

# The **PURDUE** **Executive**

*Keeping Business Professionals Connected*



EXECUTIVE EDUCATION  
PROGRAMS

## From the Executive Director

As a strategy professor, one of the main ideas I've taught over the years is that a firm has two choices for its strategy—value creation through a low-cost structure (and usually lower prices) and value creation through a differentiation structure that offers a premium, tailored experience. Each of you also works at an organization that likely falls into one of those two categories. As you know, the challenge is not in selecting a strategy, but in being consistent across all your activities so that they support your selected strategy. Over the past year, much of our energy and progress at Krannert Executive Education has been to implement a consistent, leading-edge, premium experience across all of our programs. This is reflected in our classroom experience, technology, ebooks & iPads, communication, alumni events, new curriculum and more. Your feedback and support has helped make that happen, and I thank you.

As you'll see, with this newsletter, we've expanded to a 12-page format since there is so much going on. We've continued our 'Research for Executives' feature with insights on security regarding management information systems. We're also highlighting expanded support for alumni—both through Career Services support and alumni networking events. Some of the more recent alumni gatherings are highlighted in this issue's Executive Education Updates—meetings in Sofia, Paris, and West Lafayette. We have many gatherings lined up for 2013 and more will be added. You also have continued to share your successes with us, and we are pleased with all that you have achieved. I look forward to seeing you at the different events and appreciate ideas of what more you would like to see us do. Boiler Up!

Sincerely,

*Aldas Kriauciunas*



## Save and Share the Dates

We already have five exciting alumni events planned for the upcoming year. If your travel plans allow you to participate, we hope you can make it. For registration, please go to our website.

[www.krannert.purdue.edu/programs/  
executive/home.asp](http://www.krannert.purdue.edu/programs/executive/home.asp)

### MARCH

**March 5**      Dean's Alumni Reception  
Hilton Atlanta  
Atlanta, GA, 6pm-8pm

**March 21**      Current and Future  
Alumni Reception  
(Indianapolis)  
(Save the Date)

**March 24**      IMM 2014 Program  
Launch: Alumni Invited  
to Launch Dinner

### JUNE

**June 20-22**      IMM Alumni Weekend  
(Save the Date)

### SEPTEMBER

**September  
27 – 29**      Krannert Executive  
Education 30th  
Anniversary  
Celebration/Purdue  
Homecoming  
(Save the Date)

**FEBRUARY 2013**

# Information and Data Security

## Concerns in a Virtual World



Targeted computer attacks aimed at disrupting services and breaching confidential information have been on the rise at an increasing pace in recent years, and the pace is expected to intensify further in the upcoming years. With the blurring of organizational boundaries aided by interconnected information systems, social networks, mobile communications, and cloud computing platforms, breaching information security protections is becoming increasingly easier. Three questions that firms deal with are how should they approach information security protection, how do markets treat security breaches, and how should firms engaged in digital collaborations to incentivize each other to take appropriate

security measures? These are some of the questions that Professor Kannan investigates as part of his research work on economics of information security.

The cost to protect any asset should depend on the expected loss suffered but it is often hard to quantify the expected losses in the information security domain. Consider a simple example. Suppose you realize that, after spending two million dollars, a particular combination of chemicals cannot be used to treat a medical condition. How much should you spend to protect that information? Is it worth nothing because you cannot use that information to prepare a drug anyway? Or is it worth something (perhaps \$2 million) since

you discovered that result after spending a significant amount of money? The bigger question is: how do managers approach information security as it spans product characteristics as well as organizational boundaries or even country boundaries? In a report titled, "Unsecured Economies," Professor Kannan and his colleagues address that issue by surveying information systems professionals from various countries around the world. Their findings suggest that market characteristics as well as firm characteristics (such as market power) significantly determine precautionary measures that the firms take to protect intellectual property. Firms should incorporate policies to curb information leaks from disgruntled and/or laid-off employees. Similarly, as firms move data across national boundaries, firms have to put in place policies that account for cultural differences in perceptions regarding confidential data (for example, in India, medical history of patients are not treated with the same level of confidentiality as in the US).

