreneurs at already established, new, and emerging companies will give you a glimpse of what it's like to build a company and to work for a rapidly growing start-up. They will speak about the great stuff and the not so great, so you can learn from their experiences. **See the StartUp Lab webpage, <http://reedstartup.wordpress.com/> and the hard copy schedule book available on campus in career services and in alumni & parent relations for a detailed schedule and for profiles of Entrepreneurs-in-Residence and visiting venture capitalists.**

One-on-One Meetings

Most of the Working Weekend participants are available during their time on campus for one on one meetings and consultations. Some will only be on campus long enough to participate in one discrete activity. There are also alumni on campus for one on ones who are not panelists whose expertise and experience is compelling. All bios are included in this booklet. **Please contact alumni individually via email to set up a meeting.**

**~There is a hospitality desk and check-in located in the
Vollum College Center lower lobby.~**

Working Weekend Schedule

Friday, February 3

5 p.m.–6 p.m. **Introduction and keynote** — Vollum Lecture Hall

5:30 p.m.–10 p.m. **StartUp Lab** — Vollum 120
(See separate schedule for details)

Saturday, February 4

9 a.m.–10 p.m. **StartUp Lab** — Vollum 120
(See separate schedule for details)

10:30a.m.–12:15p.m. **Clean Tech: a multidisciplinary pursuit** — Vollum 116
Alison Wise '96, Peter Lilienthal '78, Deane Little '78, Sasha Rabin Wallinger '11 MALS
The world's economy is driven by extraction, of minerals and fossil fuels, of human labor for the lowest cost, and of sacrificing the resources that our grandchildren will need for the pleasure and products that we desire now. Add to that the carbon constraints that are mounting as countries become more aware of what the detriments are to our global economic and environmental health, and the landscape for development is shifting (in some cases, quite dramatically). This panel will introduce just a sample of business and economic ways that are addressing the challenges that impending planetary ecosystem collapse present. A common phrase in the finance world speaks to this: "The bigger the problem, the bigger the opportunity."

10:30a.m.–12:15p.m. **Ecommerce/Internet: Believe the Hype** — Vollum 110
David Wolfe '88, Dan Baggott '95, Luke Kanie '96, Michael Richardson '07, Adam Riggs '95
Ecommerce—the activity of selling stuff online—is undergoing a series of major transformations. The ubiquity of mobile computing power, the movement of personal identity and socialization onto the web, and the abundance of high-speed Internet connections have conspired to give us local ecommerce, social commerce (group buying, flash sales, etc.), and location based commerce. Each of these phenomena are disrupting entire industries and changing the way people shop. Consider Groupon's meteoric rise. We will spend time exploring each of these trends and speculating about what innovations lie ahead.

10:30a.m.–12:15p.m. **Diplomacy, Statecraft, Government: An Overview** — Vollum 126
Forest Atkinson '96, Pam Kingpetcharat '95, Amanda Zafian '96
Panel participants discuss their experience working in fields related to foreign affairs, national security, international development, and international consulting; provide insight into potential career paths; and exchange views on what applicants should do to pursue such jobs and to make themselves competitive. Panel participants' experience includes private sector consulting, Department of Defense, Department of State Foreign Service, NGOs, and Peace Corps.

1–2:30 p.m. **Culinary Arts Panel and Memorial Dishwashing Crew** — VLH
Michael Gibbons '96, Mark Bitterman '95, Kurt Huffman '93, Allison Jones '10, Steve McCarthy '66, Sebastian Pastore '88, Jon Rowley '69, Amy Wesselman '91
Proprietors and experts in food, spirits, beer, restaurants, and food-related media come together for a culinary conversation. What delicious dish, drink, or doctrine will they serve?

- 1:00–2:30 p.m. **Life & Physical Sciences** — Vollum 126
Gloria Johnson '79, Michael Tippie '80, Andrew Doan '93, Chantal Sudbrack '97, Marcia Yaross '73
 How to use your hard science degree without becoming a professor: entrepreneurship, biomedical engineering, nanotechnology, etc.
- 1–2:30 p.m. **The Law** — Vollum 110
Forrest Alogna '95, Steve Carlson '93, Erin Conroy '95, Ezra Gollogly '95, Peggy Hill Noto '75, Bob Stacey '72
 Law school, yes or no? A passionate debate from both sides will be followed with a more general discussion of different areas of the law, specialties, what to avoid, what to pursue.
- 1–2:30 p.m. **Evolution: The Origin of (New Media) Species** — Vollum 116
Amy Ulrich Geary '97, Jessica Glenn '06, Spencer Smith '71, Kerry Skemp '05
 From publishing to television to e-readers to publicity to how to get a job.
- 2:45–4:15 p.m. **Innovation in Education** — Vollum 116
Jody Hoffer Gittel '84, Mark Chen '95, Sunny Childs '83, Jon Paul Davis '93, Andrew Mason '90, Cate Mingoya '08, Jessica Youngberg '06
 Alumni describe their experiences as innovators in the increasingly dynamic education sector. Innovations include online learning and gaming, alternative schools like Open Meadows, teacher training programs like Teach for America, and researcher-practitioner collaboratives that transform knowledge into practice.
- 2:45–4:15 p.m. **Non-profits: Changing Lives** — Vollum 110
Jan Liss '74, Emily Corso '10, Sarah Costello '95, Nell Edgington '95, Craig Mosbaek '83, Jeremy Stone '99
 Expert advice on how to start and grow a career in the non-profit sector.
- 4:15–5:45 p.m. **Reedies Hiring Reedies** — Vollum Lounge
Peter Stockman '77, Yoni Berkman '96, Luke Kanies '96, Turid Owren '74, Michael Richardson '07
 What makes Reedies great employees? What do Reed alumni look for when they hire? How can you distinguish yourself from the pack? Learn from Reedies who hire and who train Reedies to be great employees. If you're an alumni hiring manager, talk with your peers about their successes with hiring Reedies. Join us!
- 6–8 p.m. **Concluding Celebration** — Student Union

Sunday, February 5

- 9 a.m.–3 p.m. **StartUp Lab** — Vollum 120 <http://reedstartup.wordpress.com/>
 (See separate schedule for details)

Presenter Biographies

Forrest Alogna '95, Philosophy

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<http://fr.linkedin.com/in/forrestalogna>

Before succumbing to the siren song of the law, Forrest jumped freight trains and worked in a woodshop in central Illinois; he left several unfinished novels behind in Mexico.

After graduating *summa cum laude* from Cornell Law School, where he was Editor-in-Chief of the Law Review, he clerked on the Third Circuit Court of Appeals and joined the leading law firm Wachtell, Lipton, Rosen & Katz in New York. He now practices corporate law in Paris, France.

Forest Atkinson '96, Physics

atkinsonfg@gmail.com

Forest has been a Foreign Service Officer with the U.S. Department of State since 2004. He has served in China, Iraq, Austria, and Pakistan, and is currently in Washington, DC, en route to his next assignment in Taiwan. His work with the State Department has spanned a range of responsibilities, from overseeing U.S. assistance to police forces in NW Pakistan, to interviewing visa applicants in SW China, to managing U.S. contributions to democratization activities in the Balkans. After graduating from Reed, Forest served with the Peace Corps in Tanzania from 1996 to 1998 where he taught high school physics. He earned a master's degree in urban planning from the University of California at Berkeley in 2002, and then worked for two years as an urban planner for the County of San Francisco before joining the Department of State. He is interested in informing Reed students about potential careers in foreign affairs, and providing tips regarding the process of applying for the Foreign Service, obtaining a security clearance, etc. He will be available to meet with interested students during Working Weekend, or answer questions by email/ telephone at other times.

Dan Baggott '95, Biology

dbaggott@gmail.com

While at Reed, Dan did his thesis research on yeast viruses with Peter Russell and once drove the get-away van in a heist of the Doyle Owl. He went on to drop out of Berkeley's molecular & cell biology Ph.D. program in 1999, having decided not to pursue a career as a research scientist, and became involved in the Internet software world by working for an aspiring "Yahoo! for scientists" start-up, first as a biologist and then as a self-trained programmer. Later, in the Genome Biology Division at Lawrence Livermore National Laboratories, Dan worked at the intersection of science research and programming, but has since moved back into the private sector. Presently he is principal engineer and head of search at CafePress.com where, among other things, he rewrote the search code and remains responsible for millisecond response times for millions of searches a day on a product catalog of over a quarter billion items. Dan's skill set also includes unemployment. He is more than happy to share his experiences with fellow Reedies and to offer any advice, guidance, or other help that he can—you can get in touch with him via email.

