

2016

# ECONOMIC BREAKFAST

WEDNESDAY,  
September 28, 2016

## THE ECONOMY AND INVESTING: WHAT LIES AHEAD?

A PANEL DISCUSSION OF PROSPECTIVE CHALLENGES

### FEATURING:

**WILLIAM STRAUSS,**  
*Senior Economic Advisor  
Chicago Federal Reserve Bank*

**CARL TANNENBAUM,**  
*Executive Vice President  
and Chief Economist  
The Northern Trust Company*

**MODERATED BY:**  
*Julian Crews, WGN News*

Lake Forest-Lake Bluff

**Rotary**  
Club



# 2016 Economic Breakfast

The Lake Forest-Lake Bluff Rotary Club will present its 17th Economic Breakfast on **Wednesday, September 28, 2016, at 7:15 AM**. The event will feature William Strauss, Senior Economist and Economic Advisor at the Federal Reserve Bank of Chicago, and Carl Tannenbaum, Executive Vice President and Chief Economist at The Northern Trust Company. Attendees will gain a better understanding of the current economy and insights into what the future may bring, including an update on Federal Reserve policy on interest rates and the unprecedented expansion of the Fed's balance sheet.

The event will commence with a buffet breakfast and networking at the Lake Forest Club, followed by the featured speakers. The Economic Breakfast will bring together an audience of over 200 local business owners, professionals, and community leaders.

We invite you to support the Lake Forest-Lake Bluff Rotary's philanthropic mission. For the past 55 years, the Rotary has given over \$1 million to improve the lives of others in our community and our world. You won't want to miss this unique opportunity to promote your business to this dynamic and affluent audience.

The Lake Forest-Lake Bluff Rotary Club is part of Rotary International, a worldwide organization of more than 1.2 million business, professional, and community leaders. Members of Rotary Clubs, known as Rotarians, provide humanitarian service, encourage high ethical standards in all vocations, and help build goodwill and peace throughout the world. There are 33,000 Rotary Clubs in more than 200 countries and geographic areas. Clubs are open to all. As signified by the motto Service Above Self, Rotary's main objective is service: in the community, in the workplace, and throughout the world.

## Our Giving Tradition

Over the past 55 years, the Lake Forest-Lake Bluff Rotary Club has given over \$1 million to improve the lives of others in our community and our world. Among the efforts we have supported by grants:

- Washington, Illinois tornado relief
- Japan disaster relief
- Haitian earthquake relief
- Operation Warm in North Chicago
- Armero Senior Home in Columbia
- End Polio Now
- Northern Illinois Food Bank
- Dictionary project in Highwood
- Clean water projects in Kenya and Tanzania
- The Cradle
- CROYA, LEAD, GLASA
- Lake Forest Graduate School of Management, Moose Dunne Scholarship
- Lake County Habitat for Humanity
- Lake Forest Historical Society
- Nuestro Center in Highwood
- Mercy Home
- St. Martin dePorres High School
- Lake Forest-Lake Bluff Senior Center
- CenterStage in Lake Forest
- Hurricane Katrina disaster relief
- Eagle Scout projects
- Maranatha School in Uganda
- Gorton Community Center
- College Bound Opportunities
- Mothers Trust Foundation
- Daniel Murphy Scholarship
- HeathReach
- Big Dreams for Little Hearts

# The Speakers

William A. Strauss, CBE

Senior Economist and Economic Advisor

Federal Reserve Bank of Chicago



**William A. Strauss** is a Senior Economist and Economic Advisor in the Economic Research Department at the Federal Reserve Bank of Chicago, which he joined in 1982. His chief responsibilities include analyzing the current performance of both the Midwest economy and the manufacturing sector for use in monetary policy. He organizes the Bank's Economic Outlook Symposium and Automotive Outlook Symposium. In addition, he conducts industrial and manufacturing roundtables throughout the year.

Mr. Strauss earned a B.A. in economics and geography from the State University of New York at Buffalo, and an M.A. in economics from Northwestern University. Mr. Strauss is a Certified Business Economist™ (CBE), the certification in business economics and data analytics developed by the National Association for Business Economics.

He has taught as an adjunct faculty member at Loyola University Chicago and Webster University in Chicago. He currently teaches at DePaul University Kellstadt Graduate School of Business, and at the University of Chicago Graham School of Continuing Liberal and Professional Studies. At the latter institution, he was named winner of the 2010 Excellence in Teaching Award in the Business and Professional Programs. He was recognized by the University at Buffalo as a Distinguished Alumni in 2012.

His research papers include analysis of the manufacturing sector, the automotive sector, the Midwest regional economy, the trade-weighted dollar, business cycles, and Federal Reserve payment operations. Mr. Strauss has been interviewed on numerous television and radio shows and quoted in the major business magazines and newspapers. He has also provided testimony concerning manufacturing issues to the U.S. Senate.

He is a past president of the Chicago Association of Business Economists; a past board member for the National Association for Business Economics; a member of the National Business Economics Issues Council; a member of the Dean's Advisory Council for the University at Buffalo; a member of the Advisory Board for the Center of Excellence on Human Capital, Technology Transfer, & Economic Growth and Development; a member of the Advisory Council for the University of Illinois at Chicago's Center for Economic Education; a member of the Economic Advisory Committee for the Council on Competitiveness; a board member of Global Interdependence Center; and a member of the Council of Great Lakes Governors Maritime Advisory Committee.

