

# KNOW *Your* CHICAGO

2017 SYMPOSIUM



IN PARTNERSHIP WITH:



## ORDER OF EVENTS

### Welcome

Gay-Young Cho, Chair, Know Your Chicago  
Daniel Diermeier, Provost, The University of Chicago

### Retail Revolution

Eric T. Anderson, Hartmarx Professor of Marketing and Director of the  
Center for Global Marketing Practice, Northwestern University  
This talk corresponds with Tour 5—The Business of Retail: Bricks, Clicks, Today's New Mix.

### Homeless in Chicago: Milestones and Challenges

Lisa Morrison Butler, Commissioner of the Chicago Department of Family and Support Services  
This talk corresponds with Tour 2—Homeless in Chicago: Not By Choice.

### Reconnecting Chicago with Our Great Rivers

MarySue Barrett, President, Metropolitan Planning Council  
This talk corresponds with Tour 3—Reversing a Reputation: The Chicago River.

### Break for Lunch

### Up to the Challenge: Our Veterans Rebuild Their Lives

Erica Jeffries, Director of Illinois Veterans Association  
Special Message from Tammy Duckworth, United States Senator for Illinois  
This talk corresponds with Tour 1—The Journey Home: Our Veterans Return.

### Security, Risk, and Resilience: Preparing for Crisis

Joshua Barnes, Deputy Division Director for Recovery at US Department of  
Health and Human Services  
This talk corresponds with Tour 4—They've Got Your Back: Planning for Catastrophes.

Welcome to the 2017 Know Your Chicago Symposium!

Founded in 1948 by Mary Ward Wolkonsky, Know Your Chicago strives to foster understanding of and appreciation for the diverse forces and institutions shaping this great city and to encourage civic participation.

As the official beginning to the 69th annual Tour season, the Symposium brings together distinguished speakers who address important issues related to the five tour topics. This year's Tours focus on US Veterans and the realities they face upon their return home, homelessness in Chicago and the available services to homeless individuals, the past and future of the Chicago River, emergency services and response in the City of Chicago, and the changing business of retail in the digital age.

We trust you will find today's speakers interesting and thought-provoking, and we look forward to learning with you this season.



welcome

# Speaker bios

## RETAIL REVOLUTION

Eric T. Anderson is Hartmarx Professor and former chair of the Marketing Department at Northwestern University, Kellogg School of Management, and director of the Center for Global Marketing Practice. Professor Anderson's research interests include innovation, pricing strategy, new products, retailing, and channel management. His recent research has impacted both management practice and academic theory. Anderson's articles have been published in scholarly journals, including three articles in *Harvard Business Review* and an article in MIT's *Sloan Management Review*. His 2014 paper on "deceptive product reviews" won the Paul E. Green award for the best paper in the *Journal of Marketing Research*. Anderson holds a BS in electrical engineering from Northwestern University, an MS in engineering-economic systems from Stanford University, and a PhD in management science from MIT.



This talk corresponds with Tour 5—The Business of Retail: Bricks, Clicks, Today's New Mix on Wednesday, November 1 or Thursday, November 2.

## HOMELESS IN CHICAGO: MILESTONES AND CHALLENGES

Lisa Morrison Butler was appointed commissioner of the Chicago Department of Family and Support Services (DFSS) in August 2015. DFSS works with community partners to connect Chicago residents and families with resources that build stability, support their well-being, and empower them to thrive. DFSS assists more than 300,000 residents annually. Prior to her role at DFSS, Morrison Butler was the executive director at City Year Chicago. City Year partners with at-risk schools to help students reach their potential and graduate high school. During her tenure, she grew the youth service corps from 60 to more than 200 members serving annually and increased by ten-fold the number of at-risk Chicago Public School students that City Year Chicago serves.

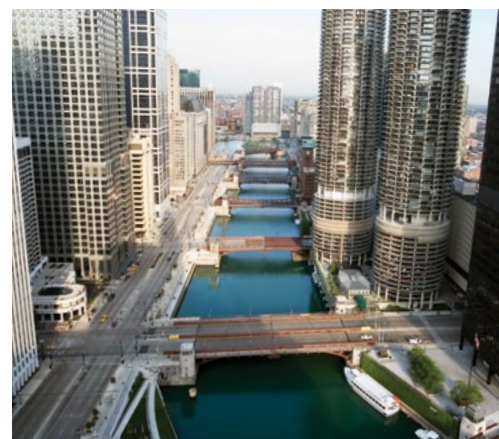
Morrison Butler holds a BS degree from Indiana University and pursued post-graduate studies at Northwestern University's Kellogg Graduate School of Management and the University of Chicago.



This talk corresponds with Tour 2—Homeless in Chicago: Not By Choice on Tuesday, September 26 or Wednesday, September 27.

## RECONNECTING CHICAGO WITH OUR GREAT RIVERS

MarySue Barrett is an expert on designing effective urban solutions through collaboration with government, businesses, and communities. President of the Metropolitan Planning Council, she works to solve Chicago's planning and development challenges. Barrett served as chief of policy for Mayor Richard M. Daley and counts among her accomplishments the city's early implementation of community policing and its successful bid to host the 1996 Democratic National Convention. Barrett led transition committees for Mayor Emanuel and Governor Rauner. Barrett serves on the steering committee of World Business Chicago's Plan for Economic Growth and Jobs, co-chairing the infrastructure team. She serves on the board of Current, a platform for the region's water industry focused on leveraging the river's strengths for economic impact. Barrett is a senior fellow with the Metropolitan Policy Program at the Brookings Institution and is active with the Chicago Network and the Economic Club. Barrett earned her BA from Northwestern University.



