



HISTORY: Duke Atlanta hosts a business breakfast series (the “Series”) three or four times each year. The Series started around five years ago. The initial speakers were Duke graduates in Atlanta with prominent roles in the Atlanta community. Early on, we experimented by having business and civic leaders/speakers who did not have a Duke connection.* We learned that our attendance did not suffer as a result of having non-Duke speakers. The complete list of speakers is below. Attendance at the breakfasts is normally between 40 and 80 people and is a mix of Duke alumni from the undergraduate, graduate and professional schools.

DETAILS

Each breakfast is from 7:30 to 9:00 and we avoid Mondays and Fridays. The location is a country club centrally located in Buckhead. We have found that a central location is important, as is having a consistent location. After attendees have come once, they know how to park and easily find the location and are more likely to come again. The work of organizing each breakfast is also made easier by having a regular location because the club knows the normal setup and menu. Reserving the venue in advance is an important step.

Online registration is established and hosted on the Duke Alumni Association’s (“DAA”) website around two months in advance of the breakfast. Breakfasts are publicized using Facebook, LinkedIn and emails from the DAA. No hard copy mailings are sent. The price is \$15 per person and includes coffee, juice, bagels, granola, yogurt and fresh fruit served buffet style. The host volunteer is responsible for catering arrangements and providing numbers to the venue. The host volunteer will coordinate with the DAA on contracting terms and payment. Online registration is closed prior to the event date with an option for late registrants to contact the volunteer host. Payment from those who respond after registration is closed and any walk-in guests is preferably in the form of a check made payable to Duke University which the volunteer host forwards to DAA for deposit.

The day before each breakfast, the host volunteer emails the attendees that have registered in advance to remind them of the breakfast and provide directions and specific instructions on how to find the venue. Once at the breakfast, there is a welcome table that has Duke nametags and “Forever Duke” pins provided by the

*Note: Duke Alumni are preferred speakers, but non-Duke speakers may be selected if they attract attendees.

DETAILS continued

DAA. Walkups are required to fill out a short form with their names, class year and email address. From 7:30 until 8:00, the guests network and have coffee. Around 8:00, we ask the guests to take a seat at the round tables set up near the podium. The tables are set without chairs that would have their backs to the speaker. The host volunteer normally welcomes everyone and then introduces any guests who work for Duke and have traveled to Atlanta for the event. One Duke employee will bring greetings from Durham and provide a campus update. The host will then introduce the main speaker.

The speaker often has a PowerPoint presentation, so preparations must be made in advance to ensure that the A/V system works properly. The host commits to having each program end by 9:00 so the guests can get on with their day.

The day after the breakfast, the host emails the attendees to thank them for coming and to highlight any interesting parts of the speaker's presentation.

SAMPLE INVITATION

"Join us for the next Duke Business Breakfast with Doug Shipman, the CEO of the National Center for Civil and Human Rights. Hear Doug's vision for this organization how it will contribute to our city. He will also provide an update on its new facility adjacent to Centennial Olympic Park, the New World of Coca-Cola and the Georgia Aquarium. Bring your friends and colleagues for what is sure to be an engaging discussion."

SPEAKERS

The speakers are chosen by the Series founder with input from a small informal committee. We look for people with interesting expertise, with prominent positions in well-known organizations or with organizations that are making news in Atlanta. For example, the CEO of the College Football Hall of Fame spoke as they were nearing completion of a new facility in downtown Atlanta.

When contacting potential speakers, the Series founder looks for personal or business connections to the individual. A warm introduction increases the likelihood of success. Where no introduction can be made, the Series founder reaches out to the individual directly to introduce the idea and make the request. We have found that sharing details like the names of previous speakers and the location is helpful in establishing credibility. Because there is flexibility in scheduling the breakfasts, we are able to work with the potential speaker to find a good date.

PAST SPEAKERS

Scott Wilkinson* & Phil Ebinger*

Lisa Borders*

Ed Baker

John Schuerholz

Neil Williams*

Harsha Agadi*

Hank Halter*

Jeff Hilimire & Simms Jenkins

Dr. Stanley Romanstein

Sam Williams

Dr. Erika Weinthal

Peter Aman*

Justice David Nahmias*

Brian Gregory

Brian M. Leary

David Payne & David Cummings*

John Yates*

Carol Tome

Dr. Steven Nowicki

Doug Shipman

John Stephenson

Derek Schiller (Nov 2014)

Atlanta Spirit (NBA Hawks), General Counsel and CFO

Atlanta City Council President

Atlanta Business Chronicle Publisher

Atlanta Braves President

Duke Endowment Vice Chair

Church's Chicken CEO

Delta Airlines CFO

Social Media Experts

Atlanta Symphony President

Atlanta Chamber of Commerce President

Duke Professor, School of the Environment

City of Atlanta COO

Justice, Georgia Supreme Court

Georgia Tech Basketball Coach

Atlanta Beltline CEO

CEOs of startup companies Scoutmob and Pardot

NCAA Final Four Chair

Home Depot CFO

Duke University Dean and Vice Provost

National Center for Civil and Human Rights CEO

College Football Hall of Fame CEO

Atlanta Braves VP of Marketing

*Duke Alumni