



# K S A

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*Growth & Profitability  
Practice*

**Group Reference  
&  
People Directory**

**2004 - 2005**





**Growth & Profitability Practice**  
**Firm Reference & Directory**  
**2004-204**

The purpose of this directory is to help all of us get to know our G&P colleagues a little bit better. You will note that there are a few KSAers included in the book that are not formally members of the G&P Practice. These people were included either because they regularly interact with G&P folks and/or because they are members of KSA's broader Leadership Team. No G&P members were intentionally left out of the guide and we apologize if anyone was missed in this go 'round... We'll surely catch you next time.

This directory never would have become a reality without the tremendous influencing ability (i.e., cajoling you all to have your photos taken) of the following people:

*Atlanta Office:*

**Raquel Short**

*New York Office:*

**Claudia Geiger**

*San Francisco Office:*

**Kat Spence**

Please thank Raquel, Claudia and Kat when you see them in the office! To everyone that made this directory a priority and took a few minutes out of their busy schedules to respond to the questions and submit a photo, we thank you!

- The Editors



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## The Evolution of KSA

*Kurt Salmon's address to the 30th Anniversary Staff Meeting of KSA, held in Atlanta, Georgia, on November 5, 1965*

I suppose the earliest roots of KSA are to be found in the genetic happenstance which forged me into a rather independent sort of a young man, who always had to know the "Whys" of everything and, more often than not, wanted to do things differently. In textile school in Germany, they referred to me as the "The American", and I was never quite sure whether this was meant as an accolade or an affront.

In any event, I did come to America shortly thereafter, and the idea of adopting consulting as a profession (rather than just as an impertinence) first suggested itself to me when I was "drafted" by my employer to assist the staff engineer of a consulting firm they had engaged. My qualifications for this at the time were most eminent: I was the only guy on the payroll who could use a slide rule.

There were three principal things that attracted me to consulting as a profession, as a result of this initial exposure: First, the chance to roam about the plant, look for ways to improve things, being able to do this and to observe the results of my work without having to worry about shipping order #117, or the myriads of other repetitive routines which were the concern of the line organization. Second, the (to me) fabulous salary the consultant was earning and third, the equally respectable fee his firm was collecting -- \$7.00/hour.

Since I was working in the hosiery industry at the time and the virtue of the old proverb:

"Shoemaker, stick to your last" had been drilled into me in Europe, nothing seemed

more natural than to try to pursue my ambitions by becoming a consultant in the hosiery industry. Repeated forays to hosiery mills within a weekend commuting radius proved conclusively, however, that it was necessary for others to see the logic in this as well. Though the direct labor costs of the plant in which I was working were 28% below those of published averages, a fact for which I took most of the credit as modestly as I could—I could not sell myself at any fee to a single hosiery manufacturer.



Well, the opportunity to become a consultant at last presented itself when the Washington

Manufacturing Company (WMC) of Nashville, Tennessee, a firm which had ten plants at that time, tired of another consultant, they had and offered me a trial in one plant. It was apparel

rather than hosiery—but it was consulting. It also meant 50% more than I was making—so, I made the switch and KSA was founded. The time was January, 1935.

In the apparel industry, as well as in much of all industry, the cream was very much on top of the milk—efficiency-wise—in those days and the scooping off, to the tune of a 15-20% improvement, required only 6-12 weeks per plant. I worked through all ten of WMC's plants that year or so and considered myself quite an apparel expert because the exposure had encompassed work pants, work shirts, sport shirts, dress shirts, play suits, coveralls, overalls, dungarees, and shop coats.

Still believing in the advantage of industry specialization, I pursued other leads in the apparel industry and, this time, was more

*(Continued on page 113)*

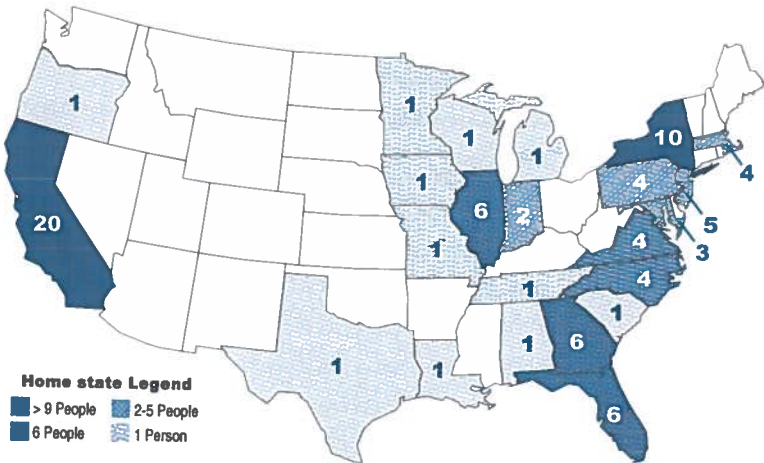
## ***KSA Timeline***

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- 1935** - KSA founded by Kurt Salmon
  - Practice focused on manufacturing operations for United States Apparel Manufacturers
- 1940's** - Participated in development of ACME quality standards for professional service firms
  - Created Logistics Services practice
  - Expanded practice to focus on textile manufacturers
- 1960's** - Established European practice
  - Created Strategy Services practice
- 1970's** - Expanded practice to focus on retailers
  - Created Information Technology Services practice
  - Established health care practice
- 1980's** - Developed framework for Quick Response concept
  - Established Asian practice with office in Hong Kong
  - Developed concept of Floor Ready Merchandise
  - Merged Hamilton health care practice into KSA
- 1990's** - Established Japan office
  - Conducted US and European Benchmark study on ECR practices
  - Established packaged goods/food service offerings
  - Merged SBS (client server services firm) , Cleversys (French consulting firm), LKA (strategy consulting firm), HMC (health care consulting), Technopak (India consulting firm ) into KSA
- 2000's** - Created B2B summit for industry leaders
  - Merged MMM (UK consulting firm), Space Diagnostics (health care consulting), Swander Pace (CPG strategy firm) into KSA

## G&P Factoids: Hometowns

### "Hometowns" By State \*

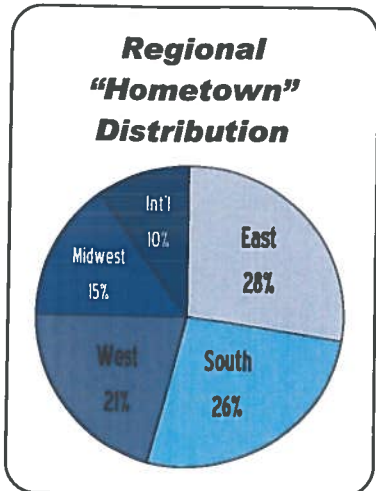


State Rank:	#:	%:
California	20	21%
New York	10	10%
International**	10	10%
Illinois	6	6%
Florida	6	6%
Georgia	6	6%
New Jersey	5	5%
North Carolina	4	4%
Virginia	4	4%
Mass	4	4%
Penn	4	4%

\*\* "International" is not actually a U.S. "state"

Region Rank:	#:	%:
East	26	27%
South	25	26%
West	21	21%
Midwest	14	15%
International	10	10%

**\*POP-UP FACT: 11% OF G&P COUNTS AN INTERNATIONAL LOCATION AS THEIR "HOMETOWN"**





## G&P Factoids: Birthdays

### JANUARY

1/2 Sharon Todd  
1/10 Kathie Keeley  
1/14 Arnold Aronson

### FEBRUARY

2/2 Todd Hooper  
2/3 Laszlo Csuti  
2/14 Kim Scheer  
2/14 Raquel Short  
2/16 Linda Scott  
2/22 Kristin Daley  
2/25 Kat Spence  
2/27 Danny Lin

### MARCH

3/7 Suresh Dalai  
3/12 Jon Mays  
3/12 Suzuko Yoshida  
3/18 Jennifer Pritchard  
3/21 Dave Rush  
3/22 Julie Donaldson  
3/23 Jonathan Katz  
3/28 Philis Lin

### APRIL

4/4 Matt Katz  
4/7 Chuck Kaste  
4/20 Katie Jarvis

### MAY

5/4 Butch Price  
5/5 Stephan Findikyan  
5/6 Dave Bassuk  
5/8 Todd Belveal  
5/15 Phil Kowalczyk  
5/23 Shelby Broida  
5/23 Bruce Cohen  
5/24 Michael Goehle

### JUNE

6/3 Mitch Kates  
6/5 Stacey Leibowitz  
6/10 Keith Richmond  
6/14 Jessica Wilkerson  
6/15 Luis Garcia  
6/15 Lynn Senior  
6/16 Bill Pace  
6/20 Peter Keim  
6/21 Amy Culver  
6/22 Mark Cosola  
6/28 Jisun Park

### JULY

7/1 Peter Hsia  
7/3 John Champion  
7/5 Melissa Feder  
7/14 Romi Mahajan  
7/17 David Chan  
7/25 Pam Beckerman  
7/31 Jeff Stiley

### AUGUST

8/3 Piali Bhattasali  
8/5 Lindsay Smith  
8/8 Heidi Isern  
8/10 Claudia Geiger  
8/23 Mehul Maroo  
8/25 Peter Brown  
8/27 Kimberly Anderson

### SEPTEMBER

9/3 Heather Blonkenfeld  
9/7 Scott DiCristina  
9/10 Alison Jallow  
9/13 Alden Miles  
9/22 Amy Klaris  
9/24 Susan McCauley  
9/28 Eady Wilson  
9/29 Michelle Bogan  
9/30 Jack Horst

### OCTOBER

10/3 Dave Hetzel  
10/8 Caroline Nelson  
10/9 Kala Peterka  
10/10 Carrie Niedermeyer  
10/11 Ed Selby  
10/12 Beth Souther  
10/14 Steve Nevill  
10/16 Helen Amick  
10/16 Michael Dart  
10/19 Susan Lin  
10/22 Madison Riley  
10/24 Randi Nolan  
10/31 Olivia Salazar

### NOVEMBER

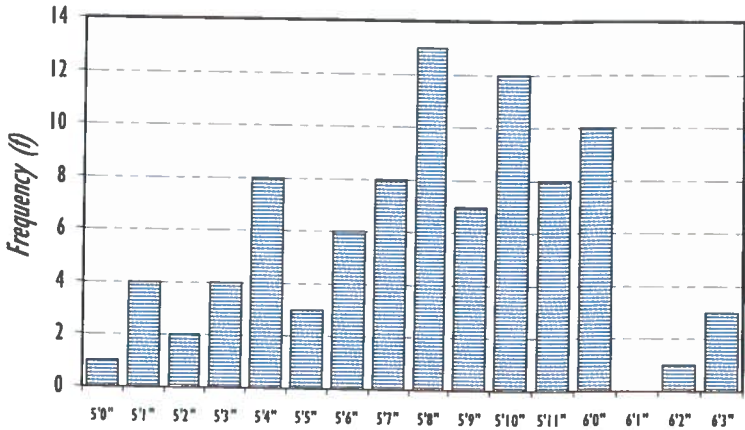
11/4 Nicole DiStasio  
11/6 Steve Holley  
11/11 Monica Tang  
11/12 Mac Ryland  
11/16 Bill Shen  
11/21 Keith Jelinek  
11/23 Cari Bunch

### DECEMBER

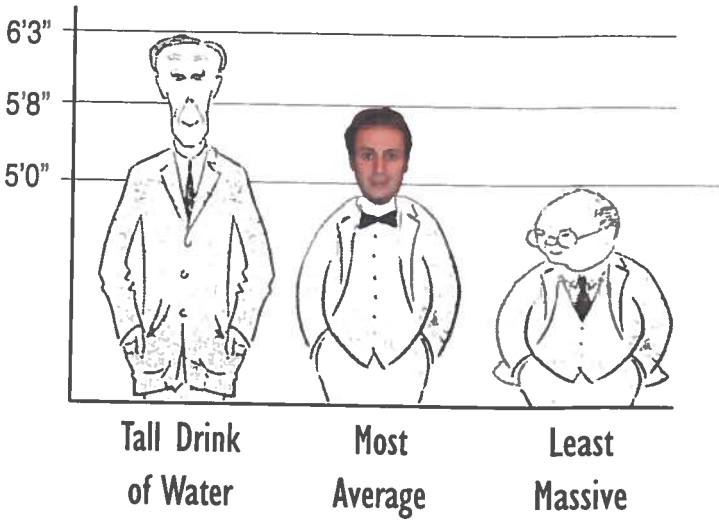
12/1 Aliana Cassett  
12/8 Amelia Hernandez  
12/8 Jim Neal  
12/12 Scott Kern  
12/12 Lindsay Welsh  
12/13 Anand Raghuraman  
12/14 Brooks Kitchel  
12/16 Olga Suttner  
12/21 Chris Ventry  
12/22 Dave Cole  
12/25 Marsha Kublali  
12/29 Jim Conroy

## G&P Factoids: Heights

### Height Distribution

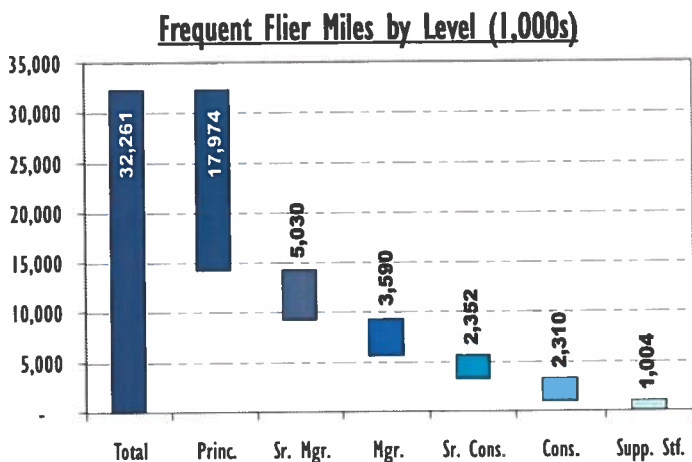


### Height Range

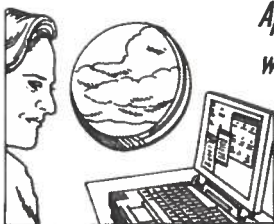


## G&P Factoids: Air Travel

### Frequent Flier Miles

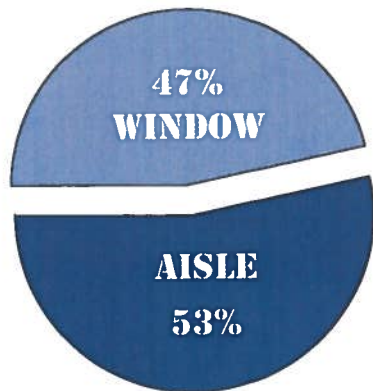


### Airline Seat Preference

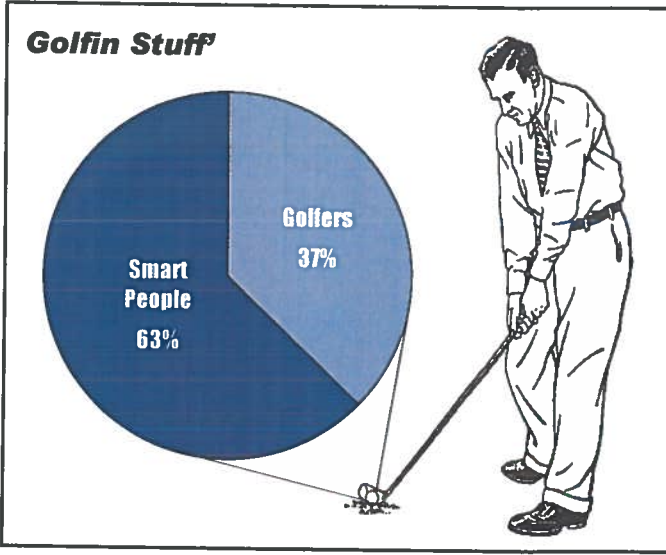


*Approximately half of G&Pers prefer window seats and half prefer aisles...*

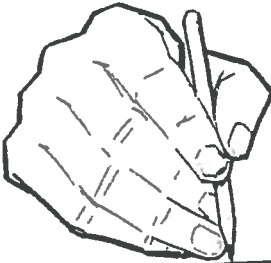
**POP-UP FACT:**  
**APPROXIMATELY**  
**ZERO PERCENT OF**  
**THE FIRM RE-**  
**SPONDED THAT**  
**THEY PREFER THE**  
**'MIDDLE SEAT' ON**  
**AN AIRPLANE**



