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Professional Profile: Elizabeth Haukaas, 2015

December 31, 2014 - Owners Developers & Managers

Name: Elizabeth Haukaas

Title: President

Company: Hawkhill & Maxim Creative Communications

Location: New York

Place of birth: Minneapolis

Family: Three far-flung grown children (London, Seattle, Phoenix)

College: BA: U of Minn; MFA: Warren Wilson College

First job unrelated to your current field: Artist-in-residence at a commune

First job in current field: Invest in Norway; or, it's easier to promote a country of Norwegians if you are one.

What your firm does now and its plans for the future? Advertising, PR, corporate communications, documentary films—two under development for 2015: The Forgotten Kids of PS 811X (Bronx); Verse Person Sequel (a poetry show for TV in the style of Dancing with the Stars).

Hobbies: Skiing, tennis, shoes

Favorite novel: Last good one: "The Lowland" by Jhumpa Lahiri

Favorite film: Always the last best one I've seen: "The Imitation Game"

Keys to success: Unless you are performing research to cure some hideous disease, never take yourself too seriously.

Person(s) you most admire (outside of family): Abraham Lincoln: selfless, noble, tortured.

If you had to choose a different profession, what would it be? I am a poet with a day job; in a perfect world, writing poetry would be my day job.

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