

# Power of 10 Event Sets Attendance and Revenue Record

On October 27, 2010, Posse Chicago held its fifth annual Power of 10 event at The Ivy Room in Chicago.

## event highlight Posse Chicago Power of 10 Event

Over 275 guests attended the event, which raised over \$250,000. Robert “Bob” M. Steiner, vice chairman and executive vice president of Rothschild Investment Corporation, and his wife Penelope were honored for their philanthropic contributions to community organizations throughout Chicago.

Bob, an alumnus of University of Wisconsin-Madison and Fenger High School, reflected on his background growing up on the South Side of Chicago, the importance of taking advantage of educational opportunities, and the relationships he has built with Posse Alumni.

Over 20 Posse Alumni attended the event, and Bob honored them by calling up to the stage those Alumni whom he has met with over the past few years including Denison Posse 4 Alumna Lizett Chavez, Illinois Posse 3 Alumna Krystal Dunlap,



TOP: (from left) DePauw Posse 3 Alumnus Dallas Madlock, Carleton Posse 1 Alumnus Andrew Shen, Pomona Posse 1 Alumna, Monica Embrey, Carleton Posse 6 Alumnus Jamaal Magee, Hamilton Posse 6 (Boston) Alumnus Emerson Sosa, Carleton Posse 5 Alumna Stephanie Mayer, Pomona Posse 1 Alumna Gladys Reyes, Wisconsin Posse 4 Alumna Aimee Reynoso, Denison Posse 4 Alumna Lizett Chavez, and DePauw Posse 7 (New York) Alumnus Kareem Edwards.



RIGHT: (from left) Power of 10 honorees Bob Steiner, vice chairman and executive vice president of Rothschild Investment Corporation, and his wife Penelope Steiner.  
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DePauw Posse 7 (New York) Alumnus Kareem Edwards, Denison Posse 2 Alumnus Andrew Nguyen and Denison Posse 3

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## posse chicago’s fifth annual power of 10 sponsors

### LEADER

The Ubben Foundation

### BENEFACTOR

Susan and Richard P. Kiphart  
 Robert and Penelope Steiner

### MENTOR



**novack macey**

### AMBASSADOR



KIRKLAND & ELLIS LLP



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Penelope Steiner

### SPECIAL THANKS

Moët Hennessy USA

# Denison Scholar Follows Path to Education Entrepreneurship

Since his freshman year, Denison Posse 7 Scholar Julian Williams has focused both his academic and extracurricular experiences on teaching and education. Now a senior and a double major in educational studies and English literature, Julian is poised to make a difference in the lives of youth around the world.

## scholar highlight

Julian Williams  
Denison Posse 7

Last year, Julian spent a semester at the Philadelphia Center, an off-campus study program through which students work four days a week in an internship, take two seminars, live independently in the city and earn a full semester of credit for their participation in the program.

Unlike most students, Julian opted to take on two internships concurrently. The first was with the Norris Square Neighborhood Project, an organization offering after-school programming for K–12 students.

The second was with Mighty Writers, an after-school writing center that assists

### JULIAN WAS SELECTED AS ONE OF ONLY 20 STUDENTS ACROSS THE NATION TO PARTICIPATE IN A CONFERENCE ON SOCIAL SCIENCES

students through tutoring, mentoring and writing workshops. Julian led poetry workshops for 10- to 13-year-old students. The experience fostered a deep passion in Julian for empowering students through education.

“No matter where you are from, the material you learn in school is all the same,” says Julian. “You may have to apply yourself differently, but if you study and master the material, education can get you anywhere you want to go.”

In April, Julian was selected as one of only 20 students across the nation to participate in an undergraduate conference on social sciences at the University of Puerto Rico, where he presented research that he conducted during the summer of 2008.

His research study, “An Exploratory Study of Available Mentoring Programs for African-American Males in two Communities on the West Side of Chicago: Perception of Program Administrators,” uncovered a need for more African-



TOP: Denison Posse 7 Scholar Julian Williams (bottom right) stands with other students outside the University of Puerto Rico, where he presented his research at an undergraduate conference on social sciences.

RIGHT: Julian poses in a t-shirt from his clothing line, Highly Educated Material.

American mentors to be paired up with African-American students, as well as the need for mentors to keep a consistent schedule when working with students.

Julian has become a mentor on Denison’s campus through his leadership position as vice president of the Black Student Union and as an education department tutor. His commitment to education is evident both inside and outside the classroom.

### JULIAN’S CLOTHING LINE, HIGHLY EDUCATED MATERIAL, DEBUTED AT A BREAST CANCER AWARENESS FASHION SHOW

This year, Julian started a clothing line, Highly Educated Material, thanks to the support of Denison University, which awarded him \$1,500 through a competitive application process from the entrepreneur educational program. Each piece of clothing is printed with inspirational messages about the power of education.