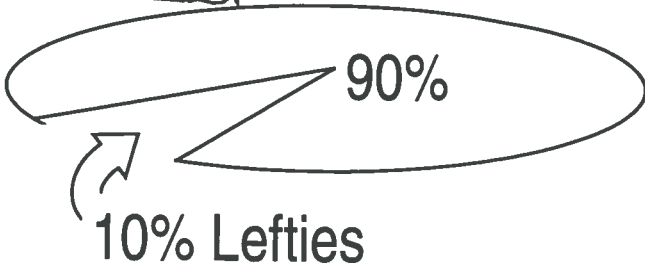
## G&P Factoids: Golfin' & Writin'



### Left of Right Handed?



**POP-UP FACT:** ABOUT 90% OF THE G&P PRACTICE COUNT THEIR RIGHT HAND AS THEIR DOMINANT HAND...



## **G&P Factoids: Soda Pop**

### ***Coke vs. Pepsi (Georgia vs. North Carolina)***

#### **Coke - Georgia**



***Invented: 1886***

#### ***History:***

Coca-Cola was invented in May 1886 by Dr. John S. Pemberton in Atlanta, Georgia. The name "Coca-Cola" was suggested by Dr. Pemberton's bookkeeper, Frank Robinson. He penned the name Coca-Cola in the flowing script that is famous today.

#### **Pepsi - North Carolina**

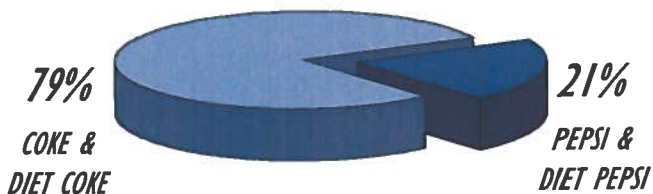


***Invented: 1898***

#### ***History:***

Caleb Bradham, a New Bern, North Carolina pharmacist, re-named "Brad's Drink," a carbonated soft drink he's created to serve his drugstore's fountain customers. The new name, Pepsi-Cola, is first used on August 28, 1898.

### **G&P Soda Preference**



## Name the KSAer who...

- 1 \_\_\_\_\_ Was a Dell intern... Dude, he GOT a Dell!
- 2 \_\_\_\_\_ Went to sleep in an airplane bathroom to avoid a "chatty" neighbor
- 3 \_\_\_\_\_ Runs Ultra-Marathons (100+ miles... or about SIXTEEN consecutive 10Ks for you weekend warriors)
- 4 \_\_\_\_\_ Threw snowballs at David Letterman on national TV as Letterman rode on a 5 man toboggan hitched to a NYC taxi (He missed Dave and hit the bikini-clad models in tow... by mistake)
- 5 \_\_\_\_\_ Did the "Escape From Alcatraz" triathlon to conquer her fear of sharks
- 6 \_\_\_\_\_ Was a high school All-America in lacrosse
- 7 \_\_\_\_\_ Modeled apparel for WWD (and she'll never tell which issue)
- 8 \_\_\_\_\_ Was in a TV commercial with Tiny Archibald of the Boston Celtics
- 9 \_\_\_\_\_ Has completed 10 Iron Man Triathlons (i.e. 2.4 mile swim, 112 mile bike, and a marathon - 26.2 mile run)
- 10 \_\_\_\_\_ Served in the Hungarian army and never caught a cold despite sleeping in cold, damp conditions
- 11 \_\_\_\_\_ Had an article about his wine cellar published in *Baltimore Magazine*
- 12 \_\_\_\_\_ Spent all night in a dumpster with one of her girlfriends to keep an eye on a boyfriend she suspected of cheating
- 13 \_\_\_\_\_ Was asked by a client to eat raw fish, drink vodka and shoot shotguns in a Siberian forest
- 14 \_\_\_\_\_ Co-starred in an educational film series on bilingualism in the classroom, but was too shy and didn't want to sing the last song unless she could do it from behind her skirt - which she had pulled up over her head...
- 15 \_\_\_\_\_ Was a police officer prior to pursuing retail
- 16 \_\_\_\_\_ Almost never misspells Phil Kowalczyk's name
- 17 \_\_\_\_\_ Rafted the American River with some friends (during college) by themselves, forgot to bring helmets, flipped the boat and she ended-up flailing through a set of rapids called "the meat grinder"
- 18 \_\_\_\_\_ Has a father that is an Abraham Lincoln impersonator
- 19 \_\_\_\_\_ Rode a bike from Northern France to Rome
- 20 \_\_\_\_\_ Was asked to come to her client's hospital room for a meeting (of course she did it because she could not deny a dying man one of his last wishes, luckily the client lived and is still a good friend today)
- 21 \_\_\_\_\_ Had his 4th birthday on the "Tubby and Lester" show (you need to be old-time Atlanta to completely appreciate the significance, but in the late 60s/early70s, this was HUGE in the worked of kiddom)
- 22 \_\_\_\_\_ Once caught a 9 foot, 150lb sailfish
- 23 \_\_\_\_\_ Used to model and did some runway shows that no one will ever see

(Please see answers on page 115)

## Name the KSAer who...

- 24 \_\_\_\_\_ Held sprinting records at UC Berkeley
- 25 \_\_\_\_\_ Jumped from the Victoria Falls Bridge after rafting down the Zambezi river
- 26 \_\_\_\_\_ Had their picture on the cover of the University of Pennsylvania's Admissions catalog
- 27 \_\_\_\_\_ Won a contest in high school to perform the National Anthem on NBC during the Chris Everett/Ellesse Celebrity Tennis Tournament
- 28 \_\_\_\_\_ Was once on an airplane that lost both engines and limped along for 90 minutes before making an emergency landing
- 29 \_\_\_\_\_ Has been misidentified a number of times by "W" magazine in their group photographs
- 30 \_\_\_\_\_ Spoke to a large group right after Gerald Ford (and had lots more interest)
- 31 \_\_\_\_\_ Is a semi-professional bongo player
- 32 \_\_\_\_\_ Biked 3,250 miles from Washington State to Washington DC
- 33 \_\_\_\_\_ Once ate 12 pieces of marinated duck feet in 15 minutes - in college
- 34 \_\_\_\_\_ Has a Great Uncle Fred that started the Farmer's Almanac
- 35 \_\_\_\_\_ Was asked by a client to help them find growth in a mature category with competitors who dominate their market!
- 36 \_\_\_\_\_ Lived in Sao Paulo, Brazil from age 6 to age 9
- 37 \_\_\_\_\_ Didn't start running until after college, but who has now completed tens of marathons
- 38 \_\_\_\_\_ Gave Steve Holley the nickname "Frank The Tank" (from the movie Old School)
- 39 \_\_\_\_\_ Played Diana Ross in a talent show and got a standing ovation
- 40 \_\_\_\_\_ Had a speaking role on Hawaii 5-0
- 41 \_\_\_\_\_ Once worked in a turkey plant in Waco, TX
- 42 \_\_\_\_\_ Was a calligrapher for the 1984 Olympic Committee
- 43 \_\_\_\_\_ Was on Sesame Street as a child
- 44 \_\_\_\_\_ Was featured in the San Francisco Chronicle in his Halloween costume
- 45 \_\_\_\_\_ Borrowed money from a friend to fly from Atlanta to Connecticut to invite her now husband on their first real date after seeing him at a friend's wedding for 12 hours the previous weekend
- 46 \_\_\_\_\_ Was asked to fly to Hong Kong for a two hour meeting
- 47 \_\_\_\_\_ Was named "Pig Queen" by the local Future Farmers of America
- 48 \_\_\_\_\_ Jumped off a bridge into the ocean as an Amtrak train rushed by
- 49 \_\_\_\_\_ Was on National TV for 15 seconds (in slow motion) "stadium diving" at the 1986 Peach Bowl
- 50 \_\_\_\_\_ Once had to help and elderly client get ready for an event and when she delivered an ensemble to the client's home, the client paraded about in her underwear...

*(Please see answers on page 115)*

## Restaurant Recommendations

### California

Sierra Mar	Big Sur	CA	Fusion	Mac Hyland
Koi Palace	Daly City	CA	Chinese	David Chan
CJ's	Larkspur	CA	Chinese	Todd Hooper
Tea Vigne	Napa Valley	CA	Italian	Melissa Feder
Casa Orinda	Orinda	CA	Fried Chicken!	Bill Shen
Aux Delices	San Fran.	CA	Vietnamese	Kristin Daley
Betelnut	San Fran.	CA	Asian Fusion	Mehdi Marou
Boleward	San Fran.	CA	Cal/French	Ed Selby
Citizen Cafe	San Fran.	CA	Dessert Cafe!	Monica Tang
Fleur de Lys	San Fran.	CA	French	Kaia Peterka
Café de Vino	Sausalito	CA	Italian	Jeff Siedly
Jiraffe	Sta. Monica	CA	French	Ofiria Salazar
French Laundry	Yountville	CA	Cal/French	Chris Ventry
French Laundry	Yountville	CA	Cal/French	Bill Pace

### Florida

Ben's Steakhouse	Tampa	FL	Steaks	Chuck Kaste
Salt Rock Grill	Tampa	FL	Seafood	Dave Hetzel

### Georgia

Blue Point	Atlanta	GA	Asian Fusion	Pam Beckerman
Canoe	Atlanta	GA	Eclectic	Susan Lin
Fat Matt's Rib Shik	Atlanta	GA	BBQ/Ribs	Jonathan Katz
Los Arcos	Atlanta	GA	Mexican	Mark Casala
Nava	Atlanta	GA	Mexican	Pam Beckerman
Pano's and Paul's	Atlanta	GA	Continental	Sharon Todd
Setto Setto	Atlanta	GA	Italian	Nicole DiStasio
Willy's	Atlanta	GA	Mexican	Susan Lin
Wisteria	Atlanta	GA	French	Jessica Wilkerson
Zecolo	Atlanta	GA	Mexican	Todd Bohral
Zecolo	Atlanta	GA	Mexican	Nicole DiStasio
Yallarta	Mexican	GA	Mexican	Mark Casala

### Illinois

Amberia	Chicago	IL	New French	Todd Hooper
Chez Paul	Chicago	IL	Shrimp	Steve Helby
Penny's Noodles	Chicago	IL	Noodles	Peter Hsia

### Kentucky

Vincenzo's	Louisville	KY	Italian	Jon Hays
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### Massachusetts

East Coast Grill	Cambridge	MA		Helen Amick
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### Maine

Thai Palace	Freeport	ME	Thai	Steve Merrill
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### Michigan

Bravo	Aub. Hills	MI	Italian	Keith Jelinek
Casey's Chicken	Lake Orion	MI	Breasted Chix	Danny Lin

### Missouri

Panera	St. Louis	MO	Haute Cuisine	David Basuk
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### North Carolina

Maggiore's	Charlotte	NC	Italian	Eady Wilson
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### New York

71 Clinton Fresh	New York	NY	American	Olga Suttner
Azafraan	New York	NY	Tapas	Kim Scheer
Bond Street	New York	NY	Japanese	Olga Suttner
Candle Cafe	New York	NY	Vegetarian	Alicia Cassett
Deux Amis	New York	NY	French Bistro	Claudia Geiger
Due	New York	NY	Italian	Claudia Geiger
Esca	New York	NY	Seafood	Kim Scheer
Gotham	New York	NY	New American	Chuck Kaste
Gotham	New York	NY	Cosmopolitan	Arnold Aronson
Gramercy Tavern	New York	NY	Contemporary	Jim Conroy
Gramercy Tavern	New York	NY	Cosmopolitan	Arnold Aronson
Haveli	New York	NY	Indian	Marsha Kubball
Il Matino	New York	NY	Italian	Arnold Aronson
La Bonne Soup	New York	NY	French	Alden Miles
Nobu	New York	NY	Sushi	Lindsay Webb
Republic	New York	NY	Asian	Amy Klaris
Ruby Foo's	New York	NY	Japanese	Randi Nolan
Scalinatella	New York	NY	Italian	Alison Jastrow
Spark's	New York	NY	Steaks	Mitch Kates
The Palm	New York	NY	Steak/Sea	Arnold Aronson

### Ohio

Montgomery Inn	Cincinnati	OH	Ribs	Julie Donaldson
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### Pennsylvania

La Locanda	Philly	PA	Italian	Joan Park
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### Tennessee

Rendezvous	Memphis	TN	BBQ/Ribs	Michael Goebel
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### Virginia

Kings Arms Tavern	Williams	VA	Food	Jack Horst
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### International

Hono	London	England	Moroccan	Anand Raghuraman
Beifinger	Paris	France	French	Kim Scheer
Chez Georges	Paris	France	French	Scott DiCristina
Maison Troisgros	Roslan	France	French	Bruce Kitchel
Jacques Maximin	Vence	France	French	Phyllis Lin
Zum Schiffchen	Dusseldorf	GDR	Schweinshaxe (Pork)	Peter Brown
Dar Paeta	Rome	Italy	Italian	Shelby Broida
Fabbrica Terranova	Sant'Agata	Italy	Italian	Claudia Geiger
Ukai Toriyama	Mt. Takao	Japan	Trad. Japanese	Lynn Senior



## **Helen Amick**

**Position:** *Manager*  
**Office:** *San Francisco*  
**Joined:** *1993*  
**Birthday:** *October 16th*  
**Spouse:** *Mike Cirimele*  
**Children:** *Matthew ('01),  
 Grace ('03)*



### **Get to know me:**

**Education:** *BA: Princeton University  
 MBA: J.L. Kellogg GSM, Northwestern University*

**"Hometown":** *Boston, Massachusetts*

**Favorite Movie:** *When Harry Met Sally*

**First Concert:** *Charlie Daniels Band @ Boston Commons (Free)*

**Favorite Musician:** *Brian Adams*

**Fav. Book/Author:** *The Giving Tree*

**"Can't Miss" T.V.:** *N/A*

**Vacation Location:** *Wolfeboro, NH—with husband, kids and family*

**Hobbies/Interests:** *Any sports, cooking, traveling, adventures w/kids*

**The Dream Life\*:** *Write bicycling travel guidebooks or work for the state or local government in education (policy)*

*\*Note: For all profiles, "The Dream Life" is a proxy for what people would do if money were no issue and if they could not work for Kurt Salmon Associates...*

