KRANNERT EXECUTIVE FORUM

MANAGEMENT 40100
Spring 2017

Dr. Richard Cosier
Dean Emeritus and
Leeds Professor of Management
Course Number: Management 40100

Course Description: A lecture-discussion course featuring speakers from industry, government, and other organizations. Emphasis is placed on the actual practice of management, career selection and mobility, styles of management, and other applied topics not normally covered in depth in undergraduate courses.

Course Credit: 1 semester hour

Instructor: Richard Cosier
Dean Emeritus and Leeds Professor of Management
Rawls 4091
rcosier@purdue.edu

Graduate Teaching Assistant: Erin Healey
ehealey@purdue.edu

Senior Forum Associates: Matt Butler
Tanya Khanna
Corey O’Donnell
Amy Wroblewski

Course Coordinator: Lou Underwood
Assistant Director, Alumni Relations and Special Events
Krannert Center, Room 222
765.494.0901
lmunder@purdue.edu

Course Schedule: Friday, 11:30 AM - 12:20 PM
Krannert Auditorium

Course Requirements:

a) Regular and prompt attendance at all course meetings. There are no excused absences, with the exceptions of a verified case of influenza or other serious health condition, an official University request to be excused from class, or court orders such as jury duty. These will be handled on a "case by case" basis.

b) Attendance at three luncheons or breakfasts with visiting speakers.

c) Visit the websites of the speaker and/or company.

d) Participation in discussions during the class and at breakfasts or luncheons.

e) Written critiques of five visiting speakers. At least three critiques must be completed by Tuesday, March 28, at 11 pm.
Course Grading:

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

*Miss 1 or 2 classes:*  
Your attendance score will be reduced by 4 points for each missed class.  

*Miss 3 or more classes:*  
Your attendance score will be reduced by 10 points for each additional absence.

**Meals**  
9 points  
Participation (3 points each meal)

**Class Participation**  
10 points  
Choose from:  

- **Hosting the speaker** = 10 points  
  Two students needed each week.  
  OR  
- **Introduction of the speaker** = 10 points  
  One student needed each week.  
  OR  
- **Ask the speaker questions** - in class, at breakfast or lunch  
  Each question = 5 points

**Written Critiques**  
25 points  
Each critique is due to the Graduate Teaching Assistant by 11:00 pm on the Tuesday following the visit of the speaker. At least three critiques must be completed by Tuesday, March 28, by 11:00 pm. You will receive a “ZERO” for each of the first three critiques not turned in by March 28.

*If you are late more than 5 minutes and are counted absent, you may not submit a critique for that speaker.*

Students are expected to show effort and write approximately four or five sentences for each of the questions on the critiques.  
(Five critiques maximum – 5 points each.)

**TOTAL**  
*104 points*

*At the discretion of the instructor, from time to time one or more extra credit opportunities may be made available to students. These will be announced in class and posted in Blackboard.*
Grading Scale (Based on 104 Points):

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

<table>
<thead>
<tr>
<th>Grade</th>
<th>Range</th>
<th>Grade</th>
<th>Range</th>
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</thead>
<tbody>
<tr>
<td>A+</td>
<td>104 – 97</td>
<td>C+</td>
<td>79 – 77</td>
</tr>
<tr>
<td>A</td>
<td>96 – 93</td>
<td>C</td>
<td>76 – 73</td>
</tr>
<tr>
<td>A-</td>
<td>92 – 90</td>
<td>C-</td>
<td>72 – 70</td>
</tr>
<tr>
<td>B+</td>
<td>89 – 87</td>
<td>D+</td>
<td>69 – 67</td>
</tr>
<tr>
<td>B</td>
<td>86 – 83</td>
<td>D</td>
<td>66 – 63</td>
</tr>
<tr>
<td>B-</td>
<td>82 – 80</td>
<td>D-</td>
<td>62 – 60</td>
</tr>
<tr>
<td>F</td>
<td>59 and below</td>
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</table>

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

<table>
<thead>
<tr>
<th>Grade</th>
<th>Scholastic Index</th>
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<tr>
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<tr>
<td>A</td>
<td>4.0</td>
</tr>
<tr>
<td>A-</td>
<td>3.7</td>
</tr>
<tr>
<td>B+</td>
<td>3.3</td>
</tr>
<tr>
<td>B</td>
<td>3.0</td>
</tr>
<tr>
<td>B-</td>
<td>2.7</td>
</tr>
<tr>
<td>C+</td>
<td>2.3</td>
</tr>
<tr>
<td>C</td>
<td>2.0</td>
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<tr>
<td>C-</td>
<td>1.7</td>
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<tr>
<td>D+</td>
<td>1.3</td>
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<tr>
<td>D</td>
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<td>D-</td>
<td>0.7</td>
</tr>
<tr>
<td>F</td>
<td>0.0</td>
</tr>
</tbody>
</table>

Campus Emergencies:

In the event of changes necessitated by things such as a major campus emergency, or modified course requirements, deadlines, and grading percentages you will be notified in class, if possible, and the changes will be posted on Blackboard. To get information about changes in this course: go to Blackboard, contact the Graduate Teaching Assistant, or call the school at 765-494-0901 or 765-494-9700.

Academic Integrity:

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

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

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

Graduate Teaching Assistant Office Hours – By Appointment:

The Graduate Teaching Assistant, will have office hours every Friday before class from 10:45 AM- 11:15 AM in Krannert Auditorium, or by appointment, which can be scheduled by email. If appropriate, please provide a telephone number or return e-mail address where you can be reached.

The Graduate Teaching Assistant can answer questions about grading and attendance as well as provide guidance and suggestions on critique writing.

Student Signup Sheets:

Students must sign up for breakfast and lunches. Two weeks of lunches and breakfasts will be posted before class on a weekly basis. Signup sheets for hosting and introductions will be available for the first three class periods or until all opportunities are taken.

Student Dress:

The speakers for the Forum will be dressed in their normal business attire. Students need not wear a suit each week, but appropriate dress (i.e. business casual) and grooming are required. Please do not wear cut-off jeans, shorts, sweat pants, flip-flops, or baseball caps.

