

# THE CHICAGO EGYPTIAN

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*In this issue...*

Daniel Harrington Joins National Council  
Steve Olsher: 'America's Reinvention Expert'  
John Schumacher, A Leader on Campus  
Lauren Tolliver: Rocking in the Windy City

## Mass Communications Alumni Organize Chicagoland Reunion

Four SIU graduates – Scott Moller '85 and Julie (Moller) Guida '79, a brother-sister tandem who founded **Marketing Werks**, a \$100-million independent, experiential marketing agency; Tom Abrahamson '78, chair of **Lipman Hearne, Inc.**, an agency specializing in nonprofit and higher education marketing, with more than 70 staff in its Chicago and Washington, D.C. offices; and Michael Porcaro '72, a publisher for **Randall-Reilly Publishing Company**, ranked in the Top 20 largest business-to-business publishing companies in the World – are striving to unite communication alumni in support of SIU.

**The quartet is hosting a reception for SIU communications alumni who live in Chicago, 5-7:30 p.m. on Thursday, Sept. 8, at Marketing Werks (130 E. Randolph St., 24th Floor). Please RSVP by calling LaVon at (618) 453-7473, or e-mail: [lavong@siu.edu](mailto:lavong@siu.edu). Reservations should be received by Sept. 1.**



Tom Abrahamson



Michael Porcaro

"SIU has 3,600 alumni in Chicago who are graduates of the College of Mass Communication and Media Arts. This event is a rare chance to network with others in their field, and develop support systems and community among like-minded people," Abrahamson says.

Lipman Hearne is leading SIU's branding initiative this fall, with the foundational message being: All the brains of a nationally ranked research university. All the heart of a small college.

"There's a lot of confusion about SIU out there," says Abrahamson, a former R.A. at Smith Hall who was Dean of Admissions at DePaul University before joining Lipman Hearne. "To rise above outdated and inaccurate perceptions, prospective students need to know that SIU is a top-tier university that values mentorship. It's a place

where high-achievers can do high-profile research as sophomores and first-generation students can find the support to unearth their potential."

The University laid a solid foundation for the Mollers. Scott and Julie each served stints in the position of Promotions Director for the SIU Arena. They assumed responsibility for marketing all concerts, touring shows, and non-athletic events.

"Some of our initial clients at Marketing Werks were people we met promoting events at SIU. We subsequently shifted our focus to product marketing and continue to do so," Scott says. "Yet, the core of how we operate today is clearly tied to our experiences at Southern."

Porcaro is a former *Daily Egyptian* sportswriter. As a partner with James Informational Media, he played a lead role in resurrecting two struggling magazines, ultimately turning a profit. James Informational Media was sold to Randall-Reilly Publishing Company in 2007, and Porcaro still serves the company in a publishing role. Porcaro, who funds a scholarship at SIU, says the upcoming Sept. 8 event serves multiple purposes.

"This is good for the communications community because many SIU alumni are



Julie (Moller) Guida and Scott Moller

influential in this business. Why not ask SIU alumni to help us recruit future journalists and marketers?" he says. "Also, if SIU graduates have aspirations of supporting their school, it doesn't take much time or effort. And, you feel pretty darn good about it."

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# STUDENT SPOTLIGHT

## Daniel Harrington: Flying Salukis Team Captain Joins National Council

As one of three team captains and an individual event titlist for the Southern Illinois University Carbondale Flying Salukis, Daniel S. Harrington was among those making key contributions last spring when the team won its first national title in 26 years.

The senior in aviation management from Monee will also contribute to collegiate aviation on a national level during the upcoming year. He is the student representative to the National Intercollegiate Flying Association's 18-member national council.

Daniel was one of five collegiate aviation students nationwide to interview for the seat. Daniel's selection, based on votes by competing schools, came prior to the Flying Salukis learning they captured the program's eighth national title in school history, May 21, at The Ohio State University.

His term is from July 1 to June 30, 2012. He is the son of Nancy Curry of Monee and Daniel Harrington of Kankakee.

A returning captain for the 2011-2012 season, Daniel has been on the team since he was a freshman. It was those three years of positive experiences that prompted his decision to seek the post. He will be a voting member of the board and represent the student competitors, sharing any of their concerns or recommendations about competition.

