

# SPEAKER BIOGRAPHIES



**Tim Bohmer**

Vice President  
Sales and Marketing

*Crick Information Technologies, Inc.*

Mr. Bohmer has over 25 years of professional sales experience including over 17 years of marketing management. Most recently he was the Vice President of Sales & Marketing for a leading promotional product supplier. Tim's extensive tradeshow knowledge is the result of coordinating, attending or exhibiting at nearly 60 days of tradeshows per year.



**Carrie Quinn Brown**

Marketing Manager  
*Red 7 Media*

Carrie leads Red 7 Media's marketing initiatives across six B2B media brands, focused on the event and media industries, including magazines, websites, awards programs and events. She is seasoned by ten years in the marketing industry, having worked professionally in television production, advertising, a national non-profit organization, and five years on Red 7 Media's event and marketing team. Carrie is an alumnae of the University of Delaware, and currently lives in New York City.



**Paige Cardwell**

President  
*CSG Creative*

*a division of National Trade Productions, Inc.*

Paige Cardwell has marketed, promoted, produced and created successful trade shows and event marketing campaigns for 18 years. Whether attracting 300 people or more than 40,000, Paige's unique blend of strategic initiatives and creative savvy offers each client insightful and smart solutions to marketing and branding challenges intended to grow audiences and increase revenue. As president of CSG Creative, Paige leads her team and oversees the marketing, strategy and branding initiatives for all CSG clients. Paige is involved with each account, large or small, and eagerly shares her insights and best practices developed through years of success in the events business.

Paige has been a featured speaker at the Major American Trade Show Organizers (MATSO) annual meeting, Direct Marketing Association of Washington (DMAW), International Association of Exposition Managers (IAEM) and leads the Marketing Exchange Roundtable for MATSO. Paige serves on the Professional Convention Management Association's (PCMA) Marketing Task force committee which develops marketing content for the annual Convening Leaders Conference.

Paige joined National Trade Productions, Inc. (NTP) in 1999 as Director of Marketing. In 2001, Paige launched CSG Creative, a full service marketing and creative agency that specializes in event promotion, strategy, branding, new media, and Web development. During that time, CSG has grown to be one of the premier agencies that specialize in conference and trade show marketing and promotion. CSG's client list includes a number of the

largest shows in North America.

Before Paige joined NTP, she was the director of marketing for the Satellite Broadcasting and Communications Association where she managed, marketed and sold two bi-annual events totaling 150,000 net square feet in exhibit space and 12,000 attendees. Prior to her tenure at SBCA, Paige spent three years with the National Coffee Service Association as national events and membership manager.

She holds a BA in Communications from the Annenberg School of the University of Pennsylvania in Philadelphia, PA. Paige is a member of the International Association of Exposition and Events, Major American Trade Show Organizers, American Marketing Association, and the Professional Convention Management Association.



**Jefferson Davis**

President  
*Competitive Edge*

Since 1991, Jefferson Davis has helped over 200 for-profit and association show organizers more effectively sell to and educate exhibitors on how to make tradeshows more productive and profitable.

His programs help show organizers better understand, communicate with and service exhibitors so they keep coming back, rent more floor space and invest more resources marketing their participation in shows.

He brings 24 years of "on the floor" exhibiting experience working on both sides of the exhibiting fence with both organizers and exhibitors. With continual research into the latest and best exhibiting, marketing and selling

practices, he creates and delivers “best in class” consulting, training and educational programs that have delivered over \$500,000,000 in exhibiting results for clients.

He is committed to partnering with show organizers to make the latest and best exhibiting practices accessible to every exhibitor, at the right time frames in the show execution cycle, so every exhibitor can experience the incredible results from exhibiting effectively.



**Terence R. Donnelly CMP**

Vice President, Trade Show Markets  
*Experient*

Donnelly is vice president of Trade Show Markets at Experient, one of the largest event and attendee management providers in the industry. Terence is responsible for strategy development and new client acquisition solutions for Experient, and has served over 20 years in leadership roles within hospitality, software, and exhibition industries.

Prior to joining Experient, he spent more than 6 years at Passkey International where he helped grow the start-up’s market share while designing and launching their hospitality products to the hotel market.