Those students who are hosting the speaker or delivering the introductory remarks for each speaker should be dressed in business professional attire (coat and tie for gentlemen, business suits or appropriate dress for ladies). Those students who are attending either the breakfast or lunch should be dressed in business casual. Hats are not to be worn during breakfasts, luncheons, or during the class period.

Student Conduct Electronic Equipment in the Classroom:

Students may not use laptops, iPads, cellphones, or any similar electronic device to take notes during class. All electronic devices must be turned off and put away. The lectures are the proprietary property of the speakers presenting and may not be recorded.
Student Conduct Cell Phone Usage in Classroom:

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

Class Preparation:

Read the bio of the speaker before class. Forum bios are located at http://www.krannert.purdue.edu/events/exec_forum/, on Blackboard, and in the back of the MGMT 40100 syllabus.

Course Information on Blackboard:

Important and timely information about MGMT 40100 will be communicated to the members of the class using Blackboard.

- Students will submit critiques in Blackboard under Course Content at “Submit Critiques for Speakers Here”.

- Numerical grades are updated by the end of the day on Friday of every week. The summary listing will indicate points received for attendance, hosting, introductions, questions, attendance at luncheons and breakfasts and submission of critiques. If a student detects any errors or believes that a mistake has been made, contact the Graduate Teaching Assistant immediately to resolve the problem. Final grades will be available through Blackboard after the completion of the course.
Biographies of all the speakers are available at http://www.krannert.purdue.edu/events/exec-forum/speakers/01%202017-spring/home.php.

January 13, 2017  Orientation

January 20, 2017  Brad Strock
                 Chief Information Officer
                 PayPal
                 San Jose, California

January 27, 2017  Abby Dekkers
                 Finance Manager
                 L’Oreal
                 New York, New York

February 3, 2017  Beth Ford
                 Group Executive Vice President & Chief Operating Officer
                 Land O’Lakes, Inc.
                 St. Paul, Minnesota

February 10, 2017 Todd Wetzel
                 Director of Convocations & Lectures
                 Purdue University
                 West Lafayette, Indiana

February 17, 2017 Jarrett Jones
                 Vice President and Program Director JSF LiftSystem
                 Rolls-Royce Corporation
                 Indianapolis, Indiana

February 24, 2017 John Annakin
                 Chief Revenue Officer
                 CloudOne
                 Fishers, Indiana

March 3, 2017    Chris Denari
                 Television Announcer
                 FOX Sports and Pacers Sports & Entertainment
                 Indianapolis, Indiana
Biographies of all the speakers are available at [http://www.krannert.purdue.edu/events/exec-forum/speakers/01%20%2017-spring/home.php](http://www.krannert.purdue.edu/events/exec-forum/speakers/01%20%2017-spring/home.php).

<table>
<thead>
<tr>
<th>Date</th>
<th>Speaker</th>
<th>Title</th>
<th>Organization</th>
<th>Location</th>
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<tbody>
<tr>
<td>March 10, 2017</td>
<td>Candice Hall</td>
<td>Director of Finance</td>
<td>Angie’s List</td>
<td>Indianapolis, Indiana</td>
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<tr>
<td>March 24, 2017</td>
<td>Byron Young</td>
<td>Global Director of Planning</td>
<td>Mad Engine</td>
<td>San Diego, California</td>
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<tr>
<td>March 31, 2017</td>
<td>Dwana Franklin-Davis</td>
<td>Vice President &amp; Senior Business Leader</td>
<td>MasterCard</td>
<td>New York, New York</td>
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<tr>
<td>April 7, 2017</td>
<td>Carol Curran</td>
<td>President and Chief Executive Officer</td>
<td>Phoenix Data Corporation</td>
<td>Indianapolis, Indiana</td>
</tr>
<tr>
<td>April 14, 2017</td>
<td>Karen Burns</td>
<td>Executive Vice President</td>
<td>Indianapolis Zoo</td>
<td>Indianapolis, Indiana</td>
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<tr>
<td>April 21, 2017</td>
<td>Caroline Ballard</td>
<td>Digital Media Director</td>
<td>Starcom MediaVest Group</td>
<td>Chicago, Illinois</td>
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<tr>
<td>December 9, 2017</td>
<td>Review</td>
<td></td>
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ATTENDANCE

Maximum: 60 Points

The Krannert Executive Forum is held in the Krannert Auditorium. Because of the nature of the course and the visiting speakers, the Forum will be conducted formally and with a high level of professionalism. The class will start promptly at 11:30 AM each Friday. **Please do not be late,** as it is disruptive to the speaker and other students. **Students who are more than 5 minutes late will not be admitted** to the class and will be counted as absent. Attentiveness is expected during the speaker’s presentation, as well as during the question and answer session. Sleeping, eating lunch, OR talking during the presentations will NOT be tolerated and may be counted as an absence.

Attendance will be taken via a card swipe. **You are required to bring your student ID to every class.** You will swipe your ID at a computer located outside the classroom. The Senior Forum Associates will be there to assist you.

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

Class Attendance = 15 total classes

**Miss 1 or 2 classes:**
Your attendance score will be reduced by
4 points for each missed class, beginning with the first speaker.

**Miss 3 or more classes:**
Your attendance score will be reduced by
10 points for each additional absence.

For example, after you have missed the third class, your attendance score will have been reduced by a total of 18 points. **There are no excused absences, with the exceptions of a verified case of influenza or other serious health condition, an official University request to be excused from class, or court orders such as jury duty. These will be handled on a “case by case” basis.** Attendance will be taken beginning with the first speaker through the final review session. The final review session is treated as a “regular class meeting” and you are expected to attend on time.

Attendance and Academic Dishonesty

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

Maximum: 9 Points

Participation in breakfast or lunch will count as 3 points each occurrence, up to a maximum of 9 points total.

To earn 9 points, students would need to attend three meals during the semester. If you have a schedule conflict and cannot attend any breakfast or lunch, you must email the Graduate Teaching Assistant as soon as possible.

