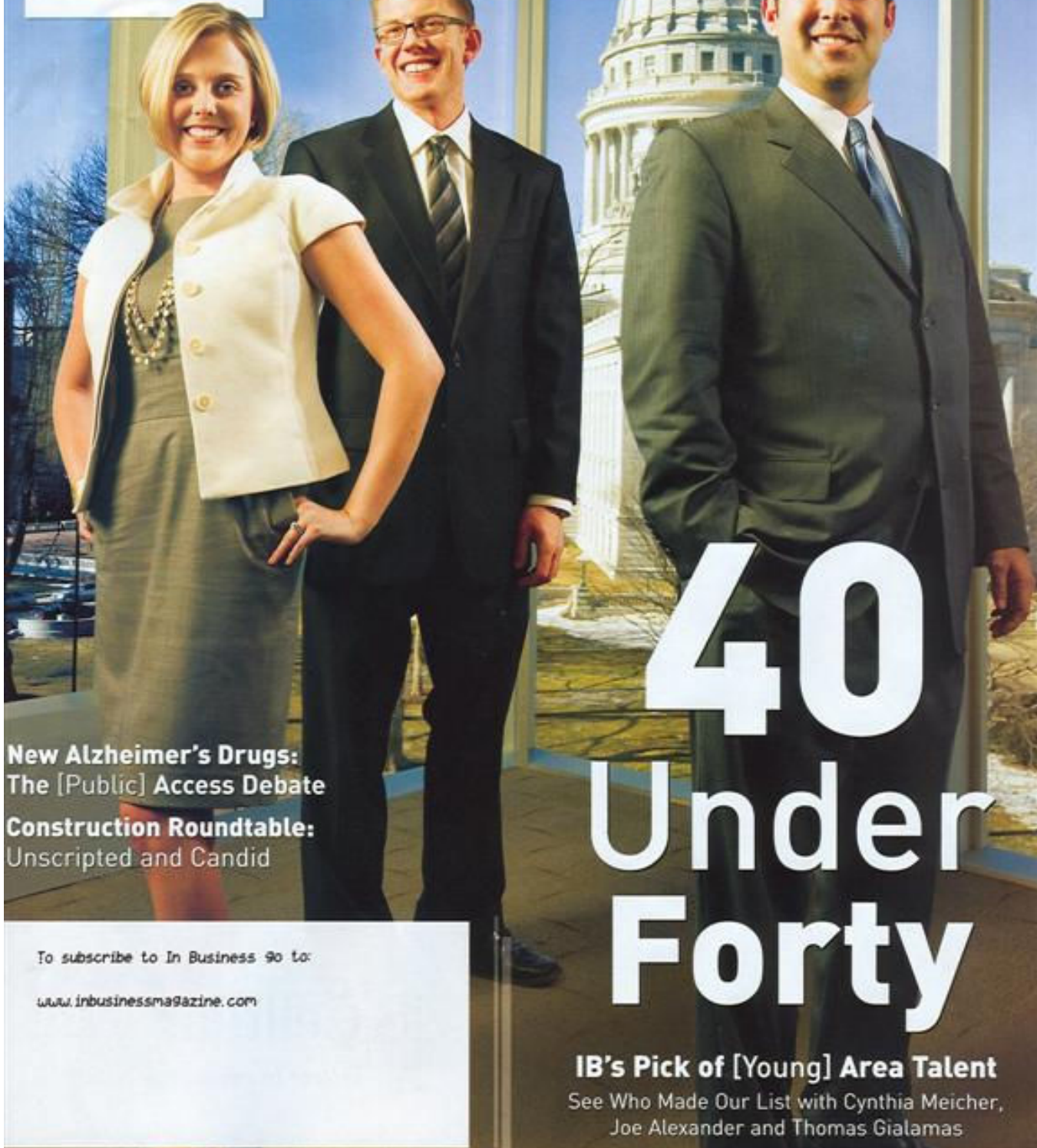


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GREATER MADISON



New Alzheimer's Drugs:
The [Public] Access Debate

Construction Roundtable:
Unscripted and Candid

40 Under Forty

IB's Pick of [Young] Area Talent
See Who Made Our List with Cynthia Meicher,
Joe Alexander and Thomas Gialamas

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IB'S PICK OF AREA [YOUNG] TALENT

FORTY UNDER FORTY

It is thrilling to share our 40 under 40 selection process with ForteMadison.com – our sister Web site destination for young professionals. Forté Madison has planned a great reception for the winners (and previous two classes) to give them all new opportunities to network, and exclusive interviews are posted on that Web site.

Three things are apparent when reviewing the area's top [young] talent: This selection is more "business" focused than previous classes, many are Wisconsin natives (are we doing a better job of retaining area talent?) and the construction trades are well represented because they had so many nominations this year. While we gave a nod to nonprofit representation as well, IB's selection committee was primarily focused on entrepreneurial or business leadership skills – whether serving the arts, sciences, retail, or business-to-business markets. Also, you'll note that our cover folks represent second-generation leadership in family businesses – another deliberate spotlight. Certainly, the 2009 class is a shining example of why Madison is such a great place to live and do business. And more revealing info about these honorees is posted at inbusinessmagazine.com.

We now open nominations for IB's 2010 class. "How to" is given on page 33; nominate someone today!





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Ryan Endres, 34
 Born: Madison, WI
Lead Program Mgr.
UW Dept. of Ophthalmology
& Visual Sciences

Endres manages the Project Management Office and day-to-day operations of 35 ongoing ophthalmic clinical trials in 32 countries. He helped PowderJect Vaccines develop a needle-free vaccine delivery service, which "helped me fall in love with project management, which ultimately led me to receive PMP status."

While working in product safety and development for health care industries, he still finds time to work on his fire engine red 1958 Volkswagen Beetle.

Endres also is co-founder of Walker Downey & Associates and is a member of MAGNET.



Emily Feinstein, 34
 Born: Chicago, IL
Attorney, QES

Following Feinstein helped provide assistance to a the Dominic diversity advocate creating pur neighborhood "off time" is in hood associati-

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