Yoni Berkman '96, History

jonathan.p.berkman@kp.org

Healthcare Informatics Manager

Kaiser Foundation Health Plan of the Northwest

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I did not escape my nature as a precocious Reddie: I had my midlife crisis in my late twenties. Having spent the first part of a professional career in dance and academia (history), my professional focus migrated to healthcare informatics and analytics via a large investment bank and an HR consulting firm. I recently earned another graduate degree in health administration from the Hatfield School of Government. Nonetheless, I know from the school of hard knocks that both networking and how to engage people remain the keys to success.

My current professional pursuits center on the interaction of healthcare service and quality initiatives with financial performance. My related experience includes work on two hospital certificates of need, an inpatient hospice certificate of need, clinic and surgery access, and six years as the chief cost accountant for the Northwest region of Kaiser Permanente. I am willing to be a resource to Reed students and alumni about healthcare administration and informatics.

Mark Bitterman '95, History

mark@themeadow.net

Mark Bitterman is co-owner and selmelier of The Meadow (themeadow.net), a specialty food business with locations in Portland Oregon and New York City. A leading international expert on salt, Mark won a James Beard Award for his book *Salted, a Manifesto on the World's Most Essential Mineral, with Recipes* (2010). He lectures at institutions such as the French Culinary Institute, Le Cordon Bleu, the Monell Chemical Senses Center, and leads salt-inspired dinners many celebrated and award-winning restaurants. Mark has been recognized as a Local Food Hero by *Cooking Light* and a Tastemaker in *Food & Wine*. He has been featured in *The New York Times*, *The Washington Post*, *The Chicago Tribune*, *The Wall Street Journal*, *The Atlantic*, *The Guardian* (UK), *Splendid Table*, *All Things Considered*, Martha Stewart Living, CBS News, ABC News, Fox News, MSNBC, The History Channel, *Saveur*, Ruhlman.com, 101 Cookbooks, Food Network, and many other top TV, radio, print, and online media. Mark is happy to answer your questions!

Steve Carlson '93, Chemistry

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Steve is a principal in Fish & Richardson's Silicon Valley office, and litigates cases across the technology spectrum. Recent successful representations include a bench trial victory on behalf of a pioneering pharmaceutical developer of glaucoma medications, a jury trial victory over intrusion detection software, and successful enforcement of patents to polymerase chain reaction technology. Steve is an active speaker and writer on issues of patent law, drawing on his experiences as a law clerk to the Honorable Paul R. Michel of the Federal Circuit, and to the Honorable Roderick R. McKelvie of the District of Delaware. He a co-author of the book *Patents in Germany and Europe: Procurement, Enforcement, and Defense*, written in tandem with Fish's Munich team. He is also a co-author of the *Patent Case Management Judicial Guide*, published by the Federal Judicial Center and on the shelves of judges nationwide.

Mark Chen '95, Art

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<http://markdangerchen.net>

Mark Chen is a post-doctoral scholar at the University of Washington in the college of education, working with the Computer Science & Engineering Center for Game Science on science and math games. He is also helping the *Educurious* project by integrating gameplay into the redesign of high school biology, English, and algebra. He has a new book out based on his dissertation work on learning in online games titled *Leet Noobs: The Life and Death of an Expert Player Group in World of Warcraft*. Additionally, Mark is exploring the use of experimental and artistic games to promote cultural production and deep meaning making. Prior to doctoral work, Mark was the Webmaster and a web game developer for OMSI. You can read more about Mark on his blog at <http://markdangerchen.net>

Mark would love to hear from Reedies and can share experiences about graduate school, games and learning, working for a museum, or riding a bike across the country. He'd be happy to review resumes, give suggestions for job and research leads, or whatever, really. :)

Sandra (Sunny) Childs '83, English

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<http://franklintoolbox.wordpress.com/>

Sandra Childs is Franklin High School's instructional specialist—supporting teachers and students—team teaching, providing resources, leading staff development in technology and literacy and working with programs to support Academic Priority students. Sandra comes to this position using her skills as both a certified library media specialist and high school language arts and social studies teacher. She taught Global Studies, Women's Literature, and Sophomore English at Franklin High from 1991-2008. From 2008-2011 she worked as a teacher-library media specialist at Jackson Middle School and Harrison Park K-8. She also served as Jackson's writing coach in 09-10 and its technology facilitator in 10-11. She graduated from Reed College (English), S.U.N.Y. Buffalo (Law), & Lewis & Clark (Education). She has a 15 year old daughter who keeps her informed about exactly what it is like to be a student in the public school system and who keeps her up-to-date about everything teen and teenish. Sunny is a published writer for [Rethinking Schools](#). As an [Oregon Writing Project](#) teacher consultant, literacy coach, and workshop leader for most of her career, Childs has had an opportunity to be an instructional leader, curriculum developer, and social justice advocate.

Throughout, Childs has been an active member of and writer for Rethinking Schools. Her piece on *Salt of the Earth* is read in many teacher education programs and her article on *In the Time of the Butterflies* is still generating inquiries for her curriculum throughout the country. She was featured on an episode of NCTE's *The Expanding Canon* and interviewed about her teaching of the wars in Iraq & Afghanistan on *CSPAN's Washington Journal*. She was recently awarded a trip with other environmental educators to Costa Rica, and she is co-coordinator of [VERSELANDIA!](#)—Portland's 1st all city high school poetry slam. You can see some of the work she does for Franklin High by visiting the [Franklin High Toolbox](#). Sunny is happy to hear from you, to do resume reviews, give suggestions, share connections, set up a job shadow experience, so on.

Erin Conroy '95, History

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After graduate school, Erin worked as a litigation associate in the Bingham McCutchen San Francisco office for six years, including one year spent as the firm's first Pro Bono Attorney Fellow. A specialist in appellate law, she was lead associate on several cases, including the firm's amicus briefs against Prop 8 before the California Supreme Court and in defense of the Voting Rights Act before the U.S. Supreme Court. In winning an appeal challenging the denial of asylum to her first clients, Mayan Guatemalan brothers who escaped persecution during the Reagan-sponsored campaign of terror in the 1980's, Erin is proud to have made new, favorable immigration law in the Ninth Circuit. Having burned out on the hours and workload, she quit the firm in 2010 and is contemplating whether or not she wants to return to legal practice. Besides her time at McCutchen, highlights of her legal career have been working for Reedy Nina Bell at Northwest Environmental Advocates in Portland, and a law school summer spent working with the late, great Luke Cole at the Center on Race Poverty and the Environment, in San Francisco. She has represented a range of clients, from migrant workers fighting toxic waste and air pollution in California's Central Valley, to monopolists in the heart of Manhattan, lived in more than two dozen places and worked a dozen strange jobs, and is more than happy to share her experiences with fellow Reedies -- you can get in touch with her via email.

While at Reed, Erin was privileged to study history with Malachi Hacohen, Charles Sullivan, Christine Mueller, and Ray Kierstead, and to serve on the Judicial Board. Her thesis was a biography of Robert Brasillach, an interwar French fascist intellectual. She worked summers as a cashier, pump jockey, and nanny. After graduation, she interspersed temp work in data entry and reception with unpaid internships as a journalist for her hometown newspaper and a legal assistant for NWEA (thanks to a Reedy contacted through career services). She then ran a yoga props company for a year, entered a Ph.D. program in intellectual history, and eventually left it to go to law school. She is thankful to Reed donors and administrators for the generous financial assistance that made it possible to attend Reed and therefore other, less intellectually rigorous post-graduate institutions, such as Duke University ('01) and Yale Law School ('04).

Emily Corso '10, Religion

Development & Marketing Assistant, Portland Art Museum

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[**http://www.portlandartmuseum.org/index.cfm**](http://www.portlandartmuseum.org/index.cfm)

Emily is an aspiring development professional currently working as the development and marketing assistant for the Portland Art Museum. She has worked and interned in fundraising, marketing, and volunteer coordination positions with a number of nonprofits, including Planned Parenthood, Our House of Portland, an HIV/AIDS care facility, Death with Dignity, and Springboard Innovation, a young organization that helps individuals design and launch nonprofits and social business hybrids. Having graduated into a very harsh recession, she can speak to the persistence needed to find or create a good job in Portland (especially with a liberal arts degree), and can recommend routes for doing this.

Emily spends her free time training in mixed martial arts, and is a Women's Self-Defense instructor. She currently has an undefeated amateur record as a mixed martial artist and hopes to pursue professional fighting alongside her fundraising career (or perhaps in conjunction with it).

