

PAST DISTINGUISHED SPEAKERS

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Former Governor, Commonwealth of Kentucky

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Louisville, Kentucky

Mr. Dennis D. Doggett

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The Valvoline Company, Lexington, Kentucky

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Chicago, Illinois

Dr. Will McIntosh

Managing Director, AIG Global Real Estate
Investment Corp., New York, NY

Mr. E. Ray Walker

Deputy Editor, Knight Ridder/Tribune News Service
Washington, D.C.

Ms. Jennifer Haddix Terbush

Senior Consultant/Owner, Haddix Consultancy
Encino, California

Mr. Scott M. Northcutt

EVP Human Resources Americas, DHL International
Plantation, Florida

Mr. N. William 'Bill' White

Pres/CEO, 1st Independence Financial Group, Inc.
Louisville, Kentucky

Ms. Theresa Klisz

Washington Editor, Gannett News Service
Washington, D.C.

Mr. Steven C. Hardy

Area Human Resources Director/Southwest, KPMG
Dallas, Texas

WELCOME

As part of the Distinguished Speaker Series, the College of Business and Technology invites prominent leaders to our campus to discuss current topics and issues related to their expertise. The guest speaker has an opportunity to interact with students, faculty and other interested participants during a public address, roundtable discussion and luncheon.

We are pleased to have the Richmond Chamber of Commerce and Richmond Rotary Club join with us in providing this enrichment opportunity.

We are honored to have Ms. Toni Hacker, an Eastern alumnus, as this year's Distinguished Speaker. Ms. Hacker is a highly successful entrepreneur. She and her partner Ben Harnett have created Hayden-Harnett in Brooklyn and New York City - designer and retailer of fine leather handbags, accessories, and fresh new apparel. Internet marketing is a linchpin of the company's success along with consumer care and priceless word-of-mouth. Creating 'beautiful objects of use' at an affordable price has built a very successful business on a philosophy of integrity and community.

We welcome Ms. Hacker to campus and cordially invite all interested persons to attend the public address.

Dr. Robert B. Rogow, Dean

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Eastern Kentucky University

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COLLEGE OF BUSINESS & TECHNOLOGY

DISTINGUISHED SPEAKER SERIES



Toni Hacker

Co-founder

**Hayden-Harnett
Brooklyn and New York City**

October 8, 2009

Co-sponsored by
Richmond Rotary Club
Richmond Chamber of Commerce
Richmond, Kentucky

Ms. TONI HACKER

Distinguished Speaker

EKU College of Business and Technology

EKU alumnus Toni Hacker is co-founder of Hayden-Harnett in Brooklyn and New York City. She and her partner Ben Harnett have become highly successful entrepreneurs with their company that designs and retails fine leather handbags, accessories, and fresh new apparel.

A native of Manchester, Kentucky, Ms. Hacker's business philosophy, while hard-working, is equally staff healthy and planet friendly. Internet marketing is a linchpin of the company's success along with consumer care and priceless word-of-mouth. Creating 'beautiful objects of use' at an affordable price has built a very successful business on a philosophy of integrity and community.

After leaving EKU in 1997 with her BA in Art, Ms. Hacker applied her skills to industrial design on a range of products. She worked on interior fixtures and kiosks for Express, Limited, Honda and Pizza Hut; ATMs for Chase Manhattan and Bank of America. But big-company commercial design work was a bit dreary.

In 1999, she went to work for Innovo, Inc., a private label accessories company in Knoxville, Tennessee. As their new design director, she took their product in a new direction, creating their own branded lines of bags, backpacks and coolers for the mass market. Tremendous growth propelled her move to Hong Kong in 2002 to work more directly with the manufacturers and vendors. Later that year, Innovo moved her to their new showroom in New York City to work directly with clients.

After leaving Innovo, Ms. Hacker worked briefly for Nesi Apparel where she launched an accessory division from the ground up. But her love was fashion handbags. She signed on with Liz Claiborne as a senior handbag designer in 2004 where her team developed a successful line of leather handbags.

Still feeling a market need for handbags that were stylish, wearable, functional, high quality, and reasonably priced, the concept for Hayden-Harnett was born. HH began on April Fool's day 2005 while she was still working full-time freelance and developing the HH launch collection at night. Hacker was the designer and creative director and Ben Harnett built the website to support internet marketing.

With the collection launched and delivered by November of that year, website orders started coming in, word of mouth spread and stores started calling to order. Always trying new ideas, HH now has an apparel line and opened their first retail store in 2007. HH is a 'snapshot of a lifestyle' with a world that revolves around independent design, creativity and style without sacrificing function. Style plus function both have to be in equal balance in all their designs.

SCHEDULE OF EVENTS

Thursday, October 8, 2009

8:00 a.m. - 9:00 a.m.

BREAKFAST ROUNDTABLE DISCUSSION with

Ms. Hacker for Faculty and Staff

Faculty Lounge, Keen Johnson Building

EKU Campus, Richmond, Kentucky

9:30 a.m. - 10:45 a.m.

PUBLIC ADDRESS by Ms. Hacker

Co-founder of Hayden-Harnett in Brooklyn and New York City

Business & Technology Center Auditorium

EKU Campus, Richmond, Kentucky

11:30 a.m. - 1:00 p.m.

LUNCHEON with Ms. Hacker for Business

Community and University Administration

Arlington House

Richmond, Kentucky