Even if firms take precautionary measures, publicly traded firms often disclose risk factors—including information security related ones—in public filings such as 10-K reports. Typically, the internal information associated with disclosures may be positive or negative. The question that Professor Kannan and his colleagues investigate is how does the nature of the disclosed security risk factors reflect the firm's internal information regarding information security? Can the nature of disclosure be associated with future breach announcements reported in the media? In a paper titled, "The Association between the Disclosure and the Realization of Information Security Risk Factors," Professor Kannan and colleagues build a model that classifies the occurrence of future security breaches based on the textual contents of the disclosed security risk factors. They find that the accuracy of the prediction is pretty strong with the associated disclosure characteristics reflecting breach

announcements in about 77% of the cases. What is also interesting is that the market interprets the nature of information security risk factors in annual reports—the market's reaction to a security breach differs depending on the nature of disclosure. Specifically, when the market interprets the firms' internal information positively, the negative reaction to information security breaches is significantly smaller. Our results provide investors insights about how the nature of internal information may be interpreted from publicly available disclosure statements. It also provides guidelines regarding how the disclosures are interpreted by the markets.

While protecting information assets is an inherently difficult task, it becomes more complicated when one realizes information security is interdependent with other processes in the organization. To see this, consider interdependency problems in a cloud context. Suppose two users value sharing documents using cloud software such as Dropbox. In that case, each user is affected because of the other user's posture. The question is: can a lax user be incentivized to change his posture by the more security-aware one? In "Collaboration, Independency and Transfer Prices," Professor Kannan and his colleagues study this problem. In an experimental laboratory setting, users found it hard to attain the optimal outcome when uncertainty at the time of their decision-making clouds their actual decision-making. As a result, managers should identify the level of security of their partners before engaging in cloud computing so as to reduce risk. Further, there may be a need for stipulations about security rather than relying on good faith efforts.

For more information, please contact Prof. Karthik Kannan at [kkarthik@purdue.edu](mailto:kkarthik@purdue.edu).



### Professor Karthik Kannan

**Professor Kannan is an Associate Professor of Management Information Systems. His current research focuses on markets and pricing of information goods/services through auctions, and economics of information security. He has been at Purdue since 2003.**



## Krannert Professional Development Center (KPDC)

### Krannert Executive Education Offers New Resources for Alumni

We are glad to now have **Maureen Huffer Landis** as part of our Executive Education team. She serves as Associate Director with the Krannert Professional Development Center. In this role, she provides career counseling and advising for Krannert undergraduates, EMBA and IMM students and alumni. Maureen possesses an MS.Ed in College Student Personnel Administration/Higher Education from Indiana University with a focus on career development and additional coursework in counseling. Prior to joining the Krannert School of Management in March 2004, Maureen enjoyed working at St. Norbert College as director of career services (1998-2004) and DePauw University as associate director (1995-1998). Among the specific services that Maureen can provide are: career strategy review, career resource education, resume and correspondence critiques, interview skill practice, and salary negotiation feedback. Also, if you want to hire Krannert students, she can assist in creating an employer account. Maureen can be reached at 765-494-7445; mhuffer@purdue.edu.

In addition to Maureen's support, the Krannert Professional Development Center (KPDC) values its long-term relationships with alumni. Whether you are planning a career switch, currently in the process of a career switch, or looking to connect with current students and alumni, KPDC has a wide range of resources to assist you including access to:

- **Job postings**
- **Announcements on Krannert career events**
- **Career development document library**
- **Web-based mock interview simulation**
- **Organization and industry research tools**
- **Tools to connect with alumni and current students**

To access your alumni career services portal, contact us at [gcs@purdue.edu](mailto:gcs@purdue.edu) to get started. One particular resource is a service called BlueSteps. As a graduate of the Krannert School of Management, you receive a 30% discount on BlueSteps Lifetime membership and complimentary Premium Membership benefits. This resource provides a dynamic list of hundreds of executive level jobs, access to the International Executive Search Directory, career management articles, webinars, on-line courses, and more.

# Executive Education News

In mid-October, we launched our **LinkedIn** company page. It provides information on our programs as well as content that is of interest to you—the manager. Please become a follower and share your insights and experiences as well. It's another great way for each of us to continue to learn from each other.



