



Spreenkler Talent Labs: Growing Milwaukee's Tech Future

Milwaukee, Wisconsin – home of the Brewers, Summerfest, Miller, and Spreenkler Talent Labs. The final player is the newest on the Milwaukee scene but sure to become equally important. Focused on fostering the growth of software technology startups, Spreenkler Talent Labs are making a big impact on the tech sector in Milwaukee.



Greg Meier, a co-founder of Spreenkler Seed Incubator, explains it is his “great passion to work with early-stage software companies.” This passion has translated into a successful entrepreneurial opportunity that, in turn, develops even more entrepreneurs. According to the Spreenkler website, startups create around 3 million new jobs annually. Without

these ventures, there is no net growth in a state or regional economy. Spreenkler Talent Labs Seed Incubator is the cure for this potential problem, specifically within Wisconsin’s tech sector.

With help from private organizational funding, the Seed Incubator has committed over \$300,000 to launch 10 to 15 startups in 2011. The 12-week program provides a participant office space, funding, and mentoring. Alt-

hough the startup must be focused on software technology, it can take a variety of forms. Whether it is a new app, software as a service, or an innovative game, the Seed Incubator will provide participants with a strong chance of success.



Ben Bartling, a Senior in the College of Business, is just finishing his session with the Seed Incubator. His startup, ZoomShift, is a web-based staff scheduling application to simplify the scheduling process for businesses like restaurants or hotels. Ben came up with the idea for ZoomShift after working at a restaurant in high school and witnessing the “messy” scheduling experience. Competitors in this market do

“Whether it is a new app, software as a service, or an innovative game, the Seed Incubator will provide the participants with a strong chance of success.”

exist, however he feels their downfall is in the attempt to fulfill multiple functions. “I wanted to create something that would do one thing and do it well,” explains Ben.

ZoomShift Helps Balance Employee's Schedules with Ease



Among the first companies hatched from the Spreenkler Talent Labs project is ZoomShift (<http://zoomshift.com>). ZoomShift is a web-based staff scheduling tool that simplifies the scheduling process for both managers and staff members in a restaurant or business environment. Staff members use ZoomShift to set their availability online from an easy-to-navigate...

Posted by Russell on Apr 11, 2011 in Milwaukee, Startups, Wisconsin | 0 Comments and 0 Reactions

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As a finance major, the majority of Ben's developing knowledge has been self taught. Spreenkler primarily helped him with the business model and provided necessary resources. Ben says the most helpful aspect is “access to a strong group of advisors.” The Spreenkler community is full of members who are ready and willing to assist these new

continued on pg. 2

Inside this issue:

On the Entrepreneurial Road	2
Take the Jump...But Be Willing to Cope	3
Your Biggest Advocate: YOU!	4
Our Trip to Zywave: A Recap	5
A Saturday Well Spent: HCU 2011	5
A Little IT Goes a Long Way	6
Announcements	8

Don't Miss:

- On the Entrepreneurial Road
- Take the Jump...But Be Willing to Cope
- Your Biggest Advocate: YOU!: Advice from Marquette's BCC
- Zywave & HCU 2011 Recaps
- A Little IT Goes a Long Way

Sprenkler Talent Lab Seed Incubator, cont.

startups, sharing helpful tips and experiences.

Without the opportunity to participate in the Seed Lab, Ben says he would have still pursued his ideas but it would have taken a very different path and been a much slower process. Ben has already seen success as ZoomShift is currently in closed beta at one hotel and will soon be in three restaurants. He plans to focus on this project after graduation and, although he has completed the Seed Lab program, continue to receive support from his mentors.

Ben's success story is echoed by many others who participate in the Sprenkler Talent Lab Seed Incubator. This success

has the possibility to make Milwaukee a strong center of technology startups and careers. Greg explains that the ease and speed of building prototypes and testing ideas has given Milwaukee the opportunity to compete with other tech hot spots, like San Francisco. New technological advances, and programs like Sprenkler, give smaller cities a chance to "close the gap".

