



THE PRESIDENTS LEADERSHIP CLASS

SAVE THE DATES

December 3

Alumni Club Annual Meeting

Blue Moon Brewing Company

2:30- 4:30pm

February 21

PLC Networking Night

Boulder Marriott

March 13 & 15

PLC Selection Interviews &

Alumni Happy Hour

UMC & TBD

April 7

4th Annual PLC Summit

Fiske Planetarium

April/May

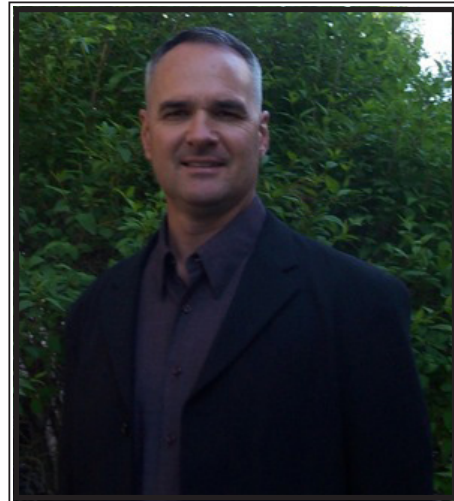
Alumni Spring Lecture

Denver location TBD

THE DIRECTOR'S CUT

Greetings from Boulder! As the holidays approach, the First Years believe they'll actually make it through their first semester, and the seniors can see the light at the tunnel, not knowing whether it signals freedom or caution. Please read on for a few updates to your Presidents Leadership Class...

If you recall this past summer's e-newsletter, I told you about our plans to take the Spring 2018 Global Issues in Leadership course to Cuba for 10 days. You might also recall that the United States put a travel ban to Cuba in effect back in September, so now we're going to Panama in the spring! You can learn more about Global Spring Panama on the PLC website.



In last fall's newsletter I introduced our Torchbearer's recognition program for those who support PLC with gifts of \$25,000 or more to one of our endowment funds, either as a one-time gift or a multi-year commitment. The Torchbearer's title was inspired by PLC's original logo. I am happy to report that we added four Torchbearers to our plaque with Catherine Tinucci (PLC 1983 and current Board of Advocates member) and the endowed Ruyle Family PLC Scholarship Fund. The Ruyle Family Scholarship was created with contributions from: Robert and Lydia Ruyle (PLC Parents, Grandparents, and Legacy Supporters); Drs. Stephen (PLC 1976) and Stephanie Ruyle (both Board of Advocates members); and Robin (PLC 1980) and Keith Struve.

Since we're on the topic of financial support... PLC alumni and enthusiasts

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Call for Interviewers

If you would like to be added to the Selection Interview panelist invite list please email Jessie at kasynski@colorado.edu.



4th Annual PLC Summit

Mark your calendars for the Fourth Annual PLC Summit on April 7th at Fiske Planetarium, CU Boulder. This year the Summit theme will be Feats and Failures: A Real-Life Look at the Challenges of Leadership. If you are interested in speaking or attending -- in-person or virtually -- please reach out to Amanda Cary at amanda.cary@colorado.edu. Stay tuned for more details!

frequently ask me whether CU supports PLC. I can only answer, of course it does, when considering that the university pays for all of the staff and faculty salaries and benefits, provides an operating budget, and allocates \$100,000 in merit scholarship money that we award to our Colorado resident students. While CU underwrites a fair portion of PLC, we still absolutely rely on your financial support for central, defining programming like First Year Orientation, Experiential Weekends, PLC community events, and so much more. We even offer scholarships to our non-resident students from the William Douglas Endowment.

In order for PLC to remain a premier program with its well-earned cachet and independence, please consider our students in your giving plans. Every dollar you give stays here at Boulder helping current students, with a little bit reserved for select PLC alumni events. As we complete the 45th year since our founding in 1972, we are looking ahead to our 50th anniversary as a way to reinvigorate our two-year old Legacy Endowment Campaign, a campaign that is unquestionably essential for PLC's future relevance and autonomy. Whether you add to our existing endowments, create your own, or provide a current-use gift to the PLC Gift Fund, your contributions definitely make a difference – thank you!