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## **Kimberly Anderson**

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**Position:** *Consultant*  
**Office:** *San Francisco*  
**Joined:** *2002*  
**Birthday:** *October 27th*



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### **Get to know me:**

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**Education:** *Northwestern University*

**"Hometown":** *Los Angeles, California*

**Favorite Movie:** *Shawshank Redemption*

**First Concert:** *Steve Miller Band*

**Favorite Musician:** *Depends on my mood...*

**Fav. Book/Author:** *John Irving*

**"Can't Miss" T.V.:** *The Amazing Race*

**Vacation Location:** *Depends on the season...*

**Hobbies/Interests:** *Friends, backpacking, skiing, anything in the ocean*

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## **Arnold Aronson**

**Position:** *Principal*

**Office:** *New York*

**Joined:** *1997*

**Birthday:** *January 14th*

**Spouse:** *Sheila*

**Children:** *Steven ('60),  
David ('65)*

**Pets:** *Cali (cat)*



### **Get to know me:**

**Education:** *BA: Harvard University*

*MBA: Columbia University*

**"Hometown":** *Boston, Massachusetts and New York, New York*

**Favorite Movie:** *Schindler's List, Blazing Saddles, Pretty Lady*

**First Concert:** *Boston Pops Orchestra*

**Favorite Musician:** *Frank Sinatra, Tchaikovsky*

**Fav. Book/Author:** *Nelson DeMille, David McCullough*

**Vacation Location:** *Santa Fe, New Mexico or Italy*

**Hobbies/Interests:** *Fitness, Folk Art, Travel, Fashion, Golf, Tennis*

**The Dream Life:** *Teach at the college-level or Walter Mitty dream...  
being a lead trumpet player in a Big Band*

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**David Bassuk**

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**Position:** *Principal*  
**Office:** *New York*  
**Joined:** *1996*  
**Birthday:** *May 6th*  
**Spouse:** *Wendy*  
**Children:** *Elayna ('04)*



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**Get to know me:**

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**Education:** *BS: Hofstra University*  
*MBA: Stern School of Business, New York Univ.*

**"Hometown":** *Tampa, Florida*

**Favorite Movie:** *Caddyshack*

**First Concert:** *Frank Zappa*

**Fav. Book/Author:** *Great Expectations, Charles Dickens*

**"Can't Miss" T.V.:** *Gilligan's Island*

**Vacation Location:** *The Caribbean*

**Hobbies/Interests:** *Biking and Skiing*

**The Dream Life:** *Home schooling Elayna while traveling the world...*

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## **Pam Beckerman**

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**Position:** *Dir. H. Resources*

**Office:** *Atlanta*

**Joined:** *1997*

**Birthday:** *July 25th*

**Spouse:** *Alan*

**Children:** *Jaini ('86),  
Brandon ('83)*



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### **Get to know me:**

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**Education:** *BS: Cornell University*

*MA: University of California, Santa Barbara*

**"Hometown":** *Syracuse, New York*

**Favorite Movie:** *Field of Dreams*

**First Concert:** *Rod Stewart*

**Favorite Musician:** *Celine Dion and Four Play*

**Fav. Book/Author:** *Shogun, James Clavell*

**"Can't Miss" T.V.:** *Alias!*

**Vacation Location:** *Santa Barbara, California*

**Hobbies/Interests:** *Hiking, Reading, Swimming, Eating*

**The Dream Life:** *Volunteer with the National Resources Defense Council*

---

## **Todd Belveal**

**Position:** *Manager*

**Office:** *Atlanta*

**Joined:** *1999*

**Birthday:** *May 9th*

**Spouse:** *Katie*

**Pets:** *Jackson and Dixie*



### **Get to know me:**

**Education:** *BA: Vanderbilt University*

*MBA: Stern School of Business, New York Univ.*

**"Hometown":** *Tampa, Florida*

**Favorite Movie:** *Outlaw Josey Wales*

**First Concert:** *Rush "Exit Stage Left Tour," 1982 (I have the jersey)*

**Favorite Musician:** *John Bell of Widespread Panic*

**Fav. Book/Author:** *Titan: The Life of John D. Rockefeller Sr., Chernow*

**"Can't Miss" T.V.:** *Curb Your Enthusiasm: (But, no missing w/ TIVO!)*

**Vacation Location:** *Isle of Palms, Charleston, South Carolina*

**Hobbies/Interests:** *Triathlon, snowboarding, college and pro football*

**The Dream Life:** *If income was no issue, I would probably not do a lot...*

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## **Piali Bhattasali**

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**Position:** Senior Consultant

**Office:** San Francisco

**Joined:** 2000

**Birthday:** August 3rd



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### **Get to know me:**

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**Education:** BA: University of British Columbia  
MBA: J.L. Kellogg GSM, Northwestern University

**"Hometown":** Prince George, British Columbia, Canada

**Favorite Movie:** When Harry Met Sally

**Favorite Musician:** Too many to choose from...

**Fav. Book/Author:** Fall on Your Knees, Ann Marie Mac Donald

**"Can't Miss" T.V.:** Sex In The City

**Vacation Location:** The Mediterranean (Favorites: Greece and Turkey)

**The Dream Life:** I would be a restaurant reviewer/critic or a wine-maker...

---

## **Heather Blonkenfeld**

**Position:** Analyst

**Office:** San Francisco

**Joined:** 2002

**Birthday:** September 3rd

**Children:** Emilia Elisabeth  
'03)

**Pets:** Bod and Lucy (both  
terrier dogs)



### **Get to know me:**

**Education:** BA: Mills College

MBA: Haas School of Business, Univ. Cal. Berkeley

**"Hometown":** San Francisco, California

**Favorite Movie:** Best In Show, Office Space, Funny Girl, Heathers

**First Concert:** Day On The Green, Oakland Coliseum

**Favorite Musician:** Cowboy Junkies, Ana Gabriel, Rilo Kiley

**Fav. Book/Author:** Laura Lippman, David Sedaris, Fran Lebowitz

**"Can't Miss" T.V.:** Don't have a show that I can't miss

**Vacation Location:** Playa del Carmen, Mexico

**Hobbies/Interests:** Black & White Photography and running

**The Dream Life:** Go "playgrouping" with my daughter



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## **Michelle Bogan**

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**Position:** Senior Manager

**Office:** New York

**Joined:** 1999

**Birthday:** September 29th

**Spouse:** Mike

**Pets:** Jake (Cat)



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### **Get to know me:**

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**Education:** University of California, Berkeley

**"Hometown":** Los Angeles, California

**Favorite Movie:** Out of Africa

**First Concert:** Sha Na Na

**Favorite Musician:** Radiohead

**Fav. Book/Author:** The Great Gatsby, F. Scott Fitzgerald

**"Can't Miss" T.V.:** Law & Order

**Vacation Location:** Tahiti & Africa

**Hobbies/Interests:** Photography, swimming, yoga, travel

**The Dream Life:** I would be a wildlife photographer...

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## **Shelby Broida**

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**Position:** *Consultant*

**Office:** *New York*

**Joined:** *2001*

**Birthday:** *May 23rd*



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### **Get to know me:**

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**Education:** *BBA: Goizueta Business School, Emory University*

**"Hometown":** *Columbia, Maryland*

**Favorite Movie:** *Field of Dreams*

**First Concert:** *Jimmy Buffett*

**Favorite Musician:** *Dave Matthews*

**Fav. Book/Author:** *Marian Keyes*

**"Can't Miss" T.V.:** *Old: Sex In The City, New: Celeb. Poker Showdown*

**Vacation Location:** *Italian Riviera*

**Hobbies/Interests:** *Learning languages (half-way) and learning poker*

**The Dream Life:** *Traveling around the world to different countries for 6 months each, running cafes/boutiques in each...*

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## **Peter Brown**

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**Position:** *Principal*

**Office:** *New York*

**Joined:** *1978*

**Birthday:** *August 25th*

**Spouse:** *Marilyn*

**Children:** *Mason ('89)*



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### **Get to know me:**

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**Education:** *BS: Engineering, United States Naval Academy*

**"Hometown":** *York, Pennsylvania*

**Favorite Movie:** *The Searchers*

**First Concert:** *Beach boys, 1967*

**Favorite Musician:** *Chris Rea*

**Fav. Book/Author:** *Oliver Wiswell, Kenneth Roberts*

**"Can't Miss" T.V.:** *None*

**Vacation Location:** *My Sailboat*

**Hobbies/Interests:** *Sailing, Skiing, and Hiking*

**The Dream Life:** *Sailing...*

---

## **Cari Bunch**

**Position:** *Principal*  
**Office:** *San Francisco*  
**Joined:** *1999*  
**Birthday:** *November 23rd*



### **Get to know me:**

**Education:** *BA Marketing: Governors State University*

**"Hometown":** *Chicago, Illinois*

**Favorite Movie:** *Anything that is not on a 6" airplane screen*

**First Concert:** *Pink Floyd*

**Favorite Musician:** *Last CD I bought: Lionel Ritchie (it is good!)*

**Vacation Location:** *Any place that there is a beach and a sunset*

**Hobbies/Interests:** *Hang out with friends, hike, walk, rollerblade, find new wineries to visit occasionally...*

**The Dream Life:** *I would either sit on a hot, sandy, beach on a remote island OR start a business on a hot, sandy, beach on a remote island*

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## **Aliana Cassett**

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**Position:** *Admin. Assist.*

**Office:** *New York*

**Joined:** *2004*

**Birthday:** *December 1st*



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### **Get to know me:**

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**Education:** *Bachelor of Music: Florida State University*

**"Hometown":** *Coral Springs, Florida*

**Favorite Movie:** *N/A*

**First Concert:** *Gloria Estefan*

**Favorite Musician:** *Linda Eder*

**"Can't Miss" T.V.:** *Alias*

**Vacation Location:** *Vail, Colorado*

**Hobbies/Interests:** *Singing and sports*

**The Dream Life:** *I write music and sing in my spare time and I would make it my career if I had the opportunity*

---

## **John Champion**

**Position:** *Principal*  
**Office:** *Atlanta*  
**Joined:** *1973*  
**Birthday:** *July 3rd*  
**Spouse:** *Penelope Malone*



**Pets:** *Boo-boo, Annie & Mr. Peabody*

### **Get to know me:**

**Education:** *BSIE: North Carolina State University  
Emory Executive Development Consortium*

**"Hometown":** *Clayton, North Carolina*

**Favorite Movie:** *Caddyshack*

**First Concert:** *First big name... Stevie Wonder (1969)*

**Fav. Book/Author:** *To Kill a Mockingbird, Harper Lee*

**"Can't Miss" T.V.:** *Don't have one*

**Vacation Location:** *Most frequent: Hilton Head, South Carolina*

**Hobbies/Interests:** *Golf, woodworking, gardening, and wine*

**The Dream Life:** *I would build custom homes and furniture*

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## **David Chan**

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*Position:* **Senior Consultant**

*Office:* **San Francisco**

*Joined:* **2004**

*Birthday:* **July 17th**



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### **Get to know me:**

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*Education:* **BBA Marketing: Univ. of Massachusetts, Amherst**  
**MBA: Indiana University**

*"Hometown":* **Boston, Massachusetts**

*Favorite Movie:* **Kill Bill**

*First Concert:* **Lollapalooza II**

*Favorite Musician:* **My little brother, Tom Chan**

*Fav. Book/Author:* **The Good Earth, Pearl S. Buck**

*"Can't Miss" T.V.:* **The Sopranos**

*Vacation Location:* **Hong Kong**

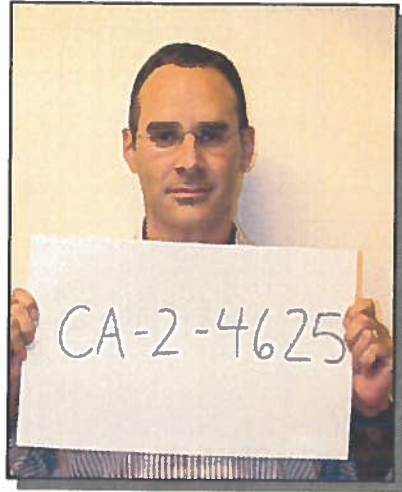
*Hobbies/Interests:* **Foreign films, traveling, and eating**

*The Dream Life:* **Take intensive Mandarin language courses, move to China and volunteer to help poor children**

---

## **Bruce Cohen**

**Position:** *Principal*  
**Office:** *San Francisco*  
**Joined:** *1991*  
**Birthday:** *May 23rd*  
**Spouse:** *Robyn*  
**Children:** *Zachary ('98),  
Joshua ('00) &  
Benjamin ('02)*  
**Pets:** *Barry Bonds (fish)*



### **Get to know me:**

**Education:** *BA: University of California, Berkeley  
MBA: Tuck School of Bus., Dartmouth College*  
**"Hometown":** *Placentia, California*  
**Favorite Movie:** *James Bond Movies (only with Sean Connery)*  
**First Concert:** *The Eagles*  
**Favorite Musician:** *James Taylor*  
**Fav. Book/Author:** *Tom Clancy*  
**"Can't Miss" T.V.:** *Don't have one*  
**Vacation Location:** *Huka Lodge, New Zealand*  
**Hobbies/Interests:** *My family and various sports*  
**The Dream Life:** *I would be a professor or a spy*



## **Dave Cole**

**Position:** *Principal*

**Office:** *Atlanta*

**Joined:** *1966*

**Birthday:** *December 22nd*

**Spouse:** *Robyn*

**Children:** *('63), ('67), ('90) & ('95)*

**Pets:** *Tobias (dog), Fluffy (black hamster), & an unnamed fish*



### **Get to know me:**

**Education:** *BSIE: Auburn University*

*Adv. Mgmt. Prog.: Harvard Business School*

**"Hometown":** *Augusta, Georgia*

**Favorite Movie:** *The Cincinnati Kid or Chariots of Fire*

**First Concert:** *Elvis Presley, ~1956*

**Favorite Musician:** *W. Nelson, R. Charles, George Winston, Yoyo Ma*

**Fav. Book/Author:** *Miles From Nowhere*

**"Can't Miss" T.V.:** *Rarely watch TV except CNN/HLN or The Olympics*

**Vacation Location:** *Colorado Mountains*

**Hobbies/Interests:** *Cycling, skiing, hiking, or daughters' soccer games*

**The Dream Life:** *This is a real topic in my case, as I am fortunate to be able to do anything with my time that I choose...*

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## **Jim Conroy**

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**Position:** Senior Manager

**Office:** Atlanta

**Joined:** 2003

**Birthday:** December 29th

**Spouse:** Gretchen (Fiancé)



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### **Get to know me:**

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**Education:** BS: Cornell University  
MBA: Cornell University

**"Hometown":** Dix Hills, New York

**Favorite Movie:** The Godfather

**First Concert:** James Taylor

**Favorite Musician:** James Taylor

**Fav. Book/Author:** A Brief History of Time, Stephen Hawking

**"Can't Miss" T.V.:** Seinfeld

**Vacation Location:** Italy

**Hobbies/Interests:** Racing Triathlons and SCUBA diving

**The Dream Life:** I would be a professional cyclist

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## **Mark Cosola**

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**Position:** Senior Manager

**Office:** Atlanta

**Joined:** 2004

**Birthday:** June 22nd

**Spouse:** Donna

**Children:** Ryan ('90), Kevin ('93)



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### **Get to know me:**

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**Education:** BSBA: University of Florida