This information is especially pertinent for students looking to pursue Information Technology careers in Brew City after graduation. Milwaukee offers a great community of mentors for those looking for advice and support. Ben explains, "Sprenkler kind of makes it all happen in Milwaukee, bringing



the community together, developers and designers alike." This tech market is growing and is sure to provide success for aspiring entrepreneurs.

For more information about Sprenkler, please visit their website at www.sprenklertalentlabs.org

~Maggie Morris

Maggie is working at GE-Healthcare in the EID program this summer as an intern.

On the Entrepreneurial Road

"Ideas are a dime a dozen," explains Matt McElligott, a 2007 graduate of Marquette's College of Business Administration, "it's the execution that really matters." As a young entrepreneur with lots of experience, Matt definitely knows what it takes to be successful.

Matt began working in the IT field prior to graduation as a web developer for Vilcorp, Inc. After graduation, he built his IT and business skills at companies like PKWARE, Inc. and PhysioGenix. Currently, Matt is doing front-end web development at Tech by Design, a company that specializes in promotional web content.

By building this strong experience base, Matt has been able to successfully pursue another dream – entrepreneurship. This has come in many forms throughout his professional life. From Apps, to web sites, to unique social interaction concepts, Matt has gotten a taste of many types of IT entrepreneurship.

Thumb Run is an App Matt created "just



Matt McElligott, BuAd2007, co-owner of Crowds Inc. and Offermation



for fun". It is available on both iOS and Android platforms and tests the speed of your digits. By utilizing both his technical and business management skills, Matt has been able to create and distribute this free App. According to Matt, it isn't about making money on a small project like this. He truly embodies an entrepreneurial spirit willing to work for the satisfaction of a success.

This spirit continues as Matt has offered his web development services to other start-up businesses at no cost. The majority of his development skills were self-taught and experiences like this hone skills and provide for continued education. In an entrepreneurial setting, it is the go-getting activities like these side projects that set someone apart and help make connections toward future projects.

Matt's most daring

entrepreneurial venture is a current one. Along with Greg Meier, he has co-founded Crowds Inc., a company looking to create applications that bring value to social interaction. Offermation is a site currently in the launch phase that will fulfill some of these needs. According to the website, it "allows vendors, publishers and consumers to harness the power of the open marketplace like never before."

Someday, Matt hopes to be able to work from Thailand (if he wants to). He dreams of "being his own boss" and having a strong "vested interest" in his own company. To aspiring IT entrepreneurs, Matt offers a few pieces of advice: networking is critical, gain some experience before going on your own, and it is never too late to start coding.

~Maggie Morris



For more information about Offermation, please visit their website at www.offermentation.com

Take the Jump...But Be Willing to Cope

When you hear the term “startup” and think of Mick Jagger prancing around on stage, get your mind out of the ‘80s. We’re talking about business ventures here, people.

The word entrepreneurship might sound scary to some. “I’d rather work for Bob. He seems to have his head swiveled on straight. I’d much rather work under someone than make my own rules.” However, to those adventurous and steadfast folks, the word entrepreneurship screams opportunity and lifelong leadership. “Wow! I can be my own boss. I can manage a team and be original with my career!”

Think back to your childhood. Remember when your mother would tell you, “With the proper skills and talents, you can set your mind to anything”? Well, Mama knows best.

One of those brave and determined souls listened to his mother. Dan Voell, a Marquette University Graduate School of Management alumnus, prepared himself for success early on when he was a student.



It all started back in 2009 when he and his team won the Marquette Business Plan Competition. The name of their business project was GoBuzz, a Web site portal that was meant to be used by executives to monitor and track important changes to businesses, industries and people in government publications, traditional media and social media. Users of GoBuzz.com would then use this information to strengthen relationships and build a business.