Finally, as some of you already know, I submitted my resignation in early August to be effective on December 15, 2017. After more than four years as the director, I am very proud of what we've accomplished together. As you might appreciate, there are so many people – students, staff, faculty, board members, alumni, program devotees, and CU colleagues – who have provided tremendous support to PLC and to me personally during my tenure as steward of this special program. The search for my replacement is underway. There are two PLC alumni on the search committee, one of whom is also our current full-time instructor, Dr. Julie Marie Shepherd Macklin. On behalf of the students, faculty, and staff, we wish you all Happy Holidays and a prosperous 2018!

Steve Dinauer
PLC Director

ALUMNI CLUB UPDATES

The Alumni Club has had another successful year thanks to the support of so many alums! Last month we celebrated homecoming with a happy hour at the St. Julien Hotel and a tailgate before the Cal football game. The tailgate drew a wide range of alums: we had representatives from our inaugural class in 1972, recent graduates, and lots of alums in between! Thanks to all who planned these events and joined in the fun!

Our next event is our annual meeting at the Blue Moon Brewing Company on December 3rd. This event will be an opportunity to connect and socialize as well as elect new leadership and set priorities for the coming year. We hope you can join! Look for an email with details coming soon. There are three great opportunities in the upcoming spring semester to reconnect with your fellow alumni: PLC Selection Interviews in March; the PLC Summit in April; and, the PLC Alumni Club Spring Lecture in April or May. See the Save the Dates section of this newsletter and the PLC website for more information on these events as they develop. The Alumni Club has focused on obtaining and maintaining up to date contact information, creating new and innovative forms of engagement opportunities, and being a support network for PLC alumni everywhere. Although all PLC alumni are automatically members, your email is not automatically included in our system. Please contact Kerry or Cait: **kerry.massok@colorado.edu** or **Cait.c.mchugh@gmail.com** to get on our email list. You can also stay up to date by joining the Facebook group: Presidents Leadership Class Alumni. Please also update your information with the University at this link! <http://www.colorado.edu/alumni/update>



SCHOLARSHIP IN FOCUS

Each spring PLC has the distinct honor to administer the application and selection process for the Alvin G. Flanagan and Walker Family Scholarships. These scholarships are open to students in PLC, Leeds School of Business, and the College of Media, Communication and Information who have strong academic records, extensive campus and program involvement, and demonstrated leadership. Financial need is also considered though the awards are primarily merit-based. Scholarships range from \$500 - \$3,500, and are allocated in the following academic school year. 2017, which marks the 35th year for the Flanagan and 22nd for the Walker, saw nearly \$50,000 awarded across 35 students between the two scholarships. You can learn more about the Flanagan and Walker scholarships on the PLC website.

Alvin G. Flanagan Scholarship

Alvin G. Flanagan, a co-founder of the Presidents Leadership Class, Marine Corps veteran, and one-time President of Gannett Broadcasting, was deeply committed to creating leadership education opportunities for bright students. Mr. Flanagan's friends and colleagues created the Alvin G. Flanagan Scholarship Endowment in 1982 to honor him for his 45-year career in broadcasting by supporting "worthy and academically promising students." Cecil Walker is the custodian of this endowment and awards scholarships on behalf of his long-time colleague.

Some Flanagan & Walker Scholarship Recipients



Simon Egerton PLC '16



Zayna Pieper PLC '16



Natasha Oullette PLC '16



Carter Mateer PLC '16

Walker Family Scholarship

Cecil Walker, retired Chairman and CEO of Gannett Broadcasting, was instrumental in establishing the scholarship fund to honor Alvin G. Flanagan, his predecessor at Gannett. A long-time friend of the University of Colorado, Mr. Walker was an officer of KUSA-Channel 9 in Denver, a Gannett station, until 1984. Mr. Walker also served as a trustee for the Presidents Leadership Class. His two sons, Robert Walker and Richard Walker (current PLC Board of Advocates member), and daughter-in-law, Karen Harty Walker, are graduates of the University of Colorado. In 1995, the Walker family established a scholarship fund as a personal commitment to expand educational opportunities for promising CU students.