MBA: University of Florida

**"Hometown":** Stuart, Florida

**Favorite Movie:** Clear and Present Danger

**First Concert:** Boston

**Favorite Musician:** Jimmy Buffett

**Fav. Book/Author:** Tom Clancy

**"Can't Miss" T.V.:** The Sopranos

**Vacation Location:** Breckenridge, Colorado

**Hobbies/Interests:** Snow skiing and coaching youth baseball

**The Dream Life:** I would start a business or company

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## **Laszlo Csuti**

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**Position:** *Manager*

**Office:** *San Francisco*

**Joined:** *1998*

**Birthday:** *February 3rd*

**Spouse:** *Carol Ting*



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### **Get to know me:**

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**Education:** *MBA: Yale School of Management*

**"Hometown":** *Abony, Hungary*

**Favorite Movie:** *Dead Man by Jim Jarmush*

**Favorite Musician:** *Laurie Anderson*

**Fav. Book/Author:** *Guns, Germs and Steel: The Fates of Human Societies, Jared Diamond*

**"Can't Miss" T.V.:** *None*

**Vacation Location:** *Italy*

**Hobbies/Interests:** *Running, traveling, and photography*

**The Dream Life:** *I would travel, spend more time with friends and family and teach*

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## **Amy Culver**

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**Position:** Senior Consultant

**Office:** Atlanta

**Joined:** 2004

**Birthday:** June 21st

**Spouse:** Chris Miller

**Pets:** Walter and Charlie  
(cats)



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### **Get to know me:**

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**Education:** BA: University of Virginia

MBA: Goizueta Business School, Emory University

**"Hometown":** Atlanta, Georgia

**Favorite Movie:** Gone With the Wind

**First Concert:** Culture Club

**Favorite Musician:** Chris Miller (fiancé) and Van Morrison

**Fav. Book/Author:** To Kill a Mockingbird, Harper Lee

**"Can't Miss" T.V.:** None

**Vacation Location:** Charleston, South Carolina

**Hobbies/Interests:** Reading and making jewelry

**The Dream Life:** I would run my own specialty store

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## **Suresh Dalai**

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**Position:** Senior Consultant

**Office:** New York

**Joined:** 2004

**Birthday:** March 7th

**Spouse:** Rashmi



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### **Get to know me:**

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**Education:** BA and MA: Washington University  
MBA: Columbia University

**"Hometown":** St. Louis, Missouri

**Favorite Movie:** The Lord of the Rings

**First Concert:** REM

**Favorite Musician:** Sting

**Fav. Book/Author:** V.S. Naipaul

**"Can't Miss" T.V.:** None

**Vacation Location:** Hawaii

**Hobbies/Interests:** Traveling, International affairs and baseball

**The Dream Life:** I would write a book

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## **Kristin Daley**

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**Position:** *Principal*

**Office:** *San Francisco*

**Joined:** *1990*

**Birthday:** *February 22nd*

**Spouse:** *Jeff Rouse*



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### **Get to know me:**

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**Education:** *BA: Stanford University*

**"Hometown":** *Pisek, North Dakota and Portland, Oregon*

**Favorite Movie:** *The Princess Bride*

**First Concert:** *The Cars*

**Favorite Musician:** *U2*

**Fav. Book/Author:** *Cod*

**"Can't Miss" T.V.:** *The Amazing Race*

**Vacation Location:** *Sri Lanka*

**Hobbies/Interests:** *Traveling, reading, orienteering, growing orchids*

**The Dream Life:** *Travel the World, personally awarding micro-loans to new and small businesses in need of capital*

---

## **Michael Dart**

**Position:** *Principal*

**Office:** *San Francisco*

**Joined:** *2003*

**Birthday:** *October 16th*

**Spouse:** *Janine Darwin*

**Children:** *Alison ('99) and  
David ('01)*



### **Get to know me:**

**Education:** *BA: Oxford University*

*MBA: Wharton School, University of Pennsylvania*

**"Hometown":** *London, England*

**Favorite Movie:** *Casablanca*

**First Concert:** *Pink Floyd*

**Favorite Musician:** *Bob Dylan*

**Fav. Book/Author:** *Dalai Lama*

**Vacation Location:** *Africa*

**Hobbies/Interests:** *Football*

**The Dream Life:** *3 days/wk: consulting.. Rest of time teaching something and learning new things that help others & me*



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## **Scott DiCristina**

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**Position:** Senior Manager

**Office:** Atlanta

**Joined:** 1995

**Birthday:** September 7th



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### **Get to know me:**

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**Education:** BA: Duke University

**"Hometown":** Atlanta, Georgia

**Favorite Movie:** Raising Arizona

**First Concert:** U2—The Joshua Tree Tour

**Favorite Musician:** U2

**Fav. Book/Author:** The Motorcycle Diaries: A Latin American Journey, Ernesto Che Guevara

**"Can't Miss" T.V.:** Seinfeld

**Vacation Location:** Lake Como, Italy

**Hobbies/Interests:** Travel, motorcycling

**The Dream Life:** I would be VP of Product Development for a high-end menswear company

---

## **Nicole DiStacio**

**Position:** Analyst

**Office:** New York

**Joined:** 1996

**Birthday:** November 4th

**Spouse:** Kevin

**Pets:** Hazel and Maggie  
(dogs) and Clyde  
and Bug (cats)



### **Get to know me:**

**Education:** BA English: University of Georgia

**"Hometown":** Atlanta, Georgia

**Favorite Movie:** Gone With the Wind

**First Concert:** Shawn Cassidy

**Favorite Musician:** Can't pick a favorite, I love anything from John Coltrane to Wilco to Willie Nelson

**Fav. Book/Author:** To Kill a Mockingbird, Harper Lee

**Vacation Location:** Parma, Italy or for pure relaxation: Negril, Jamaica

**Hobbies/Interests:** I love to read, spend time with my husband and friends and family, go to baseball games, play with our animals and even work in the yard

**The Dream Life:** Visit friends and family around the world, then settle down and get involved in community service

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## **Julie Donaldson**

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*Position:* **Consultant**

*Office:* **Atlanta**

*Joined:* **2003**

*Birthday:* **March, 22nd**



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### **Get to know me:**

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*Education:* **BS: Miami University of Ohio**

*"Hometown":* **Cincinnati, Ohio**

*Favorite Movie:* **National Lampoon's Christmas Vacation**

*First Concert:* **Tom Petty**

*Favorite Musician:* **Madonna**

*Fav. Book/Author:* **Five People You Meet in Heaven, Mitch Albom**

*"Can't Miss" T.V.:* **Sex & The City**

*Vacation Location:* **Greece**

*Hobbies/Interests:* **Running, photography, and shopping**

*The Dream Life:* **I would offer sailing trips around the Greek Isles for vacationers**

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## **Melissa Feder**

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**Position:** *Manager*

**Office:** *San Francisco*

**Joined:** *1999*

**Birthday:** *July 5th*

**Spouse:** *Patrick*

**Pets:** *I desperately want  
two Siberian  
Huskies (does that  
count?)*



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### **Get to know me:**

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**Education:** *BA in Business Management and Marketing: Texas  
A&M University*

**"Hometown":** *Novato, California*

**Favorite Movie:** *Star Trek IV (the one with the whales)*

**First Concert:** *Sting*

**Favorite Musician:** *Ella Fitzgerald*

**Fav. Book/Author:** *Anna Karenina, Leo Tolstoy*

**Vacation Location:** *Italy*

**Hobbies/Interests:** *Traveling, hiking, cooking and mosaics*

**The Dream Life:** *I would work for a company/non-profit dedicated to  
preserving the environment — and I would travel*

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## **Stephan Findikyan**

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**Position:** Senior Consultant

**Office:** New York

**Joined:** 2001

**Birthday:** May 5th

**Spouse:** Kristina

**Children:** James ('04)



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### **Get to know me:**

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**Education:** BAE: Penn State University

MBA: Cornell University

**"Hometown":** Vestal, New York

**Favorite Movie:** The Shawshank Redemption

**First Concert:** Sting

**Favorite Musician:** U2

**Vacation Location:** Greece

**Hobbies/Interests:** Home improvements and music

**The Dream Life:** Architecture

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## **Luis Garcia**

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**Position:** *Consultant*

**Office:** *San Francisco*

**Joined:** *2003*

**Birthday:** *June 15th*

**Spouse:** *Britney*



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### **Get to know me:**

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**Education:** *BSE: Princeton University  
MS & MS (two of them): Stanford University*

**"Hometown":** *Fairfax, Virginia*

**Favorite Movie:** *The Godfather*

**First Concert:** *MC Hammer—"U Can't Touch This" Tour ~1990*

**Favorite Musician:** *Frank Sinatra*

**Fav. Book/Author:** *Waiting For Snow In Havana, Carlos Eire*

**Vacation Location:** *Rio de Janeiro, Brazil*

**Hobbies/Interests:** *Drumming, running, Saville Row fashion, tech and gadgets*

**The Dream Life:** *I would be a full-on poet by day and a hip-cat coffee shop musician by night*

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## **Claudia Geiger**

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**Position:** Office Manager

**Office:** New York

**Joined:** 1996

**Birthday:** August 10th

**Pets:** Bailey (rabbit)



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### **Get to know me:**

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**Education:** BFA Acting: Ithaca College

**"Hometown":** Huntington, New York

**Favorite Movie:** *The Sting, The Natural, To Kill A Mockingbird, The Color Purple, The Rear Window, The Thomas Crown Affair*

**First Concert:** Michael Jackson— "Victory" tour

**Favorite Musician:** Harry Connick Jr., Billy Joel, Sinatra, Go West, Andrea Boccelli, Celine Dion

**Fav. Book/Author:** *The Outsiders, S.E. Hinton*

**"Can't Miss" T.V.:** Anything on HGTV

**Vacation Location:** East Hampton L.I., Amalfi Coast, Italy, and Bermuda

**Hobbies/Interests:** Horseback riding, skating, singing

**The Dream Life:** I would be a Labor Doula, voiceovers, decorating

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## **Mike Goehle**

**Position:** Senior Consultant

**Office:** San Francisco

**Joined:** 2003

**Birthday:** May 24th

**Spouse:** Alison

**Children:** William Muir  
Goehle ('02)

**Pets:** Indy and Maddy  
(cats)



### **Get to know me:**

**Education:** BBA: University of Wisconsin  
MBA: J.L. Kellogg GSM, Northwestern University

**"Hometown":** Minneapolis, Minnesota

**Favorite Movie:** Dazed and Confused

**First Concert:** The Culture Club

**Favorite Musician:** Ryan Adams

**Fav. Book/Author:** Guns, Germs and Steel: The Fates of Human Societies, Jared Diamond

**"Can't Miss" T.V.:** CSI

**Vacation Location:** Alaska

**Hobbies/Interests:** Rustic camping, road-tripping, non-fiction reading

**The Dream Life:** Run a mountain or lakeside resort or a small store



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## ***Amelia Hernandez***

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**Position:** *Consultant*

**Office:** *New York*

**Joined:** *2004*

**Birthday:** *December 8th*

**Pets:** *Otto (a boxer dog)*



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### ***Get to know me:***

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**Education:** *BA International Relations with a minor in Chinese Studies: Brown University*

**"Hometown":** *New York, New York*

**Favorite Movie:** *The Little Princess and White Christmas*

**First Concert:** *Percy Hill (not including music recitals)*

**Favorite Musician:** *Beethoven*

**Fav. Book/Author:** *David Sedaris' short stories*

**"Can't Miss" T.V.:** *N/A*

**Vacation Location:** *N/A*

**Hobbies/Interests:** *Visiting art museums, shopping, dancing, languages*

**The Dream Life:** *I would travel, shop, and dance while learning languages along the way — starting with Italy*

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## **Dave Hetzel**

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**Position:** Chief Admin. Officer

**Office:** Atlanta

**Joined:** 2003

**Birthday:** October 3rd

**Children:** Jim ('77) and  
Morgan ('86)



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### **Get to know me:**

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**Education:** BBA: Georgia State University

**"Hometown":** Springfield, New Jersey

**Favorite Movie:** The Sting

**First Concert:** Can't remember...

**Favorite Musician:** Too many to pick just one...

**Fav. Book/Author:** Tom Clancy

**"Can't Miss" T.V.:** Little League World Series

**Vacation Location:** The beach

**Hobbies/Interests:** Umpiring L.L. Baseball, collecting signed baseballs

**The Dream Life:** Volunteer full time with Little League Baseball—I would want to put back into the community

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## **Steve Holley**

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**Position:** Senior Consultant

**Office:** Atlanta

**Joined:** 2003

**Birthday:** November 6th

**Spouse:** Heather



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### **Get to know me:**

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**Education:** BS: California Polytechnic, San Luis Obispo  
MBA: Fuqua School of Business, Duke University

**"Hometown":** San Jose, California

**Favorite Movie:** Cinema Paradiso, Raising Arizona, Caddyshack

**First Concert:** Day on the Green: The Who and The Clash (1981)

**Favorite Musician:** Jay Farrar/Son Volt, Jimmy Buffet, Randy Newman

**Fav. Book/Author:** The Fountainhead, Ayn Rand

**"Can't Miss" T.V.:** The Sopranos, 60 Minutes and Da Ali G Show

**Vacation Location:** Lake Como and The Italian Riviera, Italy

**Hobbies/Interests:** Sailboat racing, photography, cooking, Powerpoint

**The Dream Life:** Traveling the World as a photojournalist for major sailing regattas—based out of St. Louis, of course

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## **Todd Hooper**

**Position:** *Principal*

**Office:** *San Francisco*

**Joined:** *1992*

**Birthday:** *February 2nd  
(Groundhog Day)*

**Spouse:** *Nancy*

**Children:** *Madeline ('93) and  
Sophia ('96)*



### **Get to know me:**

**Education:** *BBA: Notre Dame University  
MBA: University of Chicago*

**"Hometown":** *West Dundee, Illinois*

**Favorite Movie:** *I Was a Teenage Fernando Silva*

**First Concert:** *AC/DC and Aerosmith*

**Favorite Musician:** *Bruce Cohen playing the pan flute*

**Fav. Book/Author:** *The Life and Times of Jim Neal*

**"Can't Miss" T.V.:** *The Mitch Kates Show*

**Vacation Location:** *Provence, France and Hawaii*

**Hobbies/Interests:** *Tennis, golf, softball, red wine, playing with my kids*

**The Dream Life:** *I would be a US Senator (if I did not have to raise \$)  
or GM of a baseball team (Cardinals, Cubs, Giants)*

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## **Jack Horst**

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**Position:** *Principal, VCE*

**Office:** *Princeton*

**Joined:** *1992*

**Birthday:** *September 30th*

**Spouse:** *Marcia*

**Children:** *Duncan ('86), Kyle ('88), and Tanner ('91)*

**Pets:** *Hogie (cat) and Katie (cat)*



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### **Get to know me:**

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**Education:** *BBA: College of William and Mary  
MBA: State University of New York, Albany*

**"Hometown":** *Berkeley Heights, New Jersey*

**Favorite Movie:** *Animal House*

**First Concert:** *Foreigner*

**Favorite Musician:** *The Carpenters!*

**Fav. Book/Author:** *Tom Clancy—all of his stuff!*

**"Can't Miss" T.V.:** *The West Wing*

**Vacation Location:** *Boothbay Harbor, Maine*

**Hobbies/Interests:** *Golf and Woodworking*

**The Dream Life:** *I would be a teaching golf professional*

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**Peter Hsia**

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**Position:** *Principal*

**Office:** *San Francisco*

**Joined:** *1993*

**Birthday:** *July 1st*

**Spouse:** *Judy Waitz*



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**Get to know me:**

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**Education:** *BA: Harvard University*