Speaking on behalf of our aforementioned friend Mick Jagger, “You can’t always get what you want.” GoBuzz.com was initially successful, but unfortunately,



Dan Voell, MBA 2009,
co-owner of GoBuzz and Knock-
down Ninja

it had to be shut down after about a year. Voell says, “We had a fortune 50 client and some regional clients. We interviewed for YCombinator [a funder for startup companies]. We made a little money, but in the end, we didn’t see how we could scale it. We ended up closing the doors in December 2010 and sold some of the assets of the company.”

The finale of a startup should not knock someone down. Voell kept his chin raised and decided to go down a new road in January 2011. I asked Voell what he was currently working on: “I’m currently working on KnockDown Ninja (www.knockdownninja.com) which is a unique approach to social shopping. We

“Think back to your childhood. Remember when your mother would tell you, ‘With the proper skills and talents, you can set your mind to anything’? Well, Mama knows best.”

help procrastinators find discounted last-minute [fashion and entertainment] inventory. We will be launching it in the next month.” I don’t know about you, Reader, but that sure sounds appealing to me. Perhaps I should bring back my habit of shopping online during lectures...

In order to find a need for what needs to be developed, Voell explains that he utilizes Google Tasks, which is a prevailing task manager software that keeps track of events, dates, and is also very useful for simple note taking.

Voell is very proactive in his business approach. He seeks out potential customers right away to assure he can stand on stable ground. “Once I have an idea I like, before I do anything else, I talk to potential buyers of the product to help shape the idea to



YOU CAN'T
ALWAYS GET
WHAT YOU WANT
but if you try sometime YOU JUST MIGHT FIND
(YOU GET WHAT YOU)
NEED

suit their needs. With KnockDown Ninja we had 15 customers signed up before we wrote a line of code,” Voell says. With a customer base like this, it can make a business very exhilarating. It is

crucial to understand customers and move forward to satisfy their needs and wants – a basic marketing principle that all business-people supply.

Voell is working on this project full time at Spreenkler Tech, a compa-

ny that helps software entrepreneurs launch their products.

Being an entrepreneur takes risk, creativity, an open mind, lots of patience, and the ability to cope with failure. Sometimes, however, it is a great feeling to shower in success.

~Ceara Milligan

Ceara is a Junior in IT and Marketing. She has accepted a summer internship at Orbitz.com.

Your Biggest Advocate: YOU!

We all get down in the dumps, especially in the seemingly never-ending Wisconsin winter. But when it comes to career development, the worst thing you can do is dig yourself into a hole. In actuality, you should be your best advocate when it comes to your career.

If you are like me, you might find it difficult to distinguish between speaking highly about yourself and bragging, so below are a few tips on how to be your own advocate while maintaining professional modesty:

1. Share your aspirations and goals with everyone you know and people you meet.

The reasoning is twofold. Reason One: who knows who they know? Imagine you are really interested in the ABC industry or working at XYZ Company.

It's possible your co-worker, classmate, or family friend has a connection in that industry or company and would love to connect you. You're IN! But if you never say it, they never know, and you never meet that person who could change your life.

Reason Two: the more you explain your goals, the more you'll develop them. The first time you explain something complicated, like your career goals, they can seem a little unwieldy, circling, or imprecise. Talking about your goals will help



you to tie up any loose ends, so try it a few times and notice the improvement.

2. Find something you like, get good at it, and talk about it.

If you hate running, you probably will never become an accomplished marathoner. The same can be true for your career, so don't torture yourself trying to get great at something you hate. You'll excel faster (and have a much better time doing it) if you choose something you like to do. And you'll have an easy topic you like to talk about in networking situations and interviews.

3. Identify your strengths.

If you are like me, you find it difficult to rattle off a list of things you are great at

"Talking about your goals will help you to tie up any loose ends, so try it a few times and notice the improvement."

off the top of your head. So my advice is to start at the end and work backward.

Don't be shy! Think of something you have excelled on: a class project, a challenging exam, an assignment at your internship, something that resulted in receiving an award, etc. Now reflect on the tangible steps you took to succeed in this task, and voilà, you've got your list of strengths.