Cecil continues to be very involved with the selection interviews, and is regularly joined by Rich and Karen. Reflecting on well over three decades of stewarding these two scholarships, Cecil recently commented that *"The heartwarming student letters sent to Mr. Flanagan in his lifetime and to our Walker family during the thirty five years say it best... the scholarship awards strongly encourage them to achieve even more now and to help others in the future."*



Richard and
Karen Walker

ALUMNI SPOTLIGHT

Chris Deardorff: CEO and Founder, Magic Flight Studios, PLC Alumnus (2001)



My name is Chris Deardorff and I'm CEO and Founder of Magic Flight Studios, a storytelling marketing company for small and medium businesses. We help companies accelerate their growth by taking storytelling best practices from film, books, and other creative mediums, and integrating them with modern day marketing strategy and execution services. More specifically, we work with companies in defining and developing their business and product stories as well infusing their marketing strategies and tactics with a storytelling approach. We have worked with over 20 companies in the last 2 1/2 years, including some of the top emerging businesses in the country.

My path to where I am now hasn't been linear, but it has been consistent. I remember taking a marketing class my junior year that emphasized how marketing at its core is really storytelling – telling stories about businesses, products, and services. That idea really resonated with me and has stuck with me throughout my career. Since college, I have mainly worked for big companies including Fortune 100 businesses such as Target, GE, Medtronic, and Seagate Technologies doing marketing and new product development. The experience I received was phenomenal and I certainly learned a ton along the way, but deep down I always knew I was an

entrepreneur at heart. So after a 10+ year career in the corporate world, I decided to forge my own path and start a marketing company called Market Compass, which eventually became Magic Flight Studios.

I decided I wanted my company to be a storytelling marketing company because research has shown that more and more people are growing weary of being sold to. At the same time, people love stories and stories are found to be highly influential and strong contributors to decision making. Furthermore, more companies today are actually media companies, but they don't know it. They have a blog, a social media page, and maybe a video or two. They need to start thinking like media companies and tell great stories about their businesses.

Looking back, I'm extremely grateful for the experience that PLC afforded me. I think what I'm most thankful for is it taught me how to effectively communicate both verbally and in writing, which as you can imagine is extremely important in marketing. Beyond that, it helped me learn critical thinking skills and how to always consider my audience in trying to convey ideas and messages. This is invaluable when it comes to marketing as well as just trying to influence others. PLC was a fantastic experience and one I will always cherish as a professional.

ALUMNI SPOTLIGHT

Milena Nichols: Area Manager, Sweet Cow Ice Cream, PLC Alumna (2007)

Ten years ago this August, my college adventures began. PLC orientation set the tone for what was yet to come; fun and challenging adventures with an amazing group of people. PLC was a valuable part of college for me, helping me find an immediate group of interesting friends and pushing me out of my comfort bubble. The experiential elements of PLC kept things challenging and really taught me that I learn best by jumping into the thick of it all. Leadership was one of the main tactile takeaways I took with me from college. I enjoyed my other majors but they weren't the subjects I ended up using out in the real world.

While in school, I became an expert barista and fell in love with the coffee and tea industry. Before graduating in 2011, I was managing the Coffee and Juice Bar at Alfalfa's Market. I spent years in the coffee industry, but as my love for the coffee business steadily grew, I was itching for my next adventure. That's when I found ice cream. I was a regular at Sweet Cow in Louisville, already in love with their fun flavors and homemade waffle cones. I loved the vibe of this old-fashioned ice cream shop, with its eccentric and fun-loving owner, when I realized I could help them grow and expand. I joined the Sweet Cow team in February of 2013.



I have found a place where I can be passionate about their mission, vision and values. Sweet Cow values its employees and works hard to uphold a culture of fun-filled passion for the best ice cream there possibly is. I currently oversee our six locations, managing a team of over 200 employees and a direct team of twelve reportees. I get to work closely with the owners helping with the growth and direction of Sweet Cow. I have created recipes, new flavors, processes, systems and helped develop everything from training manuals to employee reviews. Every day brings a new adventure and a variety of challenges.