*MBA: Tuck School of Bus., Dartmouth College*

**"Hometown":** *Evanston, Illinois*

**Favorite Movie:** *Dazed and Confused*

**First Concert:** *Joni Mitchell*

**Favorite Musician:** *Michelle Shocked*

**Fav. Book/Author:** *Patrick O'Brien*

**"Can't Miss" T.V.:** *The OC*

**Vacation Location:** *Sundance*

**Hobbies/Interests:** *Endurance Sports*

**The Dream Life:** *I would live like the Unabomber*

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## **Heidi Isern**

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**Position:** Senior Consultant

**Office:** San Francisco

**Joined:** 2004

**Birthday:** August 8th



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### **Get to know me:**

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**Education:** BA Business Economics: University of Washington  
MBA: University of Washington

**"Hometown":** Syracuse, New York and Seattle, Washington

**Favorite Movie:** The Princess Bride

**First Concert:** Yoyo Ma

**Favorite Musician:** Daft Punk

**Fav. Book/Author:** The Alchemist, Paulo Coelho

**"Can't Miss" T.V.:** Six Feet Under

**Vacation Location:** The Mediterranean Coast

**Hobbies/Interests:** Running, snowboarding, salsa dancing, foreign travel and languages

**The Dream Life:** Write award-winning fiction & master wine-tasting

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## **Katie Jarvis**

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**Position:** *Admin. Assistant*

**Office:** *New York*

**Joined:** *2002*

**Birthday:** *April 20th*

**Pets:** *Ty (Australian  
Sheppard dog)*



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### **Get to know me:**

---

**Education:** *University of California, Santa Barbara*

**"Hometown":** *Pasadena, California*

**Favorite Movie:** *Romancing the Stone*

**First Concert:** *Debbie Gibson*

**Favorite Musician:** *Jack Johnson*

**Fav. Book/Author:** *Angels & Demons, Dan Brown*

**Vacation Location:** *Hawaii*

**Hobbies/Interests:** *Surfing, camping, traveling*

**The Dream Life:** *I would move to Hawaii and start a business*

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## **Alison Jatlow**

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**Position:** Summer Intern

**Office:** New York

**Joined:** 2004

**Birthday:** September 10th

**Pets:** Flattery (fish)



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### **Get to know me:**

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**Education:** BS Industrial/Labor Relations: Cornell University  
MBA: Columbia Business School (Pending)

**"Hometown":** Potomac, Maryland

**Favorite Movie:** Forrest Gump

**First Concert:** Bruce Springsteen, "Born in the USA" Tour 1985

**Favorite Musician:** U2

**Fav. Book/Author:** Dr. Seuss

**"Can't Miss" T.V.:** The West Wing

**Vacation Location:** Florence, Italy

**Hobbies/Interests:** Fashion and film

**The Dream Life:** I would teach kindergarten

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## **Keith Jelinek**

**Position:** Associate

**Office:** New York

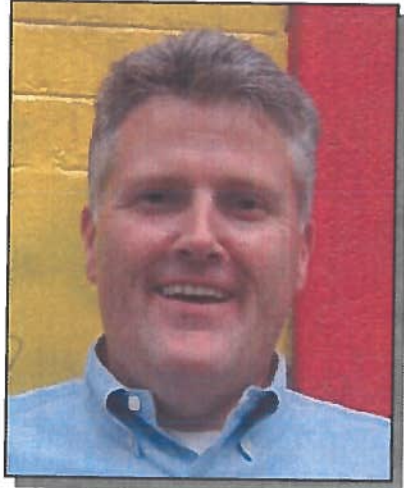
**Joined:** 2003

**Birthday:** November 21st

**Spouse:** Tami

**Children:** Andrew ('87), Kayla ('89), Kenzi ('92)

**Pets:** Bailey (dog)



### **Get to know me:**

**Education:** Criminal Justice: Portland State University  
MBA: Portland State University

**"Hometown":** Portland, Oregon

**Favorite Movie:** Top Gun

**First Concert:** Reba McIntyre

**Favorite Musician:** Phil Collins

**Fav. Book/Author:** Tom Clancy

**"Can't Miss" T.V.:** Fox News

**Vacation Location:** The Greek Isles

**Hobbies/Interests:** 1979 Camaro

**The Dream Life:** I would assist with community interests and be more involved with my church

## **Chuck Kaste**

**Position:** *Nat. Staff. Director*

**Office:** *Atlanta*

**Joined:** *1998*

**Birthday:** *April 7th*

**Spouse:** *Lisa*

**Children:** *Robert ('98) and  
Stephan ('02)*



### **Get to know me:**

**Education:** *BS Management: Georgia Tech  
MBA: Kennesaw State University*

**"Hometown":** *Atlanta, Georgia*

**Favorite Movie:** *Field of Dreams*

**First Concert:** *Iron Maiden (As much as I hate to admit it)*

**Favorite Musician:** *If I had to pick just one: a Mozart compilation*

**Fav. Book/Author:** *The Trusted Advisor, David Maister (I recommend)*

**"Can't Miss" T.V.:** *The O'Reilly Factor, Will & Grace, G. Tech sports*

**Vacation Location:** *Bermuda*

**Hobbies/Interests:** *Church, community work, gardening, home proj.*

**The Dream Life:** *Volunteer my time to community groups promoting  
education/career dev. & travel the world w/ family*

---

## **Mitch Kates**

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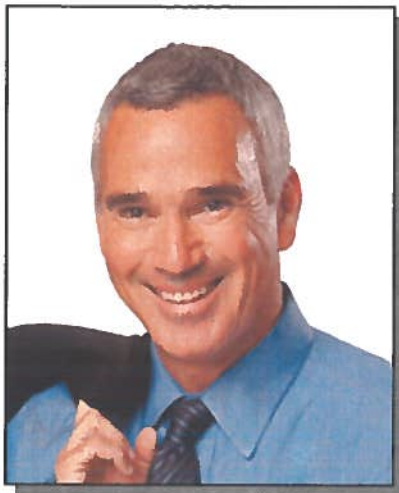
**Position:** *Principal*

**Office:** *New York*

**Joined:** *2000*

**Birthday:** *June 3rd*

**Pets:** *Digger (the dog)*



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### **Get to know me:**

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**Education:** *BS: University of Toronto*

*MBA: University of Toronto*

**"Hometown":** *St. Catherine's, Ontario, Canada*

**Favorite Movie:** *Sleeper*

**First Concert:** *Jimmy Hendrix*

**Favorite Musician:** *BB King*

**Fav. Book/Author:** *Robert Ludlum*

**"Can't Miss" T.V.:** *The Sopranos*

**Vacation Location:** *Casa de Campo, Dominican Republic*

**Hobbies/Interests:** *Golf*

**The Dream Life:** *I would be a golfer*

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## **Jonathan Katz**

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**Position:** *Consultant*

**Office:** *Atlanta*

**Joined:** *2003*

**Birthday:** *March 23rd*



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### **Get to know me:**

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**Education:** *BBA: Goizueta Business School, Emory University*

**"Hometown":** *Ft. Lauderdale, Florida*

**Favorite Movie:** *The Godfather*

**First Concert:** *The Beach Boys*

**Favorite Musician:** *Tom Petty*

**Fav. Book/Author:** *The Godfather (or anything by Mario Puzzo)*

**"Can't Miss" T.V.:** *Curb Your Enthusiasm*

**Vacation Location:** *Anywhere at the beach*

**Hobbies/Interests:** *Photography, cars, trivia and travel*

**The Dream Life:** *Travel extensively, read, take some classes and then who knows...*

---

## **Matt Katz**

**Position:** *Principal*

**Office:** *New York*

**Joined:** *1997*

**Birthday:** *April 4th*

**Spouse:** *Sheryl*

**Children:** *Emma ('99) and  
Macy ('01)*

**Pets:** *Lucy (dog)*



### **Get to know me:**

**Education:** *University of Massachusetts, Amherst*

**"Hometown":** *New York, New York*

**First Concert:** *Pink Floyd with Eric Clapton*

**Favorite Musician:** *Eric Clapton, The Grateful Dead, Allman Brothers*

**Fav. Book/Author:** *Robert Ludlum and Dan Brown*

**"Can't Miss" T.V.:** *SportsCenter and Baseball Tonight*

**Vacation Location:** *Nantucket, Massachusetts*

**Hobbies/Interests:** *Golf, skiing, softball, and cooking*

**The Dream Life:** *I would drive my kids to school, play a round of golf  
and coach a little league baseball game every day...*

---

## ***Kathie Keely***

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**Position:** Senior Manager

**Office:** New York

**Joined:** 1999

**Birthday:** January 10th



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### ***Get to know me:***

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**Education:** BA: Drew University

**"Hometown":** Short Hills, New Jersey

**Favorite Movie:** Peter Pan (the original with Mary Martin)

**First Concert:** James Taylor and Carole King

**Favorite Musician:** From Arthur Rubinstein to Tupac Shakur and a bunch of people and bands in between

**Fav. Book/Author:** The Secret Life of Bees, Sue Monk Kidd

**Vacation Location:** Sailing on the Chesapeake and Paris, France

**Hobbies/Interests:** Cooking, entertaining, and sailing

**The Dream Life:** I would write comedy. I think that people need to laugh more—and I'd love to play a part in helping lighten things up! Plus... I think I'm funny

---

## **Peter Keim**

**Position:** Senior Manager

**Office:** San Francisco

**Joined:** 1997

**Birthday:** June 20th

**Spouse:** Katy

**Children:** Natalie & Tyler  
(twins!) ('02)

**Pets:** Jezebel—Bernese  
Mountain Dog  
(born: 6/9/01)



### **Get to know me:**

**Education:** BA English: Hamilton College  
MBA Marketing: University of Chicago

**"Hometown":** Chicago, Illinois

**Favorite Movie:** Diner

**First Concert:** KISS (mid-1980's in Chicago)

**Favorite Musician:** Raffi

**Fav. Book/Author:** Blindness, Jose Saramago

**"Can't Miss" T.V.:** I have one, but don't watch it

**Vacation Location:** Northern Spain—San Sebastian

**Hobbies/Interests:** Snowboarding, wine tasting

**The Dream Life:** I would work for a small, boutique winery



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## **Scott Kern**

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**Position:** Senior Consultant

**Office:** Atlanta

**Joined:** 2004

**Birthday:** December 12th



**Pets:** Timber (dog)

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### **Get to know me:**

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**Education:** BS: University of North Carolina, Chapel Hill  
MBA: Vanderbilt University

**"Hometown":** New Orleans, Louisiana

**Favorite Movie:** True Romance

**First Concert:** Sting

**Favorite Musician:** Spoon

**Fav. Book/Author:** High Fidelity, Nick Hornby

**"Can't Miss" T.V.:** N/A

**Vacation Location:** Lake Tahoe, California/Nevada

**Hobbies/Interests:** Skiing, golf, and baseball

**The Dream Life:** I would travel around the world

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## **Brooks Kitchell**

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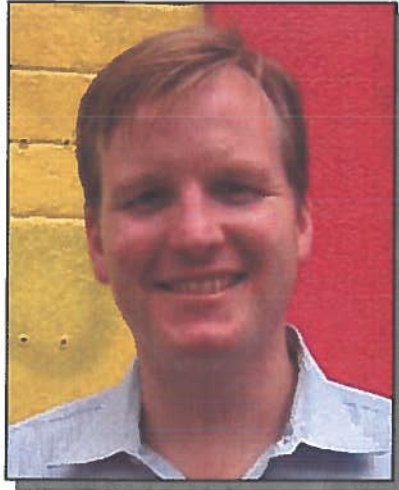
**Position:** *Principal*

**Office:** *New York*

**Joined:** *1995*

**Birthday:** *December 14th*

**Spouse:** *Denise*



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### **Get to know me:**

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**Education:** *BA Economics: Cornell University*

**"Hometown":** *Baltimore, Maryland*

**Favorite Movie:** *James Bond, 007—The Spy Who Loved Me*

**First Concert:** *Sean Cassidy*

**Favorite Musician:** *Widespread Panic*

**Fav. Book/Author:** *Catch 22, Joseph Heller*

**"Can't Miss" T.V.:** *Baseball Tonight*

**Vacation Location:** *France*

**Hobbies/Interests:** *Wine, golf, cooking*

**The Dream Life:** *I would travel the world and write books*

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## **Amy Klaris**

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**Position:** *Manager*

**Office:** *New York*

**Joined:** *1998*

**Birthday:** *September 22nd*

**Spouse:** *Josh*

**Children:** *Gabriel and Eloise  
(‘03)*

**Pets:** *Shadow (cat)*



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### **Get to know me:**

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**Education:** *BS Textile Management: North Carolina State Univ.  
MBA: Stern School of Business, New York Univ.*

**"Hometown":** *Medford, New Jersey*

**Favorite Movie:** *The Sound of Music*

**First Concert:** *AC/DC*

**Fav. Book/Author:** *Angels and Demons, Dan Brown*

**"Can't Miss" T.V.:** *Sex & The City (before it ended)*

**Vacation Location:** *Shelter Island, New York*

**Hobbies/Interests:** *Reading, tennis, most sports (playing, not watching) - and my kids*

**The Dream Life:** *I would be a full-time Mom*

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## **Phil Kowalczyk**

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**Position:** *Principal*  
**Office:** *Atlanta*  
**Joined:** *1987*  
**Birthday:** *May 5th*  
**Spouse:** *Gretchen*  
**Children:** *Connor ('04)*



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### **Get to know me:**

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**Education:** *BS: Indiana University*  
*MBA: Indiana University*  
**"Hometown":** *Munster, Indiana*  
**Favorite Movie:** *Philadelphia Story*  
**First Concert:** *Fleetwood Mac*  
**Favorite Musician:** *Nora Jones*  
**Fav. Book/Author:** *Green Eggs and Ham, Dr. Seuss (yes, I AM a new father)... ok... Wisdom of the Ages, Wayne Dyer*  
**Vacation Location:** *Northern Italy*  
**Hobbies/Interests:** *Hobbies? Have you seen my schedule?!?!*  
**The Dream Life:** *Become a perpetual student of histories of the world. The ideal situation would be to combine study and travel to the locations studied*

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## **Marsha Kublall**

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**Position:** Senior Consultant

**Office:** New York

**Joined:** 2004

**Birthday:** December 25th



**Pets:** Charlie (cat)

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### **Get to know me:**

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**Education:** BS Econ. and Comp. Applications: New York Univ.