Breakfast will be held in Rawls Hall, Room 4013, at 8:30 AM on Friday. Breakfast participants are expected to meet at 8:15 AM. Breakfast is concluded by 9:15 AM.

Immediately following each Forum lecture, an informal lunch will be held in Rawls 4013. The lunches are concluded by 1:15 PM. We will meet in front of the classroom after class and walk upstairs together as a group.

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

At the meals there will be time for further questions and answers. Discussions at meals are more informal, the questions tend to cover a much broader spectrum of topics, and the questions can be more personal. The questions will be recorded by the Graduate Teaching Assistant or Senior Forum Associates and will also count toward your participation points. If you are attending breakfast or lunch, be prepared to ask at least one question.

Any changes in the location of the breakfast or lunch will always be announced on Blackboard. Changes will also be announced in class, if possible.
CLASS PARTICIPATION

Maximum: 10 points

You may choose from:
A. Hosting the speaker for 10 points or
B. Introducing the speaker for 10 points or
C. Asking the speaker two questions either in class or at breakfast or at lunch with 5 points awarded each question for a total of 10 points

A. Hosting the Speaker = 10 points

Approximate Time Commitment:
- Preparatory Meeting: 15 minutes (meeting time see below) to discuss itinerary and duties,
- Friday: 8:10 AM - 1:30 PM to host speaker.

Two Student Escorts will be needed to help host the speaker during their visit to Purdue. Each speaker’s schedule is different. Hosting involves accompanying the speaker to breakfast and to each office they visit while on campus that Friday. Student Escorts from the class also help the Senior Forum Associates prepare information for class and set up the classroom.

Student Escorts hosting the speaker are expected to remain with the speaker from breakfast through the completion of the luncheon.

Hosting can be an extremely interesting and valuable part of your experience this semester. As a Student Escort, you will be expected to dress business professional and behave as if in a formal recruiting interview. Be sure to sign up as soon as possible on the sheets provided at orientation to ensure your involvement with a particular company.

Breakfast and lunch will be provided for the Student Escorts. Also, as you host the speaker to breakfast and lunch, you earn meal points. If you host and go to breakfast and lunch, you will earn 20 points that day—i.e., 4 points for class attendance, 10 points for hosting; 3 points for attending breakfast; and 3 points for attending lunch. When you host the speaker, you do not need to sign up for breakfast and lunch. You are already included in that list.

IMPORTANT — Student Escort Preparatory Meeting

The Student Escorts for the week meet with the Graduate Teaching Assistant during the Graduate Assistant’s office hours. This escort meeting is held in the Assistant Director’s office, Krannert Center 222, to discuss the visiting speaker’s itinerary and host responsibilities.
B. Introducing the Speaker = 10 points

Each week a student introduces our guest speaker and concludes the class by thanking them. Introductions are brief and biographical information will be provided. If you are interested in doing an introduction, please sign up on sheets provided during orientation.

Dress for introductory speakers is business professional. The student doing the introductory speech is encouraged, but not required, to attend the breakfast with the speaker.

After signing up, you may attend the Student Escort Weekly Meeting (see page 15) or contact the Graduate Teaching Assistant to establish a meeting time on Thursday or Friday morning prior to the class to review a rough draft of the speech and discuss the procedures to be used in the class.

Introduction and Thank You Recommendations

You may introduce the speaker. Please use the following tips to guide your introduction.

State the Speaker’s Name. Be sure to pronounce the name correctly and clearly. Do not be embarrassed to ask the Graduate Teaching Assistant to help you learn the correct pronunciation.

Provide Background Information. Tell the audience about the accomplishments of the speaker. Briefly outline the speaker’s credentials, expertise, and experiences so the audience understands what the speaker does. Be sure to highlight the aspects of the speaker’s background that relates to the topic of the speech.

Give Insights into the Speaker’s Interests and Personality. The audience should feel that the person being introduced is a real human being rather than merely a list of credentials. At the end of the introduction, the audience should feel as if they know the speaker better than before you began. The speaker’s personality can be illustrated through short anecdotes or personal experiences. Be sure that remarks and anecdotes do not disclose private or confidential information that may be embarrassing.

Express your Pleasure in Introducing the Speaker. In these situations it is important for the audience to realize that they are about to hear from an interesting person. The audience should look forward to hearing from or talking with the speaker. Be sincere and brief in your expression of pleasure or honor in introducing the speaker and try to avoid cliché phrases that may be perceived as insincere.

Be Concise. Even though there may be much to talk about and lots of information to include in the introduction, be concise. Tell anecdotes or give examples to describe the speaker, but do so briefly and efficiently. Use one short anecdote rather than two. Select meaningful information about the speaker’s credentials and experiences; do not read the entire resume. After all, the audience members want to listen to or meet the speaker being introduced, not listen to a long oration by you.
Conclude with a Presentation of the Speaker to the Audience. The goal of the introductory speech is to present the speaker. After a discussion of the speaker’s background and personality and concise statements concerning your pleasure in introducing the speaker, let the speaker have the time allotted. Provide an indication of the topic to be discussed and, if available, the title. Be sure not to intrude on the speaker’s remarks by trying to summarize the message.
C. Asking Questions

Students need to ask two questions in class, breakfast, or lunch to earn these points (each question is worth 5 points).

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

**STAND UP AND CLEARLY STATE YOUR NAME, YEAR OF STUDY, AND MAJOR** before asking your question. Not only is this courteous to our speaker, but also allows your name and class participation to be recorded. If you do not state your name clearly prior to asking your question, you may not receive credit for your question. **Once the class session is over, check with the Graduate Teaching Assistant to ensure that your name has been notated correctly.**
WRITTEN CRITIQUES

Maximum: 25 points

Each student has the opportunity to submit five (5) written speaker critiques, worth 5 points each. Each critique must be typed and submitted in Blackboard.

Critiques submitted on days that you are absent will not be accepted and will be graded as a zero.

