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EXPERIENTIAL
STORY
TELLING

CONFERENCE 2019

FRIDAY MARCH 29

**ROWAN UNIVERSITY ART GALLERY
301 HIGH ST. GLASSBORO, NJ**

TELLING

Interdisciplinary Cultures in Art, Design, Science & Entrepreneurship

8:00 AM

Registration, Breakfast & Coffee

8:45 AM

Welcome Remarks

Conference Planning Committee

Sanford Tweedie, *Dean, College of Communication and Creative Arts*

9:00 AM

Dr. Ali Houshmand, *President, Rowan University*

Jane Golden, *Executive Director, City of Philadelphia Mural Arts Program*

10:30 AM

Coffee & Snack Break

11:00 AM

Ellen Lupton, *Curator of Contemporary Design at Cooper Hewitt, Smithsonian Design Museum in New York City; Director of Graphic Design MFA program, at Maryland Institute College of Art (MICA)*

11:45 AM

Book Signing with **Ellen Lupton**

12:00 AM – 1:20 PM

Lunch Break

1:30 PM

Kenneth Lacovara Ph.D. '84, *Founding Dean, School Earth/Environment*
Ric '80 and Jean '81 Edelman, *Edelman Financial Engines, LLC*

3:00 PM

Coffee & Snack Break

3:15 PM

Jen Christiansen, *Senior Graphics Editor, Scientific American*
Monica Serrano, *Senior Graphic Editor, National Geographic Magazine*

4:30 PM

Alvin Hall, *Financial Advisor, Author, Journalist, and Broadcaster BBC, NPR*

5:15 PM

Book Signing with **Alvin Hall** and **Kenneth Lacovara Ph.D. '84**

5:30 – 7:00 PM

Post Conference Reception

Sponsored by
THE COLLEGE OF
COMMUNICATION AND CREATIVE ARTS

JEN CHRISTIANSEN is senior graphics editor at Scientific American (SA), where she art directs and produces illustrated information graphics and data visualizations. She completed undergraduate studies in geology and art at Smith College, then happily merged the two disciplines in the scientific illustration graduate program at UC Santa Cruz. She began her publishing career in New York at SA in 1996, moved to Washington DC to join the art department of National Geographic, spent four years as a freelance science communicator, then returned to SA in 2007. She's a regular contributor to SA Visual—the Scientific American art blog—writing on topics ranging from reconciling her love for art and science, to her quest to learn more about the pulsar chart on Joy Division's Unknown Pleasures album cover.

RIC EDELMAN '80, Founder of Edelman Financial Engines, the nation's largest independent RIA, with \$200 billion in client assets, is one of the nation's leading financial advisors, and three times was ranked the nation's #1 Independent Financial Advisor by *Barron's*. Ric hosts a nationally syndicated radio show, PBS television specials and is a #1 *New York Times* bestselling author of 10 books on personal finance. Recipient of IARFC's lifetime achievement award, Ric has been named by Investment News, RIABiz and others as one of the most influential people in the financial services industry. Ric is the 2017 recipient of the IARFC's Lifetime Achievement Award and he's in *Research* magazine's Financial Advisor Hall of Fame.

JEAN EDELMAN '81 co-founded Edelman Financial Engines. Known for her view that "personal finance is more personal than finance," Jean helps us see ourselves and the world in a positive, loving way. Her insights are found in her book, *The Other Side of Money*, monthly newsletter articles, YouTube videos and the new children's book, *The Squirrel Manifesto*, co-written with Ric, which debuted at #1 on Amazon's bestseller list for children's money books.

Jean is a trustee of Rowan University and a director of John Marshall Bank and Northern Virginia Therapeutic Riding Program. In 2018, Jean was named by *South Jersey Biz* as one of the "Women to Watch."

JANE GOLDEN has been the driving force of Mural Arts Philadelphia since 1984, overseeing its growth from a small city agency into the nation's largest public art program. Under Golden's direction, Mural Arts has created over 4,000 works of public art through innovative collaborations. In partnership with a range of city agencies, she has developed groundbreaking and rigorous programs that work through art to make strides in youth education, restorative justice, and behavioral health. Sought after nationally and internationally as an expert on urban transformation through art, Golden has received numerous awards for her work, including the Eisenhower Exchange Fellowship Award and Philadelphia Magazine's Trailblazer Award. She is an adjunct professor at the University of Pennsylvania, and serves on the Mayor's Cultural Advisory Council, the Penn Museum Advisory Committee, and the board of directors of The Heliotrope Foundation.