The Krannert School of Management, including the Executive MBA and Global MBA (IMM) programs, has reached a milestone in achieving **EQUIS accreditation**. The EFMD Board endorsed Krannert's candidacy for accreditation. Currently, only two U.S. schools have this prestigious accreditation. Krannert hopes to be the third. More information on this process can be found at: [www.efmd.org](http://www.efmd.org)



KEEP is happy to welcome back **John Lewandowski**, who now serves as an Associate Director of Executive Education. John has been with Purdue since 1999 and the Krannert School of Management since 2001. Prior to his current assignment, John served as the Assistant Director of the GISMA MBA program here in the Krannert School of Management. He also works with the Master's Program Office organizing the EU Spring Break Study Abroad Programs and manages the Global Entrepreneurship Master's Program. John previously served as the Assistant Director for Executive MBA Programs from 2001 until 2005.

John is novice historian, enjoys international travel, working in his orchard and is an avid reader.

## Special Thanks.

Thank you to our alumni, **Jim Wilson (EMS 89)** and **LC Crowley (EMS 92)**. They recently provided a \$3,000 gift and matching funds from IBM and Sprint in support of KEEP programs. This will help in different initiatives and was a great start to our new year!

### **Help Us Help You!**

**Purdue Executive degree programs (both Executive MBA and IMM) are looking for projects for student teams to undertake during their final module. You'll receive consulting assistance from a team of executive students who not only have the foundation of the Purdue MBA coursework, but an average of 13 years' work experience. Please contact Aldas Kriauciunas ([akriauci@purdue.edu](mailto:akriauci@purdue.edu)) if you would like to host a team starting June 2013.**

# Executive Education Programs and Events

## October



IMM and EMBA alumni, faculty, and staff sharing memories during the alumni reception in Paris, France

The IMM class of 2013 attending a cooking class during module 2



Announcement of the three new IMM partners from Brazil, France and China

## November

EMBA class of 2014 during their first residency—a mix of fun and hard work



## November

1st Annual 'Back to School' Alumni Day



*"I want to thank you for the opportunity to attend your "Back to School" day. It was truly a rewarding experience to return to campus and participate in the program. The lecturers were enriching, and it was great to get reacquainted with old friends and to meet the next generation of Purdue students."*

*"I thoroughly enjoyed seeing faculty from the program. The lectures were excellent and fantastically relevant to work that I'm doing now. I'm looking forward to the next alumni event."*

## December

IMM 2012 Graduation

*Celebrating graduation with friends and family*

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## January

Veterinary Management Institute

*Gaining management skills and new friendships during a weekend at Purdue*

# Alumni Notes

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## IMaC 1996



**Earl Exum** received the Multicultural Leadership Award from the Tri-State Diversity Council in recognition of his leadership excellence at Pratt & Whitney. As a member of the National Diversity Council, the Tri-State Diversity Council represents New Jersey, New York and Connecticut. Its mission is to enhance the appreciation for the value of diversity and inclusion in today's global society. Earl stated in his acceptance remarks that diversity and inclusion make Pratt & Whitney more competitive in the global marketplace.

## IMM 2000



provides expert counsel to senior management and is responsible for Information Technology (IT) strategy, functions, processes, and people companywide in Europe. This includes IT architecture, systems, investments, information protection and assurance, and IT supplier relationships. Information technology is used in the sales, design, building, procurement, delivery, and support of all GE products and services. Joseph works in Frankfurt, Germany, where he lives with his wife, Anita, and their two children, Matyas (10) and Jazmin (7).



**Ed Woods** wed Wendy Johnson on July 19, 2012, on the shores of Lake Coeur d'Alene in North Idaho.

They reside in Miami, Florida,

and look forward to hearing from classmates visiting the area.

## IMM 2001

**Maria O'Connor** sends greetings and best wishes to her former classmates in the IMM program. She reports that things are quiet in NYC. She and her husband celebrated 20 years of marriage on March 28, 2012.

**Alex Youngs** is now VP Business Intelligence with Vector Aerospace at its Toronto, Canada, headquarters, after a year spent with Eurocopter's HQ in Marignane, France. Vector Aerospace—a division of EADS—is a leading provider of maintenance, repair & overhaul to the aerospace industry, with expertise in turbine engines, helicopters and fixed-wing aircraft.