4. And, equally as important... know your weaknesses.

...but not in a self-loathing kind of way. We all fear the infamous interview question, "What is your biggest weakness?" and your knowledgeable career advisor will almost always tell you to respond with something honest, paired with a description of how you are

working to improve it.

Rather than inventing a weakness (like being a perfectionist – please don't use this in an interview, it's overused and the interviewer may not believe you are being sincere), ask yourself the question and reflect on it honestly. Then you can really implement strategies to improve yourself and won't have to fear this question in your next interview.

As you can see, becoming your biggest advocate will take significant thought and reflection, but I can assure you it will be worth it! And, of course, as you begin, reach a plateau, or hit a wall in this process, remember that help is on the second floor. In the Business Career Center (Straz 277), we're happy to discuss your goals, help you identify your strengths, weaknesses and skills, and answer any other career-related questions you may have.

~Elizabeth Rullo

Elizabeth is a graduate student studying College Student Personnel Administration. She currently works as a graduate assistant in Marquette's Business Career Center. Elizabeth can be contacted at: elizabeth.rullo@marquette.edu

www.CartoonStock.com



" My strength lies in my ability to deny my weaknesses. "

A Recap of Our Company Visit

zywave

As we hear more and more about the innovations taking place in the workplace,

we realize how important it is to stay ahead of the pack, and what better way than technology. Many insurance firms across the Midwest rely on the products and services of Zywave Inc. to ensure their success in one of the largest industries in the country.

A few weeks ago, a group of Marquette University ITSO members visited the Zywave site in Wauwatosa to experience the culture of this growing company. One of the most interesting presentations came from James Elwing, President of the firm. James started at Zywave in 1996 as a software intern, an inspiring message for all of the young and upcoming IT professionals who seek to gain their footing at a firm like Zywave. Elwing had a lead role in the first software product offered by

Zywave. Shortly after, he was asked to expand it into a product that could be marketed and sold alongside services available through Zywave. Elwing completed the expansion and was quickly promoted to a variety of positions that got him to his current role as President.

The presentation pointed out key benefits of starting in a smaller company, including greater opportunities and the potential for both personal and occupational growth. The members of ITSO who attended were also able to hear from current interns within the company, who reaffirmed Elwing's message. They discussed their involvement in presenting to Zywave's upper management, which then resulted in positive changes to Zywave's sales process.

Furthermore, ITSO members were made aware of Zywave's innovative office procedures which enable software developers to better concentrate on their work. The environment focuses on the well-being



of employees by offering flexible work schedules so they can maintain a balance between their work and family lives.

Overall, it was fascinating to hear how the work of a new intern has potential impact the way Zywave conducts its business practices. It is apparent that Zywave employees are focused on looking forward and promoting innovation. Their company-wide emphasis on providing the highest quality products available in the software industry is their key to staying ahead of competition.

~Matthew Kendzior

A Saturday Well Spent

2011

HUNGER CLEAN-UP

On Saturday, April 16th, we headed out to Mitchell Park and the nearby Domes for the 22nd annual Hunger Clean Up. With Mitchell Park being home to several sports fields, we set out to help clear the park of garbage that had accumulated over the winter and prepare it for the highly-anticipated picnics and events the summer will bring.

Our group consisted of seven energetic ITSO members who sacrificed their Saturday morning to clean the park. Despite the frigid temperatures and blistering wind, we drove out to see what surprises were in store for us after a brief, yet tasty, breakfast stop.

Upon arrival, the ITSO group quickly



spread out to cover as much of the park as we could in the misting rain. After filling and dropping off our first trash bags, we got directions from the site coordinator to head to the North-east corner of the park, in search of the "forest."

After fighting our way through the mud to the far side of the park (did I mention our shoes and clothes were caked with mud from the rain the night before?), large amounts of trash made it apparent that none of the other volunteer groups

had wanted to make the trek to this area.