Sweet Cow carries a work culture that fosters growth and learning as well. We have a library of books available for our managers to continue their business growth as leaders within the company (I was sure to add Good to Great by Jim Collins, a PLC favorite). I am challenged to develop my skills as a leader and manager through attending workshops and by listening to podcasts and leadership audiobooks while I drive between our locations.

Working with such an amazing team to help create a sustainable culture and vision as we continue to expand, is rewarding and fulfilling. I love my job! I have found that very few people get to say that. I've always had a natural inclination to lead, that's what attracted me to PLC in the first place. And through my experiences in PLC, I gained valuable skills to effectively lead. Now I get to develop managers into leaders, while scooping smiles and serving the best tasting ice cream in Colorado!

STUDENT SPOTLIGHT

Kate Minnihan: PLC '14 Business Administration

Kate Minnihan is a PLC senior studying business administration with an emphasis in talent management at the Leeds School of Business. This is her second year on PLC student staff, and she most recently implemented a new peer leadership program called the PLC Peer Leadership Connection (PLC^2). As a highly-involved PLC'er, Kate began to notice throughout her time in the program a disconnect between underclassmen and upperclassmen. With a passion for building meaningful relationships and having had a positive experience in other mentoring programs at CU, Kate decided to start a long awaited PLC program centered around fostering cross-cohort relationships.

This past spring Kate started gauging interest from mentors and began recruiting juniors and seniors in the early fall. From there, she shared the program with first-year PLC'ers and had all participants fill out a survey focused on campus involvement, career goals, passions, and what they looked to gain from the program. Kate then matched each mentor with 1-2 first-year PLC'ers. Though the program is in its first year, many participants have raved that the initiative has helped bridge gaps between PLC cohorts and sparked new



friendships that wouldn't have formed otherwise.

Looking forward, Kate hopes to see PLC^2 continue to expand in the years to come. Next year, she envisions the program catering to all PLC cohorts, with rising juniors mentoring the incoming freshmen, and rising seniors mentoring their soon-to-be sophomores for a second straight year. Kate believes that this initiative not only has the ability to recruit and retain current PLC'ers, but it also provides an opportunity for recent graduates to stay connected to the program through younger students.

After graduation, Kate hopes to pursue a career in youth empowerment or international development. She hopes to use her experiences in PLC to help encourage others to become passionate, empathetic leaders with a vision. Kate claims that her biggest role model is Leslie Knope from the television show Parks and Recreation, and in her free time she enjoys exploring the outdoors, traveling, indulging in breakfast cuisine, and frequenting concerts at Colorado's beautiful Red Rocks Amphitheater.

EXPERIENTIAL LEARNING + ALUMNI

Experiential Weekends Thrive with Alumni and Board Member Support!



Hello PLC! Our names are Hannah Wineman (PLC '16) and Sarah Shortall (PLC '16), and we are the Assistant Directors of Experiential Learning for the 2017-2018 academic year. Experiential Weekends are a hallmark of the Presidents Leadership Class' Experiential Learning curriculum. They are designed to encourage learning outside of the classroom and introduce PLC scholars to leadership challenges facing the top industries in Colorado. So far, we have successfully coordinated the Health and Medicine, Education, Transportation, and Sustainable Agriculture themed weekends this semester. We have been overwhelmed by the positive feedback we have received from students. Freshman, Brian Phan, says: "The pre-medicine experiential weekend was very insightful. I learned that you don't necessarily need to go to med school to have a career in the medical field. After a tour of Craig Hospital, I am interested in shadowing the physical therapist there over the summer." Freshman, Austin Kim, reflects on the Education weekend: "I learned that many factors are taken into account within the education system, making it more complex to make a decision. Everyday decisions need to take into account economic, social class, and environmental factors."