This talk corresponds with Tour 3—Reversing a Reputation: The Chicago River on Tuesday, October 10 or Wednesday, October 11.

## UP TO THE CHALLENGE: OUR VETERANS REBUILD THEIR LIVES



This talk corresponds with Tour 1—The Journey Home: Our Veterans Return on Tuesday, September 12 or Wednesday, September 13.

Erica Jeffries leads the Illinois Department of Veterans' Affairs (IDVA). An Army veteran, Jeffries is responsible for nearly 1,300 employees of the IDVA, managing a budget of approximately \$150 million. She leads a team of professionals that serves more than 720,000 veterans through 70 veteran service offices in Illinois.

Jeffries joined the Illinois leadership from Exelis Inc., where she served as the chief inclusion and diversity officer for more than 10,000 Exelis employees worldwide.

As a White House Fellow, she worked at the US Environmental Protection Agency where she focused on building domestic and international public-private partnerships. She also worked at Booz Allen Hamilton where she specialized in defense strategy and national security policy. After graduating from the US Military Academy at West Point, Jeffries served as an active duty Army aviation officer and US-60L helicopter pilot at Fort Hood, Texas.

**Special Message from Tammy Duckworth to follow.**

## SECURITY, RISK, AND RESILIENCE: PREPARING FOR CRISIS



This talk corresponds with Tour 4—They've Got Your Back: Planning for Catastrophes on Tuesday, October 24 or Wednesday, October 25.

Joshua Barnes serves as the acting director of the Recovery Division in the Department of Health and Human Services, assistant secretary for preparedness and response. In that capacity, he leads the policy development, preparedness, and post-disaster implementation of the Health and Social Services Recovery Support Function.

Previously, Barnes served on the White House National Security Council staff as the director for Preparedness Policy where he led, planned, and coordinated development and implementation of preparedness policies and grant programs. Barnes also led inter-agency efforts to better integrate federal community resilience policies and metrics.

Prior to joining the White House, Barnes served as the Economic Development Administration Disaster Recovery Coordinator. He also led disaster recovery policy and technical assistance implementation efforts, including work on the Deepwater Horizon oil spill.

Barnes has led inter-agency efforts to coordinate information sharing and technical assistance and to leverage resources that support major and catastrophic disasters nationwide.

# about

## 2017 TOUR SCHEDULE

SYM	KNOW YOUR CHICAGO 2017 SYMPOSIUM	9/6
TOUR 1	THE JOURNEY HOME: OUR VETERANS RETURN	9/12 OR 9/13
TOUR 2	HOMELESS IN CHICAGO: NOT BY CHOICE	9/26 OR 9/27
TOUR 3	<b>SOLD OUT</b> REVERSING A REPUTATION: THE CHICAGO RIVER	10/10 OR 10/11
TOUR 4	<b>SOLD OUT</b> THEY'VE GOT YOUR BACK: PLANNING FOR CATASTROPHES (EXTENDED TOUR DAY)	10/24 OR 10/25
TOUR 5	<b>SOLD OUT</b> THE BUSINESS OF RETAIL: BRICKS, CLICKS, TODAY'S NEW MIX	11/1 OR 11/2
EVENT	<b>SOLD OUT</b> GEMS ON THE LAKE: SPIRITS, SPOOKS, AND SPIRITS	10/16

## OUR PARTNER

The University of Chicago Graham School of Continuing Liberal and Professional Studies has provided diverse educational programs for adults since the University's founding in 1890. The partnership with Know Your Chicago is an example of its dedication to continuing education programs and civic awareness.

Learn more at [graham.uchicago.edu](http://graham.uchicago.edu).

learn more at [knowyourchicago.org](http://knowyourchicago.org)

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## OUR FOUNDER

Mary Ward Wolkonsky (1907–2002) was an extraordinary woman who made significant and lasting contributions to the educational and philanthropic world of Chicago. Throughout her life, she offered her talents in a multitude of ways, focusing particularly on issues and organizations that advanced the role of women.

Wolkonsky loved Chicago. In 1948, she founded Know Your Chicago, not only as a way to share her excitement about our city, but also to educate women for civic participation. Over its long history, Know Your Chicago has enabled thousands to experience the unique, the serious, the humorous, the beautiful, and, often, the little-known aspects of this wonderful city.

Born in Michigan, Wolkonsky moved to Chicago in 1939 and quickly became involved in the life of the city. Her remarkable intelligence, charm, and leadership abilities made her an asset to many of the area's leading institutions, including the University of Chicago. This affiliation was a source of particular pride. She founded the Women's Board of the University, served as its chairman for eight years, and was named a University trustee in 1975.

Music was one of Wolkonsky's great interests. She was an excellent pianist, both classical and jazz; knew the lyrics of an amazing number of cabaret songs; and, even in her 90s, was always ready to put on her dancing shoes. She followed the careers of many of the great jazz ensembles of Chicago, often visiting the clubs where they played. This love of music led to her long involvement with the University of Chicago's music program where she served as chairman of the Visiting Committee to the Department of Music and founded the Jazz Archive.

Wolkonsky also founded Bright New City, a series of lectures and seminars on the physical and cultural aspects of Chicago. She was a member of the Board of Directors of the Lyric Opera and was instrumental in creating its Women's Board. She served on the boards of the Chicago Public Library Foundation, the Chicago Symphony, the Council on Foreign Relations, the Field Museum, the Chicago Art Institute, and Planned Parenthood. Her numerous awards and honors are a testament to her vision and character.

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