Combing our way through the trees and bushes, we found a variety of items: from an entire set of clothes, to toys, trashed boxes, tons of old bottles, and even a knife! Our trash bags quickly filled up as we worked together to clean up every

last area of the forest. Finally finished, we headed back to our "base."

After lugging the overfilled trash bag back to the base, no other groups were in sight. It turned out that we were the last group left! Not bad, considering that there were close to a dozen groups that started at Mitchell Park. Muddy, though happy for a job well done, we headed back to campus feeling accomplished from our time spent volunteering for Hunger Clean-Up 2011. It was great seeing everyone come out and we hope to see even more participation next year!

~Michael Harms



A Little IT Goes a Long Way



The new and improved UFR logo, featured on the organization's website, www.urbanfaithroundtable.com

What started out as a short-term project for an Introduction to Information Technology class unexpectedly turned into a long-term one. These "terms" I speak of are measured in semesters. Each semester, a handful of hopeful companies are selected to participate as a "client" for the Introductory to IT course.

During the fall semester of 2010, Urban Faith Roundtable (UFR) was lucky enough to act as a client to a team spearheaded by Matthew Kendzior, along with team members Meghan O'Neil, Richard Bergeron, Kendal Knight, and Sara Sobchak. These students embarked on their first database

project, meeting with Gloria Williams-Phillips to find out how they could create a system that would save her hours of work and provide her with reporting mechanisms that would have previously been impossible.

While working on the Microsoft Access database to maintain records of mentors and applications, the team members were able to help Gloria in a few other ways as well. Sara completely revamped UFR's logo. It went from the fuzzy text reading "UFR" to a circular image of the Milwaukee skyline with a crisp font, better depicting the organization's goals. Junior IT major Elise Chapman also created a Facebook page that

outlines the mission and provides contact information.

Upon completion of the database, it became apparent that Marquette students could continue to assist Gloria and UFR. However, as the semester was ending and some of the group members weren't even IT majors, this was no longer a project for an Introduction to IT course. It is here that ITSO stepped in.

As the semester came to an end, Professor Ow directed ITSO's e-board to work with Gloria to make UFR a continual project. After returning from Christmas break in January, I met with Gloria to find out what additional help we could provide. Before we

met, I googled Urban Faith Roundtable to get some background information on the organization. Much to my surprise, the result set was empty...but not for long! Our primary goal: create a web-site for UFR.

So, what exactly is Urban Faith Roundtable (UFR)?

Urban Faith Roundtable is a non-profit organization whose mission is to aid once-criminals in returning to a lifestyle void of deviant behavior by providing them with necessary tools to lead a more meaningful life. UFR's vision is to provide returning citizens counseling, job training, re-entry services,

and safe housing to assist them in properly readjusting to civilian life.

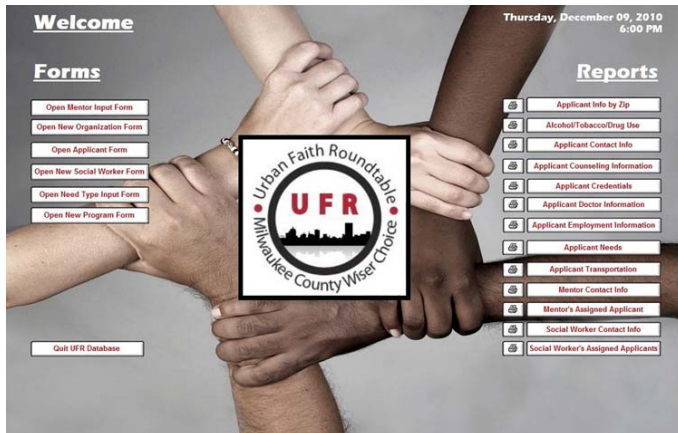
Devoted to Milwaukee's inner-city, UFR was also founded to provide Milwaukee-central pastors and ministers with opportunities to access quality education and leadership training in urban ministries. In the hope of ending the vicious cycle of poverty and violence, UFR works in rebuilding neighborhoods in Milwaukee though its two programs, Positive Returns and Wiser Choice.

