

## Q&A: GET TO KNOW PATTERSON FOUNDATION SENIOR MANAGER LINDSAY STEWART

**Question: Congratulations on your new role at Patterson Foundation! Tell us about yourself.**

**Answer:** Thank you! I've been working at Patterson Companies for five years now, and I've held a number of different roles here, most of them in marketing. As the first digital marketer, I've seen Patterson's marketing evolve dramatically – we now have so many avenues and channels to which we can talk to customers and so many more tools for reps!



I love marketing strategy and solving customer communication problems. My favorite project was working with the dental commercial software team to launch their cloud practice management software in 2018. I was able to build a strategic plan and execute – this is a skill that I'm really looking forward to using in my new position on the Patterson Foundation. But my biggest puzzle to solve? Understanding how I can encourage employees to get involved in an organization built for them and their communities!

**Q: What was your first job?**

**A:** My first job was an ad agency account manager and I thought agency life was going to be like Samantha Jones' work from *Sex and the City*: managing glamorous restaurant openings and having cocktails with celebrities. My first glamorous task was to explain the benefit of using digital marketing for talent recruitment, rather than classified ads. I called Google the "classified ads of the future"!

**Q: What were the deciding factors for you to join the Patterson Foundation?**

**A:** I'm really happy to move into such a unique opportunity. I had always thought that the Patterson Foundation was a scholarship provider until a few months ago. I was reading a social media post about the Foundation and wanted to learn more. The Foundation is so much more than just a scholarship provider – the original donors were Patterson employees that had a vision of being able to provide a space to fellow employees to give back to the communities they live in, and to encourage their children to pursue educational opportunities. It's grown since its inception to support causes that can really make a difference. I mean, who hasn't cried when a deserving patient sees their newly corrected smile for the first time and can't stop grinning?

There's so much opportunity within the Patterson Foundation and as a process builder, communicator and inclusive extrovert, this seemed like a natural move.

**Q: What are you looking forward to most with your new position?**

**A:** I've seen the organizations that we support in action, and I can tell you that I'm itching to do more site visits. These organizations are doing such good work and have great stories to tell, I can't wait to share that with our company. For example, we partner with America's ToothFairy to encourage kids to visit a dentist on a regular basis. But to little ones, the dentist can be scary (especially with their shiny, sharp instruments that Patterson has most likely procured). America's ToothFairy will bring life-size tooth fairies to educate children on dental procedures and healthy habits. It's adorable to watch!

One of the cornerstones of the Foundation is to provide educational opportunities for our employees' dependents in the form of scholarships for two-year and four-year post-secondary schools. I can't wait to amplify this program and think about other kinds of educational opportunities: STEM classes and camps, certificate, training and development programs for women and people of color, and other animal advocacy training and awareness activities. I'd love to hear your thoughts and ideas!

**Q: Tell us about your life outside of work.**

**A:** I'm married with two little boys, one of whom is potty training right now, so I think I talk about bodily functions and potties about 100 times per day. I keep telling myself that I'll read a book for fun one day, and not a self-help guide to getting through the terrible twos. Or threes.

My favorite thing to do is to take a walk with my entire family – border collie puppy included – when the weather allows, and in Minnesota, 35 degrees means the weather is accommodating! In the fall and winter, I turn into a purple-wearing, stat-reporting, fantasy guru of a Vikings fan. In fact, I was a co-founder of a donut club at Patterson once in which participants had to wear Vikings purple before they could eat a donut!

**A few of Lindsay's favorite things:**

- Favorite food: Pizza of any kind (though if I need an adult answer I would say a steak with a really good glass of red wine)
- Favorite music: The Backstreet Boys just released a new album. I'm not ashamed.
- Favorite movie: *Transformers* and *Moana*. *Moana* is just a solid movie.
- Interesting fact about you: I will put everything in the dishwasher except for my Le Creuset dutch ovens and skillet. Those are sacred to me.
- Favorite travel destination: My favorite city in the world is Barcelona, though I will go anywhere with a sandy beach, an umbrella and a margarita.

*Congratulations on your new role, Lindsay!*