Sarah Costello '95, History
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As vice president of the International Living Future Institute, Sarah Costello directs development and communications efforts for a progressive green building NGO. The Institute is the creator of the Living Building Challenge, an extremely ambitious building performance standard that defines true sustainability in the built environment. Through her work at the Institute, Sarah has learned about the myriad opportunities popping up within the large and growing green building movement. This is truly a field in which talented and creative Reedies (be they biologists or psychologists, chemists or historians) can do well by doing good.

Jon Paul Davis '93, Biology
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I teach genetics, biotechnology, ecology and evolution at the North Carolina School of Science and Mathematics, a statewide residential school for academically talented students. One interesting thing about my job is that I teach some of my classes from a television studio and much of the content of my classes is delivered via the web. So I find myself working as much on video production and web design as grading papers.

Andrew (Andy) Doan, MD '93, Biology
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www.credentialprotection.com (first company to offer a Verified Doctor Reviews process to protect doctors and consumers)

Dr. Doan practices comprehensive ophthalmology and eye pathology and is board certified by the American Board of Ophthalmology. Dr. Doan treats a broad range of eye disorders including eye cancers and tumors. Born in Saigon Vietnam and raised in Oregon, he earned a Bachelor of Arts degree in Biology from [Reed College](#). He completed his MD and PhD degrees at [The Johns Hopkins University School of Medicine](#). Dr. Doan completed both an Internal Medicine Internship and General Clinical and Surgical [Ophthalmology residency at the University of Iowa](#). After his ophthalmology training, he completed his fellowship in eye pathology at the [Jules Stein Eye Institute](#) at the University of California, Los Angeles. Dr. Doan volunteers as a clinical provider at the Temecula-Murrieta Rescue Mission. He is an Assistant Professor of Surgery at Loma Linda University and at the Uniformed Services University School of the Health Sciences. Dr. Doan teaches medical students and residents, published in peer-reviewed academic journals, is managing editor for the Journal of Academic Ophthalmology, and speaks at national meetings. Dr. Doan is the Chair for the Young Ophthalmologist committee, Ophthalmic News & Education Network Deputy Editor-in-Chief, and an OPHTHPAC/Congressional Advocacy Committee member for the [American Academy of Ophthalmology](#). In addition, Dr. Doan serves as a Committee Member for the [Ophthalmic Mutual Insurance Company](#). When not pursuing his career interests, he enjoys spending time with family and serving at Rancho Community Church. Dr. Doan has served on [humanitarian cataract missions in Burkina Faso Africa](#).

Nell Edgington '95, History

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Nell is president of Social Velocity, a management consulting firm that accelerates social innovation by leading nonprofits to greater social impact and financial sustainability. She is also author of the popular *Social Velocity* blog. Prior to founding Social Velocity, Nell had a 13-year career in management positions throughout the nonprofit sector nationally. She led teams and strategic planning efforts, raised over \$5 million annually, recruited and trained top talent and won national awards in nonprofit organizations such as PBS (Public Broadcasting Service) the Oregon Children's Foundation, and the Capital Area Food Bank. She also holds an MBA from the Kellogg School at Northwestern University.

Twitter: [@nedgington](https://twitter.com/nedgington)

Facebook: [Social Velocity](https://www.facebook.com/SocialVelocity)

Amy Ulrich Geary '97, History

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Executive Director, Global Distribution Strategy & Business

Development

Disney and ABC Television Group

As the executive director, global distribution strategy and business development Amy leads the implementation of Disney Channel, Disney Junior, Disney XD, ABC Family and ABC networks authenticated applications. The products distributed for the Disney networks will join WatchESPN as part of the Walt Disney Company's innovative suite of multiplatform television products available free to consumers as part of a cable subscription.

Prior to joining the Global Distribution team, Amy was a senior director in the National Accounts group within Affiliate Sales and Marketing at The Walt Disney Company. Amy had account responsibility for DIRECTV and AT&T and managed a team that drives revenue with smaller Telco and MSO accounts. Amy negotiated distribution deals for all of the ESPN and Disney cable networks, which include ESPN, ESPN2, ESPN3, ESPN Deportes, ESPN3.com, Disney Channel, Disney XD, Disney Junior and ABC Family. Amy negotiated one of the first deals for the new ESPN 3D network with DIRECTV, and also secured a launch with AT&T before the network began its historic 3D coverage of the World Cup in June 2010.

Prior to joining the sales team within Affiliate Sales, Amy was a senior manager, business strategy and development for the Affiliate Sales group. Amy supported all of the western division accounts (DIRECTV, Dish Network, Charter Communications and AT&T) with financial projections and analysis and legal analysis of each new deal contemplated. In addition, Amy was involved in special projects such as reforming the distribution strategy for underperforming networks and focusing on strengthening the portfolio of Disney and ESPN cable networks.

Prior to ESPN, Amy formulated marketing strategy for DIRECTV, and marketing online video for ESPN while at Wharton. Before attending Wharton, Amy worked on the creative side of television as a writer, producer and editor in New York City. Her television credits include productions for VH1, Comedy Central, NBC, The Food Network and ESPN.

Amy received her MBA from the Wharton School at the University of Pennsylvania. In addition to her professional work, Amy was the president of the Reed College Alumni Association's New York City chapter from 2001-2004, and was successful in marketing alumni events and increasing alumni attendance over 300%. Amy has volunteered as to serve on panels and as an admissions volunteer with Wharton. Since 2010, Amy has been an active mentor with Women in Cable and Telecommunications and a Taproot pro bono consultant.

Michael Gibbons '84

Partner, Papa Haydns, Jo Bar

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<http://www.papahaydn.com/>

Partner@ Papa Haydn East, West & Jo Rotisserie & Bar

Former Reed alumni board member, board member, Portland After School Tennis & Education:

www.pastande.org

Former Board Member Loaves and Fishes Portland Dineout. Cranky Old Guy.

If you are looking for a local non-profit organization that is a model for community engagement, Michael would be happy to tell you more about Portland After School Tennis & Education. Here's information adapted from the organization's web site, but it's just a bare snapshot. Visit the site and talk with Michael for more information.

PASTE is a youth development organization for K—12th graders. Their year around program creates effective partnerships with families, schools, and volunteers to help the students achieve academic and athletic success. Through one-on-one tutoring, tennis lessons, direct instruction, a strong emphasis on nutrition & fitness and parent education, their program develops strong student athletes and prepares them for a productive future.

Jody Hoffer Gittel '84, Political Science

Professor, Brandeis University, Heller School

Director, Relational Coordination Research Collaborative

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<http://www.jodyhofferjgittel.info/>

<http://www.relationalcoordination.org>

A Reed College Trustee, Jody is a professor of management at Brandeis University's Heller School for Social Policy and Management. She serves as director of the newly formed Relational Coordination Research Collaborative, which brings practitioners and researchers together to transform relationships for high performance. In addition she served recently as Acting Director of the MIT Leadership Center.

Her research explores how coordination by front-line workers contributes to quality and efficiency outcomes in service settings, with a particular focus on the airline and healthcare industries. She is the author of dozens of articles and chapters, as well as books titled *The Southwest Airlines Way: Using the Power of Relationships to Achieve High Performance*, and *High Performance Healthcare: Using the Power of Relationships to Achieve Quality, Efficiency and Resilience*. Her newest book, *Sociology of Organizations: Structures and Relationships* (with Mary Godwyn) compares the relational organizational form to the bureaucratic organizational form, seeking a hybrid form that captures the best of both worlds.

Dr. Gittel received her MA from The New School, and her PhD from MIT Sloan School of Management then served as assistant professor at the Harvard Business School. She won a Best Book Award from the Alfred P. Sloan Foundation, a Best Paper award from the Human Resource Division of the Academy of Management, the Douglas McGregor Memorial Award for Best Paper of the Year in the *Journal of Applied Behavioral Science*, and an Honorable Mention for the Douglas McGregor Memorial Award for Best Paper on Organizational Change.

Jody is eager to help students build their career networks, especially in the arenas of health, education, human services, and management.

Jessica Glenn '06, English

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Jessica Glenn is a book publicist, manuscript herder, reviewer, squirrel whisperer, musician, inventor, writer and mischievous at times, too. Her book publicity company, MindBuck Media, is a natural extension of her work as a freelance writer and development designer, as well as her former employment with Web 2.0 savvy, Electric Artists Marketing Services Company in NY.

From manuscript to book release, Jessica Glenn provides highly personalized author services ensuring the highest level of success possible for authors and their publishing companies. Conservatively, she's helped authors sell half a million books in the last two years alone and had two bestsellers in 2011. She works directly with authors, with publishing companies (including Amazon Publishing), or in tandem with both to create the best bang for the publicity buck through her established relationships with a wide range of media sources, book manufacturing providers and artists.

