



## Alumna Spotlight: Kara Smith Brown '00

We are proud to spotlight alumna Kara Smith Brown! Kara lives in Atlanta and runs her own marketing consulting company, SmithBrown Marketing.

### How ADPi is in your life as an alumnae?

The most important women in my life are ADPis. They are the women who know me, keep me humble, and are my biggest champions. These women and the real relationships that started in college and matured over time are what keep me grounded.

### Most cherished memory of ADPi?

There are so many! How do you choose? Recruitment my senior year was a really special time. ADPi was my home in college, the one spot on campus where I always had a place. Recruitment senior year felt like the end of an era, there was something special about those weeks, knowing it was the beginning of the end. I remember feeling a mixture of excitement, relief, and sadness.

### What advice do you have for current members?

I recently went to a Morgan Stanley talk about empowering women. The woman presenters had some great advice that I'm going to steal: your summers are precious. Get the best internship you can. Even if you hate what you do during the summer, it is short term and the jobs you don't like are one career opportunity you can scratch off your list.

### You've completed an IronMan competition. Tell us about that!

In my 20s I got really into fitness and cycling. I used to teach those cycling classes that make you want to throw up. In 2006, I did my first mini-triathlon and was hooked. I'm naturally goal-

oriented and IronMan felt like the ultimate goal. It takes a year or more to train. Lucky for me, I worked in a building with a gym in the basement and got a free membership as an instructor. I ran the 2008 Chicago Marathon and did two and three-a-day workouts for about a year to prepare. I finished the IronMan Wisconsin in September 2009. Seems like forever ago now!

### Share with us what you have been doing post-college and anything exciting happening in your personal life.

A lot has happened in more than a decade! In 2006, I was an early employee at a startup, back when it wasn't cool to work for a startup. Echo Global Logistics grew 3,000% in three years and my name is on the 2009 IPO press release (NYSE:ECHO). The group that started Echo also started Groupon, and I was fortunate to be around the entrepreneurial spirit in those early years. Since then, I've gone between in-house marketing gigs and owning my own shop. My husband, Eric, and our two girls, Kate (5) and Liza (3), moved to Atlanta in 2016. I'm the CEO of a consulting firm and we're growing quickly. I'm loving every minute.

### Can you tell us a about what you are doing now, especially what inspired you to go out on your own?

Right now, I'm the CEO of my own marketing consulting firm. Mid-size business to business companies that don't have a budget for a chief marketing officer hire us for strategy, planning, and execution of all things marketing - from social

media to enterprise data management and reporting. Starting my own shop was an accident. In my mind, being an entrepreneur was always for other people (usually men) braver than me. In 2012, Eric and I moved back to Chicago from Nashville to have our first baby.

I was going to be the best stay-at-home-mom ever and finish the MBA I started. The reality was very different. I was bored at home. Really bored. A friend and awesome lady-boss business owner asked me to help her with some email newsletters--easy stuff. SmithBrown Marketing grew from there.

### What's your ultimate goal for SmithBrown?

Only 2% of all female-led businesses will ever break \$1M in revenue ([Forbes](#)). My ultimate goal is to buck that trend. I'm proud to report I'm on track to do just that and even better - I'm doing it with an all-female team. Working on a small team with a tough #ladyboss isn't for everybody, but for the right women, I'm committed to being a safe place for them to grow, fail, and win.

**Find me:** [smithbrownmarketing.com](http://smithbrownmarketing.com)

**Social** (Facebook, Twitter, Instagram):

@smithbrownmktg

**LinkedIn:**

[linkedin.com/in/kara-smith-brown-18b5293](https://www.linkedin.com/in/kara-smith-brown-18b5293)



## Join 25 Sigma Sisters and Make a Difference!

The *Sigma of Alpha Delta Pi 2017 Campaign* is making great progress! Thanks to generous contributions from 25 sisters, we raised over \$2,300 in less than one month!