Terence serves on IAEE’s Education Committee and actively supports advocacy issues impacting the meetings and exhibition industry. A Certified Meeting Professional and seasoned hospitality veteran, Donnelly was actively involved with the Convention Industry Council’s successful Project Attrition Task Force and sat on the Registration and Housing Commission for the CIC APEX initiative. He speaks and writes extensively on successfully incorporating technology into events and tradeshow, and on overall trends in the exhibition industry. Donnelly has also been recognized in the Trade Show Executive Who’s Who among General & Specialty Service Contractors.



**Chris Elwell**

Partner and President  
*Third Door Media, Inc.*

Chris has more than 20 years interactive media and marketing experience in management, product development, marketing and editorial positions.

Chris is president of Third Door Media, where he oversees the company’s business operations, marketing, sales and finance.

From 1997 to 2006, Chris was Vice President & General Manager of JupiterWeb, the online publishing division of what is now Jupitermedia Corporation (NASDAQ: JUPM). In that role, he was responsible for sales, marketing, editorial and production of JupiterWeb’s more than 100 web sites. He participated in more than 50 site acquisitions and was a key member of the management team that took Jupitermedia-predecessor, internet.com Corporation, public in 1999.

He also directed the launch of Jupitermedia’s Events division in 1999, the year Jupitermedia teamed with Danny Sullivan to produce the first Search Engine Strategies conference.

Prior to Jupitermedia, Chris served in management, marketing and product development capacities at business research and publishing firm Simba Information. He began his career in business journalism at Knowledge Industry Publications and Digital Information Group, and was in new business development department at Covidea, a pioneering home banking joint venture of AT&T, Time Inc. and Chemical Bank.

Chris holds a bachelor’s degree in Journalism from an obscure New England college and lives in Redding, CT, with his wife, Paula, and children, Elizabeth and Alex.



**Joe Federbush**

Vice President, Sales and Marketing  
*Exhibit Surveys, Inc.*

Since 1988, Joe Federbush’s primary current responsibilities are to market, consult on, and design strategic research and measurement programs that help companies, show organizers/associations, and event producers measure their return on investment (ROI) and objectives (ROO) for their trade show and event programs in a highly cost-effective way.

Before taking on the responsibility of directing sales and marketing efforts for Exhibit Surveys in 2000, Joe conducted project management research for Exhibit Surveys, initiating some of the company’s earliest Internet-based research and working on studies in South America and Europe.

Joe is an active member of Trade Show Exhibitors Association (TSEA), the International Association for Exhibitions and events (IAEE,) Healthcare Convention Exhibitors Association (HCEA), and The Corporate Event Marketing Association (CEMA) and contributor to event industry publications.

He received a Bachelor of Science degree in Business Administration from Monmouth University, Long Branch, N.J.



**George Jage**

President and CEO  
*World Tea Media*

Prior to joining the tea industry, George Jage honed his convention and business acumen when he headed the operations for the launch of a successful apparel trade show in 1993, growing the event from 20 exhibitors in a hotel to over

85,000 nsf in 1999. He has also founded four other businesses before the SFG Group LLC, the parent company of the World Tea Expo. In 2003, George launched the nation's first tradeshow devoted solely to the tea industry. The result has been a fast-growing industry mirrored and fueled by this fast-growing trade show, recognized as one of TSW's Fastest 50 in 2006, 2008, & 2009. SFG Group also produces the World Tea News & World Tea Championship. George is a member of numerous business groups, including the Society of Independent Show Organizers, the International Association of Exhibit Managers, and the Entrepreneurs Organization. He also served on the Advisory Board of the Specialty Tea Institute along with being its 2006 Symposium Chair.



**Mary Larkin**

Group Vice President and Publisher  
*SeaFood Business Magazine*  
*Diversified Business Communications*

As Group Vice President, Mary Larkin oversees All Things Organic™, Diversified's US integrative healthcare portfolio and Diversified's international portfolio of seafood tradeshows and online reporting, including the European Seafood Exhibition/Seafood Processing Europe, the International Boston Seafood Show/Seafood Processing America, the Mediterranean Seafood Exhibition/Seafood Processing Mediterranean, SeaFood Business magazine and SeaFoodSource.com. Ms. Larkin joined Diversified in 1995 as an account executive. She was promoted to sales manager and was in charge of the International Boston Seafood Show and the European Seafood Exhibition/Seafood Processing Europe at various points in her career. Most recently she was show director for the seafood group.



**David T. Lawton**

Vice President, Sales and Marketing  
*Convention Data Services (CDS)*

David Lawton's exceptional communication skills are the secret to his success as a manager. He believes that developing a rapport with clients, vendors and employees is the key to being an effective leader and he is recognized for his lead-by-example style.