**"Hometown":** New York, New York

**Favorite Movie:** Gone With the Wind

**First Concert:** Puff Daddy & the Family (Spring of 1999)

**Favorite Musician:** Maxwell

**Fav. Book/Author:** Portrait of the Artist as a Young Man, James Joyce

**"Can't Miss" T.V.:** N/A

**Vacation Location:** Barcelona, Spain

**Hobbies/Interests:** Cooking and traveling

**The Dream Life:** I would backpack around the globe and take cooking lessons in every city I visited

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## **Stacey Leibowitz**

**Position:** Senior Manager

**Office:** New York

**Joined:** 1998

**Birthday:** June 5th

**Spouse:** Paul

**Children:** Nathan ('02)



### **Get to know me:**

**Education:** BA International Affairs, Lafayette College  
MBA: Stern School of Business, New York Univ.

**"Hometown":** Lancaster, Pennsylvania

**Favorite Movie:** Any old Woody Allen movie

**First Concert:** REM

**Favorite Musician:** Music for Aardvarks (your tastes change w/ kids)

**Fav. Book/Author:** Anything fiction - Paul Auster is a favorite author

**"Can't Miss" T.V.:** Law & Order reruns

**Vacation Location:** The Mediterranean

**Hobbies/Interests:** Spending as much time as I can with my son—until he starts driving me crazy!

**The Dream Life:** I would be a stay-at-home Mom and volunteer

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## **Danny Lin**

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**Position:** Senior Consultant

**Office:** Atlanta

**Joined:** 2004

**Birthday:** February 27th

**Spouse:** Sarah

**Children:** Ethan ('01) and  
Reese ('02)



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### **Get to know me:**

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**Education:** *Bach. of Industrial Engineering, Georgia Tech*  
*MBA: Goizueta Business School, Emory University*

**"Hometown":** *Irmo, South Carolina*

**Favorite Movie:** *Lord of the Rings Trilogy*

**First Concert:** *The Jets*

**Favorite Musician:** *Aerosmith*

**Fav. Book/Author:** *Tom Clancy*

**"Can't Miss" T.V.:** *The Sopranos*

**Vacation Location:** *California*

**Hobbies/Interests:** *Racquetball, Table Tennis, Golf, Strategy Games*

**The Dream Life:** *I would travel globally and document my experiences*

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## **Phillis Lin**

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**Position:** *Manager*

**Office:** *Atlanta*

**Joined:** *1998*

**Birthday:** *March 28th*



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### **Get to know me:**

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**Education:** *BA: Stanford University*

**"Hometown":** *Villa Park, California*

**Favorite Movie:** *Pride & Prejudice (the BBC version)*

**First Concert:** *Prince*

**Favorite Musician:** *Alanis Morissette*

**Fav. Book/Author:** *Tao te ching*

**"Can't Miss" T.V.:** *N/A*

**Vacation Location:** *Around the World—too many favorites to pick*

**Hobbies/Interests:** *Culinary interests—cooking and eating*

**The Dream Life:** *I would work as a manager for a non-profit HIV/Aids research organization and own a shoe salon*

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## **Susan Lin**

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**Position:** Senior Consultant

**Office:** Atlanta

**Joined:** 2004

**Birthday:** October 19th

**Spouse:** Jimmy

**Pets:** Calvin and Ophelia  
(cats)



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### **Get to know me:**

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**Education:** BS: University of Florida

MBA: Goizueta Business School, Emory University

**"Hometown":** Gainesville, Florida

**Favorite Movie:** The Princess Bride

**First Concert:** Billy Joel

**Favorite Musician:** The Dave Matthews Band

**Fav. Book/Author:** Bridget Jones' Diary, Helen Fielding

**"Can't Miss" T.V.:** The Apprentice

**Vacation Location:** Maui, Hawaii

**Hobbies/Interests:** Making jewelry, baking and drawing with pastels

**The Dream Life:** I would work on fixing up my home

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## **Romi Mahajan**

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**Position:** Senior Consultant

**Office:** San Francisco

**Joined:** 2004

**Birthday:** July 14th



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### **Get to know me:**

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**Education:** BA: Pomona College

MPP: University of California, Berkeley

MBA: Graduate School of Business, Stanford Univ.

**"Hometown":** Los Altos Hills, California

**Favorite Movie:** The American President

**First Concert:** Bon Jovi

**Favorite Musician:** Mary J. Blige

**Fav. Book/Author:** Nadine Gordimer

**"Can't Miss" T.V.:** Entourage

**Vacation Location:** Maui, Hawaii

**Hobbies/Interests:** Running and doing crossword puzzles

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## **Mehul Maroo**

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**Position:** *Manager*

**Office:** *San Francisco*

**Joined:** *1996*

**Birthday:** *August 23rd*



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### **Get to know me:**

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**Education:** *BS Electrical Engineering: Stanford University  
MS Industrial Engineering: Stanford University*

**"Hometown":** *Parsippany, NY and Bangalore, India*

**Favorite Movie:** *Dangerous Liaisons*

**First Concert:** *Sting*

**Favorite Musician:** *The Red Hot Chili Peppers*

**Fav. Book/Author:** *High Fidelity, Nick Hornby*

**"Can't Miss" T.V.:** *Scrubs and That 70's Show*

**Vacation Location:** *London, England and Bombay, India*

**Hobbies/Interests:** *N/A*

**The Dream Life:** *I would attempt (probably unsuccessfully) to write fiction*

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## **Jonathan Mays**

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**Position:** Senior Consultant

**Office:** Atlanta

**Joined:** 1999

**Birthday:** March 12th



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### **Get to know me:**

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**Education:** BS:

**MBA:**

**"Hometown":** None, but I was born in Wooster, Massachusetts

**Favorite Movie:** Casablanca and Braveheart

**First Concert:** No idea—one of the best: 1996 HORDE Festival with Blues Traveler, Lenny Kravitz and Rusted Root

**Favorite Musician:** Bill Mallonee and Nick Bracegirdle

**Fav. Book/Author:** Leo Tolstoy

**"Can't Miss" T.V.:** College Game Day

**Vacation Location:** Any mountains, New York City, or California

**Hobbies/Interests:** Reading, seeing live music and hiking

**The Dream Life:** I would teach

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## **Susan McCauley**

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**Position:** *Admin. Assistant*

**Office:** *New York*

**Joined:** *2003*

**Birthday:** *September 24th*

**Pets:** *Marcie (bichon dog)*



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### **Get to know me:**

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**Education:** *BA: Dickinson College, Carlisle, PA*

**"Hometown":** *Chatham, NJ; Versailles, France; Amsterdam, The Netherlands and Hong Kong*

**Favorite Movie:** *Good Will Hunting*

**First Concert:** *Bush and No Doubt*

**Favorite Musician:** *Bon Jovi*

**Fav. Book/Author:** *David Baldacci*

**"Can't Miss" T.V.:** *Everybody Loves Raymond and Friends*

**Vacation Location:** *Marbella, Spain*

**Hobbies/Interests:** *Working out, figure skating and watching movies*

**The Dream Life:** *I would be a movie star*

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## **Alden Miles**

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**Position:** Senior Consultant

**Office:** New York

**Joined:** 2004

**Birthday:** September 13th

**Children:** Nephews:

**Miles Skove ('02)**

**Harrison Baer ('02)**

**Niece:**

**Morgan Skove ('03)**



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### **Get to know me:**

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**Education:** BA Religion: Washington & Lee University  
MBA: Kenan-Flagler, University of North Carolina

**"Hometown":** Chapel Hill, North Carolina

**Favorite Movie:** Center Stage

**First Concert:** Randy Travis

**Favorite Musician:** N/A

**Fav. Book/Author:** Amazing Adventures of Cavalier and Clay, Chabon

**"Can't Miss" T.V.:** Alias

**Vacation Location:** Sydney, Australia

**Hobbies/Interests:** Reading, travel, water balloon four square,  
community involvement and Scottish history

**The Dream Life:** I would travel

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## **Jim Neal**

**Position:** *Principal*

**Office:** *Atlanta*

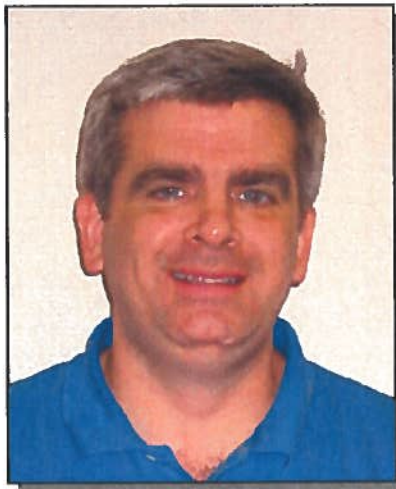
**Joined:** *1989*

**Birthday:** *December 8th*

**Spouse:** *Laura*

**Children:** *John ('85)*  
*Ellen ('89)*

**Pets:** *Coco (family dog)*



### **Get to know me:**

**Education:** *BS Finance: University of Tennessee*

*MBA: The Darden School, University of Virginia*

**"Hometown":** *Nashville, Tennessee*

**Favorite Movie:** *Dr. Strangelove Or: How I Learned to Stop Worrying and Love the Bomb*

**First Concert:** *Yes: Municipal Auditorium, Nashville, Tenn. 1975*

**Favorite Musician:** *The Who*

**Fav. Book/Author:** *Ship of Gold in the Deep Blue Sea, Gary Kinder*

**Vacation Location:** *San Francisco, California*

**Hobbies/Interests:** *Reading, history, old aircraft, teaching bible classes*

**The Dream Life:** *Take classes at Candler or Columbia seminaries, teach adult ed. or college, be a guide at Philmont Scout Ranch, New Mex., announce high school football games or maybe drive a bread truck again*

## **Caroline Nelson**

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**Position:** *Consultant*

**Office:** *San Francisco*

**Joined:** *2001*

**Birthday:** *October 8th*

**Pets:** *Elaine (dog)*



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### **Get to know me:**

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**Education:** *BSC Biology: University of Nottingham*

**"Hometown":** *London, England*

**Favorite Movie:** *I don't have one... I like recommendations...*

**First Concert:** *Bon Jovi*

**Favorite Musician:** *Nina Simone*

**Fav. Book/Author:** *The Tao of Pooh, Benjamin Hoff*

**"Can't Miss" T.V.:** *Officially: The BBC News; Unofficially: The OC*

**Vacation Location:** *By the ocean*

**Hobbies/Interests:** *Sports, volunteering at a camp for the disabled*

**The Dream Life:** *I would start-up my own natural/health food comp. or move to Montana and train wild horses (I saw "The Horse Whisperer" one too many times)*

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## **Steve Nevill**

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**Position:** *Principal/ Prac. Lead*

**Office:** *Atlanta*

**Joined:** *1997*

**Birthday:** *October 14th*

**Spouse:** *Theresa*

**Children:** *Christopher ('93)*  
*Laura ('95)*

**Pets:** *Rita (dog), Lilly (cat),*  
*Molly (guinea pig)*



---

### **Get to know me:**

---

**Education:** *BS Business Analysis: Indiana University*  
*MBA Finance and MIS: Indiana University*

**"Hometown":** *Carmel, Indiana*

**Favorite Movie:** *Silence of the Lambs*

**First Concert:** *Not sure*

**Favorite Musician:** *Frank Wildhorn*

**Fav. Book/Author:** *John Grisham*

**"Can't Miss" T.V.:** *Wimbledon*

**Vacation Location:** *Kauai, Hawaii*

**Hobbies/Interests:** *Tennis and basketball*

**The Dream Life:** *I would spend time with my kids and volunteering*

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## **Carrie Niedermeyer**

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**Position:** Admin. Assistant

**Office:** San Francisco

**Joined:** 2002

**Birthday:** October 10th



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### **Get to know me:**

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**Education:** BS: California State University, Chico

**"Hometown":** Pleasanton, California

**Favorite Movie:** Scarface

**First Concert:** Not sure

**Favorite Musician:** Not sure

**Fav. Book/Author:** The Nanny Diaries (current recommendation)

**"Can't Miss" T.V.:** Six Feet Under

**Vacation Location:** Rome, Italy

**Hobbies/Interests:** Cooking, cooking and cooking

**The Dream Life:** I would become a chef

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## **Randi Nolan**

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**Position:** *Principal*

**Office:** *New York*

**Joined:** *1988*

**Birthday:** *October 24th*

**Spouse:** *Paul*

**Children:** *Lauren ('95), Paul ('97), Sam ('02)*

**Pets:** *Snuggles (bunny)  
Major League  
(horse)*



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### **Get to know me:**

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**Education:** *Mathematics and Operation Research: Rennselaer Polytechnic Institute*

**"Hometown":** *East Schodack, New York*

**Favorite Movie:** *The Lord of the Rings*

**First Concert:** *Foreigner*

**Favorite Musician:** *James Taylor*

**Fav. Book/Author:** *J.K. Rawlings*

**Vacation Location:** *Mexico*

**Hobbies/Interests:** *My husband and kids, running, biking, and horseback riding*

**The Dream Life:** *I would spend time with my husband, play with my kids, ride my horses and spend time with other family and friends*

---

## **Bill Pace**

**Position:** *Principal/CEO*  
**Office:** *San Francisco*  
**Joined:** *1987 (Founded Swander, Pace & Co.)*  
**Birthday:** *June 16th*  
**Spouse:** *Betsy*  
**Children:** *Lizzie ('87), Ali ('90)*  
**Pets:** *Zoe (black lab dog)*



### **Get to know me:**

**Education:** *BA: Claremont McKenna College  
 MAed: Claremont Graduate University  
 MBA: Yale School of Management*

**"Hometown":** *Fresno, California*

**Favorite Movie:** *McCabe and Mrs. Miller*

**First Concert:** *The Rolling Stones*

**Favorite Musician:** *Mozart and Mark Knopfler*

**Fav. Book/Author:** *Don't watch much TV, except sports*

**Vacation Location:** *Aspen, Colorado*

**Hobbies/Interests:** *Sailing, skiing, tennis, travel, reading and lots more*

**The Dream Life:** *I would be an author (both fiction and non-fiction)*

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## **Jisun Park**

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**Position:** *Consultant*

**Office:** *New York*

**Joined:** *2003*

**Birthday:** *June 28th*



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### **Get to know me:**

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**Education:** *BS Economics and BA East Asian Studies:  
The Wharton School, University of Pennsylvania*

**"Hometown":** *Seoul, Korea and Manila, Philippines*

**Favorite Movie:** *The English Patient*

**First Concert:** *Metallica*

**Favorite Musician:** *U2*

**Fav. Book/Author:** *Huruki Murakami*

**"Can't Miss" T.V.:** *The Iron Chef!*

**Vacation Location:** *Boracay, Philippines*

**Hobbies/Interests:** *Eating, shopping, and traveling*

**The Dream Life:** *I would eat, shop and travel*

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## **Kaia Peterka**

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**Position:** Senior Consultant

**Office:** New York

**Joined:** 2003

**Birthday:** October 9th

**Pets:** Zanto  
(mother's dog)



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### **Get to know me:**

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**Education:** BA English and Philosophy: University of Virginia  
MBA: Columbia Business School

**"Hometown":** Haverford, Pennsylvania

**Favorite Movie:** Scarface

**First Concert:** The Beach Boys (this was my first rock concert)

**Favorite Musician:** Sting or The Police

**Fav. Book/Author:** Fyodor Dostoevsky

**"Can't Miss" T.V.:** The Sopranos

**Vacation Location:** Multiple islands in Greece

**Hobbies/Interests:** Travel, horseback riding, painting, skiing, reading, and yoga (which I love to hate)

**The Dream Life:** Be an artist (painter or writer) and start a non-profit

---

## **Butch Price**

**Position:** *Principal*

**Office:** *Atlanta*

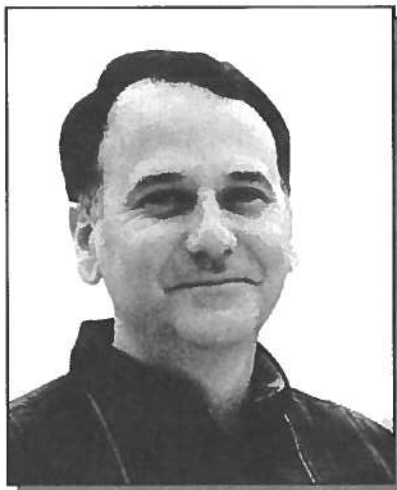
**Joined:** *1973*

**Birthday:** *May 4th*

**Spouse:** *Linda*

**Children:** *Lindsey ('80)*

**Pets:** *Ginger (cat)*



### **Get to know me:**

**Education:** *BS: Georgia Tech*

**"Hometown":** *Harrisonburg, Virginia*

**Favorite Movie:** *It's a Wonderful Life*

**First Concert:** *Steppenwolf*

**Favorite Musician:** *Nora Jones*

**Fav. Book/Author:** *Recommend: Cyanide and Silk, Leo Marks*

**"Can't Miss" T.V.:** *None*

**Vacation Location:** *Hawaii*

**Hobbies/Interests:** *Photography and golf*

**The Dream Life:** *I would split my time between travel, photography and volunteer work*

---

## **Jennifer Pritchard**

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**Position:** *Senior Manager*