"I wanted to do it to give back to NIFA,"

Daniel said. "It's a great organization and has given me so much. I've met so many people and have been able to do so many things because of what NIFA has given me the opportunity to do."

Daniel is the first Flying Salukis' member in recent history selected as student representative to the NIFA Council.

In his role on the NIFA Council, Daniel is the direct voice of all NIFA student competitors from each of the NIFA member schools throughout the nation. There are approximately 75 teams from throughout the country that participate in the national competition. Anywhere from 300 to 350 aviation students compete annually at the organization's Safety and Flight Evaluation Conference.

Daniel is also part of the SIU Aviation Student Group Leaders, which assembles each month during the fall and spring semesters. The group coordinates all student group activities and works closely with student volunteer activities including the American Airlines, United Airlines, and Corporate Aviation career days.

As a leader in Southern's aviation program, Daniel says it is important for students to have the most up-to-date equipment and a technologically advanced learning environment. With the addition of SIU's new Transportation Education Center, he says the nationally recognized program will be even more outstanding.



"It will be a great asset in training, making it an extra boost for an already great program. Even more than that, it will be an amazing recruitment tool," Daniel says. "It will help us attract the best students we can to our program, which is one of the best in the country."

The Transportation Education Center will bring the aviation management and flight programs and the automotive technology program together at Southern Illinois Airport. The 200,000-square-foot

building is expected to be completed for the fall 2012 semester.

"The national championship is a testament to the strength of our aviation program and its students. This program has earned support and the TEC building is the next step in moving us forward," Daniel says. "The facility is in place; we just need state-of-the-art equipment to keep us competitive nationally. Alumni support is essential to making that happen."

# A SALUKI YOU SHOULD KNOW

## ‘Mr. Bold’ Steve Olsher: ‘America’s Reinvention Expert’



Steve Olsher with students from Chicago Tech Academy High School after his “Who Were YOU Born to Be?” presentation.

Since his days of operating The Funky Pickle, a non-alcoholic club on Carbondale’s Strip in the early 1990s, Steve Olsher has turned a profit on each of his business ventures.

A lifelong entrepreneur, Olsher developed Liquor by Wire in 1991, a catalog company that provided the worldwide gift delivery of wine, champagne, spirits and gift baskets. In 1998, Steve morphed the company into Liquor.com and, today, the site focuses on mixology and cocktail culture. He is also the owner of Bold Development, a Chicago-based real estate development company with \$50 million in assets. Therefore, it is hard to imagine that just four years ago, this successful businessman was at a crossroads in his professional life. But that was the case.

While sitting bedside with his stepfather, who was in his final days of life, Olsher says

he experienced, in his words: “A deep, non-verbal connection with the man who had raised him since he was 10.”

“I had a vision of my own funeral and could hear the words being spoken graveside: ‘Here lies Steve Olsher ... he dedicated his life to chasing the almighty dollar.’ That really hit me hard, because that’s all that was said,” Olsher says. “It was one of those moments that you face a pivotal fork in the road.”

The 1992 SIU graduate, known as “Mr. Bold” during his DJ days in Carbondale, Olsher relinquished involvement in the daily operations of his businesses. This freed him up to pursue an avocation he deemed more fulfilling – helping others discover their primary purpose in life.

Olsher, whose work focuses on people

in transition, is known as “America’s Reinvention Expert.” He is an in-demand media guest who hosts “The Reinvention Workshops,” speaks to people of all ages; and is the host of “Reinvention Radio,” which is dedicated to creating empowered leaders driven to make a monumental difference.

Additionally, Olsher authored: *Journey to You* which was named the “Self-Help Book of the Year” by *USA Book News*. The publication is a step-by-step guide to helping people become what they were born to be.

“The book is based on the life teachings and ancient wisdom of revolutionary leaders and adapted for today’s mindset via proprietary exercises I created for the book,” he says. “It is a powerful, how-to-guide that provides a detailed understanding of who you are, but perhaps, more importantly, teaches you how to discover the ONE thing you are compelled to do. I call this your: ‘WHAT.’”

“So, the key question each of us must be able to answer is: ‘What is my WHAT?’”

Olsher’s book has drawn comparisons to: *What Color is Your Parachute?* meets *The Secret* for the 21st Century.

“Reinvention is about shedding the false characteristics and habits we have ingrained into our body and soul,” he says.

