

Where has life taken you since you left WSDP and PCEP?

Since graduating Plymouth-Salem, I headed to Ann Arbor and received a double major in political science and English from the University of Michigan. During that time I also DJ'd at one of the campus bars, "Dooley's." I made great money, had a lot of fun, and met a lot of people during the three years in the DJ booth.

As a senior I landed an internship at an advertising agency in Ann Arbor, Harris Advertising. I was hired full-time after I graduated and stayed six years. I began doing media placement and buying, then account services, and eventually became vice president. In 1992 I moved to the Chicago area and worked another 6 years at a suburban ad agency. Then, in 1997, I set out on my own and founded The Juniper Group. As an



employee communications firm, we help Fortune 1000 companies better communicate to their employees. We have a really cool greenhouse-type loft office in downtown Chicago and work with clients who have employees all around the world.

What do you enjoy doing in your spare time?

My spare time is consumed in various ways, depending on the time of year. In the spring I spend time gardening at home and at the office (our office also has a large rooftop deck). In the fall I travel back to Ann Arbor and attend as many U of M football games as possible. In between, I try to get in a few rounds of golf and keep up with my reading (both business and pleasure).

What is your favorite memory of WSDP?

There are so many WSDP memories that I recall frequently. But the funniest memory was when Michelle Wegienek and I took Bob Stratton's pants out of his gym bag and hoisted them up the flag pole out front of Salem. While he was reading his sportscasts we held up a sign that read "Half mast." And Michelle kept mouthing "Half mast" to him while he was on the air. I'll never forget how quickly he flew out the studio and up to the front of the school to see his pants flying at half mast for all of Plymouth-Canton to see!

Why was WSDP important for you?

My experiences at WSDP certainly helped me land the DJ job in college. It also gave me a greater appreciation for researching, interviewing for, and writing news stories. Even today I am the editor of five different newsletters for our clients. I also felt that being a WSDP staff manager provided some excellent problem-solving experience. But the three years I spent co-anchoring the news with Scott Eddy taught me how important having a dependable partner can be in business and in life in general.

Alumni profile



June Kirchgatter Salem '83

What advice would you give to current WSDP staff members?

So much about life is made better by the ability to tell a good story (either written or verbal). In working with the interns and new hires at our firm, I am amazed at their overall lack of English and writing skills. I would encourage WSDP staff members to enroll in as many composition courses as possible (now and in college). In almost any profession the ability to tell a "story" in a clear, concise, and compelling manner is a must. A "story" can take on many different forms: writing a simple news story; convincing a customer to buy your product; persuading a group of venture capitalists to invest in your new idea/company; or even telling a good joke over dinner with colleagues. I found that the time I spent at WSDP (and PCCS) provided an excellent foundation for a lifetime of story-telling. I hope current and future WizDippers experience the same.