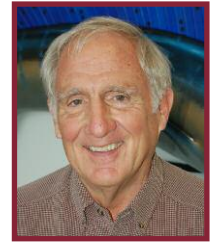
David joined Convention Data Services in June 2001 as Product Manager, responsible for developing new products and working with clients on custom projects. His hands-on approach to projects and detail-oriented style made him a stand out, and he was quickly promoted through the ranks to his current position of Vice President of Sales and Marketing.

Charged with managing the Sales, Marketing, New Business and Exhibitor Services departments since November 2004, David has led the efforts in growing the company's sales to significant levels each year. He also created and directs a Client User's Focus Group, consisting of a representative from some of the company's top clients, to proactively address product enhancements or adjustments and to maintain a vehicle for communication between the company and its clients.

Prior to joining Convention Data Services, David was the Director of Customer Support for Infinium Software Inc. where he managed a diversified professional customer support team of in-house and remote employees. He successfully created and implemented new training programs and was instrumental in the design of a new web-enabled call tracking system for customer support. In addition, David was a presenter for both training and informational sessions at yearly Conferences.

David remains current with news and products in the tradeshow industry and is called upon to present educational

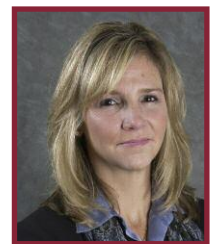
sessions at industry-wide events. He is a member of the International Association of Exhibition and Events (IAEE), the Meetings Professional International (MPI), and a regular sponsor and attendee of many industry events.



**Brian J. Layng**

President and Owner  
*International Sportsmen's Expositions*

Brian J. Layng is President and owner of International Sportsmen's Expositions, America's premier Sportsmen's Show Organizer based in Vancouver, WA. Prior to acquiring ISE, Brian was Western Regional VP for Southex Exhibitions responsible for consumer shows in the western US. For several years, Brian was VP and Division President for Levi Strauss & Co., based in San Francisco and was in charge of Corporate Business Development and Levi's Active Sportswear Division. He has an undergraduate degree from Lafayette College and an MBA from Columbia University Business School. Brian is active in the National Association of Consumer Shows. Brian and his wife Susan live in Lafayette, California a suburb of San Francisco.



**Courtney Muller**

Senior Vice President  
*Reed Exhibitions*

Courtney Muller is a Senior Vice President at Reed Exhibitions whose portfolio includes gaming events: Global Gaming Expo (Las Vegas) and G2E Asia (Macau, China), as well as BookExpoAmerica, the North American book publishing convention, the Vision Expo Events, Vision Expo East and Vision Expo West,

serving the optical industry; the Interphex events (NY and Puerto Rico) serving the pharmaceutical industry, the Foodservice events (NY, CA, Florida), and the Exhibitor Marketing Group. Ms. Muller also oversees all of the educational and conference business at Reed Exhibitions North America.

Muller has worked in the trade show and event industry for 18 years spending 15 of those years at Reed Exhibitions. She has also worked for Penton Media as Vice President of the Internet World events and she served as the Executive Director for New York is Book Country. She has managed a number of tradeshow 200 events in her 18 year career including: G2E, BookExpoAmerica, The Vision Expos, Interphex NY and The New York Restaurant Show among others.

Ms. Muller has earned numerous accolades and awards in her years in the exhibit industry including both the President's Award and the Chairman's Award at Reed Exhibitions as well as the People's Choice award for Valuing Our People. Ms. Muller was honored with the Emma Lazarus Award by the Associated Builders and Owners of Greater New York in 1997. She was also named a "Great Woman in Gaming" in 2005 by Casino Enterprise Management magazine. Ms. Muller is a member of the editorial board of both Casino Enterprise Management and Global Gaming Business magazines and a member of the Optical Women's Association.

In the trade show and events industry, Ms. Muller sits on the Executive Education Committee for SISO and is the Chair of the International Special Interest Group for IAEE.

On the community side, Ms. Muller takes part in a mentoring program for students from Quinnipiac University and is currently a mentor for a junior who is working towards a business degree. She also serves as a Grade Level Advisor for the class of 2014 for the National Charity League.

Ms. Muller has a Bachelor of Arts degree from University of North Carolina at Chapel Hill. She is married and has a 25 year-old step-daughter, a 22 year-old step-son, a 13 year-old daughter (and two sweet dogs!) and lives in New Canaan, CT.