Ezra Gollogly '95, Philosophy

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http://www.linkedin.com/profile/view?id=5261677&locale=en_US&trk=tyah2

Principal at [Kramon & Graham, P.A.](#)

Ezra practices in the area of general civil and commercial litigation. He represents clients in a wide variety of matters, including complex commercial disputes, business break-ups, contract disputes, administrative agency matters, and professional liability cases. Ezra appears routinely in both federal and Maryland state courts, and represents clients in appeals, mediations, and arbitrations.

Kurt Huffman '93, History

Director, Chefstable LLC

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Kurt Huffman is the founder of Chefstable (www.chefstablegroup.com). A Portland native, Huffman knows the deep creative culinary talent in the Pacific Northwest and works with chefs throughout Portland, and beyond, to bring their visions to life.

After years abroad and furthering his education, Huffman returned to Portland and immediately began using his extensive knowledge of business and food service by working with chefs to help them execute their vision, eventually founding ChefStable in 2008. Chefstable's mission is to offer up-and-coming and established chefs the opportunity to build and open their concept in partnership with a group of restaurant business professionals.

Food and travel have always been a passion of Huffman's, and his family-made meals were a formative part of his childhood. His early love of cooking led him to enroll in his first cooking class at ten years old and by fourteen, he was washing dishes and running the grill at Fat City Café in Multnomah Village. Studying history at Reed College in Portland, Huffman continued on to receive his Masters of Law from the University of Glasgow.

Armed with his years in restaurant industry, Huffman ventured to France in '97 and began his first upstart food business—Ninkasi (www.ninkasi.fr), a French brewpub in Lyon, France—with a French business partner. With his business background and drive, Huffman managed to raise \$2.5 million to get Ninkasi up and running. Against all odds, 25 year-old Huffman created an award winning brewery and prestigious SMAC concert hall. By 2000, Ninkasi expanded from 220 to 500 seats. When Huffman left France in 2004, the breweries had exploded to five locations and 500 employees.

Finding himself still enamored with food, he returned to the US and helped pioneer the bread-baking program at St. Honoré bakery in Portland and again extended his education by receiving his MBA at the University of California, Berkeley.

Gloria Johnson '79, Chemistry

johnsontierney@gmail.com

Gloria has more than 25 of years of technology industry experience in marketing and applications development, with an emphasis on instrumentation products for the semiconductor industry.

She is currently a consultant for the semiconductor industry with a focus on start up and early stage development companies. Fields of expertise include technology evaluation, applications development, strategic marketing and competitive analysis, product marketing and product positioning.

Ms. Johnson has held director-level positions in marketing and technology development for companies ranging from start up to over one billion in annual revenues. She most recently served as director of product management and applications with tau-Metrix, a start up company developing new methods for monitoring integrated circuit performance. Prior to joining tau-Metrix she held positions as senior director of strategic marketing at Therma-Wave, and director of applications engineering and marketing at Sensys Instruments. Prior to joining Sensys she spent 13 years at KLA-Tencor in several senior management roles responsible for strategic marketing, business development, product support for a \$150 million business unit.

Allison Jones '10, Religion
Contributing Food Editor, *Portland Monthly Magazine*
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Allison is a food editor at *Portland Monthly Magazine*, where she writes food, spirits, and wine industry news and reviews in Portland. She is the resident Food Historian at OurFoodShed.com, the host of weekly cooking classes at the Portland Farmers' Market, and a professional photographer specializing in food, chefs, and restaurants. Her stories and photos have been featured in *Sunset Magazine*, *Gastronomica*, *Food and Wine*, *Travel & Leisure* and more.

Jennifer Jordan '89, Political Science
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Jennifer is a managing director of Golden Seeds, a national angel investor network with over 200 members and an emphasis on seeking women founders. She is a core member of the due diligence team, where she analyzes the market opportunity and financials of early stage companies and works with entrepreneurs in designing more effective business plans. She also provides start-up mentoring for entrepreneurs through the Springboard Mentor Program and the MIT Entrepreneurship Center. Jennifer served as Corporate Vice President of Investor Relations at Cadence Design Systems and spent 10 years covering early search, ecommerce, Internet software applications, video game software and technical software as an equity research analyst with Black & Company through its acquisition by Wells Fargo Securities. She is a blackbelt in the Indonesian Martial Art of Poekoelan Tjimindie Tulen and holds the title Goeroe.

Luke Kanies '96, Chemistry
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Luke founded Puppet and Puppet Labs in 2005 out of fear and desperation, with the goal of producing better operations tools and changing how we manage systems. He has been publishing and speaking on his work in system administration since 1997, focusing on development since 2001. He has developed and published multiple simple sysadmin tools and contributed to established products like Cfengine, and has presented on Puppet and other tools around the world, including at OSCON, LISA, Linux.Conf.au, and FOSS.in. His work with Puppet has been an important part of DevOps and delivering on the promise of cloud computing.

Pam Kingpetcharat '95, Economics
Chief Administrative Officer
Joined Human Rights First in 2011

Pam Kingpetcharat is responsible for ensuring that Human Rights First has the people, processes, and systems in place to operate efficiently and effectively in advancing its mission. Before joining Human Rights First, Pam was a senior manager at Dalberg Global Development Advisors, spent 2 years in Guyana with the Peace Corps, and has worked for Accenture, Merrill Lynch, and the Federal Reserve Board of Governors.

Pam holds a master in public administration / International Development from Harvard's Kennedy School of Government.

Willie Koo '83, Biology
wkoo@assetexchange.com
CEO, AssetExchange, an FIS Global Company

Willie started a small investment bank/brokerage/advisory firm that specializes in helping financial institutions find solutions for their credit card programs. The company was started by three Reedies and sold to FIS Global in February, 2007. (He was also a founding member of a retail/online "green products" company that did not fare so well.) Willie is happy to chat with students with entrepreneurial aspirations. Before AssetExchange, Willie worked for JP Morgan Chase, Corning, and US Bank in a variety of management roles.

Peter Lilienthal '78, International Studies
CEO, HOMER Energy
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The process of writing my senior thesis got me thinking about two large issues: our civilization's vulnerability to energy and the importance of rural development and decentralized power. Fortunately, Reed now has career services because I graduated without a clue as to what I would do with those insights. It took me about 4 years to come up with a coherent plan to tackle those issues but they have become the cornerstones of my career.

Here is the Vision and Mission statement from HOMER Energy's business plan:

Vision: The declining cost of solar photovoltaics and the increasing cost of petroleum are creating rapid growth potential for hybrid renewable microgrids. # Microgrids will become essential for maintaining high reliability while integrating large contributions of renewable power and electric vehicles.

Mission: HOMER Energy will expand from its dominant position as the recognized world leader in economic design software for hybrid renewable microgrids in the diesel-powered remote market into the growth market of interconnected microgrids.

Jan Liss '74, Psychology
Executive Director, Project Pericles
Member, Reed College Board of Trustees
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Jan is executive director of Project Pericles, a not-for-profit organization that encourages and facilitates commitments by colleges and universities to include education for social responsibility and participatory citizenship as an essential part of their educational programs. She has worked at a variety of non-profit organizations including: The Aspen Institute Business and Society Program, Consumers Union (publisher of *Consumer Reports* and *Consumerreports.org*), The New York Public Library, The Brookings Institution (Foreign Policy Studies Program), The Paper Bag Players, and The Portland Art Association.

Jan also holds an MBA from the Yale School of Management.

Deane Little '78, Biology, Ph.D.
CEO, New Sky Energy
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Reed statement: "The education I received at Reed prepared me to be an entrepreneur and innovative thinker. Reed is unique in the way it actively encourages its students to think independently and create new ideas. Your senior thesis will be hard work and may cause you some anguish, but think of it as a crash course in how to change the world."

New Sky background statement: New Sky Energy is a carbon negative manufacturing company. Our mission is to transform CO2 from a pollutant to a resource. New Sky seeks student interns for short term projects in Boulder, Colorado and is very interested in working with Reed faculty who have research interests in electrochemistry, synthetic chemistry of carbon and carbonates, membrane technologies and material science.

Andrew Mason '90, Philosophy
andrew@openmeadow.org

Andrew Mason is executive director of Open Meadow. He was previously as Open Meadow's associate director and director of transition programs. He came to Open Meadow to develop the program CRUE (Corps Restoring the Urban Environment) into a full-time alternative education program for high school students.

Mason holds an MSW from Portland State University. Prior to Open Meadow he worked as a crew leader trainer statewide for the Oregon Youth Conservation Corps, provided technical assistance to start-up programs, and served as a crew leader and education coordinator for the Cascade Education Corps in Forest Grove, Oregon.