ALVIN HALL is an award-winning television and radio broadcaster, best-selling author, and renowned financial educator. His work in radio includes *The Green Book* (BBC Radio 4), *Alvin Hall Goes Back to School (The Takeaway)*, PRI with WNYC, winner of a New York Association of Black Journalists), and *Who Sold the Soul?* (BBC Radio 4, winner of a Radio Academy Bronze Award), *Jay-Z: From Brooklyn to the Boardroom* (BBC Radio 4, winner of a Wincott Award for Financial Journalism and Broadcasting). The former host of such BBC series as *Your Money or Your Life* and *Alvin's Guide to Good Business*, he has authored a number of best sellers, including *You and Your Money: It's More than Just the Numbers*, as well as the children's book *Show Me the Money* which has been published in 20 foreign language

PHOTO: JANE GOLDEN BY STEVE WEINIK



Jen Christiansen



Ric Edelman



Jean Edelman



Jane Golden



Alvin Hall

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editions. The US edition of his book *Your Money or Your Life* received the WHSmith People's Choice Award and was nominated for an NAACP Image Award. He has also appeared on NPR's *The Moth*.

DR. ALI A. HOUSHMAND became Rowan University's seventh president in 2012 after serving for approximately six years as provost/senior vice president, CEO and interim president.

Inaugurated Sept. 20, 2013, Houshmand is a dynamic leader whose personal connection with students, employees, alumni, government leaders, the business community and the public have become a hallmark of his presidency. A lifelong believer in the power of education, he holds masters and doctoral degrees in industrial and operations engineering and has applied an entrepreneurial approach to growing the University. Since becoming president he has sought to do this with four goals in mind: increasing access, improving quality, ensuring affordability and promoting economic development.

And his success is evident. Under Houshmand, Rowan has evolved from a well-regarded state school to a Carnegie-classified national research university with two medical schools and whose enrollment has grown from 11,000 students in 2012 to 19,500 students for Fall 2018, making Rowan the 6th fastest growing research university in the U.S.

DR. KENNETH LACOVARA '84, founding dean of School of Earth & Environment and director of the Edelman Fossil Park of Rowan University, is world renowned for his discovery of the 65-ton dinosaur *Dreadnoughtus*. Lacovara is the author of *Why Dinosaurs Matter* for which he received the prestigious Nautilus Book Award.

A TED speaker, Lacovara is an elected Fellow of the Explorers Club, which selected him to receive the 2018

Explorers Club Medal, its highest honor. Past recipients of the prestigious award include Jane Goodall; Neil Armstrong, Col. Edwin "Buzz" Aldrin, Jr.; James Cameron, and Neil DeGrasse Tyson. He earned his doctorate in geology from the University of Delaware.

ELLEN LUPTON is a writer, curator, educator, and designer. She is Senior Curator of Contemporary Design at Cooper Hewitt, Smithsonian Design Museum in New York City. Recent exhibitions include *The Senses: Design Beyond Vision, Beauty—Cooper Hewitt Design Triennial*, *How Posters Work*, and *Beautiful Users*. Lupton is founding director of the Graphic Design MFA Program at MICA (Maryland Institute College of Art) in Baltimore, where she has authored numerous books on design processes, including *Thinking with Type*, *Graphic Design Thinking*, *Graphic Design: The New Basics*, and *Type on Screen*. Her book *Design Is Storytelling* was published by Cooper Hewitt in 2017. Upcoming projects include a book about design and health care and a feminist career guide for designers.

MONICA SERRANO is Senior Graphics Editor at National Geographic magazine, where she creates illustrations, graphics and animations since 2015. Prior to her current position, she freelanced for Corriere della Sera (Italy), Courrier International (France), El País (Spain) and La Nación (Argentina) among other clients. She has also worked on the graphics desk at the newspapers Público and Diario de Cádiz in Spain, and taught infographics at the Istituto Europeo di Design. Her work has been recognized by numerous awards from SND and Malofiej, including the 2018 'Best of Show' award.



Dr. Ali A. Houshmand



Dr. Kenneth Lacovara



Ellen Lupton



Monica Serrano