Contributions to the *Sigma of Alpha Delta Pi 2017 Campaign* will fund:

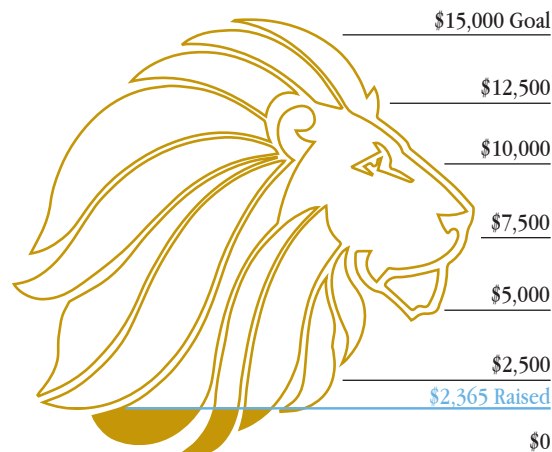
- Renovations for all five bathrooms
- Continued home repairs

If you have not given to this important effort thus far, we invite you to join the growing list of

donors! To do this, simply visit [sigmaofadpi.com](http://sigmaofadpi.com) and click "Support the Campaign."

By making a financial donation to Sigma of Alpha Delta Pi, you are ensuring the home of our sisters is one that will stand for another hundred years. Any donation makes a difference and we appreciate your investment in Alpha Delta Pi.

Thank you for supporting our sisters. Together we are Sigma Strong.





# Pi's Pitch In

## Working Together to Maintain Sigma House

July 15-16, 2017, marked the third annual Pi's Pitch In event at the Sigma Chapter home! Pi's Pitch In is the event created by the Housing Corporation as a way for alumni to reconnect while helping to prepare the home before the Delta members (current, active sisters) move-in. We have made great strides each year in getting big projects completed as well as reconnecting with sisters.

We had quite the list of to-dos this year and we completed them all! Our most exciting project was turning the old workout room in the basement into a scholarship/study room. We removed the old workout gear and mirrors, painted the room a new blue color, and assembled desks and chairs. The Scholarship Room looks fantastic and we are so excited to offer our sisters a quiet study area.

Pi's Pitch In is my favorite ADPi event. We always have a fun time together, make great progress on the house (14,000+ square feet is a lot to maintain!), and find ADPi history buried throughout the house. It is amazing what we have at 1202 W. Nevada, and I cannot encourage you enough to come next year. If you cannot make it in person, please consider donating to the Housing Corporation's annual fund online at [sigmaofadpi.com](http://sigmaofadpi.com). Your donation will allow us to continue all of these necessary projects. I look forward to seeing you at our fourth annual Pi's Pitch In in 2018!

Loyally,  
**Kaylee Barron '11**  
[kayleebarron33@gmail.com](mailto:kayleebarron33@gmail.com)

# A Note from the Chapter President

Hi Sisters!

My name is Bridget Finis and I am the current Sigma president. I also served as Sigma's recording secretary, executive vice president, and became chapter president in April.

I just finished my sophomore year studying developmental psychology. Along with being a student and a member of Alpha Delta Pi, I am a research assistant for the Psychology Department and an active member of the dance marathon on campus.



Bridget Finis '15

Joining ADPi was the greatest decision I have made throughout my college career. I have had the privilege of meeting my best friends through ADPi, ones I know will last longer than just four years, but for a lifetime. ADPi opened my eyes to so many opportunities: scholarship, leadership, philanthropy, and an unbreakable sisterhood. ADPi has become a home away from home when at school. No matter where our members come from around the globe, we are all lucky enough to have one thing in common: a bond of real friendship that is truly one of a kind.

This year, the executive board's mission is to have a greater connection with our alumnae members. As a Pi member, we hope you always remember that 1202 W. Nevada Street can serve as your home away from home. If you ever find yourself on campus, I encourage you to come stop by the house. So many of our members are eager to meet you. If you would like to come by and have sisters show you around the house, feel free to email me at [sigma.adpi@gmail.com](mailto:sigma.adpi@gmail.com) and I would be more than happy to arrange a tour.

I want to thank you for being such a vital part of ADPi. As Pi members, we are living out the legacy of what it truly means to be an ADPi woman. Thank you for serving as role models for all current and future sisters. I hope you return to Sigma in the near future because it's not just four years, it's a lifetime.

L&V,  
**Bridget Finis '15**  
Chapter President  
[sigma.adpi@gmail.com](mailto:sigma.adpi@gmail.com)

## Sister to Sister

*Have you recently had a baby? Did you get married? Have you won a scholarship? Are you going to grad school? Have you had an exciting life event or a fun vacation with sisters? We want to know! Share your news with sisters by sending your update and a picture to Kaylee Barron '11 at [kayleebarron33@gmail.com](mailto:kayleebarron33@gmail.com). You could be showcased in a future edition of the Sigma Star!*



### Baby Announcements

Future legacies and Pi Guys! Congratulations to the sisters who have recently welcomed another member to their family.