Correct grammar and spelling are expected and are part of the critique grade. Use spell check whenever possible. Your critique should be carefully based on your pre-class preparation, the speaker’s talk, the class discussion, the subsequent lunch discussion, and any other pertinent interaction. Students are expected to show effort and write approximately four or five sentences for each of the questions on the critiques. Treat critiques as you would any other formal business communication. The best written critique(s) from each week are sent to the speaker. Critiques will be graded based upon the quality of the critique. Students will not receive the full 5 points just for submitting a critique on time.

Each critique is due by 11:00 PM on the Tuesday following the visit of the speaker. At least three critiques must be completed by 11 PM on Tuesday, March 28. You will receive a ZERO (0) for each of the first three critiques not turned in by March 28. Critiques should be submitted in Blackboard under Course Content at “Submit Critiques for Speakers Here”.

We suggest that you make a copy of your critique for your files before submitting. Remember, to submit a critique for a speaker, you must have attended the speaker’s presentation.

For your convenience, a critique template is available in Microsoft Word format. Critiques must be completed in the format found on the following page of this syllabus and submitted in Blackboard.

Where to Find Speaker Critique Forms:

1. Blackboard
2. Website
   - http://www.krannert.purdue.edu/events/exec_forum/
   - The syllabus link containing the critique forms is located on the right sidebar under Student Information.
Student’s Name:  
Date:  

Speaker:  

Company:  

Speech Topic:  

**Critiques are to be submitted in Blackboard by 11:00 p.m. on the Tuesday following each class. Late submissions will not be accepted.** Answer all questions. Each critique must be typed on this form. You can find the Forum Critique template in Blackboard, on the website, or may duplicate this format separately, if preferred. Complete sentences, proper grammar, and correct spelling are required. Students are expected to show effort and provide a maximum of four or five sentences for each of the questions on the critiques. **Use single spaced, 10-point font; limit submission to two pages.**

1. In a paragraph or two, summarize the main points of the speaker’s presentation. PLEASE DO NOT USE BULLET POINTS.
   Type here.

2. Identify one of the main points highlighted in Question 1 with which you strongly agree or disagree. **Why do you feel that way?**
   Type here.
3. Briefly describe an opportunity or challenge identified by the speaker that affected his or her career. Type here.

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

5. Briefly explain how this speaker’s remarks relate to one area of the Launching Business Leaders wheel. Type here.
January 20, 2017

Brad Strock
Chief Information Officer
PayPal
San Jose, California

As the CIO of PayPal, Brad leads a global technology team who enable PayPal employees to change how the world uses money. He has extensive experience in leading large, global teams to deliver innovation and value while creating structure and process for scale. He has proven results in driving large, technology-enabled transformations. In 2015, Brad led the IT separation of PayPal from eBay, creating the new internal technology infrastructure for PayPal in less than nine months.

With over 25 years of experience as a seasoned technology executive, Brad has held senior executive positions at Bank of America, JP Morgan Chase, and First USA/Bank One. At PayPal, he held several roles before being named CIO in 2014, including VP of Global Operations Technology. Brad has a deep expertise in product development, IT, operations, and strategy and has 2 patents. He holds a BS in Mechanical Engineering from Purdue University as well as an MBA from the Krannert School of Management at Purdue.
January 27, 2017

Abby Dekkers
Finance Manager
L’Oreal
New York, New York

Abby Dekkers is a Commercial Finance Manager for L’Oreal USA in New York, NY in the luxury products division’s headquarters. She oversees the Commercial P&L’s for brands such as Lancôme, Urban Decay, Kiehl’s, International Designer Fragrances, Clarisonic, and a new acquisition, IT Cosmetics. The luxury portfolio has over $2.5B in sales in 2016 just in the United States alone. Prior to joining L’Oreal, she was an International Treasury Analyst for AON Corporation based out of Chicago IL. After two years of exemplary performance, she was selected to live abroad and lead the cash management for the European Hub Office in Amsterdam. During her time in Amsterdam, she completed two of the largest projects the Treasury team at AON had tackled: Integrating a new cash management system, and consolidating all money market platforms. She lived there just over two years, at which point she came back to Purdue to get her MBA. Abby holds a B.S. in Management from Krannert (’09) and an MBA from Krannert (’16).
February 3, 2017

Beth Ford
Group Executive Vice President &
Chief Operating Officer
Land O’Lakes, Inc.
St. Paul, Minnesota

Beth Ford is the group executive vice president and chief operating officer for Land O’Lakes, Inc. She has P&L responsibility for the Purina Animal Nutrition and U.S. Dairy Foods businesses, which reported 2015 net sales totaling over $8 billion. She also is the Chief Supply Chain Officer for the overall Land O’Lakes enterprise with accountability for supply chain, operations, IT and R&D functions.

Beth has held senior and line leadership positions in seven companies across six industries, including Energy, Consumer Packaged Goods, QSR, Publishing, Chemicals and now Food Production and Agribusiness.

Her seats on the Board of Directors of two publicly traded companies, Clearwater Papers, Inc. and PACCAR, Inc., exposes her to 2 additional industry sectors.

Beth earned an MBA from Columbia University Business School and a BBA from Iowa State University, and serves on multiple non-profit and university boards.
Todd Wetzel serves as the Executive Director of Purdue Convocations, a collegiate multidisciplinary arts presenting organization based at Purdue University that serves the regional audience of north central Indiana, where he has worked since 1997. As an artistic director, he selects and presents over 35 touring, professional presentations each season in a wide variety of genres across the performing arts and commercial spectrum. Additionally, he is responsible for strategic, fiscal, and management tasks of the $3.5M program, including budgeting and fundraising. Previously, at Valparaiso University (1990-1997), he participated in the design and construction committees of the $19.2M VU Center for the Arts, and served as the facility’s first director.