## IMM 2002

**Jack Justiniano** was recently promoted to Vice President of Finance at Pfizer. He leads the global manufacturing finance organization with responsibility for over 25 animal health manufacturing facilities around the world, supporting 5 billion dollars in revenue. He is accountable for all aspects of the manufacturing finance organization including network strategy, tax strategy, continuous improvement, acquisitions and divestitures, capital planning, budgeting, forecasting, actual results and internal controls.



This past year **Susan May** was fortunate to visit four of her former IMM classmates: David Kusuma at Tupperware in Florida; Judith Migchels and Bert Stek in Eindhoven, the Netherlands; and Mario Brouwer in Delft, Holland. Susan is currently the Director of Corporate Compliance, American Health Network, Inc. in Indianapolis.



## IMM 2002



**Lisa Presutti** was recently promoted to Director of Global Marketing of Gast Manufacturing (a unit of IDEX Corporation) and relocated to the Benton Harbor, MI, area. On Dec. 1 she delivered beautiful, healthy twins—Vincenzo Anthony and Graziella Ann Presutti.

## IMM 2004



**Peter van Dorst** has received the Dutch Financial Credit Management Award for 2012 for best credit manager, a national distinction. Peter was selected by a jury of leading professionals and academics in the financial sector. During the final selection, the Dutch public voted for a separate public prize to be awarded, which Peter also won. Peter is Credit Manager at healthcare insurer VGZ in Arnhem, the Netherlands.



**Kristin Eilenberg** was recently recognized by the *Indianapolis Star* as a Rising Star. You can read about it here: <http://www.indystar.com/article/20121215/BUSINESS/212160333/Rising-Star-Kristin-Eilenberg>

**Marne Martin** has moved back to the U.S. and is starting a job this month with ServicePower plc., a software company in the field service space. It is a UK-Aim listed company with its headquarters in Reston, Virginia, near her home. Marne is the Chief Financial Officer and is also on the Board of Directors.

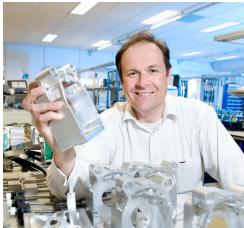


We have been delighted with the response to Alumni Notes.

To update your contact information with us, please email [krannertexec@purdue.edu](mailto:krannertexec@purdue.edu).

Help us KEEP connected!

## IMM 2007



**Marc Evers** and a colleague took over a company in Eindhoven called KMWE. The company is a contract manufacturing company and is active in the semiconductor, medical and aerospace business. The company is now an international operating company with footholds in the Netherlands, Turkey and Malaysia. India and America are likely to be the next business sites. Marc attributes a great portion of his business acumen to the IMM program.



**Jeff McCalla** has this to share: "I participated in my first full marathon this past fall after seeing a post on LinkedIn from one of my fellow IMM colleagues, **Eric Cameron**. I was inspired by all Eric's running feats that he had posted and decided after running several half marathons that I should attempt to run my first full marathon. Eric was able to impart a lot of useful advice to help me accomplish my goal and actually joined me, along with my wife, in running the Twin Cities Marathon in October 2012."

## IMM 2008

**Monika Baer** is currently employed at HannIT, an IT service provider for 23 municipalities in the Hannover, Germany, area. Monika leads a team of 12 people and is in charge of service management and operations, which includes finance, marketing, legal issues, etc.

## IMM 2009



**Brad Cline** began work at eBay last year as a Business Systems Analyst. He reports that eBay is doing very well and is growing rapidly in mobile e-commerce and expanding in markets like China and Russia.

## IMM 2010



**Svetozar Dermendzhiev** would like you to know that the IMM 2010 class had a reunion in Sofia, Bulgaria, from September 13-16th. Fifteen alumni from the class had a great time and enjoyed the rich Bulgarian history, culture and cuisine and the vibrant nightlife. Svetozar hosted the event.

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**Carsten Meier** and his wife Anja are the proud parents of a new son, Finn, born October 27, 2012. The family currently resides in Ghent, Belgium, and will raise Finn in both Dutch and German—Anja is Belgian and Carsten is German.