We are incredibly thankful for the support from our gracious alumni and faculty. This year, PLC alumni have been active in reaching out to us with offers to speak or help plan the Experiential Weekends. It is humbling and heart-warming to have such a strong and active

network of alumni supporting our program. PLC scholars have met with PLC alumni, Sydney Bay (PLC '08), Director of Recruitment at Teach for America and Ryan Friedman (PLC '13), student at CU School of Medicine. We are always thrilled to meet with PLC alumni and discuss how the program has impacted their career path. PLC Board of Advocates member Kevin Kearney has not only supported us by providing dozens of potential speakers, but also graciously opened up his home for the overnight on the first Experiential Weekend. PLC scholars loved the chance to converse and build a relationship with a board member. PLC faculty have also played an integral role in making the Experiential Weekends so successful. On the Education weekend, scholars discussed challenges regarding inequities in public schools over breakfast at Dr. JulieMarie Shepherd Macklin's home.

We would love to further engage the PLC community in our Experiential Weekend program. We have the Sports and Tourism, Human Rights, Performing and Visual Arts, Law, and Finance weekends scheduled for the rest of the academic year. If you know of potential speakers for one of the upcoming Experiential Weekends, please contact us at plc.adel@colorado.edu. Additionally, if you would like to host PLC'ers overnight during the spring semester, we are seeking homestays. We are appreciative of the PLC community's continued support of our program and look forward to exploring Colorado's leading industries.





INTRODUCING PLC CLASS OF 2017!

Zahra Abdulameer - South High School
 JC Abrahamson - Lakewood High School
 Victoria Acuña - Robert E Lee High School
 Maddie Anderson - Red River Senior High School
 Ally Arenson - Cheyenne Mountain High School
 Bruce Barnstable - Littleton High School
 Jake Bennett - Mountain Vista High School
 Jessie Bixler - Regis Jesuit Girls High School
 Harrison Bolin - TCA College Pathways
 Jenna Brethauer - Windsor High School
 Davis Burckhardt - George Washington High School
 Paola Chavez Arroyo - Adams City High School
 Emma Cohen - Denver School of the Arts
 Isabelle Dean - Douglas County High School
 Geordi Emnett - Fossil Ridge High School
 Jeff Erickson - Cherry Creek High School
 Jake Fuhrman - Silver Creek High School
 Maddie Gile - Poudre High School
 Luke Giusto - Lakewood High School
 Benoit Gorgemans - Boulder High School
 Jacob Hahn - Broomfield High School
 Lindsey Hamblin - Skyline High School
 Halley Herbst - Holy Family High School
 Mahalie Hill - Boise High School
 Ryan Houston - Legend High School
 Julia Jacobson - Gunnison High School
 Katie Kelly - Huntsville High School
 Austin Kim - Grandview High School
 Dakota Kisling - Lakewood High School

Hannah Ledezma - Bloomsburg Area High School
 Jordana Levine - Grandview High School
 Evan Lombardo - Regis Jesuit High School
 Jack Lommen - Cherry Creek High School
 Evan Mahon - Vista Ridge High School
 Blake McClain - Durango High School
 Jake McGrath - D'Evelyn High School
 Andrew Meikle - Sand Creek High School
 Cory Mundt - Lakewood High School
 Brian Phan - Monarch High School
 Jace Pivonka - Green Mountain High School
 Harper Powell - Salida High School
 Sophie Ruttenberg - Laurel School
 Matthew Ryan - Adlai E Stevenson High School
 Emma Scheetz - Rocky Mountain High School
 Julia Schmidt - Poudre High School
 Anna Sernka - Chaparral High School
 Sydney Sessions - New Vista High School
 Tayler Shaw - Dakota Ridge High School
 Dominic Snyder - Rocky Mountain High School
 Nadyah Spahn - Regis Jesuit Girls High School
 Kate Vesper - Bishop McGuinness High School
 Maryther Villareal - William J Palmer High School
 Jacob Weidemann - Highlands Ranch High School
 Chase Willie - Lyons Senior High School
 Camryn Woodworth - Battle Mountain High School
 Jiselle Ye - Thornton High School
 Katreena Yeneza - Pagosa Springs High School