Over the years, he has served the arts presenting field in numerous capacities: as an executive board member & Treasurer of the Association of Performing Arts Presenters (2015-present) and as general board member since 2011, Treasurer of the Indiana Presenters Network (1992-2014); Co-chair of the Midwest Arts Conference (2008); and task force member for the North American Performing Arts Managers and Agents (NAPAMA) association. Additionally, he has served on grant review panels for the National Endowment for the Arts, the Indiana Arts Commission and various local granting agencies. He holds an interdisciplinary BA in Music & Business (principal instrument: piano) and an MBA.
February 17, 2017

Jarrett Jones
Vice President and Program Director JSF LiftSystem
Rolls-Royce Corporation
Indianapolis, Indiana

Jarrett Jones is Vice President and Program Director of the Rolls-Royce LiftSystem®, leading the team responsible for the design, development, production and sustainment of the propulsion system which provides the vertical lift capability to the F-35B Lightning II STOVL variant.

Jarrett most recently held the role of Vice President of Strategic Purchasing for Rolls-Royce, where he was responsible for leading the Defence purchasing teams in Indianapolis, USA and Bristol, UK. Since Joining Rolls-Royce in December 2005, Jarrett has had roles of progressive responsibility including Vice President of Defence North America Production Programs, AE 2100 Program Director and Vice President of Six Sigma for Rolls-Royce Corporation and North America. Prior to coming to Rolls-Royce, his previous experiences include over 8 years with Honeywell International, Defence and Space Electronic Systems, in addition to extensive experience in manufacturing, quality and process improvement.

Jarrett serves on several boards, including Lockheed Martin Commercial Engine Solutions, Indianapolis Downtown Inc., and Purdue University’s School of Technology Advisory Board and School of Aeronautics and Astronautics Steering Advisory Council. Jarrett graduated from Purdue University with a Bachelor of Science in Industrial Management/Engineering, in 1992, a Masters of Business Administration, in 2004 and completed the Dartmouth College, Amos Tuck School of Business, Global Leadership 2030 Consortium, in May 2012. He is also a certified PMI PMP, Six Sigma Black Belt, AS9100 Lead Quality Auditor and Demand Flow Technology expert.

Rolls-Royce’s vision is to be the market-leader in high performance power systems where our engineering expertise, global reach and deep industry knowledge deliver outstanding customer relationships and solutions. We operate across five businesses: Civil Aerospace, Defense Aerospace, Marine, Nuclear and Power Systems.

Rolls-Royce has customers in more than 120 countries, comprising more than 400 airlines and leasing customers, 160 armed forces, 4,000 marine customers including 70 navies, and more than 5,000 power and nuclear customers.

Rolls-Royce employs over 50,000 people in more than 46 countries. Nearly 15,700 of these are engineers.
February 24, 2017

John Annakin
Chief Revenue Officer
CloudOne
Fishers, Indiana

As Chief Revenue Officer for CloudOne, John leads all sales, customer success, partnering, and marketing for the organization. CloudOne is Inc. Magazine’s fastest-growing IT company in Indiana for 2014 and 2015. In 2015, CloudOne was also named a Red Herring Top 100 Global Award Winner. Most recently in 2016, CloudOne was named to the Deloitte Tech Fast 500, Entrepreneur 360, and CRN Next Gen 250.

Who is CloudOne? We help the world’s best and largest companies make their things for the Internet of Things by bringing their own enterprise IoT components to the cloud, enabling global collaborative development, production and analysis of software and data in real time on individual, secure, private hybrid cloud environments.

John has over 25 years of enterprise selling and sales team management experience in the application software, cloud services and platform or software-as-a-service space. Before joining CloudOne, he was Director of Enterprise Sales for Scribe Software Corporation, the leading data integration solution for Microsoft’s Dynamics business applications, where he built a global, enterprise sales team. Prior to Scribe, he was the Director of Strategic Accounts at Newmarket International (acquired by Amadeus Company), the leading software vendor for the hospitality and travel industry. Before joining Newmarket, John was the Channel Sales Manager at Navisite, (acquired Time-Warner Company), which is a leading application hosting provider (what we used to call cloud services).

John is a Boilermaker, holding a Bachelor of Science degree from Purdue University, Krannert School of Management.
March 3, 2017

Chris Denari
Television Announcer
Pacers Sports & Entertainment
Indianapolis, Indiana

Chris Denari is in his 11th season as the Indiana Pacers’ television play-by-play announcer for FOX Sports Indiana. He has been involved in broadcasting sports in Indianapolis for more than 30 years. He was named the Indiana Sportswriters and Sportscasters Association 2003 Broadcaster of the Year and was named to the organization’s Hall of Fame in 2016.

This summer is his 18th season as the television play-by-play announcer for the WNBA’s Indiana Fever. He also continues to serve as a member of the Indianapolis Motor Speedway Radio Network for coverage of the Indianapolis 500 and the Crown Royal Brickyard 400 as well as handling play-by-play duties on assignment for the Big Ten Network.

He was the Sports Director at WXIN-TV Fox 59 from 2004-2006. With his move to Pacers’ TV in 2006, he ended his 17-year association as the radio play-by-play voice of Butler University basketball. He called all five of Butler’s NCAA Tournament appearances from 1997-2003, including the Bulldogs’ trip to the Sweet Sixteen in 2003.

From 2001-2006, he hosted the post-game show on the Indianapolis Colts Radio Network. He also previously worked for Pacers’ TV as a locker room reporter and was the television play-by-play voice for the Indiana High School Athletic Association’s state championship events.

He was an Associate Athletic Director and the Director of Sports Marketing at Butler University for 10 years (1989-99) and also worked as the Director of Communications/Marketing at Methodist Sports Medicine Center from 1999 to 2004. He has also worked at WWWY-FM in Columbus, Indiana, WPDS-TV in Indianapolis, the University of Indianapolis and the Horizon League. He volunteers for the Humane Society of Hamilton County and has previously served as a member of the Board of Directors for Special Olympics Indiana, the Carmel Dads Club and the Methodist Sports Medicine Center Foundation.