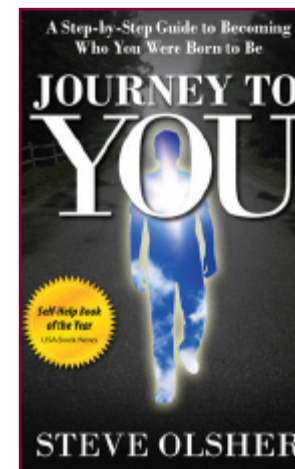
“It doesn’t necessarily entail changing who you are as a person; it’s about becoming who you inherently are as an individual.”

Olsher is also co-starring in *The Keeper of the Keys*, a movie that features John Gray (*Men are from Mars, Women are from Venus*), Jack Canfield (*Chicken Soup for the Soul, The Success Principles*), and Marci Shimoff (*Happy For No Reason*).

*The Keeper of the Keys* focuses on a fictional character’s financial and relationship misfortunes during difficult times. The character encounters multiple experts, including Olsher, who assist him in getting his life back on track. *The Keeper of the Keys* will be released on Dec. 8, during a red carpet premiere at Brenden Theater in the Las Vegas Palms Hotel Casino Resort.

“The movie is based on seven keys that are ostensibly the secrets to life. The key I speak about is passion,” Olsher says. “I have strong confidence the film will positively affect thousands of lives.”

You can receive a complimentary copy of *Journey to You* at: [www.SteveOlsher.com](http://www.SteveOlsher.com). If you would like to attend The Reinvention Workshop, Steve is offering FREE tickets for SIU alumni. Please send an e-mail to [Steve@SteveOlsher.com](mailto:Steve@SteveOlsher.com) to RSVP.



# STUDENT SPOTLIGHT

## John Schumacher: A Leader on Campus



**American Marketing Association.** As a student in the speech communications department with a specialization in public relations, the position allows him to implement what he learns in the classroom.

“I’m making sure to use all the resources that are given to me,” John says. “I get a lot of help from my professors and the department. They’ve given me great tools to work with.”

The Chicago native is currently applying these tools to his two summer internships on the Carbondale campus. In the mornings, he uses his advertising skills at Chartwells in the Student Center to create signage and provide marketing plans and materials for various promotions. In the afternoons, John works at University Communications, where he writes press releases for the College of Business.

“These internships have been great experiences for me,” John says. “I’m right at home in both positions.”

In the fall, John will continue honing his skills by marketing Red Bull as the energy drink’s student brand manager on campus.

“I’m really looking forward to spreading brand awareness to students in different ways on campus,” John says. “I get to be creative while also making sure I am representing the brand well.”

In addition to keeping busy with internships and RSOs, John also focuses on his work in the classroom. He has been on the dean’s list every semester and is also part of the Golden Key Honor Society.

“It’s been a great experience to be a part of different student organizations. The faculty and my peers have taught me so many things,” John says. “It’s great to have so much support. I have so many people around me who really want me to succeed.”

As a member of several registered student organizations, John Schumacher is taking advantage of the numerous opportunities SIU has to offer its students. John has not only taken on a leadership role on campus, but he has also taken advantage of internship and employment opportunities at SIU.

As a sophomore, he was elected president of Southern’s **Public Relations Student Society of America** chapter. He will continue that role in the fall as a senior.

“As president, I oversee a group of 60 to 70 students with the help of a faculty advisor,” John says. “The members of the organization make that an easy task for me because I get to work with a great group of people.”

Recently John accepted another leadership role when he was elected public relations director of SIU’s

## Wrigley Rooftop Baseball Fundraiser Sept. 4

SIU alumnus George Loukas is hosting a Wrigley Field Rooftop Fundraiser in support of the Saluki baseball team on Sunday, Sept. 4.

Admission to the rooftop, located on 3643 Sheffield Avenue, begins at 12:50 p.m. The Cubs-Pirates game follows at 1:20 p.m. Cost is \$125 per person, and includes admittance to the rooftop, food and beverages. Each donor will receive a T-shirt, and door prizes will be given.

To make your reservation, please call Stella Black at (312) 701-0079, Ann Callahan at (217) 836-6240, or Ken Henderson at (618) 453-3794. Reservations are limited to the first 200 people.

## Priester Aviation Hosts Alumni Reunion Sept. 23

Alumni and friends of SIU Carbondale’s aviation program are invited to attend the SIUC Aviation Alumni Event on Friday, Sept. 23. The event begins at 6 p.m., and will be hosted at Priester Aviation in Wheeling (1061 S. Wolf Road).

