



# BAKER SCHOLARS

THE GEORGE F. BAKER SCHOLARS PROGRAM  
GEORGETOWN COLLEGE

Baker Scholar Newsletter  
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## Sean's Summer in Spain

By Sean McNamara

As I stood on the tarmac, waiting to board the Madrid-bound SpanAir jet, the comic reality of my last eight months in Spain dawned on me for the first time. It was the first Thursday in the month of August and I stood watching the Mediterranean sun dip behind the palm trees. I wore a striped linen shirt under a gray summer suit, carried a brief case in hand, and only one job left before landing in Madrid, to write my bosses and summarize the extraordinary success we had enjoyed over the last few days. The pang of consciousness prompt a chuckle and the desire to back-track, I asked myself, "How could I have arrived here?"

I landed in Madrid for the first time in the middle of January, embarking solo on my junior semester abroad. The Georgetown program brought students from all backgrounds together and provided a stimulating introduction to Spain, before it allowed us to branch out on our own and choose our classes, travels, friends, and pursuits. Spain quickly became my home and I discovered more than the epic bull-fights and flamenco, the traditions of paella and sangria. I looked into Spain's divided past and bright future, making connections between Franco and globalization, staunch Catholicism and proclaimed Socialism, the deadly local soccer rivalries and the overwhelming pride behind their national team. Come May, I knew I loved Spain so much that I would be unable to leave on my schedule date, June 1<sup>st</sup>, and that I must sacrifice an internship stateside so as to not live with regrets, so I went on a job search. Internships in Spain were very hard to come by, the minimum time periods for internships were 6 months to a year, and the companies that invited applicants pursued recent

## Bakers Welcome New Trustees

By Natasha Midgley

At Spring Selection Weekend, which was also the second Royden B. Davis Weekend this year, six distinguished Baker alumni joined the Board of Trustees. The new trustees represent a cross-section of decades of Baker history and a variety of professions, including a Jesuit. Below are their profiles.

Peter Carter (C'80) earned his degree in Government while at Georgetown. After graduating he spent some time as a German Schuplatler Dancer in the Festhaus Show at Busch Gardens in Williamsburg (lederhosen and all). Currently, he is the Director of the Advertising Development Department for North American Household Care Brands for P&G, a global leader in consumer packaged goods. During his 28-year career at P&G, Pete has been a leader in marketing and advertising, culminating in his 2007 induction as a Harley Procter Marketer, P&G's recognition of marketing excellence. He has created new advertising campaigns for P&G's iconic brands including the Tide campaign that resulted in unprecedented sales growth in the brand's 60-year history. Pete has also lent his marketing expertise to The Ad Council as a special advisor and has provided strategic advertising support for a community bank in developing its initial advertising campaign. He is married and a father of

four children, one of whom is a senior at Georgetown. Pete is an avid wine connoisseur and has over 800 bottles of wine in my wine cellar – all of them Italian reds.

Renée Crittenden (C'89) currently integrates law and telecommunications expertise as the Deputy Bureau Chief in the Wireline Competition Bureau at the Federal Communications Commission (FCC). While an undergraduate at Georgetown, she majored in Economics and she received her law degree from the George Washington University National Law Center. After law school, Renée was an associate with Piper & Marbury in Washington, DC (now DLA Piper) and Laventhal Senter & Lerman, PLLC, where she specialized in telecommunications. She has represented both international and domestic operators for the provision of wireline, wireless, cable, satellite, television and radio services. Before joining the FCC, she served as Deputy Chief Counsel – Telecommunications for Prism Communications Services, Inc. In her present position, she is responsible for overseeing access policy issues before the Bureau and for directing staff in implementing the Commission's directive to advance the goals of universal service to ensure that all consumers in the Nation have access to quality telecommunications and information services at affordable rates. She has also been a faculty member of the Georgetown University's Paralegal Studies Program for the past six years where she teaches Communications law and Policy.