A 1979 graduate of Westfield (IN) High School, he played basketball for his father, Bob. He graduated from Wabash College in 1983, and was a member of the Little Giants’ 1982 NCAA Division III National Championship basketball team.
In 2013, he and his Little Giant teammates were inducted into the Wabash College Athletic Hall of Fame. In 2016, Chris was the recipient of the Clarence A. Jackson Career Service Award from the National Association of Wabash Men, an award given annually to an alumnus who has distinguished himself by outstanding service to his chosen vocation. He is also a member of the Westfield High School Distinguished Alumni Hall of Fame.

Denari and his wife, Terry, live in Carmel. They are the proud parents of sons Evan (27), Wilson (24) and Max (20).
March 10, 2017

Candice Hall
Director of Finance
Angie’s List
Indianapolis, Indiana

Candice Hall joined Angie’s List, in August 2015, as the Director of Finance for Ad Sales and Partnerships. She is responsible for the financial oversight and creation of strategies that drive profitable growth for this business unit which comprises over 70% of the company’s revenue.

Prior to joining Angie’s List, Candice had a 12 year career at General Mills, where she started as an intern and rose through the ranks to manager. During her time at General Mills, she held positions in Mergers and Acquisitions, Trade, International Treasury, Logistics, and provided brand support for the Yoplait, Pillsbury, and Betty Crocker brands. One of the many highlights during her time at General Mills, was leading the Purdue Finance recruiting team.

Candice earned her B.S. in Accounting from Purdue University where she was a participant in the Business Opportunity Program, a member of the Society of Minority Managers, a Management Ambassador, and a member of S.M.E.F. While working at General Mills, she earned her M.B.A. from the Chicago Booth School of Business via the weekend program.

Outside of work, Candice enjoys spending time with her husband (and fellow Boilermaker) Charles and their 3 daughters (Kendall, Rena, and Charlene). She also enjoys trying new restaurants with friends, volunteering, playing Bingo, and crocheting.
March 24, 2017

Byron Young
Global Director of Planning
Mad Engine
San Diego, California

Byron is a strategic and naturally curious business professional. Byron came to MAD Engine after holding positions at Twitter and Target. His years of corporate retail and marketing experience and strong knowledge have provided proven results within apparel and CPG categories. Byron is passionate about strategy development, consumer insights, retail, youth mentorship and community engagement.

He has specialized experience in apparel merchandising, syndicated data analysis (Nielsen, IRI, NPD), consumer insights, financial planning and analysis, inventory forecasting and allocation, social media marketing and project management.

Byron has a bachelor’s degree in Management from Purdue University with a certificate in Entrepreneurship.
March 31, 2017

Dwana Franklin-Davis
Vice President and Senior Business Leader
MasterCard
New York, New York

Dwana Franklin-Davis is a Vice President in Operations and Technology at MasterCard, where she is responsible for Corporate IT product strategy, as well as, managing multiple disciplines to support the infrastructure & business needs for MasterCard’s Digital Commerce Products. This includes leading delivery services in the areas of electronic mail, messaging, office infrastructure and personal computer systems and applications, as well as, strategic planning, project management and operations for web services environments & Internet technology infrastructure.

Dwana joined MasterCard in 2007 as a Senior Software Engineer in web administration. Within a year, she was promoted to Leader/Manager of the Internet Engineering – Web Administration Project Delivery Team, where she was responsible for leading the delivery of Internet infrastructure solutions for a variety of web-based products and services, including: administration, configuration, installation, security & audit compliance and troubleshooting. During that time, Dwana was a founding member of MasterCard’s Leveraging Employees of African Decent (LEAD) Business Resource Group, serving on its steering committee from 2008 – 2011. In 2011, Dwana became Director in MasterCard’s Commercial and Emerging Solutions Organization, where she was responsible for providing management & strategic direction for the Global Data Repository development, Data Quality support and System & Quality Assurance testing teams. Prior to joining MasterCard, Dwana held IT positions with IBM and the May Department Stores Companies.

Dwana holds a Bachelor’s of Science in Management from Purdue University, a Master’s of Information Management from Washington University, and a Certificate in Project Management from Washington University.
April 7, 2017

Carol Curran
President and Chief Executive Officer
Phoenix Data Corporation
Indianapolis, Indiana

Carol Curran is the founder of Phoenix Data Corporation, a company that develops innovative solutions for information technology, engineering technical support, operations, document centers and electronic records with a strong emphasis in information management. She acquired certifications for access to opportunities for women-owned (WBE), small disadvantaged business (SDB) and 8(a).

Carol is active in the Armed Forces Communications and Electronics Association, Lawrence Chamber of Commerce, Indianapolis Chamber of Commerce and is the current President of the Board of Directors of the National Association of Women Business Owners (NAWBO) Indianapolis chapter.

Under Carol’s leadership, Phoenix Data Corporation was named the largest women-owned business in the Indianapolis area by the Indianapolis Business Journal. Carol was named NAWBO Business Woman of the Year in 2009 and runner-up in 2016. The International Stevie Awards for Women in Business named Carol Technology Innovator of the Year in 2011.
Karen Burns, executive vice president and executive director of the Indianapolis Prize, has been with the Indianapolis Zoo since 1999. She has direct responsibility for key management areas, including institutional advancement, membership, marketing, creative services, public relations, education, conservation and the Indianapolis Prize.

In her role with the Zoo, Burns led the team that conducted a comprehensive rebranding of the Indianapolis Zoo from a much loved community attraction into a world-class conservation institution.

Burns also heads up the Indianapolis Prize; a significant conservation initiative of the Zoo’s mission to empower people and communities to advance animal conservation. Established in 2005, the Prize has grown to become the world’s leading award for animal conservation awarding $250,000 to the winner and $10,000 awards to each of the five finalists.