Leanna Armstrong Tash '04, husband Steve and big brother Owen (two years old) welcomed baby Turner Paul Tasch into the world on June 18, 2017, at 10:16 p.m. Turner weighed 10lbs, 2 oz and measured 21 inches long. The Tash family is overjoyed for their newest addition!

### Scholarship Winners

Two of our sisters won scholarships through Alpha Delta Pi! We applaud your commitment to academics.



Sharon Kirchner '14 - Sigma Chapter Scholarship



Brianna Anderson '08 - Helen Newton Murray Scholarship

### Weddings

Time for a candle pass! Congratulations to our sisters who have recently married.



Sigma sisters reunite on April 29, 2017, in Rosemont, Illinois at the wedding of Katie Tanner '06 and John Woods. Pictured left to right, Lisa Filippi Woods '98, Jamie Postlewait '06, Emily Molof Falco '06, Lora Hanlon Colglazier '05, Katie Tanner Woods '06, Jessica MacDonald '05, Hilary Phillips '06, and Leanna Armstrong Tasch '04.



Congratulations to newlyweds Hannah Giacomini '08 and Jason Henry! Their wedding was held in Springfield, Illinois on June 10, 2017.



## From the Desk of Sigma's House Corporation President

Greetings sisters,

I recently had the opportunity to travel with a group of students, many of whom just graduated high school and are moving on to college this fall. During the course of our conversations, one of the young ladies said to someone, "ugh, if I ever join a sorority please have a talk with me."

I'm sad because this particular young woman doesn't really know what being in a sorority is all about, and she isn't able to see past what it means to be a sorority woman as a collegian. She thinks it is all parties and craziness—no doubt having her opinions shaped by images portrayed in movies and other media.

Fortunately, understanding the bigger picture and steadfastly working to maintain it is exactly what being a member of the Housing Corporation is all about.

The saying "home is where the heart is" applies particularly well to the role I and the other corporation members fill. Our volunteer work helps to ensure that our house remains a safe and pleasant place to serve as "home base" for Sigma.

This past summer saw a number of improvements to the house. All the floors on the first floor have been refurbished. During the annual "Pi's Pitch In" alumnae weekend, we converted the exercise room (some of you may know it as

the "small pit") into a peaceful study room. A few stubborn windows have been fixed and we are working on plans to renovate the Maxine Blake room (the room with the private bathroom) next summer.

One of the biggest changes to come this fall is the introduction of a new tiered meal program that will allow all non-resident members to choose how many meals they'd like to eat at the house each week. For many, this has resulted in a lowering of their fees.

Like any home, the "to-do" list of projects is always growing, but we do our best to manage needs, wants, and of course, resources.

Our housing corporation is always in need of more volunteers. If you'd like more information, please e-mail me at [shannonsandoval@mac.com](mailto:shannonsandoval@mac.com) or plan to attend our October meeting at the house during Homecoming weekend!

♥ ☺  
Shannon

**Shannon Tebben-Sandoval '94**  
House Corporation President



## Housing Corporation Charters Sigma Chapter Alumnae Association

The Housing Corporation is working to charter the Sigma Chapter Alumnae Association this fall. It will be open to all chapter alumnae, regardless of geographic location! If you are interested in assisting or serving as an officer, please contact **Marissa Claxon '00** at [sigma.adpi.alumnae@gmail.com](mailto:sigma.adpi.alumnae@gmail.com).

## Housing Corporation Officers

### President

Shannon Tebben-Sandoval '94

### Vice President/Secretary

Anna Miller '08

### Treasurer

Leticia Pickens '01

### Personnel Director

Amy Hornat Kaval '97

### Board Members

Lindsay Bentivegna '01

Leslie Freeman '95

Jillian Marino '01

Francine Parkington '00

Cheryl Stevenson '01

Beth Terpstra '02

### Chapter President

Bridget Finis '15

### Finance Vice President

Deanna Cooper '15

### Chapter Property Manager

Kat Kistner '16

### Chapter Finance Advisor

Jamie Postlewait '06

### Chapter Advisor

Marissa Claxon '00

### Annual Campaign Manager

Kaylee Barron '11

## Memories from the Sigma House

Alpha Delta Pi was the biggest part of my college experience. While the details of exactly who served in which position are sometimes blurry and the specific names of the awards our chapter won may slip my mind — I can very clearly remember the time I spent living in the Sigma Chapter house.