Mason has established many new programs at Open Meadow for high school youth including Corporate Connections, to employ graduating youth, Youth Opportunity (YO) and Career Pathways programs, providing employment and post-secondary transition services to youth, and other project-based, social enterprise, and entrepreneurial ventures. His work has received recognition from the US Department of Labor, the National Youth Employment Coalition, the National Science Teachers Association, OYCC, the City of Portland, the Wetlands Conservancy, Tualatin Riverkeepers, and the Columbia Slough Watershed Council.

Steve McCarthy '66, Political Science
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I skipped the last half of my senior year in high school to attend the University of Grenoble in Grenoble (Isere) France. I studied French culture, history, and language at the University and spent a lot of time climbing in the French and Swiss Alps as part of the activities of the GUM (Grenoble Universite Montagne). And on my bicycle trips through that part of France in the spring of 1961, I rode past orchards with bottles hanging from the pear trees along the road, with small pears growing inside.

My intellectual life as a student was centered on the historical roots of our Western European cultural heritage. I got to know the classical writers from the ancient Greeks to the 20th century political writers (Marx, Lenin, etc.).

In 1963 and 1964 I took a leave of absence from Reed College and went around the world, climbing and trekking in the Nepalese Himalayas, travelling overland in India, and exploring the Hindu and Buddhist religious monuments.

I spent some time in politics in the early to mid 1960s and decided that law school was the way to get relevant skills. I took the Oregon Bar and passed, and began to practice law in 1969. After several years, I realized that law practice was not for me. When Ralph Nader started the PIRG movement in 1972, Oregon PIRG was one of the first to organize. He and a friend from law school asked me to consider stepping out of my role as a private lawyer and leading the Oregon PIRG as its first executive director. I worked with Ralph for two years. We fought a lot of environmental and consumer protection battles. It was a non-stop, burn out job and in late spring of 1974, I left and went to France with my wife.

We started in the hills of Portugal, and worked our way across Portugal and Spain, and to a rented "villa" near Marseilles on the Mediterranean. We spent every cent we had and came back flat broke.

I started a job as assistant GM of the metro transit district in northern Oregon (TriMet). Governor Tom McCall was a family friend and after the old private city bus company collapsed, and the legislatively created public transit agency took over, he put me on the board of directors. I worked from the board to improve the ability of the district to deal with land use, air pollution, congestion, etc. problems, and eventually was hired to come inside and back up the general manager, especially in some of the more political areas. I did that for four years, and accomplished a lot, including putting a proposed light rail line into a leading position in the regional decision about long-range public transit investment. It was built, and now Portland has a model network of 5 or 6 major light rail lines accomplished with a several billion dollar public investment.

I went to work for my dad and shortly thereafter bought his hunting and shooting accessory manufacturer, Michaels of Oregon (Uncle Mike's). We made all of our products in our own factories in Portland and Boise. I developed substantial export business in Europe, and it was at this time that I learned that the American Bartlett pear was the same as the European "Williams" pear. And that was what the eau de vie or schnapps was made from that I had been drinking on all those trips to Europe as I was developing our export business. I built the company into a relatively large manufacturer and in 1987 I sold it to an investment group.

At first my primary motivation in distilling was learning how to distill what we grew in our family orchards in Parkdale, Oregon, on the north slope of Mt. Hood in Oregon. I developed the eau de vie of pear, and the pear grown in the bottle. Both products used our family production of Bartlett pears. I distilled the first raw white apple spirit from the Golden Delicious, which we also grew. It took me until the late 1990s before I could release an 8 year-old Apple Brandy ("eau de vie de Pomme") that I could present a product that represented my goal.

We want to distill and sell "real" eau de vie, not a dumbed down eau de vie for Americans. And we are finding our way to market. We have a terrific whiskey, McCarthy's Oregon Single Malt Whiskey, on the market.

Cate Mingoya '08, Biology

Mingoyac@gmail.com

Science Teacher with Uncommon Schools Charter Network in Brownsville, Brooklyn

Cate joined Teach for America (TFA) on graduation from Reed. She participated in the movement to close the achievement gap between upper and lower income students. She received her master's in secondary science education from Lehman College in 2010. She taught for two years in the South Bronx before joining Uncommon Schools, a high performing charter network in Brooklyn, NY, where she teaches 6th grade science. Uncommon Schools is focused on closing the achievement gap through longer school days, a longer school year and rigorous, data-driven instruction. She has been the recipient of project grants from Fidelity Investments and is currently a semi-finalist for Teach For America's national Alumni Excellence in Teaching Award.

Steve Morris '77, Mathematics

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<http://otbc.org/>

Steve is the executive director of the Oregon Technology Business Center (OTBC). He is a veteran of three start-ups, and has more than 25 years of management experience in the software, service, and semiconductor test industries at companies such as Hewlett Packard, Integrated Measurement Systems, Cadence Design Systems, Mentor Graphics, Credence Corporation and Teseda Corporation. He holds a Master's of Science degree from Carnegie-Mellon University Graduate School of Industrial Administration (now The Tepper School of Business).

Craig Mosbaek '83, Physics

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Craig's passion is advocating for evidence-based policies and using data and evaluation to inform program decisions and policy change. He also has a keen interest in messaging and communication issues, having worked for a market research firm and interned as a reporter for the *Willamette Week*. In 2010, Craig received a fellowship and worked for Congress in Washington, DC. Craig is currently a public health consultant, focusing on communications, research/evaluation, and strategic planning. He spent the first ten years of his career in criminal justice policy research, working for research organizations and later the Oregon Criminal Justice Council. Craig was the founding president of the Portland Farmers Market for its first ten years. He was also on the founding boards of Upstream Public Health (a non-profit advocating for effective public health policies in Oregon), *Sockeye Magazine* (a non-partisan public affairs magazine) and Northwest Media Literacy Center.

Turid Owren '74, Psychology

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Turid L. Owren is a partner with Tonkon Torp LLP in Portland, Oregon, and heads the firm's immigration practice group. A graduate of Reed College and Lewis and Clark Law School, where she was Editor-in-Chief of the *Environmental Law Journal*, Turid has practiced immigration law since 1988. Turid has been named to *The Best Lawyers in America*, *Oregon Super Lawyers*, and *Chambers and Partners USA*. Tonkon Torp's immigration practice group earned a Tier 1 national ranking in the U.S. News and World Report-Best Lawyers report for its 2011-2012 "Best Law Firms" publication.

For many years, Turid has served as liaison on behalf of the American Immigration Lawyers Association (AILA) with the U.S. Citizenship and Immigration Service (USCIS), chairing or participating on various committees that monitor USCIS activities and adjudication. She was reappointed to the AILA USCIS Headquarters Benefits and Policy Committee for 2011-12.

Turid credits her years at Reed with opening doors to a career she loves. Each day in immigration law presents new challenges, and the ability and confidence to problem solve creatively is one of the many gifts of a Reed education. Turid indicates that Tonkon Torp is a law firm that embraces individuality. Currently, Tonkon Torp employs 11 Reedies in a firm of 181 employees. With a firm where more than 6% of the employees are Reedies, how can one go wrong?!

Sebastian Pastore '88, Psychology**sebastian@alumni.reed.edu****MBA, George Fox University, 2007****Executive Vice President of Brewing Operations & Logistics, Craft Brew Alliance Incorporated**

After graduating from Reed, Sebastian joined fledgling craft brewing pioneer Widmer Brewing in August of 1988. His first day on the job as a brewer at the nine-employee company involved working with Kurt Widmer, to empty the mash tun using a rusty shovel and a five-gallon bucket. As craft beer gained popularity Sebastian grew with the organization and advanced to Vice President Brewing before leaving Widmer in 2000 on a Quixotic pursuit of romance and a career in investment banking. In 2002, after two years of living in Brooklyn NY and working in logistics at Coca-Cola Enterprises, Sebastian returned to Portland & picked up his brewing career almost exactly where he left it.

Upon returning to Widmer Sebastian served as Vice President, Brewing Operations. In June of 2008 Widmer was merged into Redhook Ale Brewery and Sebastian became Vice President Brewing Operations and Technology for the combined company, now named Craft Brewers Alliance. In October 2011 the combined company completed an acquisition of Kona Brewing Company and subsequently changed its name to Craft Brew Alliance. Sebastian serves as Executive Vice President of Brewing Operations & Logistics for Craft Brew Alliance and lives in Portland.

Sebastian welcomes questions about beer, the brewing industry, getting your first job, and the significance of understanding the whole concept of a career before you start your first job, which he most certainly did not.