Father Kevin O'Brien, S.J. (C'88) is the Jesuit priest of Maryland Province and currently serves as Executive Director of Campus Ministry at Georgetown. Fr. Kevin was born in Quebec and raised in Florida. He graduated summa cum laude with a degree in Government from Georgetown. He then returned to Florida where he earned his law degree. He practiced corporate litigation at a private law firm for two years and then went on to explore a long-standing interest in teaching. In 1996, Fr. Kevin entered the Society of Jesus at the novitiate in Syracuse, NY. During his 10 years in formation as a Jesuit, Fr. Kevin spent summers in various ministries including: serving in a leprosy hospital in northeast India; serving as a chaplain in immigration detention centers in Los Angeles with the Jesuit Refugee Service; accompanying people on retreats based on the Spiritual Exercises of St. Ignatius; and directing the Jesuit Family Retreats, a series of week-long retreats for lower-income and immigrant families. Fr. O'Brien was ordained to the priesthood in June 2006 at Fordham University church. In his first assignment as a priest, he served at Holy Trinity parish in Washington, DC, until he was named Director of Campus Ministry in May 2008. Fr. Kevin also recently hosted the Senior Baker Scholars at his residence in Copley Hall for homemade dinner and an evening of reflection.

Nancy Winkler (C'80) is one of three members from the class of 1980 on the board this year (along with her classmates, Mary Ann Halford and fellow new trustee, Peter Carter). After receiving her undergraduate degree, Nancy worked on local level political campaigns in Howard County, MD prior to joining PRF. Nancy joined The PFM Group in 1982 and is currently the Managing Director responsible for

overseeing the firm's New York practice. Nancy became a Managing Director in 1990 and was one of the original 16 partners who purchased the firm from Marine Midland Bank in 1994. Her current responsibilities include: leading PFM's New York State practice, marketing, client management, structuring and pricing new debt issuances, and rating agency relations. Since early 2000, Nancy has lead the firm's engagement as financial advisor to Nassau County, NY where she has served as financial advisor on over \$4.5 billion of issuance on behalf of the County or one of its related entities. She is a graduate of Georgetown University and the London School of Economics. Currently she works to assist her clients navigate the crisis in both the short term credit markets and the long term credit markets. Nancy is an avid gardener - her small suburban Philadelphia garden is frequently on the local garden tour. She is also an avid cyclist and is currently planning a bike trip from Hanoi to Ho Chi Minh City.

Joe Zimmel (C'75) is a private investor. For 23 years Joe held management positions at Goldman Sachs. He retired in 2002 after serving as Managing Director of the Investment Banking division for several years. He served as a Managing Director in the Investment Banking Division for both the Communications, Media & Entertainment Group for the Americas and the Communications Media and Technology group; prior to that he served as the Managing Director of Mergers and Acquisitions. While at Goldman Sachs, Joe held the position of Advisory Director of Goldman Sachs Group. He holds an MBA from Wharton School of University of Pennsylvania and a BA from Georgetown University. Since retiring Joe has served on a number of private company boards and not-for-profit boards including Director of FactSet Research Systems Inc., since February 2007. He has also been Independent Director of Conturytel Inc. since January 2003 and Director of Digitas Inc. since October 2004. From May 1999 until October 2004 he served as Director of Modem Media Inc. He is a proud parent of a current Hoya.

Leslie Parker (C'97) is a Principal at A.T. Kearney, a global management consulting firm. She is a member of the Communications and High Tech Practice. During her decade-long tenure with the firm, Leslie has led numerous cost transformation projects around the world. She is also co-author of the article *Failure to Launch: Why Some Spin-Offs Can't Leave the Nest*, published in November of 2007. Leslie is an active mentor and teacher within A.T. Kearney, serving on the firm's Women's network and African American Consultant Network. While on leave from the firm to pursue her MBA at Anderson School of Management at UCLA, Leslie served as a President's Associate Intern at Harrah's Entertainment, Inc. during the summer of 2002. Leslie has been integral in the planning of this year's Fall Trip to Los Angeles by organizing visits to Mattel and Toyota. She also graciously hosted the scholars and Baker alumni and other prominent Georgetown alums in the area for a reception at her home during the trip.

## SEAN IN SPAIN

graduates rather than undergraduates. Eventually, I came upon an internship in a decidedly Spanish fashion, playing fútbol (soccer). I had grown accustomed to playing soccer on the concrete street courts with players of all ages, nations, and dispositions. The games were fast, exhilarating, and a little violent but it was on those courts that I made my closest friends. Through a fútbol friend's father I received an interview with Jesus Garcia de Ponga, the CEO of Metrovacesa, Spain's largest real estate development company and the third largest in Europe. Baker interviews included, that interview was the most taxing interview of my life, and the first interview in my second language. But, I was able to secure the job.