**Stephen Nold**

President  
*Tarsus Advon*

In-depth knowledge of the high-tech industry combined with his years of entrepreneurial experience enable Stephen Nold to address a wide range of audience topics. As a technology consultant, Stephen Nold began his career in market research and transitioned into product launch and marketing strategies that benefit from process implementation strategies.

Through the years he has developed a unique perspective on the latest trends and innovations based on his own role in start-up organizations. Prior to his work in the trade show industry, he served as Manager of Proprietary Research at IntelliQuest, a leader in technology market research. He received a bachelor's degree in business administration from the University of Texas and a MBA from the University of Texas at Dallas.

Stephen and his wife reside in Austin, Texas where they raise their three sons. He currently serves as President of Tarsus Advon and oversees a portfolio of web assets including MeetingTechOnline, TSNN & the MTO Summit technology conference.

With a list of corporate clients including IBM, Dell Computers, Gartner, i2 Technologies and BMC Software, Stephen has witnessed first-hand the problems of poorly designed technology roadmaps. Calling attention to the evolution of face-to-face marketing and the impact of social media, he has become an advocate of the Semantic web technology.

Stephen's goal as a speaker, writer and consultant is to educate his audiences and clients about the efficient use of technology to save time and improve productivity. With his experience in technology development and marketing, Stephen presents complex technology topics through an exciting, understandable and accessible approach.

Stephen is an active member of Meeting Professionals International, International Association of Exhibitions and Events, American Society of Association Executives, and the Texas Society of Association Executives. Stephen has served on the MPI Exhibits Advisory Task Force, IAEE E2 eMERGE Conference Advisory Team, and TSAE Editorial Board and serves currently on the IAEE Expo Education Committee.



**Liz Plizga**

Director

*Diversified Business Communications*

As Group Show Director at Diversified Business Communications, Liz Plizga oversees the Integrative Healthcare Symposium, Expo Comida Latina and Integrative Practitioner, an online resource for the Integrative Healthcare community. Ms. Plizga joined Diversified Business Communications in 2002 as an Operations Manager and worked on a variety of products. She was promoted to Group Show Director in 2005 overseeing the International WorkBoat Show, Pacific Marine Expo and Fish Expo WorkBoat Atlantic. Liz transitioned to the Integrative Healthcare products and All Things Organic™ in 2006 and to Expo Comida Latina in 2008. All Things Organic™ was produced in partnership with the Organic Trade Association and a part of the Power of Five Co-location in Chicago, Illinois. Expo Comida Latina currently takes place in Los Angeles, co-located with Reed Exhibitions' Western Foodservice and Hospitality Expo.



### **Arnie Roberts**

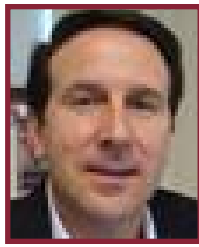
President

*SMART-reg International, Inc.*

Arnie Roberts has more than 27 years experience in the trade show, conference and meeting registration industry. His knowledge of registration processes, WEB based solutions along with innovative state-of-the-art technologies has been integral in finding varied solutions that meet client needs. His ingenious, It's All in the Badge™ RFID based technology makes him a leader in the field of registration and lead capture. His most recent achievement includes the award winning Tap-N-Go, and the new SMART-ALEC device used to provide corporate counterespionage measures at meetings.

Arnie's Degree in Systems Engineering and experience with managing the corporate data center for the American Broadcasting Company (abc) has given him the ability to provide unique solutions to challenges.

He is currently on Trade Show Executive Magazine's Who's Who list, and one of the Experts for EXPO Magazine's "Expert Q&A", dealing with Registration and Lead Capture.



### **Robert Rosenbloom**

President and CEO

*PlatformQ*

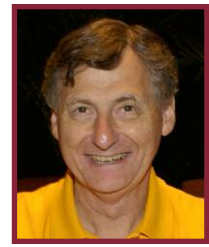
Robert is a seasoned entrepreneur having successfully launched and built three different Internet / digital media companies. He has a proven track record developing strong management teams, implementing corporate, financial and operating policies, and establishing important industry partnerships that helped build companies to highly profitable leadership positions. Robert is considered one of the leading experts in the virtual event industry, having been interviewed or quoted by such media outlets as ABC World News Tonight, New York Times, BusinessWeek, CBS, Fox, NBC, USA Today and The Washington Post.