Puon Penn '92, Economics**pennpu@wellsfargo.com****SVP Wells Fargo National CleanTech & Emerging Markets**

Puon Penn is a senior vice president and head of the National CleanTech & Emerging Tech Markets sector at Wells Fargo. Based in Palo Alto, Calif., he manages a team of banking professionals who serve the financial needs of businesses in technology and clean technology nationwide. The Wells Fargo CleanTech Group provides expertise, financial services, and resources to help domestic and international companies focus on decreasing the use of fossil fuels, fertilizers, industrial chemicals, and other activities that cause greenhouse gas emissions or other harmful environmental effects. Puon began his career with Wells Fargo in 1998 in the International Group as a structured trade finance officer. He moved on to become a senior relationship manager in the Commercial Banking group, serving the financial needs of middle-market companies. In 2003, Puon joined the Wells Fargo Principal Investing Group as a buy-side analyst covering the food and beverage, biotechnology and pharmaceuticals, and financial services sectors. In 2006, Puon joined the Wells Fargo Technology & Venture Banking management team.

Puon writes, "I would enjoy chatting with Reedies on the opportunities in cleantech and/or financial services industries in general. I am including some information that might be helpful background."

Noah Pepper '09, Economics**Founder, CEO, Lucky Sort****noah@luckysort.com****319.529.2913****www.linkedin.com/in/noahpepper****<http://luckysort.com>**

Noah is the Founder and CEO of Lucky Sort Inc., an early stage startup based in Portland, OR focusing on the development of new, smart information sifting applications for business users. The company's core product, TopicWatch, uses machine learning and data visualization techniques to make vast quantities of textual information easier to digest. Lucky Sort started when he quit his job along with several (Reedie) friends to pursue the goal of building a company and shipping a product all from the ground up.

Alexis Peterka '96, Art**alexis.peterka@gmail.com****Stayhound**

Alexis is co-founder of Stayhound currently resident at Portland Incubator Experiment (PiE). She launched Pitch Club Portland and has been a UI/UX professional since 1996 (WebMD, SnapNames, Xerox).

Katherine (Anderson) Radeka '92, Chemistry

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Katherine helps companies get their ideas to market faster. Her clients include Intel, Hewlett Packard, The Toro Company, Novozymes and over 50 other product development-driven companies. In 2007, she founded the Lean Product & Process Development Exchange, a nonprofit organization to promote the use of lean thinking to improve ROI from product development, with conferences in North America and Europe. In 2012, Productivity Press will publish her first book, *The Mastery of Innovation: A Field Guide to Lean Product Development*. Katherine has climbed seven of the tallest peaks in the Cascade Mountains and spent ten days alone on the Pacific Crest Trail until an encounter with a bear convinced her that she needed a change in strategic direction.

Michael Richardson '07, Political Science

Cofounder, Urban Airship

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Michael got his professional start after college by leading technology at a small political consulting firm. From there, he moved on to a startup that focused on open web technologies like OpenID and OAuth. Together with Scott Kveton and Jason Glaspey, he worked to create and launch a business in under 30 days. The business—bacn.com—sold bacon over the Internet and was sold to a larger online retailer. In spring of 2009, Michael, along with Scott Kveton, Adam Lowry and Steven Osborn launched Urban Airship, which provides services for mobile developers and publishers. Urban Airship powered the first application live in the App Store to send push notifications and currently talks to millions of mobile devices every day.

Adam Riggs '95, Sociology

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Adam brings exceptional experience in successfully building e-commerce and new media companies. He sits on several boards and is an active angel investor and advisor to founders and entrepreneurs.

Adam served as the first President and CFO of Shutterstock.com, the largest subscription based image library in the world, from December 2005 to September 2010. The company has customers in nearly every country and over 17 million images in its library. He guided Shutterstock's day-to-day operations and international expansion and designed several of Shutterstock's pricing and payment plans.

Prior to Shutterstock, Adam was a professional proprietary derivatives trader for nine years. Prior to trading, Adam did econometric research at the NERA division of Marsh & McLennan. Adam also currently sits on President Obama's National Finance Committee and is a National Co-Chair of Technology for Obama.

Jon Rowley '69

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Jon Rowley & Associates

A former Alaska fisherman, Julia Child called Jon Rowley the, "fish missionary." Professional dreamer. Oyster partisan. Runs dating service for West Coast wines and oysters. Booster of hook-and-line fish, Copper River King Salmon. Oregon Pinot Noir, Shuksan strawberries, Frog Hollow Peaches, Olympia oysters, heirloom apples. Former contributing editor to *Gourmet*; current contributing editor to *SAVEUR*. Featured in PBS series *Diary of a Foodie* and *Gourmet's Adventures with Ruth*.

Recognition: James Beard *Who's Who of Food & Beverage in America*, *SAVEUR* Top 100; *FOOD ARTS* Silver Spoon Award; Copper River Fishing Fleet *Lifetime Achievement Award*; Seattle P-Patch Program, *Most Beautiful Vegetable* (leeks); Shaw's Crab House (Chicago) *Oyster Hall of Fame*; Seattle Weekly Angelo Pellegrini Award; 2011 Northwest Executive Business Seminar Case Study.

Kerry Skemp English '05

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As director of marketing for SnapHop, Kerry works to help clients seamlessly integrate real world and online experiences in dynamic mobile marketing campaigns. She earned an MA in Writing & Publishing from Emerson College while serving as the editor of Bostonist.com, then leveraged her editorial background to begin working in communications for technology companies. Kerry is a Reed Alumni Admission Representative and has been active with the Reed Oral History Project.

Contact Kerry about blogging, new media, publishing, social media, software, startups, technology, and the Web.

Spencer Smith '71, English

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Spencer is managing director of Smith/Kerr Associates and president and publisher of *Northeast Flavor* magazine. He is co-founder of both companies.

Smith/Kerr is a book publisher specializing in high quality books for niche markets. www.smithkerr.com. *Northeast Flavor* magazine is New England's food and wine magazine. It was founded in 2010.

Spencer has worked in publishing since 1973 for companies both large and small. He has co-founded three publishing companies and has been involved in acquisitions and sales of publishing companies. He is author of three books and numerous magazine articles.

Bob Stacey '72, Political Science

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Bob Stacey is a candidate for Metro Council, Dist. 6. A land use lawyer and planner, his engagements include: executive director, 1000 Friends of Oregon, 2002-09; chief of staff to US Rep Earl Blumenauer, 2001-02; executive director for policy and planning, TriMet, 1997-2000; partner, Ball Janik law firm, 1995-97; policy advisor, Governor Barbara Roberts, 1993-94; planning director, City of Portland, 1989-93.

Peter Stockman '77, Anthropology

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Peter is a lifelong management consultant and a Reed Trustee. Before starting his own small consulting firm, he was a partner with Accenture in its energy and capital markets industry practices. He has helped clients with strategy and risk management problems in the New York, Hong Kong, Toronto, Charlotte, and The Hague. When on campus for Trustee meetings, Peter regularly hosts *Stockman on Consulting*, sessions that underscore his belief that Reedies are particularly well acquitted for the consulting profession.

Jeremy Stone '99, Anthropology

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Following Reed I pursued a career in community economic development and microfinance. I currently manage my own consultancy, Recovery and Relief Services. I was a Peace Corps volunteer in Mongolia, I managed a loan and grant program for disaster recovery following Hurricane Katrina, and was a non-profit lender in disadvantaged neighborhoods in New York. Recently, I designed recovery programs following the BP oil spill, participated in an economic development study of fisheries communities with the US Department of Commerce, and have been writing feasibility studies and business plans for First Nations in Western Canada. I have an MPA in International Non-Profit Management from NYU and am thinking about a Ph.D. My anthropology degree has been very meaningful to me, especially in working with communities in diaspora. I'd love to help anyone figure out his or her next steps.

**Chantal Sudbrack, '99, 3-2 Reed Chemistry/
Columbia Materials Science Engineering
chantal.sudbrack@gmail.com**

Chantal works at NASA as a civil servant researcher with their Advanced Metals Branch. Her sub-team's focus is to develop improved powder metallurgy superalloys used for jet engine turbine disks. Like academic researchers, she uses sophisticated research equipment and publishes in peer-reviewed journals. To advance the technology, she regularly meets with industry partners and helps manage small business contracts. Between her PhD and NASA, Chantal did a post-doc at Argonne National Laboratory. She regularly organizes social events for alumni in the Cleveland area and is on the executive committee of the alumni board.