The Priester Aviation Hangars are located on the west side of Chicago Executive Airport along Wolf Road, just south of Hintz Rd.

SIU Carbondale Chancellor Rita Cheng will be the featured speaker during a brief program that begins at 7 p.m. Chancellor Cheng will provide an update on the progress of the Transportation Education Center construction project. Charlie Priester is chair of the TEC campaign. Guests can also enjoy giveaways, food, and drinks.

You can RSVP by contacting Lori Robertson via e-mail: [lrobertson@aviation.siu.edu](mailto:lrobertson@aviation.siu.edu), or call 618.453.8898.

The event is sponsored by Priester Aviation and the Department of Aviation Management and Flight. There is no cost to alumni and friends who attend this function.



# Lauren Tolliver: Rocking in the Windy City

“People don’t really think about everything that goes on behind the scenes. There’s a lot of organizing, promoting, booking, and tour management.”

In addition to Master Tour, Eventric also offers a VIP ticketing service called Live Access.

“We also have a lot of new things in the works at the moment,” Lauren says. “We’re working on several new products that we hope to deliver soon.”

Lauren says the company has over 3,000 current users, including big-name acts like Dave Matthews Band, Bruno Mars, Sugarland, and Bon Jovi, among others. Her position allows her to not only meet with backstage crew members, but also attend numerous live shows and sometimes meet the musicians themselves.



Lauren Tolliver (center) is pictured with her professional dance team, Culture Shock.

Lauren Tolliver took a chance four years ago when she decided to quit her job and move to Chicago. She sees the payoff daily while rubbing elbows with music industry executives.

As an account manager for Eventric, Lauren coordinates efforts with the backstage teams for many well-known bands. Her job involves reaching out to new clients as their tour stops in Chicago, as well as taking care of her existing clients by offering customer support.

Eventric, a software company based in Wicker Park, offers a variety of software and online services aimed at making life on the road easier for musicians and their crew. The company’s main offering, Master Tour, allows tour managers to compile everything they need to conduct a successful tour on the road.

“There is a huge amount of information that goes into planning a tour,” Lauren says.

“I was pretty excited to be backstage at a Counting Crows concert because they’ve been one of my longest standing favorite bands,” Lauren says. “But the most exciting encounter I’ve had was when I got to meet Dolly Parton.”

The 2006 speech communications graduate always knew she wanted to be part of the entertainment industry. Her move to Chicago was one step in the right direction.

“When I graduated from SIU, I moved to St. Louis where I worked as sales representative at Enterprise Rent-a-car. After moving to Chicago, I worked as a consulting services manager at an IT services company called CIBER. I also did an internship at a music marketing firm,” Lauren says. “These jobs qualified me for my role at Eventric because I had some IT experience, and experience in the music industry.”

The Du Quoin native says SIU provided solid career preparation. Her specialization in public relations was especially beneficial.

“The curriculum helped me learn about the industry as a whole. I learned about how each department in a company fits together, as well as how to work with people and communicate effectively,” Lauren says. “I think that has really been a strength in my career so far.”

Lauren is also continuing to pursue a passion she developed outside the classrooms at SIU – dancing. As a Saluki Shaker for three years, Lauren honed her skills as a dancer and upon moving to Chicago, she wanted to continue developing her craft.

“I began taking classes and making friends. I was eventually approached to audition for a professional hip hop company called Culture Shock,” Lauren says. “It’s a not-for-profit organization that teaches kids dance who can’t afford to take classes on their own.”

The internationally known company has groups in other major cities, including Los Angeles, Atlanta, Washington D.C., as well as cities in Canada. In addition to dance education, the group does public appearances and an annual showcase that brings all the companies together under one roof.

“Most of the people I’ve danced with are career dancers, so I’ve been able to interact with other dancers on a professional level,” Lauren says. “The company also does a lot of good in the community. It’s been a big commitment, but I’m proud to say it’s been a huge part of my life for the past couple of years.”

Both on stage and off, Lauren is making a name for herself in Chicago’s entertainment world.

“There are a lot of really great things that come along with what I do. I get to go to shows, meet interesting people, and see what goes on behind the scenes,” Lauren says. “It’s very exciting.”