May 14-16, 2015
ChicagoBooth.edu/reconnect
To the Chicago Booth community:

Welcome to the third annual RECONNECT weekend. We are pleased to have you back in Chicago for our signature weekend-long event, featuring reunions, Alumni Celebration, and Management Conference.

Our goal in folding these three events together is to evoke the Chicago Booth experience — providing meaningful opportunities for you to make new connections, reawaken past friendships, discuss current issues in management, and, perhaps most importantly, learn something new.

I look forward to seeing you this weekend.

Sincerely,

Sunil Kumar
Dean and George Pratt Schultz Professor of Operations and Management
SCHEDULE AT A GLANCE

THURSDAY, MAY 14, 2015

12:45 – 4:30 p.m.  Half-Century Club Tour – Classes of 1963, 1964, and 1965
A tour of the Hyde Park campus, exclusively for our Half-Century Club. *Meet at Gleacher Center at 12:45 p.m. to head to Hyde Park. Transportation will depart at 1 p.m.*

6:30 – 8:30 p.m.  All Booth Reunion Happy Hour
Start the weekend off right with classmates, friends, and alumni guests at this all-reunion event that takes you back to Pub Night, Midweek at the Midway, and TNDC. Your first drink is on us! This event is first come, first served. Pre-registration for this event is required.
*Rock Bottom Brewing Restaurant & Brewery, 1 West Grand Avenue*

6 – 9 p.m.  Half-Century Club Class Dinner – Classes of 1963, 1964, and 1965
Toast to the Half-Century Club reunion and enjoy cocktails and dinner with classmates at the Midway Club.
*Gleacher Center, Midway Club, Fifth Floor*
One-to-One Career Coaching for Chicago Booth Alumni

As a Booth alumnus you are entitled to Career Services for life. Appointments with a career coach are free of charge, and can take place in person, on the phone, or via Skype.

If you would like to schedule an appointment with a coach, you can do so today by contacting Career Services directly at 312.464.8677 or at boothworks@ChicagoBooth.edu.

Coaching is available year round, including the Friday and Saturday of Reconnect weekend. Coaching availability is limited during Reconnect and available by appointment only. The Career Services office is located at Gleacher Center, 450 Cityfront Plaza, Suite 440.
FRIDAY, MAY 15, 2015

8 – 9:30 a.m. Alumnae and Student Breakfast
Booth women (alumnae and students) are invited to a fun speed networking event.
Gleacher Center, Room 621

Management Conference
Invigorate your thinking at Management Conference. Immerse yourself in a spirited debate and rigorous inquiry into the business issues that transform our world.

10:30 - 11:30 a.m. Registration and Networking Reception Hyatt Regency Hotel

11:30 a.m - 1:15 p.m. Keynote Address and Luncheon
Featuring Richard H. Thaler, Charles R. Walgreen Distinguished Service Professor of Behavioral Science and Economics Hyatt Regency Hotel

1:45 - 4:30 p.m. Breakout Sessions
Please see the next page for a list of sessions.
Gleacher Center
Breakout Session 1
1:45 – 3 p.m.

Digital Marketing
Room 400
Moderator: Lil Mohan, Adjunct Assistant Professor of Marketing

Renewable Energy
Room 208
Moderator: Robert Topel, Isidore Brown and Gladys J. Brown Distinguished Service Professor

Global Convergence in Corporate Governance Practices
Room 200
Moderator: Michael Gibbs, Clinical Professor of Economics; Faculty Director of the Executive MBA Program

Merger & Acquisition Strategy
Room 100
James E. Schrager, Clinical Professor of Entrepreneurship and Strategic Management

Private Equity
Room 300
Moderator: Steven Neil Kaplan, Neubauer Family Distinguished Service Professor of Entrepreneurship and Finance
Breakout Session 2
3:15–4:30 p.m.

Asset Management
Room 300
Moderator: Richard Leftwich, Fuji Bank and Heller Professor of Accounting and Finance

Innovation Inside the Corporation
Room 600
This session will be led by Hal Weitzman of Booth’s Intellectual Capital group and will also be recorded for Booth’s Big Question video series.
Moderator: Hal Weitzman, Executive Director of Intellectual Capital

Leadership
Room 100
Harry L. Davis, Roger L. and Rachel M. Goetz Distinguished Professor

Leading Management Networks
Room 400
Moderator: Ronald S. Burt, Hobart W. Williams Professor of Sociology and Strategy

Managing a Consultancy
Room 200
Moderator: Mark E. Zmijewski, Leon Carroll Marshall Professor of Accounting
6:30 – 11:30 p.m. Alumni Celebration – All Alumni and Students

Join fellow classmates and alumni for the annual Alumni Celebration, a joyous party reveling in friendships old and new. Following its initial success in 2013, this year’s Alumni Celebration will once again feature a fast-paced trivia competition for you and fellow classmates. Each table will become a team during this fun-filled event, so get in the game today by registering for this Booth-specific challenge! Shuttle service will be available to and from the Gleacher Center. Please see the transportation section for more information.