**Steve Swanson '84.5, Mathematics
steves@elementaltechnologies.com**

After getting a Ph.D. in mathematics, followed by a few years of teaching, Steve moved on to software. Now, with 20 years experience in the field, he's seen a lot of different computers, technologies and working environments. He currently works at Elemental Technologies, a startup in downtown Portland building video transcoding solutions.

**Ben Thompson '95
benjaminpearce@gmail.com**

Ben Thompson is CTO at Drgnfly, Inc., a start-up focused on helping people lead a more spontaneous, enriching life. Drgnfly's offering is a mobile service that helps people make last minute plans with their friends. Prior to founding Drgnfly, Ben spent twelve years at Electronic Arts developing acclaimed titles such as The Sims, The Sims 2, SimCity 3000, MySims and Spore Galactic Adventures, where he held engineering and technical leadership roles. Ben was a student UNIX systems administrator at Reed College.

**Michael Tippie '80, Chemistry
tippieconsulting@yahoo.com
Entrepreneur in Residence, Oregon Nanoscience and Microtechnologies
Institute (ONAMI)**

I am working in the venture capital business, again, after a 15-year hiatus building biotech companies operationally. This time it is secondary venture capital, buying other investors stakes in established companies. I focus on life science companies. I started my career as a medicinal chemist in the pharmaceutical industry.

**Sasha Rabin Wallinger '11 MALS
Founder, Haute Verte Couture: Putting the GREEN in art, culture and
fashion
sasha@hautevertecouture.com**

Working with social entrepreneurs, brands, and organizations, Haute Verte Couture builds programs and networks that foster effective global communications and connections between nature, fashion and people. Haute Verte Couture's services include program development, research and design, creative direction, marketing communications and public relations.

Sasha founded [Haute Verte Couture](http://HauteVerteCouture.com), which works with clients to design, develop and implement global programs that envision art, fashion and textiles through the lens of sustainability. As a participant in both the CSR and ethical fashion communities, Sasha has cultivated unique industry expertise specializing in creating sustainable systems and trainings that focus on full production life-cycle analysis and transparency. Sasha has also lectured and published worldwide on the topic of social and environmental responsibility in the retail and apparel industries.

Sasha will speak about the ways that the retail and apparel industry's current infrastructure and practices negatively impact human and natural resources; and discuss the opportunity that clean technology, specifically energy, offers to effect positive social change, ignite financial growth, and restore environmental well-being in these industries.

She will present innovations in clean tech energy projects within the retail and apparel industries and describe the environmental and economic rewards they've produced in areas such as materials sourcing, garment manufacturing and end-of life cycle processes. Using data from case studies she'll provide a high level understanding of how design, production processes and implementation of clean tech, with specific attention to energy, produces a necessary change in the field of sustainable fashion and textiles.

Amy Wesselman '91, Philosophy **amy@westrey.com**

After leaving Reed in 1991, philosophy degree in hand, Amy learned to make wine as an apprentice to some of the most skilled winemakers in Oregon and Burgundy. In 1993 she co-founded Westrey Wine Company with her partner, David Autrey '89. For ten years she has also directed the International Pinot Noir Celebration (IPNC), an event held each summer in McMinnville bringing together winemakers and wine-lovers from all over the world. Amy served as chair of the board of directors of *¡Salud!*, Oregon's premier wine auction, which raises funds to provide healthcare for otherwise uninsurable seasonal vineyard workers. She also currently serves as a board member on the Willamette Valley Wineries Association.

A native Oregonian, Amy firmly believes that Oregon wines should be "distinctly Oregon" although wines from Burgundy and New Zealand frequently show up on the dinner table. At Westrey, Amy endeavors to craft wines of forward fruit balanced by ageworthy structure. She takes pride in Westrey's emphasis of the enjoyment of good wine, good food and good company without pretense. With help from her eight year-old identical twin sons, Amy juggles her busy schedule at Westrey and the IPNC with her love of cooking, backpacking, and working at Westrey's estate property, Oracle Vineyard, located in the Dundee Hills AVA.

Alison Wise '96, History **wiself@gmail.com, 415.797.8099** **www.linkedin.com/in/alisonwise**

Allison writes, *Reed was only one of two colleges in the country that would let me do a double major in history and, in Reed's case, alternative biology. While I fulfilled the coursework and passed the junior qualifying exam for biology, ultimately my thesis on a history of ecology was not biologically focused enough to satisfy that department (I also concluded that ecology was not really a science because as mammals in the ecosystems studied, we could not truly be objective, an observation perhaps not popular with my review committee). But what Reed did show me was that we must question and confront our common knowledge in order to advance our society and civilization. That foundation has been the basis of all of the roles I have chosen to play in the last two decades of my career.*

Alison is the co-chair for Rockies region's chapter of the Advanced Energy Economy. She's engaged in several communities in the clean tech space, lending strategic advice to entrepreneurs and investors in the clean economy. She blogs at the *Huffington Post* as The Clean Economist and is actively working on clean economic development strategies. She has spoken on these issues both nationally and internationally, from Silicon Valley to Dalian, China.

She's spent 20 years working on socially/environmentally responsible business, clean tech and policy issues, including innovative finance, CSR and strategic consulting for Fortune 500 firms. A decade ago, Alison founded one of the first trade associations for sustainable businesses, Sea Change, where she engages political and corporate decision-makers to rethink the meaning of value in a carbon constrained economy. Alison was a senior strategist at the NREL, a senior research consultant at Clean Edge, Inc., a senior adviser and director of business development & public policy at Future 500, and one of six strategists who built the Sustainable Business Achievement Rating system (S-BAR) whose methodology has just been adopted by UL for their assessment of business sustainability.

David Wolfe '88

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David was the COO at BuyWithMe, where he led the marketing, product management, product design, and engineering teams bring the company into the number three position in the group buying space. BuyWithMe sold to Gilt Groupe in November, 2011. BuyWithMe was considered a technology innovator and provided marketing solutions to small businesses that integrated online experiences with off-line commerce transactions. Prior to BuyWithMe, Wolfe was CPO/COO of Interactive One where, managing a staff of 50, he was at the forefront of a unique multi-platform play in partnership with Interactive One's parent company, Radio One. Wolfe was asked to leverage his deep understanding of the entertainment space to create a richer environment with enhanced features. He was charged with the rejuvenation of BlackPlanet.com—a top 10 social network, with further developing Interactive One's media sites and advertising platform, and with the online release of Radio One's 52 station websites to create a holistic and consistent online presence across Radio One's multimedia operations.

Wolfe served as the chief technology officer at Napster before joining InteractiveOne. There he played a key role in the acquisition of Napster buy BestBuy for 121 million dollars. Wolfe spent his tenure at Napster re-organizing the product development and product management functions and delivering multiple winning products to consumers: A lauded next generation web application, a mobile application, and a productized API.

Before Napster, Wolfe served as MyLife.com's (formerly Reunion.com) president of product & technology for five years, during which he created a definitive product roadmap that positively engaged his team and helped drive the company's revenues from \$4 million to over \$50 million and was key player in the company's growth during its formative years.

Marcia Yaross '73, Biology

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Functional expertise: clinical research, medical products development and regulation, health policy. Vice President, Worldwide Clinical, Regulatory and Health Policy at Biosense Webster Inc., a Johnson & Johnson company

Marcia holds a Ph.D. in developmental and cell biology from the University of California at Irvine. Following completion of her graduate studies, she conducted postdoctoral research in stem cell biology and myogenesis at the University of Virginia and Stanford University School of Medicine before returning to UC Irvine as an assistant research biologist. Over the past 25 years she has held a variety of positions in the medical device industry including senior management roles in clinical research, regulatory affairs and quality at Pharmacia Ophthalmics, MiniMed Technologies and Allergan Inc./Advanced Medical Optics. She is a Past-President of OCRA, the Orange County (California) Regulatory Affairs Discussion Group. Dr. Yaross also served as Industry Representative to two panels of the FDA Medical Device Advisory Committee, the Ophthalmic Devices (1997-2001) and Circulatory System Devices (2005-2008), and the Risk Communication Advisory Committee.

Amanda Zafian '96, International Affairs

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Amanda Zafian joined the Department of State as a Foreign Service Officer in January of 2006. She has served in Mumbai, India, Frankfurt, Germany, and Washington, DC in a variety of assignments. Prior to joining the Department of State, Amanda spent more than four years working for the Civilian Complaint Review Board in New York City, a mayoral agency that investigates allegations of police misconduct. Amanda has master's degrees in journalism (MS) and public policy/administration (MPA) from Columbia University, as well as a master's degree in English literature from Queens College. She is happy to talk to students both about opportunities in foreign policy, the Department of State, and the federal government, as well as working in local/city government. She is willing to meet with interested students throughout Working Weekend, as well as correspond with anyone by email after the event.

