

BOB RASHID



Troy Vosseller '10

As a freshman in college, Troy and a friend had an idea for selling T-shirts celebrating the Wisconsin lifestyle. Sales boomed, Scennie Nation became a trademarked company, and Troy had embarked on a career in entrepreneurship. He is working on his J.D. and M.B.A. degrees concurrently, and is about to launch a new entrepreneurial venture that has already won prizes in two business-plan competitions.

Hometown: Brown Deer, Wisconsin

Undergraduate Institution: University of Wisconsin-Madison

Undergraduate Majors: Political Science, Economics, History

Troy Vosseller completed his undergraduate degree in three years — with a triple major. Simultaneously, he found time to distinguish himself in quite a different sphere: as a freshman, he co-founded Scennie Nation LLC, which started as a modest project to sell T-shirts celebrating Wisconsin pride and quickly grew into a booming business with a nationwide clientele.

“I think my desire for entrepreneurship came from my childhood,” Vosseller says. “My grandparents on both sides were entrepreneurs. On my dad’s side they were Iowa farmers, and my mom’s parents immigrated here from Italy and operated their own tailor shop in Racine. My dad started a small manufacturing business that made salt and sand spreaders for ice control, my mom owns her own business finding live-in caregivers for elderly family members, and even my older brother started his own business as a teenager, assembling computer hard drives. I guess starting a business isn’t seen as an unusual thing or an obstacle.”

Vosseller entered law school knowing that a legal background would be useful for whatever he chose to do. After two years of law school, he finds himself ready to delve into whatever legal issues arise for his company. After his first year, he decided to enter a joint degree program, in which he will earn his M.B.A. from the School of Business in 2009 and his Law School degree in 2010.

Vosseller, whose success with Scennie brought him considerable media attention, was in the news again in spring 2008 when he and Keith Agoada, then a Business School senior, won first place in the G. Steven Burrill Business Plan Competition. They received \$10,000 to invest in their project Sky Vegetables, a plan to operate soil-less hydroponic greenhouses on the rooftops of supermarkets and

then sell the crop of fruits and vegetables to the stores below. The lack of necessary transportation, packaging, or storage costs would provide Sky Vegetables with a competitive advantage, the two young entrepreneurs wrote in their proposal.

“We received very positive feedback from the judges, many of whom are from the venture capital and investment world,” Vosseller says. “We’ve since incorporated and are working on pulling together various advisers and consultants to make this a reality.”

In June, Sky Vegetables went on to win second place in the 2008 Governor’s Business Plan Competition in the Business Services category.

Vosseller, working on his two graduate degrees, will leave managing Sky Vegetables to Agoada, but both are working on the start-up plans. “Our roadmap includes solidifying our Board of Advisers and contracting with various suppliers (roofing companies, construction firms, etc.). Simultaneously, we’re working to solidify letters of intent from prospective supermarket clients. With that in place, we’ll go forward and solicit funding from angel investors.”

This summer Vosseller was in San Diego as a legal intern with QUALCOMM, focusing on contracts and licensing. “As an intern with in-house counsel, I think it’s a great experience to see the intersection of business and law — the big picture,” he says.

Asked where he sees himself professionally in five years, Vosseller says, “I’d love to be working on a company I started or helped start, or if that’s not the case, I’d love to work for a start-up company in any and every capacity. I don’t see myself as strictly legal or strictly business. I think that a mentality of ‘do anything’ and ‘whatever it takes’ is very conducive to entrepreneurial settings.”

Science has been a part of KaSandra Rogiérs' life since her childhood. "I used to play with bugs in our flowerbeds and make 'potions' using random chemicals from our garage," she recalls. "My father was an engineer for NASA, and my mother is a huge museum buff, so as a family we spent a lot of time at the various Smithsonian Institutes and exhibits around D.C."

Rogiérs attended a science-and-technology high school, and before she even entered college she had done years of research in biomedicine and published a paper in a medical journal. "By the time I went to college, I realized that I was also curious about the impact of health science on the population at-large," Rogiérs says. "That led to my studies as a Mellon Fellow in anthropology."

When Rogiérs graduated from college, she was planning to apply to doctoral programs in anthropology, but first she accepted a job with Pennsylvania State Senator Constance Williams, and the experience greatly influenced her career path.

"I was working for Senator Williams when I first thought about law school," Rogiérs recalls. "Many of her platform initiatives involved health law and policy issues, and I wanted a career where I could be at the forefront of those issues. To me, it seemed like applied medical anthropology. Instead of taking field notes and writing a study, I was now engaged in a career that involved an action step."

When her applications to both anthropology and public health graduate programs yielded several acceptances, she decided to pursue a Master of Public Health degree at Yale University. "This was definitely the right call for me," Rogiérs says. "I was ready to try my hand at policy, and then ease my way into the law."

After completing her M.P.H., Rogiérs worked for a year in a "truly

awesome job" as a policy analyst in Washington, D.C., for the Government Accountability Office (GAO) in their Health Care Group, and then turned her attention to law schools. She chose Wisconsin over several East Coast schools at the recommendation of a mentor and other UW law alumni she met during her decision-making process. "They were all so remarkable, dynamic, fun, and brilliant — and they were certain that Wisconsin was the best fit for me."