Julian eventually plans to expand the business to include larger educational components, incorporating photos, art and perhaps a writing center.



The debut of Highly Educated Material happened this year at a Breast Cancer Awareness Fashion Show on Denison’s campus. All proceeds benefitted Susan G. Komen for the Cure.

Julian is grateful for all of the opportunities and support he has received at Denison through the Posse Program.

“I never would have attended Denison if it wasn’t for Posse,” says Julian. “It wasn’t even on my radar.”✱

# Posse Alumna Builds Media and Advertising Career

Wisconsin Posse 4 Alumna Aimee Reynoso works for Starcom MediaVest Group and is part of the team responsible for the digital, print and TV advertising purchases for Kellogg's Special K cereal.

Collaborating with ad agency Leo Burnett, which also represents Kellogg's, Aimee helps determine the strategy behind publicizing the Special K brand.

## alumna highlight

Aimee Reynoso  
Wisconsin Posse 4

Since taking the position with Starcom six months ago, Aimee has become the resident expert in mobile applications, leading a workshop for the company on the trends of mobile communications. She continues to keep up to speed on what's new in her field through classes and seminars offered through Starcom and Leo Burnett.

### I AM ETERNALLY GRATEFUL FOR THE SUPPORT AND OPPORTUNITIES POSSE HAS PROVIDED TO ME

Prior to her current position, Aimee interned for Rokit Ranch Productions, a restaurant and nightclub development and management company in Chicago, Illinois. There, she managed public relations for special events, including many charitable events held at their three main venues: Sunda, Rokit Bar & Grill and The Underground.

Upon graduation in 2009 and with the economy still tough for new graduates,



Wisconsin Posse 4 Alumna Aimee Reynoso (center) with her parents at graduation from the University of Wisconsin-Madison.

Aimee decided to move abroad to Buenos Aires, Argentina. Shortly after her arrival, she landed a position with Clickexperts S.A., a privately owned digital marketing company that focuses on providing online media services and technologies to Latin American marketers, agencies and publishers.

While abroad, she also connected with a fellow University of Wisconsin-Madison alumnus and business entrepreneur who planned to open a youth hostel in Uruguay. She was soon in charge of publicity and social networking for the hostel, located in Punta del Diablo.

"I learned a lot of valuable business skills abroad," says Aimee. "The international experience was very important to both me and my parents."

Besides devoting much of her time

to her career, Aimee still manages to give back to the community. Each month, she volunteers as a Spanish tutor for children in Off the Street Club (OTSC), a community-based organization that supports children and youth from Chicago's West Side through tutoring and mentoring programs. She also spent the summer as a volunteer with OTSC's summer camp in Wheaton, Illinois.

"I am eternally grateful for the support and opportunities Posse has provided to me," says Aimee. "And so I want to give back to the community and live out Posse's mission."

In her spare time, Aimee has also contributed to Posse both as a volunteer and a recent donor.

"I expect to be a lifelong contributor to and partner with Posse," she says. ✨

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Alumnus Ronak Sheth.

Each of these Alumni has benefitted from the support of the Steiners, gaining insights into the business world and receiving advice about career possibilities.

"When I first met Bob, I quickly realized that he genuinely cared about Posse and its Scholars," said Krystal. "Bob doesn't know it, but he challenged me to be more critical of myself, push myself outside my

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(from left) Illinois Posse 3 Alumna Krystal Dunlap, Greg Holland, assistant regional manager at Nordstrom, and Derrick Gillard, fashion specialist at Nordstrom, a Posse Career Program partner.



(from left) Greg Cameron, executive vice president and chief development officer at WTTW, Denison Posse 6 Alumnus Greg Kendrick, and Greg Thompson, regional communications director at UnitedHealthcare.



(from left) Posse Chicago Advisory Board Member Ron Schutz and his wife Sandy.



(from left) Posse Chicago Advisory Board Member Ken Hunt and his wife Patty.



(from left) Posse Board member Tim Ubben with Posse President and Founder Deborah Bial.

little box, and to discover my passion.”

In addition to honoring the Steiners, the evening included tributes to two long-term board members, T. Kendall “Ken” Hunt, CEO of Vasco Data Security International, Inc. and Ronald M. “Ron” Schutz, senior marketing manager at The

Cimarron Funds. Combined, both board members have secured nearly a half million dollars to support Posse Chicago’s programming over the past eight years.

Posse Chicago founder Tim Ubben gave a toast to Ron and Ken, thanking them for contributing to the growth and

expansion of the program in Chicago.

Chicago Advisory Board Chair Eric Macey closed the evening by thanking the event sponsors (see list below) and encouraging guests to get more involved with Posse. ✨

## chicago advisory board

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## posse chicago partner colleges & universities

- Carleton College
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- Pomona College
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- University of Wisconsin-Madison

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