Writing Assignment #2

For this writing assignment, attend the Distinguished Lecture Presentation by Marion Zeiger on Wednesday, November 11, 2015 at 12:00-1:00PM in CM109.

The Zeiger family overcame adversity from the Holocaust that far overshadows any difficulties that most people have. Despite this, Mr. and Mrs. Zeiger developed very successful businesses and have been very influential in the commercial growth of Trenton. As well, the family largesse reaches many deserving causes and organizations, including lavish contributions to Mercer County Community College.

Write a reaction paper to this event using the following parameters:

1. Summarize the main points of the presentation. Be brief and to the point. Give some thought to this; do not just regurgitate the words of the speaker. Two or three paragraphs should suffice. If you must use more do it, but try to remember that in business writing, as in many other communications, if you don't get the attention of your audience quickly, all is lost.

2. Give your reaction and recommendations. This is your opinion. Use whatever documentation you need to support your arguments, both from the article and from your own experiences. Don't be shy and don't try to be "politically correct." I want to know what you think. For purposes of this assignment, the way you express your opinion is more important than the position you take. Try to do this part using no more words than you did in the summary.

3. Did you find the presentation inspiring as to what you can accomplish? Has the presentation changed your thinking as to how successful you can be in whatever career you choose?