Active in the community, Burns was named as one of IBJ’s Women of Influence in 2014. She serves on the Board of the Kiwanis Foundation of Indianapolis, is President of the Downtown Indy Marketing Board and serves on the Downtown Indy Board of Directors. She also serves as Vice-Chairman of the Advisory Board of the Salvation Army Indiana Division. Karen and her husband Rick Gevers live in downtown Indianapolis with one, very cranky cat.
Caroline Ballard
Digital Media Director
Starcom MediaVest Group
Chicago, Illinois

Caroline is a Digital Director at Starcom, a global media agency, where she oversees several clients in CPG, Retail, & Technology verticals. She currently leads teams that focus on a mix of Programmatic, Social, & Search channels. She is passionate about driving innovation as a solution for clients. For example, she is the creator of a technology that informs creative decisions based on historical and emerging trends. Prior to Starcom, she held various roles at iProspect in both their Chicago & London offices with a focus on the Search media channel for both local & global clients. Caroline holds a B.S. from Krannert ('08).
EMERGENCY / NON-EMERGENCY RESOURCES


FOR ALL EMERGENCIES, CALL 911
In the event of a fire, activate the building’s fire alarm system BEFORE calling 911.
Evacuate the building immediately! (see Fire Evacuation section)

When calling 911:
1. Stay on the line with the dispatcher.
2. Provide the address of the building involved and your exact location. This is especially critical if you are calling from a cell phone.
3. Provide a thorough description of the incident to ensure that proper resources are dispatched.
4. Do not hang up until the dispatcher tells you to do so.

Emergency Telephone System (ETS): Over 250 ETS boxes are located at almost every street intersection and other strategic locations on the Purdue campus. The ETS boxes are yellow or black, have a blue light on top and are marked "EMERGENCY" or "911."

For emergencies, use the Emergency Telephone System in the following manner:
1. Open the door and/or
2. Push the button
3. In a few seconds, Purdue Dispatch Center personnel will answer and send help.

UNIVERSITY RESOURCES
NON-EMERGENCY

Purdue Police:
(765) 494-8221
purdue.edu/police

Safe Walk Program:
(765) 494-SAFE
(765) 494-7233

Purdue Fire:
(765) 494-6919
purdue.edu/fire

Physical Facilities Work Request Center:
(765) 494-9999

Radiological & Environmental Management:
(765) 494-6371
purdue.edu/rem

Purdue Student Health Center (PUSH):
(765) 494-1700
purdue.edu/push

Emergency Preparedness & Planning:
(765) 494-0446
purdue.edu/emergency_preparedness

Counseling & Psychological Services:
(765) 494-6995
purdue.edu/caps

Disaster Recovery Call-in:
(765) 494-2000

Employee Assistance:
(765) 494-7707
purdue.edu/hr/CHL/no-cost_Wellness/EAP
Purdue ALERT - EMERGENCY WARNING NOTIFICATION SYSTEM

Purdue ALERT is the University’s emergency warning notification system. It is a collection of communication layers that will be used by Purdue University public safety officials to notify students, faculty, and staff of imminent danger. Purdue ALERT warning notifications are designed as the initial “heads up” warning for students, faculty, and staff and should encourage all to seek additional information. The notification may be expanded to the community through news releases, TV, radio, siren system, etc., based on the judgment of the Incident Commander or public safety official.

PERIODIC TESTS: Purdue ALERT will normally be tested at the beginning of each academic semester. Public safety officials may cancel the test if the system has been activated for an actual incident within two weeks of the scheduled test.

TEXT MESSAGE OPT IN PROCEDURES:
To receive a text message one must opt into the system by:

1. Clicking on purdue.edu/securepurdue
2. Click on "Change my emergency contact number"
3. Enter your Purdue career account info
4. Click on "Emergency Contact Number"
5. Enter your phone number.

Purdue ALERT incorporates the following systems on campus (some to all layers may be used based on the specific incident):

1. All Hazards Outdoor Warning Sirens
2. Text message (one must opt into the system, see below)
3. Email…everyone with a purdue.edu address
4. Information will be posted on the Purdue Homepage
5. Information will be posted on the Purdue Facebook Emergency Notification Group (one must sign up to the Facebook group)
6. Boiler TV Emergency Alert System
7. Local TV station
8. Local radio stations
9. WebEOC
10. 800 MHz radio system
11. NOAA Weather Radios
SHELTER-IN-PLACE

Shelter in place (or place of refuge) refers to a designated area of safety when it is not safe to go outside, such as an interior room with no or few windows, and taking refuge in that location. If you are told to shelter in place, follow the instructions provided. Different situations require different locations.

You may be required to shelter in place for events such as a Civil Disturbance (for example, an active shooter incident), Tornado Warning, Hazardous Materials release and as directed by police personnel. When notified, you should seek immediate shelter inside a building or residence hall. If you are “sheltering” due to a hazardous materials (HAZMAT) accidental release of toxic chemicals, the air quality may be threatened and sheltering in place keeps you inside an area offering more protection.

You must immediately seek shelter in the nearest facility or building (preferably in a room with no windows) when:

1. You hear the Outdoor All Hazards Emergency Warning Sirens.
2. When directed by other Purdue ALERT emergency warning notification layers.
3. When directed by police or fire department personnel.

Try and obtain additional clarifying information by all possible means (e.g. Purdue Homepage, TV, radio, email, etc.)

1. It would be useful to have a cell phone, hard-wired telephone, or computer system in the shelter location to assist in obtaining additional information as well as being able to report any life-threatening conditions.

Follow the shelter in place procedures in the Active Shooter, Tornado Warning, or Hazardous Materials release located in this document, as applicable.
FIRE / EVACUATION PROCEDURES

IF YOU DISCOVER A FIRE:

1) Manually activate the building’s fire alarm system as you exit the building.
2) Immediately evacuate the building, closing doors and windows behind you.
3) DO NOT USE THE ELEVATORS.
4) Locate persons with disabilities, and provide assistance if possible.
5) Otherwise, provide their location to emergency responders.
6) When your safety is not in jeopardy, call 911 and provide the following information.
   a) Name of the building.
   b) Location of the fire within the building.
   c) A description of the fire and (if known) how it started.
7) Report to your department’s designated emergency assembly area to be accounted for.

ONCE THE FIRE ALARM IS ACTIVATED:

1. Walk quickly to the nearest exit. DO NOT USE THE ELEVATORS
2. If you are able, help those who need special assistance.
3. Notify fire personnel if you believe someone may still be in the building.
4. Gather away from the building and emergency responders at the emergency assembly area.
5. DO NOT re-enter the building until the fire department or police personnel give an all clear.