**Office:** *Atlanta*

**Joined:** *2000*

**Birthday:** *March 18th*



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### **Get to know me:**

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**Education:** *BS: Salem College*

**"Hometown":** *Winston-Salem, North Carolina*

**Vacation Location:** *Rosemary Beach*

**The Dream Life:** *I would run an import business*

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## **Anand Raghuraman**

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**Position:** Senior Manager

**Office:** New York

**Joined:** 2003

**Birthday:** December 13th

**Spouse:** Indu



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### **Get to know me:**

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**Education:** MSc: Ind. Eng.: Eindhoven University, Netherlands  
MA Applied Economics: University of Michigan

**"Hometown":** Leiderdorp, Netherlands

**Favorite Movie:** East is East

**First Concert:** Kool & the Gang

**Favorite Musician:** Paul Oakenfold

**Fav. Book/Author:** The Poisonwood Bible, Barbara Kingsolver

**"Can't Miss" T.V.:** Alias

**Vacation Location:** The Maldives

**Hobbies/Interests:** Soccer, travel, drinking

**The Dream Life:** I would sleep

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## **Keith Richmond**

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**Position:** *Admin. Assistant*

**Office:** *New York*

**Joined:** *1993*

**Birthday:** *June 10th*

**Pets:** *Buddy Love*  
*(family dog)*



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### **Get to know me:**

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**Education:** *Fashion Institute of Technology*

**"Hometown":** *Chicago, Illinois and Washington D.C.*

**Favorite Movie:** *The Matrix Trilogy*

**First Concert:** *The O'Jays*

**Favorite Musician:** *Female: Whitney Houston, Male: Luther Vandross*

**Fav. Book/Author:** *The Purpose Driven Life, Rick Warren*

**"Can't Miss" T.V.:** *Alias*

**Vacation Location:** *Paris, France*

**Hobbies/Interests:** *Bike riding, going to the gym and designing*

**The Dream Life:** *I would be in concert, singing*

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## **Madison Riley**

**Position:** *Principal*

**Office:** *New York*

**Joined:** *1984*

**Birthday:** *October 22nd*

**Spouse:** *Laura Hewitt*

**Children:** *Madison ('89), Gray ('93), Sarah ('94)*

**Pets:** *Athena and Cleo (cats)*



### **Get to know me:**

**Education:** *BA: Trinity College*

*MBA: The Darden School, University of Virginia*

**"Hometown":** *Newton Square, Pennsylvania*

**Favorite Movie:** *I have lots of favorites, here is a top one: Charade*

**First Concert:** *Earth, Wind & Fire*

**Favorite Musician:** *Matt Dusk*

**Fav. Book/Author:** *The Killer Angels, Michael Sharra*

**"Can't Miss" T.V.:** *Meet the Press with Tim Russert*

**Vacation Location:** *Cape Cod, Massachusetts*

**Hobbies/Interests:** *Performing in theatrical musicals*

**The Dream Life:** *I would teach middle school students*

## **Dave Rush**

**Position:** *Principal (VCE)*

**Office:** *Atlanta*

**Joined:** *1986*

**Birthday:** *March 21st*

**Spouse:** *Carole*

**Children:** *Laken ('90)*

**Pets:** *Bubblegum and Chiclet (miniature schnauzers)*



### **Get to know me:**

**Education:** *BSIE: Iowa State University*

**"Hometown":** *Lake Park, Iowa*

**Favorite Movie:** *Silverado*

**First Concert:** *Nitty Gritty Dirt Band, Pure Prairie League, Ozark Mountain Daredevils—Sioux Falls, SD*

**Favorite Musician:** *Bob Dylan*

**Fav. Book/Author:** *Kurt Vonnegut*

**"Can't Miss" T.V.:** *None*

**Vacation Location:** *Botswana, Africa (Okavonga Delta)*

**Hobbies/Interests:** *Golf and reading*

**The Dream Life:** *I would get a real golf game and travel to remote parts of the world*

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## **Mac Ryland**

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**Position:** *Principal*

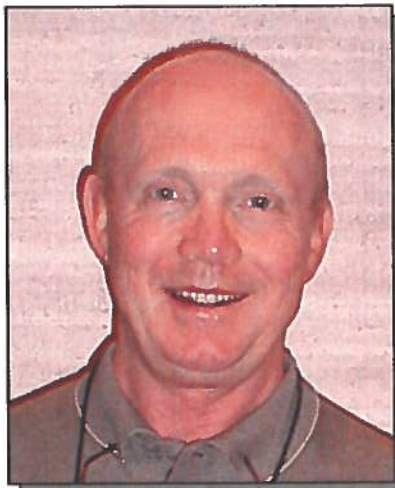
**Office:** *Atlanta*

**Joined:** *1972*

**Birthday:** *November 12th*

**Spouse:** *Judy*

**Children:** *William ('84)  
Fitz ('88)*



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### **Get to know me:**

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**Education:** *BS Textile Engineering, Georgia Tech*

**"Hometown":** *Sheffield, Alabama*

**Favorite Movie:** *Lawrence of Arabia*

**First Concert:** *Peter, Paul and Mary 1963*

**Favorite Musician:** *Elton John*

**Fav. Book/Author:** *Airport thrillers like those by Elmore Leonard,  
James Lee Burke, Michael Connelly, Robert Crais*

**Vacation Location:** *Coastal California*

**Hobbies/Interests:** *Raising kids and vacation travel*

**The Dream Life:** *Travel worldwide with Judy, local community involvement while home and get in better physical condition*

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**Olivia Salazar**

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**Position:** Admin. Assistant

**Office:** Los Angeles

**Joined:** 1999

**Birthday:** October 31st



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**Get to know me:**

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**"Hometown":** Los Angeles, California

**Favorite Movie:** Lady Hawk

**First Concert:** Neil Diamond

**Fav. Book/Author:** I really like to read John Grisham books

**Vacation Location:** The South Pacific

**Hobbies/Interests:** Reading, going to plays and concerts

**The Dream Life:** Not sure

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## **Kim Scheer**

**Position:** Senior Consultant

**Office:** New York

**Joined:** 2003

**Birthday:** February 14th

**Spouse:** Brooks Roffey (one of these days, I will change my name over)

**Pets:** Plant (houseplant)



### **Get to know me:**

**Education:** BA Communications: Pepperdine University  
MBA: Stern School of Business, New York Univ.

**"Hometown":** San Diego, California ("America's Finest City")

**Favorite Movie:** Breakfast at Tiffany's, Breakfast Club, A Christmas Story, and all the Brat Pack Movies

**First Concert:** INXS

**Fav. Book/Author:** All time favorite: To Kill a Mockingbird (Harper Lee)  
Recent recommendation: the Secret Life of Bees, (Sue Monk Kidd) and, of course, The DaVinci Code

**Vacation Location:** Mexican Beaches, Madrid or Barcelona, Spain

**Hobbies/Interests:** Cooking/food, shopping, and exploring New York with my husband

**The Dream Life:** I would travel the world writing cookbooks of each region—the books would include local history, photographs (of the food and the area) & local recipes

## **Linda Scott**

**Position:** *Manager*

**Office:** *San Francisco*

**Joined:** *1994*

**Birthday:** *February 16th*

**Spouse:** *Leo*

**Children:** *Carolyn ('99)*



### **Get to know me:**

**Education:** *BA Econ/Intl. Rel.: Claremont McKenna College  
MBA: Graduate School of Business, Stanford Univ.*

**"Hometown":** *Eau Claire, Wisconsin*

**Favorite Movie:** *Recently: The Return of the King... I am not a Tolkien nut, but I really enjoyed this movie*

**First Concert:** *Amy Grant*

**Fav. Book/Author:** *I just finished reading Laura Ingalls Wilder's 'Little House on the Prairie' books (all 9 of them) with my daughter and I think I probably enjoyed them even more than she did!*

**Vacation Location:** *Kauai, Hawaii*

**Hobbies/Interests:** *Swimming, scrapbooks, gardening, church activ.*

**The Dream Life:** *I would travel to Europe, visit historic places and study about them*



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## **Ed Selby**

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**Position:** *Admin. Assistant*

**Office:** *San Francisco*

**Joined:** *2000*

**Birthday:** *October 10th*



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### **Get to know me:**

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**Education:** *Boise State University*

**"Hometown":** *Santa Barbara, California*

**Favorite Movie:** *Gone With the Wind*

**First Concert:** *Sonny and Cher—and they were actually "hot" then, as were bell bottoms*

**Favorite Musician:** *Carly Simon*

**Fav. Book/Author:** *Guy de Maupassant (close 2nd is Edith Wharton)*

**Vacation Location:** *Mexico*

**Hobbies/Interests:** *Casual study of Early American silver and gardening - I have had some wonderful gardens*

**The Dream Life:** *I would move to where I could have a decent size garden, travel far and wide and, of course, continue to support various service causes*

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## **Lynn Senior**

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**Position:** *Admin. Assistant*

**Office:** *Los Angeles*

**Joined:** *1991*

**Birthday:** *June 15th*

**Pets:** *Kelti and Poney  
(cats)*



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### **Get to know me:**

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**Education:** *BA: University of California, Los Angeles*

**"Hometown":** *Napa, California*

**Favorite Movie:** *Dr. Zhivago*

**First Concert:** *The Jackson Five*

**Favorite Musician:** *Jim Brickman*

**Fav. Book/Author:** *N/A*

**"Can't Miss" T.V.:** *None, really*

**Vacation Location:** *Anywhere foreign, but if I have to choose: Australia*

**Hobbies/Interests:** *Photography, gardening and outdoor sports*

**The Dream Life:** *I would travel the world*

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## **Bill Shen**

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**Position:** Senior Consultant

**Office:** San Francisco

**Joined:** 1998

**Birthday:** November 16th



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### **Get to know me:**

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**Education:** BA Public Policy, Stanford University

**"Hometown":** Huntington Beach, California

**Favorite Movie:** Goonies

**First Concert:** They Might be Giants

**Favorite Musician:** Radiohead

**Fav. Book/Author:** Anything by David McCullough/Stephen Ambrose

**"Can't Miss" T.V.:** Taking Care of Business with Mitch Kates... Ok, The West Wing

**Vacation Location:** Kauai, Hawaii

**Hobbies/Interests:** Running, triathlons, sailing, camping, hiking

**The Dream Life:** I would move to Hawaii, open a restaurant or bar

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## ***Raquel Short***

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**Position:** *Admin. Assistant*

**Office:** *Atlanta*

**Joined:** *2000*

**Birthday:** *February 14th*



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### ***Get to know me:***

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**Education:** *BA: Siena Heights University*

**"Hometown":** *The Virgin Islands*

**Favorite Movie:** *The Matrix*

**First Concert:** *The Fat Boys*

**Favorite Musician:** *Five Men on a Stool*

**Fav. Book/Author:** *Seven Spiritual Laws of Success, Deepak Chopra*

**"Can't Miss" T.V.:** *The American Family*

**Vacation Location:** *The beach*

**Hobbies/Interests:** *Dancing, ministry*

**The Dream Life:** *I would help care for my family*

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## **Lindsay Smith**

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**Position:** *Consultant*

**Office:** *Atlanta*

**Joined:** *2004*

**Birthday:** *August 5th*



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### **Get to know me:**

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**Education:** *Vanderbilt University*

**"Hometown":** *Singapore*

**Favorite Movie:** *Tommy Boy*

**First Concert:** *Pearl Jam*

**Favorite Musician:** *John Anderson*

**Fav. Book/Author:** *This Side of Paradise, F. Scott Fitzgerald*

**"Can't Miss" T.V.:** *None*

**Vacation Location:** *The beach*

**Hobbies/Interests:** *Tennis, swimming, crossword puzzles*

**The Dream Life:** *Travel all over the world and pursue my interest in photography*

---

## **Beth Souther**

**Position:** *Dir. Mktg. Comm.*

**Office:** *Atlanta*

**Joined:** *1980*

**Birthday:** *October 12th*

**Spouse:** *Dennis Fish*

**Children:** *Dennis Jr. ('77),  
Kelly ('79)*

**Pets:** *Casey (old English  
sheep dog)*



### **Get to know me:**

**Education:** *BA English and Journalism: University of Georgia*

**"Hometown":** *Dalton, Georgia (the carpet capital)*

**Favorite Movie:** *The Bird Cage*

**First Concert:** *Frankie Valli and the Four Seasons*

**Favorite Musician:** *Vivaldi*

**Fav. Book/Author:** *The DaVinci Code, Dan Brown*

**"Can't Miss" T.V.:** *HGTV Divine Design*

**Vacation Location:** *Alta, Utah or anywhere else that there is good snow*

**Hobbies/Interests:** *Skiing, skiing, skiing*

**The Dream Life:** *I would do press relations for any cause that could not afford press relations*

## **Kat Spence**

**Position:** *Prod. Coordinator*

**Office:** *San Francisco*

**Joined:** *2000*

**Birthday:** *February 25th*

**Spouse:** *Mel Gibson*

**Children:** *Billy ('02) Luis ('04)*



### **Get to know me:**

**Education:** *BA Writing: Univ. of California, Irvine (minor in film)*

**"Hometown":** *San Luis Obispo, California*

**Favorite Movie:** *Treasure of the Sierra Madre*

**First Concert:** *Fleetwood Mac*

**Favorite Musician:** *Eric Clapton*

**Fav. Book/Author:** *Homer's Illiad*

**"Can't Miss" T.V.:** *South Park, Queer Eye, Old Star Trek, Twilight Zone, World's Greatest Car Chases, Pimp My Ride*

**Hobbies/Interests:** *Cosmology, cosmobiology, geocosmology, theosophy, tennis, classical music, rock concerts, films, tropical beaches, sailing, swimming, waterskiing, boating, collecting vintage Ferraris...*

**The Dream Life:** *I would run a website from Hawaii and drive to the beach in my convertible Ferrari*

## Jeff Stiely

**Position:** *Principal*

**Office:** *San Francisco*

**Joined:** *1990*

**Birthday:** *July 31st*

**Spouse:** *Mariel Fernandez*

**Children:** *Miana ('02)*  
*Kham ('04)*

**Pets:** *Digger and Kazoo*  
*(black lab dogs)*



### **Get to know me:**

**Education:** *BS: Virginia Tech*

**"Hometown":** *Northern Virginia*

**Favorite Movie:** *No favorite, but we go to the movies frequently*

**First Concert:** *AC/DC 1980*

**Favorite Musician:** *No favorite, I like a broad range*

**"Can't Miss" T.V.:** *NFL Football—The Redskins*

**Vacation Location:** *Thailand—Eastern Islands*

**Hobbies/Interests:** *Oil painting, mountain biking, sailing*

**The Dream Life:** *I would write fiction (knowing that selling it would be unlikely), open my own art gallery (knowing selling my paintings would be difficult) and/or teach high school*



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## **Olga Suttner**

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**Position:** Senior Consultant

**Office:** New York

**Joined:** 2001

**Birthday:** December 16th

**Spouse:** Andrew



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### **Get to know me:**

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**Education:** *BBA: Southern Methodist University  
MBA: Stern School of Business, New York Univ.*

**"Hometown":** *Dallas, Texas*

**Favorite Movie:** *They Include: Usual Suspects, Igby Goes Down, Barton Fink, The Elephant Man*

**First Concert:** *The Thompson Twins*

**Favorite Musician:** *Brian Ferry, Eric Clapton, Roxy Music, The Smiths*

**Fav. Book/Author:** *Atonement, Ian McEwan*

**Vacation Location:** *Panarea, Italy; Karabi, Thailand; Barcelona, Spain*

**Hobbies/Interests:** *Cooking, tennis, reading, painting, watching movies*

**The Dream Life:** *I would travel, exercise, volunteer and paint*

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## **Monica Tang**

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**Position:** Senior Consultant

**Office:** San Francisco

**Joined:** 2004

**Birthday:** November 11th



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### **Get to know me:**

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**Education:** BA: University of California, Los Angeles  
MBA: Stern School of Business, New York Univ.

