



SOUTH METROPOLITAN
Higher Education Consortium

Mission Statement: The Colleges and Universities of the South Metropolitan Higher Education Consortium collaborate to enhance educational services and programs in the Chicago Southland.
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Breakfast with the Experts

Saint Xavier University and The Beverly Area Planning Association are pleased to present The Second Annual Breakfast with the Experts Series



Brooks Boyer

In fall 2008, Saint Xavier University began the "Breakfast with the Experts" speaker series as a collaborative effort with The Beverly Area Planning Association. The series brings notable Chicago-area business and civic leaders to campus to share their expertise as an educational and networking tool.

On Wednesday, Dec. 16, 2009, Vice President and Chief Marketing Officer of the Chicago White Sox Brooks Boyer kicks off the 2009-10 series with his lecture "The Business of Baseball." Boyer joined the White Sox in April 2004, aiming to create an exciting ballpark atmosphere to complement the action on the field. In 2006 and 2007, more than 5.64 million fans attended games, setting a club record.

Boyer created the concept of the historic ballpark "blackout game" issuing a call to White Sox fans to dress in black for the one-game playoff. He directs the team's ads, including this season's "Share the Passion. Show the Swagger" campaign, and manages relationships with its broadcast partners WGN-TV, Comcast SportsNet Chicago, WCIU-TV and The Score Sports Radio (WSCR, 670 AM).

Mesirow Financial Chairman and CEO James C. Tyree will speak at the next Breakfast with the Experts event on Feb. 3, 2010.

Past Speakers

Laurence Msall, President, The Civic Federation Feb. 19, 2009

Thomas Dart, Sheriff of Cook County, March 12, 2009

Tickets are \$20 for the general public and \$15 for BAPA Members. Space is limited and reservations are required. For more information, or to purchase tickets, please contact BAPA at (773) 233-3100 or visit www.bapa.org, keyword: BAPA event tickets

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SAINT • XAVIER • UNIVERSITY
Breakfast with the Experts

Featuring Brooks Boyer, VP and Chief Marketing Officer Chicago White Sox
December 16 at 8 a.m. Butler Reception Room
To reserve your ticket, contact (773) 233-3100

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