

Traci Failla

Account Director



Best professional advice:

You can learn something valuable from everyone you encounter.

Favorite Halloween costume:

Sharon Osbourne paired with my husband's Ozzy

Three words that describe me:

Thinking, listening, diplomatic

When I was growing up, I thought I'd be:

A French language interpreter. I have resurrected what few skills I have left now that my kids are taking French in school.

My favorite Chicago building:

Fourth Presbyterian Church. I love the juxtaposition of the cloistered spiritual environment with the buzz of Michigan Avenue.

The last good book I read was:

I read a lot of great books, because in addition to writing press materials, I also write fiction! One that sticks out from my recent stack is *One Thousand Acres* by Jane Smiley.

What I like most about Taylor Johnson:

The people. They are smart, professional, collaborative and fun to be around.

I never thought I'd:

See my hometown, Fort Wayne, Indiana, listed as a hipster hotspot, but the Yelp!/realtor.com Hottest Hipster Markets in America list says it's so.

My guilty pleasure is:

House Hunters and *Hawaii Life* marathons courtesy of my DVR.

Most people don't know that I:

Can still do a cartwheel.

My favorite app is:

Spotify

My favorite pastime is:

I love to travel, bike and read, but my absolute favorite pastime is something my family calls Rock Talk, which is talking about rock music — legacy artists, current artists, songs, albums, cultural influence, all eras, all genres, etc. I love pulling out the vinyl or queueing up a playlist and chatting with people about music.

My proudest personal moments have been:

Watching my daughter and son get up in front of dozens of people and speak about their family members at different events, some happy and some not. It's amazing the strength that comes over them when they are motivated to honor their relatives in such a public way.

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