



Hey, Comm Lead (MCDM & MCCN) alumni! Last fall we launched our first ever newsletter and we're thrilled to learn so many of you were eager to stay connected to the program. Whether you recently attended an event, provided feedback on the last newsletter, or supported the #CommLeadGives campaign, we appreciate your ongoing commitment to the Comm Lead community. This commitment is why we're excited to build on the momentum that has coalesced this past year and bring you the second (ever!) newsletter.

In this edition, Director Hanson Hosein explains why people like you (storytellers, community builders, sense makers) are needed now more than ever. Associate Director Anita Verna Crofts sheds light on one of our most popular classes that is rooted in predicting the future. Liz Hunter-Keller (Cohort 10) connects the dots between her role in the Seattle Womxn's March and her MCDM degree. And Carrie Hawthorne (Cohort 15) takes us on a design sprint in Tanzania. Plus we've added an "Alumni News" segment, so that you can catch up with the latest career moves of your former classmates (and catch up with them in person at upcoming Comm Lead events)!

Scroll on to read about some cool things happening in the Comm Lead community, which, thanks to you, is stronger than ever.



**As an antidote to some of the gloom that populates my social media newsfeed, I recently shared: "The world outside may seem presently frightful, but our graduate program's news is so delightful!" The update was well-received. We've blown past previous application cycles with a record number of people seeking admission to this thing of ours... [Read on...](#)**



In these uncertain times, efforts to predict the future become even more popular. But in the world of marketing and communications, such predictive mojo has always been coveted. This is why when Comm Lead faculty member Rob Salkowitz first proposed his MCDM course, *The Future of Marketing...* I knew it was destined to become a staple of our curriculum. [Read on...](#)

### Plan for a Million: Q&A with Womxn's March organizer and alumna Liz Hunter-Keller



Photo credit: Jamie Rand Imaging

**Behind the record-breaking success of last month's Seattle Womxn's March was organizer and Comm Lead alumna Liz Hunter-Keller. Unable to attend the main event in Washington D.C., Hunter itched to channel her post-election malaise into some sort of tangible action. She enlisted fellow new mom and alumna Betsy Hauenstein, and the two joined the fledgling effort to bring the March to Seattle. What began as basic volunteering in November soon evolved into a full-on head of communications role for Hunter. [Read on...](#)**

### Storytelling in Tanzania? Yes please!



Imagine this: you are working full time on your graduate degree, and suddenly an opportunity to fly to Tanzania and film an international design sprint appears. You have one-course-worth of knowledge on video production and the job starts in ten days. What do you do? If you are Cohort 15's Carrie Hawthorne, you apply, get the job, receive a half-day equipment tutorial from Department faculty, fly to Africa, and make it happen. [Read on...](#)

### Upcoming Events

Guest lectures, master classes, social gatherings, and more! Don't miss your chance to connect with Comm Leaders and learn something new at an upcoming event.

- **FOOD: Four Short Talks (Feb. 23).** Food is a way to make connections and a reflection of our community. Explore this topic at this UW Alumni Association event featuring our very own Anita Verna Crofts! [Learn more and RSVP.](#)
- **Angee Linsey Career Workshop: Creating a Job Search Strategy (Feb. 26).** Learn how to approach your job search in a way that makes sense for communications professionals at this free workshop. [Learn more and RSVP.](#)
- **First Friday: Mighty Media (March 3).** Join fellow alum Maren Higbee, Cohort 11, for this Eastside event. [Learn more and RSVP.](#)
- **4th Annual Alumni Fellows Film Festival (March 12).** Exhibit and enjoy videos produced by current students and alumni! [RSVP and/or submit a film.](#)
- **Spring Game Night (March 16).** An evening of drinks, food, and gaming. Learn a new game or bring one of your favorites to share with others. [Learn more and RSVP.](#)
- **Save-the-date! First Friday: Porter Novelli (April 7).**
- **IN-NW Digital Marketing Conference 2017 (April 26).** Comm Lead alumni eligible for discounted tickets. [Learn more and RSVP.](#)
- **Save-the-date! Comm Lead Career Fair & Partner Program Spotlight (May 5).**

For the most up-to-date information visit the [Comm Lead event calendar.](#)

### Alumni News

Celebrate the achievements of your peers and join us in congratulating the following Comm Leaders on their new professional chapters!

- **Armin H. Ausejo (Cohort 4) is now a Global Digital Marketing Manager at eBay.**
- **Annie Lee (Cohort 6) is now a Senior Marketing Manager at AmazonFresh.**
- **Dominique Barni (Cohort 10) rejoined the Marketing Communications team at Seattle Children's as a Video Project Manager.**
- **Jordan Koehl (Cohort 11) is now a Marketing Manager at RealSelf.**
- **Kim Lichttenegger (Cohort 11) is now at Yesler B2B.**
- **Rodika Tollefson (Cohort 11) was appointed the Editor and National Public Relations Chair of Pen Woman, the magazine of the National Association of Pen Women.**
- **Amber Cortes (Cohort 12) is now the Associate Editor at The Stranger.**
- **Aubri Denevan (Cohort 12) is now a UX Content Strategist at Avvo.**
- **Morgan Wynne (Cohort 12) is now Paid Social Supervisor at DigitasLBi, a global digital advertising agency, and living in NYC.**
- **Bre Fowler (Cohort 13) recently launched [The Postive Change Co.](#), to help digital nomads and traveling professionals improve their eating and lifestyle habits through online health coaching and digital guides.**
- **Liz Legg (Cohort 13) launched [Arrive Rides](#), which allows people without smartphones to order Uber or Lyft rides via a telephone call (instead of an app).**
- **Alyssa Riddle (Cohort 13) moved back to Raleigh, NC and is now a Marketing Strategist for the Economic Development Partnership of NC.**
- **Jamie Wagner (Cohort 13) is the Director of Advancement Communications with the University of Idaho, starting in March 2017.**
- **Jill Becker (Cohort 14) is now the Assistant Director of Marketing & Communications at UW's Meany Center for the Performing Arts.**
- **Maddie Egan (Cohort 14) is now a Community Manager at Microsoft.**
- **Suzi Mirchel (Cohort 14) is now a Marketing Assistant and Field Marketing Manager at uZoom.**
- **Wenwen Song (Cohort 14) is now a UX Designer at Point Inside.**
- **Drew Stone (Cohort 14) was invited to serve on the Board of Directors for Blue Earth Alliance after attending (and live-tweeting) their annual conference in 2016.**
- **Shuya Yuan (Cohort 14) is now an Assistant Content Producer at C+C.**



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