One on One Meetings

Most of the Working Weekend panelists will also make themselves available for 1:1 sessions. The following alumni are not engaged in panels and are happy to spend time in 1:1 meetings. To schedule a 1:1 meeting, please send an email inquiry to alumni to check their availability and to set up a meeting either during the event or for sometime in the future.

Art Blumenkron '78, Psychology

Goby Walnut Products, Inc.

art@gobywalnut.com

www.gobywalnut.com

Art Blumenkron is president of Goby Walnut and Western Hardwoods. Art has 30 years' experience in either founding or running small manufacturing and retail businesses .

After graduation from Reed, Art worked for Pacific Power and Light and helped them launch their Investment Recovery Department. In 1981, Art started IRC Aluminum and Stainless and grew it from a small surplus metals company to a full line distributor of stainless and aluminum sheet, plate, extrusions, pipe and fittings. Art also introduced water jet cutting to metals distribution in the NW. While at IRC Art helped his wife start a retail business, became involved with a used and rare book business, and was active in REN (Reed Entrepreneurial Network).

In 1997 Art sold IRC and became president and part owner of LSM Dental, a medical and dental equipment manufacturer of dental chairs, units and lights. LSM later purchased Tech-West, a manufacturer of vacuum pumps and compressors for medical and dental offices.

In 2007 Art purchased Goby Walnut Products located in Albany, OR. Art moved the company to Portland, OR, installed drying kilns, sawmills, and re-manufacturing equipment. Goby was then able to become active in retail and export sales as well as a web based store. Revenue quadrupled from 2007 to 2011. Goby grew from 1 1/2 employees to 7 employees over this time.

Art has also been active in commercial real estate investing for his various businesses.

Lucas Carlson '05, Physics

lucas.carlson@alumni.reed.edu

<http://rufy.com/>

I am an entrepreneur and professional programmer who specializes in web development. I have authored more than a dozen Ruby libraries and contributed to various others including Rails and RedCloth. I founded, ran, and judged the popular Ruby on Rails contest called Rails Day and presented talks in many major programming conferences. I live in Portland, OR and am currently creating a startup AppFog

<http://appfog.com>

A'Nova Ettien '01, English

anova.ettien@alumni.reed.edu

A'Nova is presently a grant writer and manager at Ecotrust. Previously she was a research coordinator at the Harvard School of Public Health, in the Francois-Xavier Bagnoud Center for Health and Human Rights. She has also worked as a new-parent and family educator, and a classroom teacher. A'Nova served two years with Peace Corps, Jamaica, working with the health education/behavior change team at the Ministry of Health. She received an MPH from Boston University, with a dual concentration in Maternal & Child Health and Health Law, Bioethics & Human Rights. She is interested in meeting jobseekers in public health/international health and development, or the nonprofit sector. She is available to review and critique resumes and cover letters, and is happy to provide any information she can on pursuing opportunities in international health/development.

Jenn Falco '93, Theater and Literature

jfalco@hansagcr.com

Jenn is available for 1:1s on Friday, February 3

Jenn is an accomplished strategist who has consulted to major global corporations including HP, Xerox and Edwards Lifesciences on their brand, customer engagement and market positioning strategies. She has significant experience with technology and with sustainability, exploring their intersection as often as possible.

Jenn has deep experience supporting innovation work and has led major research and consulting initiatives to identify customer and prospect unmet needs, emotional motivators and competitive opportunities. Her expertise spans the product innovation funnel from opportunity identification and concept development through go-to-market-strategy development and marketing communications refinement. Prior to joining Hansa|GCR where she currently leads the Customer Relationship Equity practice, Jenn led the IT services custom research team within Gartner, a technology-focused research and advisory firm.

Contact for: informational interviews, resume review, contacts, bringing new tech products to market.

Scott Foster '77, Biology

scott.@stillwatercove.net

Area of professional interest: Government and private healthcare systems

Scott is the district administrator for Coast Life Support District on the very remote northern California coast, where he directs emergency medical response systems for Sonoma and Mendocino counties. In 2006 he completed a career as a Naval officer managing health care systems for the Navy and Marine Corps, and had several high-level Pentagon assignments. He holds a master's degree in healthcare administration from Washington University Medical School in St. Louis, and an MS in Information Systems from the Naval Postgraduate School in Monterey. He is interested in meeting students targeting careers in healthcare systems management, small government service, and emergency response and logistics. He is available to critique resumes. Scott is also happy to talk about a military career, especially healthcare or the sciences in the military.

Ben Glickman '95, Religion

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Ben spent 5 years overseas as an ESL teacher; 4 years in South Korea and one in Brazil. In 2001 Ben co-founded Footprints Recruiting, a company that places ESL teachers in a variety of countries around the world. Ben has experience with all facets of starting and running a small company.

Paulo Gomes '94, Political Science

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Director, Business Development, Hitachi Consulting

Pacific Northwest focus on Business Intelligence, ERP, and Strategy and Business Process Improvement solutions. At a national level I engage in activities to promote our Corporate Social Responsibility (CSR) and Sustainability Solutions.

Paulo served on the board of the Visiting Committee Center for Brazilian Studies at the UW. The Center for Brazilian Studies at the University of Washington is dedicated to advancing the understanding of Brazil within the university and to serve as a resource center for the broader community, strengthening the Brazilian community in Seattle and building ties between local and Brazilian companies. We aim to bring together all organizations and individuals interested in Brazil, and have the junction of these interests embodied in the Center.

Noah Iliinsky '95, Physics

ComplexDiagrams

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The name Complex Diagrams is drawn from my [master's thesis](#), which is about how to design effective, qualitative diagrams with non-trivial levels of complexity. I have spent the last several years thinking about effective approaches to creating various types of information visualizations. I also work in interface and interaction design, all from a functional and user-centered perspective.

I consult, lecture, and teach on the topic of designing information visualizations. I am the author of [Designing Data Visualizations](#), and the technical editor of, and a contributor to, [Beautiful Visualization](#), both published by O'Reilly Media. I'm always looking for good challenges and interesting data sets; don't hesitate to email if you've got a good problem to think about. I live in Seattle.

Shanna Leonard '80

ssl@email.arizona.edu

IT professional with extensive experience in Information Security, Web and DB management, Systems and Networking. Working towards MIS MS with interests in project management, entrepreneurship, Agile software development and collaborative organizations. **Specialties:** Linux. Wireless Networks. System Specification and Integration. Virtual server / Virtual infrastructure / Cloud computing. Network design. Authentication systems. Web 2.0 services. Information Security. Library Systems. Presenting technical information in easy to understand terms. Training and group process.

John T. Powers '81, Economics

President and CEO, Digipede Technologies

john.powers@alumni.reed.edu

Mr. Powers is an economist with more than two decades of entrepreneurial experience. As Digipede Technologies' President and CEO, Mr. Powers applies his unique vision, insight, and experience as well as his proven ability to guide firms profitably through rapid periods of expansion. Most recently, he founded Energy Interactive, a pioneering energy information systems and services company that developed some of the first Web-based information services for the electric utility industry. Mr. Powers holds an M.A. in Economics from the University of California at Berkeley, where he was an ABD in finance.

Rich Roher '79, English

rsroher@roherpr.com

Richard Roher has 25+ years' experience in marketing and corporate public relations. He is a second-generation owner of his firm, founded in 1968. After college and before entering PR, Rich was an electronics technical writer on medical and industrial instruments, commercial and military aircraft, and nuclear subs. Today he provides strategic PR counsel to companies and associations in industries including electronics, information technology, healthcare, energy, media, marketing, law and real estate. Rich received professional accreditation (APR) from the Public Relations Society of America in 1992 and is a longtime member of the PRSA and PRSA Counselor's Academy. Richard and Susan Roher have two children and live in Chappaqua, N.Y. Rich's senior thesis, *Strategies of Seduction in Lolita*, remains one of the definitive critical analyses of this renowned Nabakov novel.

Stacey Westbrook '97, English

stacey@westbrook.com

I'm an interactive art director with over a decade of experience in user interface and interactive design, art direction, user centered design, design team mentoring and leadership, client management, and production process development.

At Webtrends I manage a small creative studio in the marketing department where we work tirelessly to elevate and extend the Webtrends brand across web, social, mobile, and even physical spaces.

In the not-too-distant past, I focused on teaching as an adjunct faculty member at the Art Institute of Portland where I helped train the next generation of interactive design professionals. My professional work includes complex web application interface design to art direction to interactive animation development.