# The Speakers

Carl R. Tannenbaum

Executive Vice President/Chief Economist

Northern Trust



Carl Tannenbaum is the Chief Economist for The Northern Trust. In this role, Mr. Tannenbaum briefs clients and colleagues on the economy and business conditions, prepares the bank's official economic outlook and participates in forecast surveys. He is a member of the bank's investment policy committee, its capital committee, and its asset/liability management committee.

Mr. Tannenbaum publishes weekly commentaries and is frequently interviewed by media outlets such as The Wall Street Journal, Bloomberg, and Reuters.

Prior to joining Northern Trust, Mr. Tannenbaum spent four years at the Federal Reserve, where he led the risk section. He was deeply involved in the central bank's response to the 2008 financial crisis, helped to create and conduct its stress testing program, and advised senior Federal Reserve leaders on developments in banking and the financial markets.

Mr. Tannenbaum began his career in banking at LaSalle Bank/ABN AMRO, a global banking organization with \$1 trillion in total assets. He served for more than 20 years there as the organization's Chief Economist and Head of Balance Sheet Management.

Mr. Tannenbaum is the current Chairman of the American Bankers Association's Economic Advisory Committee and is a past Chairman of

the National Association for Business Economics, the Conference of Business Economists, and the North American Asset/Liability Management Association.

Mr. Tannenbaum also serves on the Board of Working in the Schools (WITS), a literacy organization that supports the Chicago Public Schools.

Mr. Tannenbaum holds an M.B.A. and a B.A. in finance and economics from the University of Chicago.

# Sponsorship / Advertising / Tickets

## PLATINUM SPONSORSHIP \$5,000

- Individual marquis display signage
- Featured top-line logo placement in all publicity
- Premium placement of full-page ad in the Event Program
- Sponsorship acknowledgment in all publicity
- 16 complimentary tickets

## GOLD SPONSORSHIP \$3,000

- Individual marquis display signage
- Featured second logo placement in all publicity
- Premium placement of full-page ad in the Event Program
- Sponsorship acknowledgment in all publicity
- 8 complimentary tickets

## SILVER SPONSORSHIP \$2,000

- Group display signage
- Third logo placement in all publicity
- Full-page ad in the Event Program
- Sponsorship acknowledgment in all publicity
- 4 complimentary tickets

## BRONZE SPONSORSHIP \$1,000

- Group display signage
- Fourth logo placement in all publicity
- Half-page ad in the Event Program
- Sponsorship acknowledgment in all publicity
- 2 complimentary tickets

## ADVERTISING IN EVENT PROGRAM

- |   |       |
|---|-------|
| • Full-page advertisement (7.5" x 10")      | \$750 |
| • Half-page advertisement (7.5" x 4.75")    | \$400 |
| • Quarter-page advertisement (3.5" x 4.75") | \$250 |
| • Business card                             | \$150 |

## TICKETS

- CORPORATE TABLES: Tables of 8 guests, \$500
- TICKETS: Individual tickets, \$75

Please use order form on next page or **ORDER TICKETS ONLINE** at [economicbreakfast.org](http://economicbreakfast.org).

## Sponsorship and ad deadline is August 25

Please email logos and ads to [program@economicbreakfast.org](mailto:program@economicbreakfast.org).

Accepted file types for graphics:

- Print-quality pdfs
- EPS files
- AI files
- Jpeg or gif files **at 300 dpi**

**Email [program@economicbreakfast.org](mailto:program@economicbreakfast.org) if you need assistance with ad design.**

# Order Form

TICKETS MAY ALSO BE PURCHASED ONLINE AT [ECONOMICBREAKFAST.ORG](http://ECONOMICBREAKFAST.ORG).

I/we would like to purchase:

\$ _____	PLATINUM SPONSORSHIP	\$5,000
\$ _____	GOLD SPONSORSHIP	\$3,000
\$ _____	SILVER SPONSORSHIP	\$2,000
\$ _____	BRONZE SPONSORSHIP	\$1,000
\$ _____	Full-page advertisement	\$750
\$ _____	Half-page advertisement	\$400
\$ _____	Quarter-page advertisement	\$250
\$ _____	Business card advertisement	\$150

\$ \_\_\_\_\_ \_\_\_\_\_ Table(s) of 8 guests @ \$500 each

\$ \_\_\_\_\_ \_\_\_\_\_ Individual tickets @ \$75 each

\$ \_\_\_\_\_ I wish to donate to the Lake Forest-Lake Bluff Rotary Club Foundation  My employer has a matching donation program

\$ \_\_\_\_\_ **Total**  
*(Tickets will be held at the door)*

Please make checks payable to Lake Forest-Lake Bluff Rotary Club Foundation and sent with this form to:  
**Lake Forest-Lake Bluff Rotary Club Foundation, PO Box 168, Lake Forest, IL 60045**

## YOUR INFORMATION

NAME	_____
COMPANY	_____
ADDRESS	_____
CITY	_____
PHONE	_____
EMAIL	_____
GUEST(S)	_____

Net Proceeds benefit the Lake Forest-Lake Bluff Rotary Foundation, a 501 (c)(3) organization dedicated to improving the lives of others in our community and our world.

**QUESTIONS?** Contact Tim Newman at [tnew68@comcast.net](mailto:tnew68@comcast.net), 847-582-7808 (office), or 847-502-8304 (mobile).



JOIN US FOR BREAKFAST AND GET TO KNOW ROTARY!

Wednesdays at 7:15 am

Lake Forest Club, 554 N. Westmoreland Road, Lake Forest, IL 60045

Please email [info@lflbrotary.org](mailto:info@lflbrotary.org) or visit [www.lflbrotary.org](http://www.lflbrotary.org) before attending to confirm meeting date.