**"Hometown":** Saratoga, California

**Favorite Movie:** Election or Best-In-Show

**First Concert:** Duran Duran

**Favorite Musician:** Counting Crows

**Fav. Book/Author:** The Making of a Chef, Michael Ruhlman

**"Can't Miss" T.V.:** Sex In the City reruns

**Vacation Location:** Venice and Rome, Italy

**Hobbies/Interests:** Tennis, skiing, baking, and traveling

**The Dream Life:** I would become a pastry chef and open a bakery

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## **Sharon Todd**

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**Position:** *Admin. Assistant*

**Office:** *Atlanta*

**Joined:** *1989*

**Birthday:** *January 2nd*

**Spouse:** *Wayne*

**Children:** *Michelle ('79)*

**Pets:** *Molly, Murphy, Bandit,  
Winston (dogs), Koa,  
Sootle, Kelly, Horatio, Lucy,  
Sidney, Penelope, Pru-  
dence, Rebecca and Sylvia  
(cats)*



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### **Get to know me:**

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**Education:** *Eastern Michigan University*

**"Hometown":** *Ann Arbor, Michigan*

**Favorite Movie:** *Galaxy Quest*

**First Concert:** *You have got to be kidding... Elvis Presley*

**Favorite Musician:** *Loreena McKinnett*

**Fav. Book/Author:** *R.A. Salvatore*

**"Can't Miss" T.V.:** *N/A*

**Vacation Location:** *The mountains of North Carolina*

**Hobbies/Interests:** *Reading, bike riding*

**The Dream Life:** *I would enjoy the mountains*

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## **Chris Ventry**

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*Position:* **Consultant**

*Office:* **New York**

*Joined:* **2004**

*Birthday:* **December 21st**



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### **Get to know me:**

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*Education:* **BA: Duke University**

**MS: Oxford University**

*"Hometown":* **Santa Cruz, California**

*Favorite Movie:* **L'Appartement (French suspense movie)**

*First Concert:* **Siouxsie and the Banshees**

*Favorite Musician:* **U2**

*Fav. Book/Author:* **I am addicted to Robert Caro biographies**

*"Can't Miss" T.V.:* **Reno 911**

*Vacation Location:* **Doesn't get any better than the family house in Lake Tahoe, California**

*Hobbies/Interests:*

**SCUBA, snow boarding, architecture, watching and critiquing college basketball**

*The Dream Life:*

**I would teach junior high school math**

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## **Lindsay Welsh**

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**Position:** Senior Consultant

**Office:** San Francisco

**Joined:** 2004

**Birthday:** December 12th



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### **Get to know me:**

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**Education:** BA: Stanford University

MBA: Graduate School of Business, Stanford Univ.

**"Hometown":** Los Altos Hills, California

**Favorite Movie:** Lost in Translation

**First Concert:** Pink Floyd

**Favorite Musician:** Nina Simone

**Fav. Book/Author:** Gabriel Garcia Marquez

**"Can't Miss" T.V.:** The Bachelor

**Vacation Location:** Anywhere I haven't been yet - maybe Argentina...

**Hobbies/Interests:** Skiing, hiking, running

**The Dream Life:** I would ski and read good books

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## **Jessica Wilkerson**

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**Position:** Senior Consultant

**Office:** Atlanta

**Joined:** 2000

**Birthday:** June 14th



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### **Get to know me:**

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**Education:** BS: McIntyre School, University of Virginia  
MBA: Goizueta Business School, Emory University

**"Hometown":** Roanoke, Virginia

**Favorite Movie:** The Usual Suspects

**First Concert:** Chicago

**Favorite Musician:** Allison Krauss

**Fav. Book/Author:** Divine Secrets of the Ya-Ya Sisterhood, R. Wells

**"Can't Miss" T.V.:** Alias

**Vacation Location:** Austrian Alps

**Hobbies/Interests:** Tennis, golf, snow skiing, travel

**The Dream Life:** Travel around the world, learn a couple of new languages, and be more active in volunteering

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## **Eady Wilson**

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**Position:** *Production*

**Office:** *San Francisco*

**Joined:** *2000*

**Birthday:** *September 28th*

**Children:** *Lamarr, Whitney and Yusef*

**Pets:** *Boodah (cat)*



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### **Get to know me:**

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**Education:** *BA Economics, University of California, Berkeley*

**"Hometown":** *Chicago, Illinois*

**Favorite Movie:** *Goodfellas*

**First Concert:** *Ike and Tina Turner*

**Favorite Musician:** *John Lee Hooker*

**Fav. Book/Author:** *J. California Cooper*

**"Can't Miss" T.V.:** *Frontline on PBS*

**Vacation Location:** *Charlotte, North Carolina*

**Hobbies/Interests:** *I love movies and sports*

**The Dream Life:** *I would go to the movies, movies and more movies*

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## **Suzuko Yoshida**

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**Position:** *Manager*

**Office:** *TBD*

**Joined:** *2000*

**Birthday:** *March 12th*



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### **Get to know me:**

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**Education:** *BA Psychology: Tohoku University, Japan*  
*MBA: Grad. Business School, Glasgow, Scotland*

**"Hometown":** *Tokyo, Japan*

**Favorite Movie:** *Grand Blue by Luc Besson*

**First Concert:** *Not sure...*

**Favorite Musician:** *Sting*

**Fav. Book/Author:** *Life of Pi, Yann Martel*

**Vacation Location:** *The Maldives and the Greek Islands*

**Hobbies/Interests:** *SCUBA, skiing, traveling and visiting art galleries*

**The Dream Life:** *I would get a license to teach SCUBA so that I can enjoy the sun and the beach—even if I become bankrupt*

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## ***The Evolution of KSA (Cont'd)***

*(Continued from page 6)*

successful than I had been while connected with the hosiery industry. It was not until 1937 when circumstances arose which made me realize how little of an industry expert I really was.

A Pennsylvania manufacturer had engaged me to design a plant for him to be built by the City of Waverly, Tennessee, and then to start it for him. The products were to be work shirts, and work trousers. I was to have plenty of managerial help.

This turned out to be a cutter, a 65 year old manager, who spent half his time in the boiler room and the other half running to the post office—hiding out, and a very nice forelady who had been a shoulder-joiner at a nearby shin factory. She turned out to be a very competent shoulder-joiner (not a very critical operation); not only did she know nothing about pants, she could not yoke, sleeve, fell, set collars, pockets or hem shirts.

Well, I had to teach myself these jobs from 8-11 in the evenings, hire trainee operators from 7-8 in the morning, convey my self-taught skills to them from 8-5 and supervise the inevitable ripping-out parties from 5-7. Under the circumstances, the quality of our products left something to be desired, as Roy Engman can surely confirm as he visited us there at the time.

It was on that job that I resolved: "If ever I get anyone to work with me, he shall not have to sweat blood like this and learn these things the hard way—he'll have a chance to be trained beforehand." (This, of course, is why our jobs are such a "snap" today!)

My main difficulty as a one-man consultant was trying to line up and survey the next job while I was enmeshed in the current one — thus avoiding idle time. At times, this proved impossible. Due to the "high caliber" of the

work performed, however, I did, after awhile, receive a sufficient number of requests for return engagements to build up a backlog. This brought on the further worry: How to make your client wait.

It seemed time to look about for help. I tried the obvious first thing: adding one man. This resulted in his client wanting 1/2 of my time and being willing to give my client 1/2 of the other fellow's time with the unanswerable argument that "his money was just as good as that of the other client" — obviously an impossible situation. So, the inevitable question presented itself: How many men do I need so that I can refuse to do staff jobs myself and just sell, survey and supervise? The slide-rule said 3.3; I felt a safety factor was advisable and decided I'd gamble on 5 — so I looked about and found 4 more.

My client—the Cowden Manufacturing Company of Kansas City, Missouri—permitted me to bring them there for training and to take time off for visiting other prospects and clients. The time was 1938. By the time that 10 month job ended (the longest single assignment I had ever had), we had one man working in Baltimore, three in Missouri, and one in New Castle, Pennsylvania. Roy Engman was the sixth man and a replacement for number five, who had gotten the brilliant idea of trying to take over the job for "his account" while I was away for the Christmas holidays. That visit Roy had paid me in Waverly, Tennessee, two years before sure proved a God-send and he was one man who required no training!

I settled in Washington and hit the airways. We grew fairly rapidly from five, to about 12 men in 1941, by which time we had appointed our first two supervisors.

Our growth was, of course, retarded by the War. By 1945 we were up to 17 men and a volume of \$259,564. We had added the Sys-

*(Continued on page 114)*

## ***The Evolution of KSA (Cont'd)***

*(Continued from page 113)*

tems and Personnel Divisions by that time--and continued to specialize in apparel manufacturing.

In the afterglow of successful sewing or cutting room assignments, our clients gradually turned to us for advice in an ever-growing number of problem areas. This not only was the bottom of our decision to start the Systems and Personnel divisions, but also forced a number of us to become true management consultants to our clients.

Our growth has proceeded apace--especially under the dynamic leadership of Karl Striegel, who assumed the presidency in 1961, but was really running things for at least five years before, and it shows no signs of abating (\$733,000 by 1955 with 41 employees; \$3,822,000 by 1965 with 132 employees, including our foreign branches).



We have continued to add special functions in order to serve our clients with greater competence in these areas: Physical Distribution, Material Utilization, Operations Research and among these, are Statistical Quality, Labor Surveys, Plant Location Studies, Management Audits, AAMT .

Having diversified ourselves functionally and practicing on a broader plane, we asked ourselves after a few years of this: Might we be getting too successful as a business, selling the same techniques over and over, while failing to innovate?

The upshot of this was the acquisition of a research director in Bob Heiland, whose assigned function was to "keep us profound." SQC and FORSCOR are two of the specific contributions attributable to that move. More

recently--guided by the same thinking we added Lynwood Johnson so that we could offer Operations Research techniques, where called for.

To reinforce our ability to maintain a certain selectivity among our clients, we started a Textile Division in 1957. To hold fast to the principle which had served us so well--that of using men who knew an industry and were truly experts in its problem as consultants to that industry--we gathered to ourselves a staff of textile industry specialists.

This principle has served both our clients and us so well that we are dedicated to its continuation as, in the future, we may add other industries. We know the specialist can do a better job. We want to do the best job possible for our clients. Thus, we also feel the choice of specialist consultants is a dictate of conscience.

This leads to the logical question: What other principles have guided our practice:

**First, vis-à-vis our clients:**

**These principles are rather homespun and simple:**

- 1: Be honest with our clients.**
- 2: To treat them the way we would want to be treated--the golden rule, if you will.**
- 3: Promise no more than we are certain we can accomplish.**
- 4: Do our best to try to accomplish more than we promised.**
- 5: Place our clients' interest above considerations of our own financial gain.**

*(Continued on page 115)*

## The Evolution of KSA (Cont'd)

*(Continued from page 114)*

It is perhaps an indictment of the existing general business practices that these simple principles should have served us so well. Apparently, however, they are somewhat in contrast with what many firms practice, or so we have often been told. Well, quite aside from oral and ethical considerations, we think it is intelligent selfishness to adhere to this simple set of rules and we are as firmly committed to them today as we ever were.

### Vis-à-vis our associates:

We have always tried to share liberally the fruits of our joint efforts and felt that the firm had a responsibility not to keep unconscionable shares of the total profits to itself. One of the specifics of this policy-- and one we are particularly proud of -- is our Deferred Profit Sharing Plan, which we adopted nine years ago and which, by the latest reckoning, was worth \$706,274 or \$758,470, if we include employees' voluntary contributions.

A second principle we have assiduously practiced is to promote strictly on merit, not by seniority. If we, as a company, have any arrogance in our makeup, it is that we feel rather confident of our ability to recognize accomplishment and growth in individuals. So, if you trust us to be capable of objectivity in sizing up our own abilities, I can say to you, just do your job and trust us to know how to keep the score.

As you will learn from our discussion of the reasons underlying the recently completed survey of KSA, we approach the long-range problems of KSA with humility and objectivity and not with any arrogance spawned by our success to date.

As those of us who are at the helm of KSA today move over and make room for those you who are moving up, I can bequeath to you no finer legacy than to recommend to you that you hold fast to the simple but important

principles upon which KSA was founded and which have characterized its operations in these first 30 years. I have cited some of the specifics before. Let me paraphrase them once again, but in a different way here now:

**1: Make sure you are truly knowledgeable in your field**

**2: Apply your knowledge with tact and humility**

**3: Be honest in all of your dealings with clients and associates**

K S A

### Answers to "Name the KSAer..." (Questions on pages 14-15)

1 Stephan Findikyan	26 Jisun Park
2 Shelby Broida	27 Aliana Cassett
3 Peter Hsia	28 Dave Hetzel
4 Matt Katz	29 Chris Yentry
5 Caroline Nelson	30 Mac Ryland
6 Bill Pace	31 Luis Garcia
7 Kaia Peterka	32 Michael Goehle
8 Helen Amick	33 David Chan
9 Jim Conroy	34 Claudia Geiger
10 Laszlo Csuti	35 Peter Keim
11 Brooks Kitchell	36 Mark Cosola
12 Beth Souther	37 Bill Shen
13 Butch Price	38 Jonathan Katz
14 Heather Blonkenfeld	39 Eady Wilson
15 Keith Jelinek	40 Peter Brown
16 Phil Kowalczyk	41 Alden Miles
17 Melissa Feder	42 Lynn Senior
18 David Bassak	43 Randi Nolan
19 Amy Klaris	44 Ed Selby
20 Kristin Daley	45 Nicole DiStasio
21 Chuck Kaste	46 Mitch Kates
22 Scott Kern	47 Beth Souther
23 Michelle Bogan	48 Kim Scheer
24 Bruce Cohen	49 Jeff Stiely
25 Michael Dart	50 Amelia Hernandez

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