## IMM 2012

**Dennis Gulbin** recently was hired as Product Marketing Manager at PACE Worldwide. He will manage marketing and product development for systems used to solder and de-solder printed circuit boards. Dennis feels the IMM program was instrumental in his being hired for this position. Additionally, he and his wife recently launched an online business called MyLighttrackDietitian.com, an online nutrition and weight loss service that uses web-based tools for busy individuals at a low cost. Dennis says he applies valuable knowledge from the IMM program such as strategic management, marketing, finance, and business law across all his business endeavors.

**EMS 1992**

**Mary Turney** retired from the telecommunications industry in 2005. Currently she is the Program Coordinator for the state of

Wyoming for Casting for Recovery, a not-for-profit organization. The mission of Casting for Recovery® (CFR) is to provide fly-fishing retreats specifically tailored for women who have or have had breast cancer. The organization seeks to enhance the lives of breast cancer survivors by providing retreats designed to promote and support mental and physical healing. Physically, the motion of fly-casting is similar to the exercises that surgeons prescribe after surgery or radiation, thus promoting soft tissue stretching. The retreat program offers respite, personal connections, and information to survivors.

**EMS 1996**

**Karen Sullivan** has been in Dublin since 1999, and until recently has run her consulting business from her home office. As her business increased in size and scope, she has recently moved into a new office space.

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**ATT/Lucent 1997**

**Jennifer Aspell** was promoted in early 2012 to Vice President, Specialty Film Products and General Manager of Bright View Technologies at

Tredegar. Tredegar Corporation is a global manufacturer of plastic films and aluminum extrusions. Bright View Technologies provides engineered optical films to the illumination industry and is based in the Research Triangle area of North Carolina. Jennifer lives with her husband, **James Arleth** (an EMBA 2010 alumnus), and their four children in Chapel Hill, NC.

**EMS 1997**

**John Beering** has been named senior vice president and senior manager in the commercial vehicle transmission business—North

America Truck Operations—of Eaton Corporation in Galesburg, Michigan. John joined Eaton in 2006 as director of global marketing for the Eaton Truck Group. Prior to joining Eaton, John worked at United Technologies Corporation (UTC) where his last assignment was as director of marketing for Pratt & Whitney's Large Commercial Engines and Service Business. He held positions of increasing responsibility with UTC at Pratt & Whitney and Carrier Corporation in manufacturing, engineering, program management and sales and marketing.



**Louis Cheung** recently joined Bostik Inc. as the Head of Quality and Supply Chain Management. Bostik is a \$1.5B global chemical

unit of the French company, Total SA. Louis and his wife have relocated to the company's headquarters in Milwaukee, Wisconsin. They are very proud that both their son and daughter were named to Forbes' 30 under 30 Technology.

**EMS 1999**

**David Brannon** was recently named Director, Strategic Development & Innovation for Lockheed Martin's civil government IT and services

business. In this capacity, David leads the development of strategies to grow Lockheed Martin's \$4B civil government IT and services business, which includes health, energy, transportation, financial services, cyber security, cloud computing, space exploration, and domestic and international enterprise IT. He coordinates M&A activities to identify and acquire corporations synergistic to the civil portfolio, establishes innovation initiatives including potential disruptive concepts, and coordinates strategic relationships with industry associations, research groups, and strategic partnerships with small businesses, academia, and non-traditional organizations.

**EMS 2000**

**Rick Davis** assumed the role of President and CEO at Henriott Group located in Lafayette, Indiana, mid-year in 2012. In 2013 Henriott

will celebrate their 50th anniversary.

**Mike Hagen** lives in Chattanooga, TN, where he has worked for HB Fuller for the past five years. In April the company acquired Forbo Adhesives, and Mike advanced from the Director of the Door Floor Window operations to the General Manager of the Polymers Division. He sends his best wishes to his former classmates of EMS 2000.



**Adam Wenz** has relocated his family from Evansville, Indiana, to Modesto, California, to work for the E&J Gallo Company. Adam

initially led the Lean Six Sigma Department and is currently the Director of Operations for their Spirits Organization which produces E&J Brandy, New Amsterdam Gin and Vodka, Shellback Rum, and Cask & Cream. Adam's wife, Lori, is pursuing a Nurse Practitioner degree, and his children attend junior high in Modesto. They all enjoy the weather and nearby destinations. He sends this message to his former classmates: "Keep Rockin', EMS 2000! Look us up if you are in the Bay or Central Valley areas!"



