

# Don Peppers

Don Peppers is a 1968 graduate of Herculaneum High School. He served as president of Student Council for two years, participated in track and gymnastics, band, drama and debate, and was a member of the National Honor Society. He represented HHS at Boys State and was the single representative from Missouri to the Williamsburg International Student Burgesses. Don graduated Valedictorian of the 1968 class and received an appointment to the United States Air Force Academy in Colorado Springs. He earned a Bachelor's Degree in astronautical engineering from the Academy in 1972 where he impressively graduated number one in his class. Don then received a fellowship to attend Princeton's Woodrow Wilson School of Public and International Affairs for two years, taking a Masters in Public Affairs with a concentration in foreign policy. He served briefly as an intelligence officer in the Air Force, and then left the Air Force to work as an economist at an international oil company and assistant treasurer of its US operations.

In 1979, Don went to work for Texas International Airlines in Houston and was eventually transferred to New York City as the staff vice-president of marketing for its newly launched subsidiary, New York Air. In 1983, he entered the world of advertising. As always, he was very successful and was listed in *Crain's New York Business* weekly newspaper as one of "40 Under 40" business executives to watch, the only one from the advertising industry.

Don's job was getting new clients, and while giving a speech in 1990, Professor Martha Rogers was in the audience and approached him about writing a book together. Their first book, The One to One Future: Building Relationships One Customer at a Time, came out in 1993, and this fall, they will publish their ninth book together. Their books are international best-sellers and address the mechanics and methodology for building customer relationships. Their company, the Peppers & Rogers Group, is the world's leading customer-focused management consulting firm.

Don has been married to his wife, Pam, for 26 years. They are both voracious readers and enjoy golf and bike rides together. Don is an avid runner and occasionally competes in races. He is very disciplined about his fitness regimen which helps him with his international travel and jet lag. He taught Sunday School when they lived in Connecticut as well as in London, England. Lately, Don and Pam have been involved in working to preserve green spaces with the St. Simons Island Land Trust. They also work with the STAR Foundation, an organization that equips adults for self-sufficiency with computer and life-skills training.

Don is the father of five, three boys and two girls, aged 17-32. He and Pam have one granddaughter, Beatrix Louise, age one year. They presently make their home in Sea Island, Georgia.