Rogiérs' law school work has both confirmed her interest in health law and amplified her concept of how she will practice it. "I wasn't expecting to want to litigate, but I fell in love with the idea early on as a 1L. I have Professor Schwartz to thank for that. He taught our Civ. Pro. I class 'law-in-action' style. I got such a rush from it that litigation has been on my mind ever since."

Another highlight for Rogiérs was her Health Law Externship with the General Counsel of the UW Hospital and Clinics. "I absolutely loved it. It was as if the precise reason why I came to law school had been satisfied. I got to practice health law, and I felt very much at home. It was incredibly encouraging to know that this field was everything I had hoped it would be."

This summer, Rogiérs was a summer associate with Pepper Hamilton LLP in Philadelphia, working with the Health Effects and Commercial Litigation practice groups. "The skills and substantive knowledge I am acquiring should be very relevant to a career in health law and litigation," she says.

As Rogiérs contemplates her future, she envisions working on litigation related to pharmaceuticals, hospitals, and food-and-drug issues. "Whatever I end up doing," she says, "I hope that I can always have the opportunity to keep 'law in action.'"



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KaSandra Rogiérs '09

A graduate of a science-and-technology high school, KaSandra had published a research paper in a medical journal by the time she entered college. After growing interested in health law and policy when she worked for a Pennsylvania senator, she earned a degree in public health at Yale and worked as a policy analyst in Washington, then headed for the UW Law School. Her coursework and Health Law Externship with the General Counsel of UW Hospital and Clinics have confirmed that health law is the field for her.

Hometown: Upper Marlboro, Maryland

Undergraduate Institution: Bryn Mawr College

Undergraduate Major: Anthropology

Graduate Degree: Master of Public Health in Health Policy, Yale University

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Erica Christian '08

Erica's schedule was already extremely full when she read about the Wisconsin Wolves, a women's professional football team in the Madison area. This summer she took on the double challenge of making time for contact football while working at the Dane County District Attorney's Office for her Prosecution Project internship. Both turned out to be terrific experiences.

Hometown: Wausau, Wisconsin

Undergraduate Institution: University of Wisconsin-Madison

Undergraduate Major: Journalism and Mass Communications

In every aspect of her life, Erica Christian takes the ball and runs with it.

Most recently and most literally, she does this as a wide receiver for the Wisconsin Wolves, a women's professional football team based in Middleton, now in its third year. "I'm a rookie," Christian says. "It's my first experience with team sports. I heard about the Wolves and I thought, 'I could never play football.' Then I thought, 'And why couldn't I?!' It's turned out to be outstanding."

But team practice, workouts, and out-of-state travel to compete against other teams in the Independent Women's Football League are only one part of Christian's life. She is active in such a wide range of projects that her schedule would seem to preclude adding football to the mix, even before one considers the thought-provoking sentence on the Wolves' Web site, "This is full contact tackle football and [players] come away with the same injuries as the men."

For her *Gargoyle* interview, Christian arrives not in football cleats but in high heels, straight from prosecuting her first jury trial, part of her Prosecution Project internship with the Dane County District Attorney's Office. "I know I want to litigate," she says of her future work. "Whether it's criminal or civil, I'll know more by the end of the summer."

At the Law School, Christian has taken every opportunity to acquire hands-on experience. She was a summer legal clerk with the Department of Corrections after her 1L year; worked with the Remington Center's Criminal Appeals Project and the Employment Appeals Clinic; was a Study Group Leader for contracts and civil procedure courses, Mock Trial team captain, and Children's Justice Project conference coordinator; took Lawyering

Skills in her second year; and this fall will have a judicial internship in addition to her work at the D.A.'s Office. She has taken a minimum of 18 credits every semester, and plans to graduate a semester early this December, ready to join the working world as an attorney. "I can't wait to be out there," she says.

It's an impressive list, but the picture is not yet complete. Raised in a family with an extremely low income, Christian has worked since she was 14 years old. "Graduating from high school was a feat in my family," she says. "A professional degree was not a realistic goal."

Scholarships enabled her to attend college and law school. She worked 40 hours a week as an undergraduate and continues to work as a law student, with the nature of her job changing to reflect her growing experience. Currently, she has her own independent consulting business, doing marketing and strategic planning.

Despite her academic and extracurricular overload, Christian finds time to do a great deal of volunteer work. She is a Big Sister with Big Brothers Big Sisters of Dane County; gives animal foster care in her home; helped in Mississippi with Hurricane Katrina relief; coached the James Wright Middle School 2007 Mock Trial team (they won) — and the list goes on.

When asked how she is able to do so many things, Christian says, "I've always done work, school, and extracurricular activities. From an early age I've been into time management. I want to do so much, and if you want to do things, you rank them in priority and stay focused."

Staying focused: good advice, whether one is in the courtroom, on the football field, or, like Erica Christian, tackling both at the same time.