**Mike Zhou** has started two businesses in China, one of which is providing M&A services to U.S. companies doing business in China

and to Chinese companies doing business outside China. He has developed alliances with investment banking, accounting and law firms. Mike would like to extend greetings to his former classmates, professors, education managers and friends, wishing everyone a wonderful 2013 and also for increased connections in the future. He would love to reunite with all his former classmates someday, perhaps in Shanghai.

#### **EMBA 2004 (GISMA)**

**Annegret Zurawski** has begun a new job at the Medical High School in Hannover, Germany. She is the managing director of a scientific network called BREATH, one of the five sites of the German Center for Lung Research. She is responsible for managing the administrative part of the scientific network and for promoting the site, which includes the Medical High School, the Fraunhofer Institut for Toxicology and Experimental Medicine and the Center for Health Economics Research Hannover at the Leibniz University Hannover.

#### **EMB 2004**

**Sue Hallen** has moved to a new role at IBM in the HQ/Research organization. She belongs to a small group that is part of IBM's Intellectual Property Licensing team. Her team teaches clients how to be successful in patenting, limiting litigation, and making money off assets. Sue is responsible for business development, marketing and delivery of the new solutions.

#### **EMB 2006**

**Don Roehling** currently works at Hewlett Packard in Boise, Idaho, as the Manager, Data Center Integration Test, and he reports that the HP Enterprise Business is a bright spot for the company—business is very healthy and growing. He has been able to add several software development positions to his group and plans more additions in 2013. Don would be very glad to hear from former classmates.

**Gary Dowdy** was inducted into the Arkansas Academy of Computing for 2012. The Academy recognizes significant contributions to the State of Arkansas for making a difference in information technology. Gary, his wife Rae, and two girls (Addison and Drew) live in Hot Springs, Arkansas. Gary owns a mobile consulting business based in Cleveland, Ohio.

#### **EMB 2007**



##### **Mike Simington**

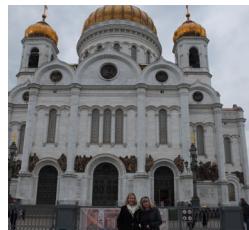
would like to remind everyone that his son, Ryan Leslie Simington, turned 1 on December 21st! Mike thinks Ryan is the cutest little boy in the world!

#### **EMBA 2008**

**Lea Clingman** moved to Atlanta, Georgia, in August, 2011, to accept a promotion as an Area Director for Microsoft. She owns a \$750M business for Microsoft in the Southeast District covering enterprise accounts.

#### **EMBA 2009**

**Eric Dirlam** has finished his 3-year assignment in Paris and has returned to his new position as Director of GPS-America located in Marion, Indiana. His new assignment gives responsibility for the manufacture of the glass making machines used by Saint-Gobain Containers (Verallia). While Eric was in Paris the last 3 years he had the opportunity to work on major projects around the world including the following countries: Argentina, Brazil, France, Germany, Italy and Spain.



**Becky Wittrig,**  
Ph.D., has returned to Restek Corporation in Bellefonte, Pennsylvania, as the European Sales Manager.

In this role, Becky manages a network of over 30 distributors and sales partners. Restek is a manufacturer of chromatography columns and consumables for the analytical instrumentation market.

#### **EMBA 2011**

**Badrinath Krishnamoorthy** and his wife were blessed with a baby girl (Aaditri Badrinath). In the middle of 2012 Badhri was promoted to Director and Practice Lead at Cognizant Technology Solutions in Fremont, California. Currently Badhri has accepted a leadership role in Europe for a couple of years and will be moving his family in the first quarter of 2013.

#### **EMBA 2012**

**Satish Buddhavarapu** would like to wish everyone at Purdue and his former classmates a great 2013. He is doing great, but misses the intense EMBA sessions and the knowledge gained from them. He adds that he wishes he could continue the momentum of learning, but that it is difficult with the pressures of work and family responsibilities.



##### **Billy Davidson**

announces the birth of a son, Cullen Liam Davidson, born on September 2, 2012. Cullen weighed in at

7 lbs. 9 oz. and was 20 1/4 inches long. He is welcomed by his brothers, Brennan (10) and Keegan (2).