IF CAUGHT IN SMOKE:

1. Do not breathe the smoke!
2. If you encounter smoke, stay low and go!
3. Breathe through your nose, and use a shirt or towel to breathe through, if possible.

IF TRAPPED IN A BUILDING:

1. If possible, move to a room with an outside window.
2. Close all doors and windows.
3. Stuff clothing, towels or paper around the cracks in the door to help keep smoke out of your refuge.
4. Attempt to signal people outside of the building. If there is a telephone, call 911 and tell the dispatcher where you are. Do this even if you can see fire department personnel from the window.
5. Stay where rescuers can see you through the window, and wave a light-colored item to attract their attention.
6. Be patient. Rescue of occupants within large structures will take time.
SEVERE WEATHER / TORNADO WARNING

Severe Thunderstorm Watch means severe thunderstorms are possible, continue activities and monitor the situation.

Severe Thunderstorm Warning means severe thunderstorms are imminent.
1. Keep people indoors and away from the windows, until the severe storm passes. If you are outside, seek shelter immediately.

Tornado Watch notification is issued when atmospheric conditions are favorable for the formation of tornadoes in a given area. Under watch conditions stay informed by listening to radio or television.

Tornado Warning notification indicates that a tornado has been sighted and poses a definite threat to a given area. If the warning is for your area you should take shelter immediately!

ALL HAZARDS WARNING SIRENS:
1. Outdoor sirens will sound for a period in excess of two minutes. When you hear the sirens seek shelter first, then seek more information through the Purdue ALERT layers including local radio and TV stations to determine the nature of the emergency.
2. The ALL CLEAR signal is announced by radio and television stations. The sirens remain silent.

SIREN TESTING:
All Tippecanoe County sirens to include the five sirens located at Purdue University are tested at 11:00 a.m. on the first Saturday of every month except during periods of adverse weather conditions.

WHAT TO DO DURING A TORNADO WARNING:
1) Move to the pre-determined shelter location as designated in your Building Emergency Plan.
   a) The shelter location is normally, the basement, sub walk or lowest level of the building away from windows and exterior doors.
      i) Be prepared to kneel facing the wall and cover your head.
   b) Interior hallways and restrooms on the lowest level offer the next best shelter.
      i) Be prepared to kneel facing the wall and cover your head.
2) In a high-rise building, vacate the top floors and move to a lower floor or basement.
   a) If not able to reach the basement, go to an interior room, hallway, or restroom with no windows on the lowest floor possible.
      i) Be prepared to kneel facing the wall and cover your head.
3) If time permits, occupants of wood-frame or brick buildings with wood floors should leave the building and go directly to a more substantial concrete building, preferably with a basement.
4) Share notification with others; assist persons with disabilities, if possible.
5) Try and obtain additional clarifying information by all means possible (e.g., Purdue Homepage, TV, radio, text message, email, etc.)
   a) It would be useful to have a cell phone, hard-wired telephone, or computer system in the shelter location to assist in obtaining additional information as well as being able to report any life-threatening conditions.
6) If in a vehicle, get out and seek sheltering a sturdy building. If a building is not available, lying flat in a depression such as a ditch or ravine offers some protection. Be aware of potential flooding.
7) Watch out for flying debris; do not call 911 unless you require emergency assistance.
**ACTIVE SHOOTER**

**IF AN ACTIVE SHOOTER IS OUTSIDE YOUR BUILDING YOUR BEST OPTION MAY BE TO SHELTER IN PLACE:**

1. Proceed to a room that can be locked, barricaded, or secured in some way; close and lock all the windows and doors; and turn off all the lights.
2. Hide under a desk, in a closet, or in the corner; if possible, get everyone down on the floor and ensure that no one is visible from outside the room.
3. One person in the room should call 911, advise the dispatcher of what is taking place, and inform him/her of your location.
4. Remain in place until the police, or a campus administrator known to you, gives the “all clear”. Unfamiliar voices may be the shooter attempting to lure victims from their safe space.
   a) Do not respond to any voice commands until you can verify with certainty that they are being issued by a police officer.
5. After getting to a safe location and without jeopardizing your safety, try and obtain additional clarifying information by all possible means (e.g. Purdue Homepage, TV, radio, email, etc.)
   a) It would be useful to have a cell phone, hard-wired telephone, or computer system in the shelter location to assist in obtaining additional information as well as being able to report any life-threatening conditions.
6. Report any suspicious activity if you can do so without jeopardizing your safety. Call 911 if possible.
7. *Normally, police department personnel or the All Hazards Sirens will be the notification method.*

**IF AN ACTIVE SHOOTER IS IN THE SAME BUILDING:**

1. Determine if the room you are in can be locked and if so, follow the same procedure described in the previous paragraph.
2. If your room can’t be locked, determine if there is a nearby location that can be reached safely and secured, or if you can safely exit the building.
3. If you decide to move from your current location, be sure to follow the instructions outlined below.

**IF AN ACTIVE SHOOTER ENTERS YOUR OFFICE OR CLASSROOM:**

1. Try to remain calm.
2. Dial 911, if possible, and alert police to the shooter’s location; if you can’t speak, leave the line open so the dispatcher can listen to what’s taking place. Normally the location of a 911 call can be determined without speaking.
3. You have options. You can make attempts to:
   a) Hide and shelter in place
   b) Escape
   c) Negotiate with the shooter
   d) Overpower the shooter with force (should be considered a very last resort)
4. If the shooter leaves the area, proceed immediately to a safer place and do not touch anything that was in the vicinity of the shooter.

**UNDER ALL CIRCUMSTANCES:**

1. If you decide to flee during an active shooting situation, make sure you have an escape route and plan in mind.
2. Do not carry anything while fleeing; move quickly, keep your hands visible, and follow the instructions of any police officers you may encounter.
3. Do not attempt to remove injured people; instead, leave wounded victims where they are and notify authorities of their location as soon as possible.