In August of 2009, I moved into the Alpha Delta Pi house for the first time. I remember the excitement of move-in day, the first "in-housers" meeting, and closing the house every Monday and Wednesday. I was lucky enough to live in the house for three semesters. When I moved out, I took with me not only my belongings, but also some of my best memories from my undergraduate years. It was bittersweet, but time for the next Alpha class to move in. Another year passed, I graduated, and I moved away from the house I called my home for four years.

Eight years after I first moved in, I returned to the University of Illinois campus and the Alpha Delta Pi house. It's a bit strange being on the other side of things. Furniture has been replaced, walls painted, and pictures in the informal composite swapped out, but the sisterhood I felt while living in the chapter house eight years ago remains.

Living in the chapter house may only last a few semesters, but the memories last forever. I am excited to be a part of the new memories formed by the women of Alpha Delta Pi and I am excited to be home.

Loyally,

**Brianna Anderson '08**





Alpha Delta Pi  
University of Illinois (5366)  
PO Box 2187  
Columbus, GA 31902-2187

Address Service Requested

PRST  
FIRST CLASS  
U.S. POSTAGE  
**PAID**  
LAWRENCE, KS  
PERMIT #570

Help us keep our alumnae records up-to-date!  
Edit your member profile at  
[sigmaofadpi.com](http://sigmaofadpi.com), or clip this form, place it in a  
stamped envelope and send to:

Alpha Delta Pi  
University of Illinois (5366)  
PO Box 2187  
Columbus, GA 31902

Name \_\_\_\_\_

Initiation Year \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Phone (H) \_\_\_\_\_

Phone (W) \_\_\_\_\_

Email \_\_\_\_\_

## SIGMA STAR

Fall 2017

Visit our Alumnae  
Website at  
[sigmaofadpi.com!](http://sigmaofadpi.com)

Visit [sigmaofadpi.com](http://sigmaofadpi.com), the official  
Sigma Chapter website, to:

- Learn more about the chapter
- Search for alumnae
- Update your contact information
- Find out about upcoming events
- Post noteworthy accomplishments (a new baby, a recent marriage, promotion, etc.)

Stay Connected with  
Sigma Chapter!

Facebook: Sigma Chapter of Alpha Delta Pi

Instagram: @illinoisadpi

Twitter: @illinoisadpi

Tumblr: illinoisadpi.tumblr.com

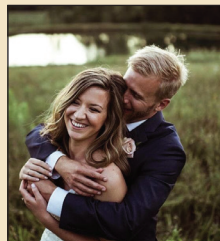
Chapter Website: [sigmaofadpi.wixsite.com/uiuc](http://sigmaofadpi.wixsite.com/uiuc)



## Save the Date: Illinois Homecoming 2017!

We look forward to seeing you for the University's 150th birthday! The sesquicentennial celebration will be underway **October 22-28, 2017**, all over campus and at Alpha Delta Pi. The football game is against Wisconsin and kickoff is at 11 a.m. at Memorial Stadium. This will be an exciting and fun weekend to be on campus celebrating all the amazing accomplishments and people that make up the University of Illinois. If you have not come home to ADPi or to Illinois in a number of years, what better time to return than Homecoming?

## Weddings (Continued from page 2)



Best wishes to love birds Maddie Kleinhample '09 and Joe Haydon! Their wedding was held in Berrien Springs, Michigan on July 7, 2017.



Congratulations to newlyweds Jessica Dentino '09 and Sal Filardi! Jessica and Sal met freshman year living in Garner Hall. Sal was an ROTC cadet, a Pike, and a Pi Guy senior year. They are currently living in Raleigh, North Carolina. Pictured above left to right, Nicole Stawiarski '09, Diana Zinnel '09, Alison Kloempken '09, Danielle Arnold '09, Jessica Dentino Filardi '09, Kourtney Dhiman Murray '09, Katie Coffey '09, Allie Kennedy '09, Rachel LaVoie '09, and Anastasia Guletsky '08.