Positive Returns provides assistance to current and formerly incarcerated individuals returning to Milwaukee's inner-city neighborhoods. The program serves returning citizens in definite need of transitional services when they step beyond the confines of a correctional institution. The Wiser Choice program provides spiritual support, life skills, and parenting to individuals recovering from alcohol, drug, and tobacco addiction. There are several ways to get involved with these programs.

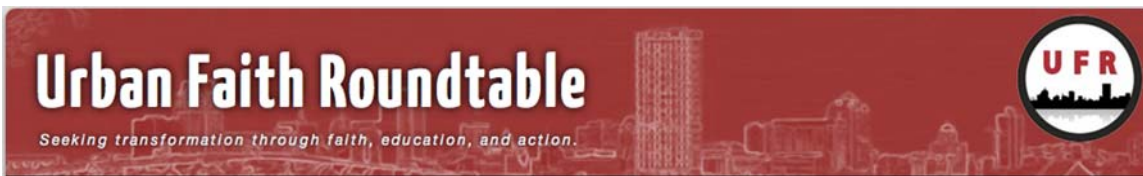
Volunteers can become mentors to individuals seeking a positive return to their family

Mission Statement:
Urban Faith Roundtable (UFR) works with returning citizens to help them avoid the type of lifestyle that is a breeding ground for criminal behavior and provide them the tools to live a meaningful life.

ly and neighborhood. Training is provided, and tasks are aligned with one's skillset or area of interest. While volunteering isn't an option for some, UFR is in need of



The beginning of MUITSO's involvement with UFR: Database created by Matt Kendzior, Meghan O'Neil, Richard Bergeron, Kendal Knight & Sara Sobchak.



UFR, cont.

donations as well. UFR needs the financial support to equip individuals with the resources necessary to ensure a positive return to the community.

After learning about UFR, we were able to get to work. We updated the Facebook page Elise created with new information. ITSO Co-President Chris Jeske piloted the compilation of the UFR brochure. We reorganized the structure so that the mission statement and logo are the first things a reader sees upon picking it up. Our hope is to facilitate more participation in the Milwaukee community by simplifying the brochure and initiating a more intuitive experience for potential volunteers. I also created an insert for the brochure that outlined the details for an upcoming Meet & Greet for staff members, Board members, volunteers and friends.

Jean Proctor and I have been working on the website throughout the semester. Designing it is more challenging than we imagined because it is truly dependent on our creative abilities.

Deciding on a layout and color scheme was difficult because of our meticulous tendencies when it comes to design and

placement. Creating the banner also required substantial brainstorming. We decided to create it in WordPress, a popular blogging and content management platform, so that it will be simple for Gloria and her staff to edit upon our graduation next month.

Very close to a finished product, we have a few important items to tackle, such as images and perhaps a tweaking of the layout. We are very excited to make an impact on UFR, and consequently, the Milwaukee community. We've taken our areas of expertise, created something valuable, and hope that UFR can grow as a result of our efforts. Even only seeing the unfinished product, Gloria told us that

the results are "Very impressive" and that we've "made a dream come true." Happy to help and pleased with her response, the project, though "longer-term" than we ever anticipated, turned out to be incredibly rewarding and enriching experience for all.

~Mary Zidar, VP of Programs (with input from Jean Proctor, VP of Placement).

For more information about UFR contact Mary Zidar at mary.zidar@mu.edu or Gloria Williams-Phillips at gwgroundtable@sbcglobal.net. In addition, visit UFR's website, urbanfaithroundtable.com!



On behalf of the Urban Faith Roundtable (UFR) Board of Directors, I thank you for designing the brochure and website. Your enthusiasm and professionalism have been inspiring.

All the students who worked in the UFR projects this semester have exemplified beautifully Marquette University's high standards of commitment to ministry, service and leadership. UFR treasures its partnership with Service Learning Program. All the students have been friendly and courteous to me and other UFR staff.