Prior to PlatformQ, Robert was a co-founder of iCongo, Inc., a leading collaborative ebusiness systems provider, where he was responsible for all sales, marketing, and business development activities. Robert established and managed relationships with many of the firm's key customers and partners, including The PGA of America, The National Hockey League, The Timberland Company, Callaway Golf, AOL Time Warner, IMG (International Management Group), AMR Research and many others.

Robert was early advisor and served on the Board of Directors for Navic Networks, the leading addressable advertising and interactive television technology provider to the cable and direct broadcast satellite television industry. The company was acquired by Microsoft in June 2008.

Prior to iCongo and Navic Networks, Robert was Director of Corporate Finance for Primedia Inc., the business-to-business media and publishing company backed by Kohlberg Kravis and Roberts ("KKR"). During his three years with the company, Robert helped Primedia raise over \$1 billion and was involved in the company's acquisition program. He was also actively involved in shaping Primedia's initial Internet business strategy.

Robert is a graduate of McGill University and received his MBA from Columbia Business School.



### **Lew Shomer**

Executive Director, *SISO*

Chairman, *Abilities Expo*

President and CEO: Shomex Productions, Santa Monica CA, 1984 – Present.

Executive Director, Society of Independent Show Organizers (SISO), January 2009 – Present; Chairman, 5NET4 Productions, and Abilities Expo, Present

Shomex Productions, founded in 1984, by Lew and Clare Shomer was the nation's largest producer of Diversity Career Fairs. The company no longer produces career fairs after 25 years in business. Shomex is now the administrative organization for The Society of Independent Show Organizers (SISO).

5NET4 Productions is the parent company for Abilities Expo, an exhibition and trade show for people with disabilities, caregivers and professional healthcare workers. Abilities Expo currently produces shows in Los Angeles, New York, Chicago, Houston and Atlanta.

Lewis Shomer (Lew) holds a BA from Ohio Wesleyan University and an MBA from The Bernard Baruch Graduate School of Business at CCNY in New York.

Mr. Shomer's career started with IBM in New York, and he later joined Honeywell Information Systems in White Plains. He moved to London in 1967 and spent 10 years as Vice President, International Operations for Computer Investor's Group, a leading computer leasing company. When he returned to the US he held various sales, marketing and general management positions with Mohawk Data Sciences, Novation, Inc. and Pertec Computer Corporation.

Before starting Shomex, Lew was Vice President, Marketing and Sales for The Interface Group, producers of COMDEX, the nation's largest trade show.

Prior to becoming the Executive Director, Mr. Shomer served on the Board of Directors of SISO for 9 years including the position of Chairman. He served on the

Board of Directors for The American Friends of the St. Petersburg (Russia) Philharmonic. Lew is a fifteen year member of the NAACP Board of Trustees, Special Contributions Fund, serves on the Image Awards committee, and is a Golden Heritage Life Member.

Mr. Shomer has owned a soul food restaurant in Atlanta and an antique mall in Los Angeles.

Lew lives in Los Angeles with his wife, Clare and has one son, two dogs, 2 cats, and 3 horses.



**Erica L. Stone**

Show Manager  
New Hope Natural Media  
a division of Penton Media

Erica's current position is within Penton Media's Lifestyle division, as the show manager overseeing exhibit and retail sales, conference programming, financials, marketing, operations, PR, and strategy for Natural MarketPlace, the official tradeshow of the Natural Products Association and Natural Products Expo East, a Top 200 and Fastest 50 Tradeshow. Before taking on her current role in 2007, from 2005, Erica worked as the marketing manager across multiple events within New Hope Natural Media's Tradeshow and Conference Division.

Prior to 2005, residing in London, England, Erica held the position of control analyst and team lead on the UBS International Trade Matching desk, where she developed and implemented process improvement projects focused on team and information management in order to increase profit, and improve quality and efficiency. This work complemented a post-graduate certificate of International Business Practice, as well as professional certificates in Managing Project Teams and Managing Information through the University of Cambridge's International Diploma scheme.

2001- 2003 was spent in Frankfurt, Germany, was as a content management

analyst, for Accenture Consulting, Financial Services division. This included content management system and media type assessment; research, analysis and testing of leading business processes; recommendation development, and documentation of optimal "best practice" procedures, with the tertiary goal of helping the company to grow their people in a consistent, efficient manner while maintaining a specified market position.