Considering that internships are so rare in Spain, they knew they wanted me but did not really know what to do with me, and thus decided I would do everything, literally. In 12 weeks I spent time in the five core divisions of the company; finance, land investment, design/planning, construction, commercial/retail property management. I learned virtually every job in the company and performed the jobs when ready.

The most valuable experience by far was the travel Metrovacesa afforded me to their satellite offices around Spain. On these "work" trips to Marbella, Valencia, Barcelona, Mallorca, León, Alicane, Sevilla, Granada, Valladolid, and so on, I collaborated with hundreds of individuals who took me into their lives and displayed overwhelming affection and hospitality. Business lasted from 7:30 AM straight to 3:00PM on these trips when all would stop for a three hour lunch. Over a meal my colleagues shared their traditions, their foods, their jokes and their lives with me, a 20 year old American stranger. In the sharing of food, tradition, family, and self they showed me what a full life really was, the ability to be happy wherever your life has led you, especially when you are not sure why or how you arrived. Thus, with a broad grin I waved to Mallorca and boarded the plane, purely joyous to be doing business in Spain.



Sean McNamara on Spanish Coast



Colleen Aarons (left), Katya Nieburg (right)

### Congratulations to the New Baker Moms! By Katie Jones

This summer, two Baker alumnae became new mothers, both giving birth to beautiful baby girls. The Baker community would like to congratulate Colleen Arons (C'97, G'03), Baker Trustee Co-chair, and Katya Nieburg-Wheeler (C'97), Baker Trustee, and their families. Katya and her husband, Lon, welcomed daughter, Dasha Abigail Wheeler into the world on July 28, just two weeks before Lucy Beatrix Arons was born to Colleen and her husband, David, on August 14.

As successful career women with young infants to care for, Colleen and Katya are adapting to new schedules and lifestyles. Colleen, who works in strategic marketing for Target Corporation, will be returning to work on the first of December. She said, "While I am a bit anxious about the transition back to work, I have some excellent examples to draw upon. From my mentors during my Scholar days to my fellow trustees today, Bakers provide inspiration for how to flourish in career and family." She also pointed to the support she has received from the Target community and is excited to rejoin her professional network and reinitiate her career projects next month.

Katya, who works in **strategy and marketing for Barclays Bank**, gained her first experience with motherhood three years ago when she married Lon and adopted his three children, Seth, 15, Collin, 14, and Trinny, 8. Now a mother of four, Katya says that life can become hectic, and there never is enough time to do everything. In terms of work-life balance, however, she said, "you have to be very honest with yourself and fully realize whether or not you are happy. If you are not happy, you tweak, adjust and re-prioritize. Balance is truly an individual barometer that changes with geography, age and commitments." Following this mantra, she maintains a very professional track, but also makes time for daily family life, like sit-down dinners, spending time with her husband, and building relationships with her kids. With such a busy schedule, she attests to the importance of cherishing and making everyday moments meaningful, even if its family bonding that happens in the car on the way to sports practice.

They are role-model women, both for their success professionally, and for their ability to balance challenging careers with time for their spouses, children, friends, loved ones, and the Baker Scholars program.

## BAKER DIFFERENCE PROJECTS SELECTED

This year Baker Trustees voted to restructure the community service component of the program. The Baker Difference Committee launched this year as a combination of the Community Service Committee and the Baker Consulting Group.

### EDDIE PUBLICATION PROJECT

A group of scholars will be acting as consultants for Eddie B. Ellis, a former prison inmate attempting to distribute his book about how recently released convicts can better integrate into society. Scholars will be working with the author on editing, distributing the book, and promoting the book.

### 25 DAYS OF SERVICE

Twenty-five days of Service is an initiative developed to promote Georgetown student groups working together. Scholars will be acting as consultants to the initiative's leadership to help the program run smoothly. Scholars will be working on all aspects of the project including marketing and communication.

### CRISTO REY

Students will be working with Don Bosco Cristo Rey High School designing enrichment programs for students. These programs will include workshops designed to help supplement leadership skills as well as academic training.