Navy Pier, Grand Ballroom
SATURDAY, MAY 16, 2015
Shuttle service will be available between Gleacher Center and Harper Center for Saturday morning and afternoon programming. Please see the transportation section for more information. Programming is subject to change.

8:30 – 9:30 a.m.  Reunion Breakfast – Reunion Alumni
Enjoy breakfast with fellow reunion alumni and guests.
Charles M. Harper Center, Room 104, 5807 South Woodlawn Avenue

8:30 a.m. – Noon  Tours of the Charles M. Harper Center
Enjoy student-led tours of the Center, designed by Raphael Viñoly. The building is across from Frank Lloyd Wright’s world famous Robie House as well as the University’s iconic Rockefeller Chapel. This state-of-the-art facility offers all the 21st-century technology and amenities. Meet at the registration area in Charles M. Harper Center. Tours will take place upon request.

9 a.m. and 11 a.m.  University Admissions Session and Tour – Reunion Alumni and Guests
Learn more about the University of Chicago campus and student life. An admissions session including a writing workshop for prospective students will be available from 10-11 a.m. followed by a walking tour of campus. Meet at Rosenwald Hall, 1101 East 58th Street.
Back to the Classroom Sessions
Enhance your learning with fantastic faculty sessions.  
*Charles M. Harper Center*

**Session 1 - 9:45 a.m.**

**Experiments and Natural Experiments in Data-Driven Marketing**  
Room C06  
Günter J. Hitsch  
Professor of Marketing

**Have Bond Markets Gone Crazy? Myths and Facts About European QE**  
Room C01  
Lubos Pastor  
Charles P. McQuaid Professor of Finance

**Entrepreneurial Discovery**  
Room C02  
Mark Tebb, Adjunct Professor of Entrepreneurship  
Brian Coe, Adjunct Professor of Entrepreneurship

**Private Wealth Management**  
Room C03  
John Heaton  
Joseph L. Gidwitz  
Professor of Finance and Deputy Dean for Faculty  
Stuart E. Lucas  
Chairman and Chief Investment Officer, Wealth Strategist Partners

**Smarter Teamwork and Wiser Collective Intelligence**  
Room C25  
Reid Hastie  
Ralph and Dorothy Keller Distinguished Service Professor of Behavioral Science

**What is the Source of the Turbulence in the Markets?**  
Room C04  
Robert Aliber  
Professor Emeritus of International Economics and Finance
Session 2 - 11 a.m.

Experiments and Natural Experiments in Data-Driven Marketing
Room C06
Günter J. Hitsch
Professor of Marketing

High Frequency Trading and Financial Market Design
Room C01
Eric Budish
Associate Professor of Economics and Neubauer Family Faculty Fellow

Entrepreneurial Discovery
Room C02
Mark Tebb, Adjunct Professor of Entrepreneurship
Brian Coe, Adjunct Professor of Entrepreneurship

Private Wealth Management
Room C03
John Heaton
Joseph L. Gidwitz
Professor of Finance and Deputy Dean for Faculty
Stuart E. Lucas
Chairman and Chief Investment Officer, Wealth Strategist Partners

Smarter Teamwork and Wiser Collective Intelligence
Room C25
Reid Hastie
Ralph and Dorothy Keller Distinguished Service Professor of Behavioral Science

Why Are These Currency Wars Every Other Year? And How Will This Round in the Currency Wars End?
Room C04
Robert Aliber
Professor Emeritus of International Economics and Finance
10:30 – 11:30 a.m. Oriental Institute Tour – Children (ages 5-14) and Parents
Enjoy a docent-led tour of the University of Chicago’s Oriental Institute. Become an archaeologist for a day! This interactive tour teaches students how to analyze Hammurabi’s Code and decode King Tut’s statue in the galleries. Children must be accompanied by a parent or guardian.
*Please meet at the Oriental Institute, 1155 East 58th Street*

Noon – 2 p.m. Reunion Homecoming Barbecue – Reunion Alumni and Guests
Celebrate with classmates during this reunion-wide barbecue. This event is family friendly and open to reunion alumni and their guests only.
*Charles M. Harper Center, Winter Garden*

Recent alumni and current students are invited to a special barbecue made possible by the generosity of the class of 2013. Join friends and classmates in the student lounge and patio.
*Charles M. Harper Center, Student Lounge and Patio*
1 p.m. and 2 p.m.  Chicago Architecture Tours – Reunion Alumni
Listen to docents provide expert commentary on architecture on this tour by trolley.

*Meet in the lobby of the Charles M. Harper Center*

1:30 – 2:30 p.m.  Build and Advance: Leveraging Global Career Services for Your Organization and Your Career
Receive employment updates across student populations and learn how to leverage the global Career Services team to hire Booth talent or forward your personal career ambitions.