Gloria Phillips
Chair, Board of Directors.

OUR CALL TO ACTION

The Problem:
Every year thousands of people will be released from Correctional Institutions in Wisconsin in return for "paying their debt to society".

Our Vision:
We believe it is essential to provide all returning citizens counseling, job training, re-entry services, and safe housing to assist them in properly readjusting to civilian life.

POSITIVE RETURNS: Prisoner Re-entry Assistance

Urban Faith Roundtable, Inc.
402 W. Third St. 4th Fl. Suite 4
Milwaukee, WI 53212-3944
www.urbanfaithroundtable.com

ABOUT UFR

Our History:
Created in Milwaukee's inner city, Urban Faith Roundtable (UFR) was founded to provide Milwaukee central urban and inner-city neighborhoods with opportunities to access quality education and leadership training in urban centers.

Our Mission:
Urban Faith Roundtable (UFR) works with returning citizens to help them meet the type of needs that is a breeding ground for crime and behavior, and provide them the tools to live a meaningful life.

POSITIVE RETURNS

Our Approach:
Positive Returns provides assistance to current and formerly incarcerated individuals returning to Milwaukee's central city neighborhoods.

Our Assessments:

- Mentoring to Returning Citizens
- Residential Support
- Housing Assistance
- Clothing and Food
- Training
- Daily Living Skills
- Employment and Job Readiness
- Youth & Family Services Provided
- Financial
- Counseling
- Spiritual Guidance
- Individual & Family
- Community Support Groups
- A2C2A - Group and Classes
- Recreation

HOW TO GET INVOLVED

Become a Mentor:
UFR needs mentors who will support individuals on their positive return to their family and neighborhood. UFR provides training for all of the mentors.

Volunteer:
UFR needs volunteers. Please consider what skills you may have that will assist us.

Donor:
UFR needs financial support as well as resources to help the individuals with the tools and skills necessary to live the lives that they want and return to their family and neighborhood. Please consider a financial contribution or donating resources.

UFR is a 501(c)(3) tax-exempt organization.
If you are interested in mentoring, volunteering, or donating, please contact Khristine Gloria Phillips of Urban Faith Roundtable.

Mentor Gloria Phillips, Chief Executive Officer
ggp@urbanfaithroundtable.com
Phone: 414.441.4411
Fax: 414.441.4411

Ten Days in India

Learn how companies develop software across national and cultural boundaries. Visit leading software developers, educational institutions, and policymakers. Understand the global business environment.



A trip to India
(GTE Experience)

Students of Marquette University and MDI Gurgaon discussed the roles of outsourcing, economics, politics, hobbies, and sports.

This cab driver taught the travelers a lesson on cultural differences.

Undergraduate and graduate Marquette students in front of Zensar Technologies.

Zensar Technologies is a globally focused software and services company with offshore dedicated centers (ODCs) spread across eighteen countries.



Where are we going?
New Delhi, Mumbai, and Pune; Cultural immersion in Jaipur and Agra

Organizations Visited in 2010:
HCL, Deloitte, Infosys, Spider-Logic, Management Development Institute, Zensar



How do my credits count?
As IT major elective, business elective, or graduate elective.

The Global Technology Experience is open to students, alumni and friends.
For more information, please contact Monica.Ady@mu.edu or Kate.Kaiser@mu.edu.

Announcements



April 19th, Tue, 5:30-7:00pm, Olin 202 CRM with Salesforce.com -- where business and IT come together -Julia Napolitano.

Julia the Wisconsin Salesforce.com user group and has helped lead Salesforce.com deployments in several companies.

Thinking of joining ITS0?

Sign up today! Just fill out the online application (see mitso.org) and bring it to the next ITS0 meeting along with a \$15 check made out to ITS0.

MARQUETTE UNIVERSITY
OFFICE OF INTERNATIONAL STUDENT SERVICES

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CITY: _____ STATE: _____
PHONE: _____
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APPROVED SIGNATURE: _____
DATE: _____

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