*Photo of marketplace in South Africa*

## **My Summer in Gaborone, Botswana**

By Yamiche Alcindor

This summer, I made the decision to extend my spring study abroad experience into a summer stay in Gaborone, Botswana. After sending out my resume to several NGOs, and media organizations, I landed an internship with Mmegi Newspaper the largest newspaper in Botswana. I worked as an editorial intern writing headlines and accompanying reporters on news stories. I also wrote several columns about the cultural differences between the United States and Botswana including the differing conceptions of race and beauty. I also worked as at a local high school teaching HIV/STI awareness courses. These two experiences have forever changed my conception of the world and my understanding of my own privilege. Like Sean, I was able to travel. I was able to visit Zimbabwe, South Africa, Senegal, Namibia, and Mozambique. Apart from working and traveling, I joined a local slam poetry group. On the weekends, I performed poetry at local clubs and learned the importance of art in southern Africa. The experience was an amazing one that has greatly enriched my life. This summer, in the hanging laundry of my neighborhoods, the torn uniforms of my students, and the candle light slam poetry sessions of my housemates, I came of age.

## The Bakers Visit Los Angeles

by James Grant

This past October, sixteen Bakers braved a five-hour journey across the country for a quick but fantastic trip to Los Angeles. Joined by Dr. Bernie Cook and John Mallory, the group arrived at their hotel in Universal City on the evening of October 22<sup>nd</sup>. The next two days would be a whirlwind of business visits and other activities all across the sprawling metropolis. A small bus would be the means of transportation for the group's adventures.

On Thursday the 23<sup>rd</sup>, the group's visits focused on businesses near the 405 Freeway. The day began at Mattel Toys, where a team of marketers introduced the group to the company's new line of products, including MeeboPets. Through trustee Leslie Parker's reference, the Bakers then traveled to Toyota Motors in Torrance, for an introspective look at the automotive industry. After an In-N-Out lunch on the bus, the group commuted through L.A.'s infamous "lunch hour traffic" to visit companies on the West Side of Los Angeles. Former Baker Erin Ruane welcomed us to her Beverly Hills office for Netflix Inc.'s content acquisition department. Thereafter, Baker trustee Mary Ann Halford connected the group with Los Angeles financier Roy Salter, whose company The Salter Group provided us with an informative afternoon meeting. We ended our business visits for the day with Emiliano Caleznuk, president of Fox Television Studios.

That evening, trustee Leslie Parker graciously welcomed us to her home for a small Southern California Alumni Reception. Several former Bakers attended, including Brian Finch, Yvonne Montoya, Erin Ruane, and Mary Fortuna. In addition, our group welcomed members of the Georgetown Entertainment and Media Alliance for the evening as our guests. GEMA Founder Rich Battista and President Catherine Hagney-Brown offered comments about careers in various media industries, as well as the city of Los Angeles itself.

Friday, October 24<sup>th</sup> began with an extensive look at the film and television industries on the Warner Brothers Studios lot. Welcomed into the executive offices, we first met with General Counsel John Schulman, who commented on the legal profession's role in the film industry. Next, Lynn Harris joined us to talk about her career on the production side of the movie business. Finally, Ken Werner, president of Warner Brothers Television Distribution, joined the Bakers to discuss his long history of work in entertainment. After the meetings, the Bakers lunched at the Studio Commissary and spent some time exploring the sets and sound stages of the studio backlot. Thereafter, the group voyaged down the 101 Freeway for a brief look back at the city's heritage on Olvera Street. Nearby, we stopped to chat with Father Greg Boyles, a Jesuit who founded the nonprofit Homeboy Industries. In one of the most fascinating visits of the trip, we learned about his vision to

## BAKERS VISIT L.A.

create a business that would employ, rehabilitate, and teach former gang members, in order to make them self-reliant. As the trip came to a halt, fashion company BCBG welcomed the Bakers to its Vernon headquarters to inform us about its new clothing line BCBGeneration.

Before heading back to the Hilltop, the Bakers enjoyed one last meal at El Tarasco in Manhattan Beach, giving them time to enjoy the ocean for the first time during the trip. Though a short trip, two days packed a lot of information about the city and its many businesses. As the Bakers' first trip to southern California, the 2008 Fall Trip to Los Angeles was a great success.



*The Bakers on the Warner Brothers Studios lot.*