Julie Morton, Associate Dean of Career Services and Corporate Relations

*Gleacher Center, Room C01*

1:30 – 2:30 p.m.  Chicago Booth Today
A panel of today’s student leaders will discuss what it’s like to experience Chicago Booth.

*Gleacher Center, Room C02*
7 – 10 p.m.

Reunion Class Dinners and Receptions – Reunion Alumni

1970: Gleacher Center, 450 North Cityfront Plaza
1975: Gleacher Center, 450 North Cityfront Plaza
1980: Midway Club at Gleacher Center, 450 North Cityfront Plaza
1985: Gleacher Center, 450 North Cityfront Plaza
1990: River Roast, 315 North LaSalle St
1995: Beatrix, 519 North Clark St
2000: Epic Sky, 112 West Hubbard St
2005: Kensington Rooftop & Lounge, 324 West Chicago Ave
2010: Hubbard Inn, 110 West Hubbard St
2014: Three Dots and a Dash, 435 North Clark St

Executive MBA (1985-2014): ZED451, 739 North Clark St
CONNECT WITH YOUR COMMUNITY

Share insights from Management Conference
#BoothMC

Share photos and memories with the Booth Community
facebook.com/chicagoboothbusiness
#BoothReconnect

Share your photos from throughout the weekend on Instagram
#BoothReconnect
Reunion class giving is the established tradition of alumni joining together to support the school as part of their anniversary celebration.

The generous contributions made by alumni during their reunion year allow the school to maintain important programs and see the path breaking ideas that lie at the very core of our culture.
Reunion gifts help Chicago Booth:

- Enrich faculty research and curricular initiatives
- Provide scholarship for the best and brightest business minds
- Expand global visibility of Chicago Booth

Make a gift at: ChicagoBooth.edu/makeagift
STAY INVOLVED

Stay Involved After RECONNECT

Be an active participant and member of the Chicago Booth community. We are here to engage alumni deeply and meaningfully with the life of the school and with one another by providing engagement opportunities through interests, life stage, and affinity.

• Refer, recommend, and yield talented individuals in your personal and professional networks to Chicago Booth
• Inform Career Services with internship and job opportunities to place students and alumni
• Share the news of your career successes and personal milestones as a class note
• Attend and support Booth events to strengthen and increase the visibility of the global support system that is your Chicago Booth alumni community

Please visit www.chicagoboost.edu/alumni to learn more about how you can stay involved.
TRANSPORTATION

WEEKEND SHUTTLE SERVICE

Shuttle frequency is subject to change due to weather and traffic.

FRIDAY, MAY 15

Shuttles will run approximately every half hour between Gleacher Center and Navy Pier. The first shuttle will leave Gleacher Center at 6 p.m. and the last shuttle from Navy Pier will leave at 12:15 a.m.

SATURDAY, MAY 16

Shuttles will run approximately every half hour between Gleacher Center and Harper Center. The first shuttle will leave Gleacher Center at 8:15 a.m. and the last shuttle from the Harper Center will leave at 3:30 p.m.
EVENT LOCATIONS

A. GLEACHER CENTER
   450 North Cityfront Plaza

B. HARPER CENTER
   5807 South Woodlawn Ave

C. NAVY PIER
   600 East Grand Ave

D. HYATT HOTEL
   151 East Wacker Drive

E. RIVER ROAST
   315 North LaSalle St

F. BEATRIX
   519 North Clark St

G. EPIC SKY
   112 West Hubbard St

H. KENSINGTON ROOFTOP & LOUNGE
   324 West Chicago Ave

I. HUBBARD INN
   110 West Hubbard St

J. THREE DOTS AND A DASH
   435 North Clark St

K. ZED451
   739 North Clark St
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**Take 10% off your Book Purchase. Excludes ALL COURSE MATERIALS, already discounted books, and Bargain Books.

One coupon per customer, per transaction, must present coupon at time of purchase. Offer good on in-store items only, cannot be redeemed online.

Gleacher Center | 450 N Cityfront Plaza Drive, Chicago, Illinois 60611
312.464.8650

Hyde Park | 970 E 58th St, Chicago, Illinois 60638
773-702-7712

Shop 24/7 @CHICAGOBOOTH.bncollege.com or Uchicago.bncollege.com

WEB PROMO CODE: REUNION10. Take 10% off your web purchase, some exclusions apply, valid May 14-16, cannot be combined with in-store use.
NOTES

Stay Involved After RECONNECT

Be a part of the Chicago Booth community. Engage with friends through events, networks, and resources that keep you connected to the university and your peers.

FOR MORE INFORMATION, please visit ChicagoBooth.edu/alumni or call 312.423.8022.
SAVE THE DATE
RECONNECT 2016
MAY 12 –14, 2016

Management Conference

Alumni Celebration

Reunion