

REFLECTIONS



Prince of (White) Castle

Jamie Richardson '87 Leads Family Business
Into the Next Generation

REFLECTIONS

on the inside . . .

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The mission of Siena Heights, a Catholic university founded and sponsored by the Adrian Dominican Sisters, is to assist people to become more competent, purposeful and ethical through a teaching and learning environment which respects the dignity of all.

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ON THE COVER

Siena Heights University graduate Jamie Richardson '87 left a career with a high-octane marketing company to help lead the family business—White Castle—into the next generation. As White Castle's Vice President of Marketing and Public Relations, Richardson is a guiding force for the innovative "Crave On" fast-food brand known for its sliders.



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