Erica is a graduate of the University of Colorado, Leeds School of Business, where she obtained a Bachelor's degree in Business with Dual Emphasis in Information Systems and Human Resource Management, and a minor in Political Science from the School of Arts and Sciences. Originally from Seattle, she resides now in Boulder, Colorado and is a foodie who loves to travel and is an avid skier, runner, and scuba-diver.



**Chuck Underwood**

Founder and Principal  
*The Generational Imperative, Inc.*

Chuck Underwood is the founder/principal of The Generational Imperative, the Ohio-based generational consulting firm. He consults and trains American business on Generational Workforce Diversity And Leadership Strategy and Generational Marketing And Communications Strategy. Having researched generational dynamics for 23 years, he is one of the pioneering scholars and elite consultants in generational business strategy, with clients that include Procter & Gamble, Coca Cola, Time Warner Cable, Macy's, State Farm, Edward Jones, United States Military, American Council On Education, Institute For Alternative Futures, U. S. Department Of Labor, Veterans Healthcare Administration, and hundreds more across virtually all industries.

His book on generational business strategy is the most comprehensive presentation of generational business strategies and is available online at

Amazon.com and at most bookstores. It is entitled:

*The Generational Imperative Understanding Generational Differences In The Workplace, Marketplace, And Living Room.*

In addition, Mr. Underwood is the host of the national television series *America's Generations With Chuck Underwood*, which airs on PBS stations.

He began his generational research in the 1980s, long before the discipline came to the widespread attention of American business.

In 1998, he underwent formal training in qualitative research methodology and focus-group moderating at The Burke Institute. He conducts primary generational research for his clients and his own firm.

The Ohio University School of Business grad had spent his earlier career in the mass media of radio and television, first as an award-winning broadcast journalist and national sports play-by-play announcer, and then as a creator and producer of original programming. He has hosted and produced shows that have aired nationally and internationally.

He has taken his rightful place as an eminent authority in generational study. Traveling coast-to-coast for consulting assignments, seminars, research, and keynotes, he also authors newspaper and national-magazine columns on generational dynamics, guest-lectures at universities, and is regularly interviewed for generational news stories by magazines, newspapers, and network newscasts.



**RD Whitney**

CEO Tarsus Online Media  
*Tarsus Group plc*

RD Whitney is responsible for expanding the USA online media division of the Tarsus Group with a portfolio of b2b exhibitions, conferences, publishing and online media properties across global industries. The portfolio includes:

- www.TheRecruitingConference.com
- www.Onrec.com
- www.TalentManagementTech.com
- www.RetentionInstitute.com
- www.TSNN.com
- www.MTOsummit.com
- www.EmpowerMINT.com

Through his 20-year career, RD has become an expert developing online and offline communities that bring buyers and sellers together. He has deep knowledge in creating paid content models. RD has an impressive track record of building, growing and acquiring media assets to maximize value for investors.

Before joining Tarsus, RD served 9 successful years in leadership roles at Kennedy Information. As VP / GM, Whitney was a key player in helping investors transform the company into a rapidly growing, diverse media platform that resulted in a sale to BNA for over \$47 million.

In addition to his history with Kennedy Information, RD has held positions at large and small specialty business publishing firms including Kluwer Law International (a division of Wolters Kluwer), the Thompson Publishing Group, Yankee Publishing, Vicon Publishing and Connell Communications (a division of IDG).

In his various roles, he has been involved in the development and launch of online communities, business portals, magazines, journals, ecommerce web services, newsletters, exhibitions, conferences, business forums, online directories, research reports, advisory services, and other specialty information and advertising-

based products across a broad range of industries. RD also served as a publishing consultant to niche media organizations.

RD holds a BS in Business Communications from Bentley College and an MBA from Fitchburg State College, both in Massachusetts.

RD Whitney's Specialties:

development and launch of online communities, business portals, magazines, journals, ecommerce web services, newsletters, exhibitions, conferences, business forums, online directories, research reports, advisory services, and other specialty information and advertising-based products across a broad range of industries.



**Chris Williams**

Senior Vice President  
*CompuSystems*

Chris Williams, Senior Vice President of CompuSystems, has been with CSI for 15 years. Chris started in the operational side of the business and moved to sales after 4 years. Chris currently manages the sales and marketing effort at CSI and plays a key role in product development. Prior to joining CSI Chris managed a real estate services company that leased, sold and serviced residential real estate. Chris is a graduate of Indiana University.