In July, 2012, **Denise Lurker** was hired at CallidusCloud in Pleasanton, California, as a Senior Sales Engineer. Denise is responsible for customer facing and articulating solutions to all levels of customer organizations, product improvement, serving as a technical support liaison to customers and sales account executives, among many other responsibilities. CallidusCloud is the global market and technology leader in cloud computing and sales effectiveness. Denise says she landed the position as a direct result of receiving the MBA at Purdue.

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Only July 18, 2012, **Commander William Moeller (EMB 2003)** was recognized by the U.S. Senate ahead of his September 1 retirement from the Coast Guard. Among the accomplishments noted was this excerpt: "Upon graduation from the United States Coast Guard Academy in 1990 with a B.S. in government, Commander Moeller began his career and his sea tour as a deck watch officer aboard the USCGC Tamaroa. He soon rose to first lieutenant and in this capacity led the rescue of four members of the Air National Guard in October 1991. This rescue among monstrous waves, churned by the worst storm off the Eastern seaboard in 100 years, captured the Nation's imagination in the book and later the film adaptation of "The Perfect Storm." Purdue Executive Programs is proud to claim Commander Moeller as one of our own and thank him for his many years of service and sacrifice.

# KEEP Programs and Events

JANUARY – DECEMBER 2013

Details at: <http://www.krannert.purdue.edu/programs/executive/home.asp>

## JANUARY

- 17-20 Veterinary Management Institute (VMI) Finance Module 23/2  
31-Feb. 3 Veterinary Management Institute (VMI) Strategy Module 22/4

## FEBRUARY

- 5-7 ARA Management Academy  
6-9 The Economist Which MBA Online Fair: <http://registermbafair.whichmba.com/purdue>  
10-23 EMBA 2014 Residency 2  
15 Purdue Executive Education Information Session  
24-March 9 IMM 2013 Residency 3 in Mexico City and Puebla  
25-March 1 ASTA (American Trade Association)  
28-March 1 Service Academy Career Conference (SACC): Savannah, GA

## MARCH

- 5 Dean's Alumni Reception, Hilton Atlanta, Atlanta, GA, 6 pm-8 pm  
21 Current and Future Alumni Reception (Indianapolis) (Save the Date)  
24-28 IMM 2014 Program Launch

## APRIL

- 28-May 4 EMBA 2014 Residency 3

## MAY

- 3 Purdue Executive Education Information Session  
13-24 16th Annual Applied Management Principles (AMP) Program  
23-24 Service Academy Career Conference (SACC): Washington, D.C.

## JUNE

- 16-29 IMM 2014 Residency 1 – 1st week at TiasNimbas; 2nd week at EMLYON  
16-29 IMM 2013 Residency 4 at Purdue  
20-22 IMM Alumni Event (Save the Date)  
21 Purdue Executive Education Information Session  
24-July 27 Accounting Bridge Program

## JULY

- 14-20 FGV: Rio Executive MBA Program  
28-August 3 EMBA 2014 Residency 4

## SEPTEMBER

- 9-13 EMBA 2015 Launch  
19-22 Veterinary Management Institute (VMI) HR Management Module 24/1  
24-27 Center for Ag Business (MFAES)  
27-29 Krannert Executive Education 30th Anniversary Celebration/Purdue Homecoming  
(Save the Date)

## OCTOBER

- 8-11 Technical Management Institute (TMI)  
13-26 IMM 2013 Residency 5 in China  
17-20 Veterinary Management Institute (VMI) Marketing Module 23/3  
20-26 EMBA 2014 Residency 5

## NOVEMBER

- 3-16 IMM 2014 Residency 3 in Hungary  
11-23 EMBA 2015 Residency  
15 Purdue Executive Education Information Session

## DECEMBER

- 14-15 IMM 2013 Graduation

## Did You Know?

We are introducing a new Accounting Bridge Program for those seeking a Master's in Accounting, wanting to sit for the CPA exam, or needing to improve their accounting skills.

The *Purdue Executive* is published quarterly for alumni and friends of the Krannert Executive Education Programs (KEEP) at Purdue University. We welcome your comments, opinions, and questions. Please contact us at:

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**FEBRUARY 2013**