

# CARLSON SCHOOL

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See page 15

# Enterprise

Carlson School Enterprise  
Launches Students  
to New Heights



# Carlson School

A Magazine for Alumni and Friends

For information about Carlson School alumni programs, contact Alumni Services and Outreach toll free at 877-625-6468, 612- 625-1556 or by e-mail: jgelbmann@csom.umn.edu. Visit our Web site at www.CarlsonSchool.umn.edu.

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# CARLSON SCHOOL



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## Carlson School — National Champs in Business... and Sports!

When the University of Minnesota captured NCAA titles in hockey, golf and wrestling last year, Carlson School students weren't just on the sidelines cheering. They were on the field, too. Seven Carlson School undergraduates played on last year's winning teams.

The U's men's hockey team ended a 23-year span without a national title when it garnered the NCAA championship in a 4-3 overtime win over the University of Maine. Three Carlson School students, Senior Captain All-American Johnny Pohl, Senior Goaltender Adam Hauser and Practice Player Chad Roberg, guided the team to the championship. "Talk about unbelievable," says Pohl, "How about being on the ice when a [23]-year drought was broken."



On the golf front, seniors Matt Anderson and David Morgan were key players on the team's championship win over Georgia Tech, helping bring the first-ever NCAA golf championship title to the University.

Meanwhile, U of M wrestling fans thrilled to the battles that garnered the second consecutive national wrestling title. The team's victory was aided by Carlson School sophomore Garrett Lowney, the All-American fifth at heavyweight who competed in the 2000 Olympics where he won a bronze medal for the United States.

## The Dean's Corner



Larry Benveniste

The Carlson School boasts outstanding faculty, dedicated staff and talented students. But the fact is we won't succeed without *you*.

Alumni and corporate friends play a tremendously important role in the success of the school. We've made a commitment to give back by serving alumni and the business community. But many alumni and friends are missing out on the valuable opportunities the Carlson School offers for networking and career development.

In the past few months, the school has accomplished several steps toward strengthening its national and international reputation. For example, our unique enterprise programs are helping us build a reputation for innovative excellence. As we move forward, I challenge our alumni and friends to take an active role in helping the school grow.

Our relationship with alumni is one of partnership. On one hand, the school depends on the support of alumni and friends to help further its goals. On the other, we strive to make a continuing relationship with the school both beneficial and rewarding to our alumni.

In the spirit of this partnership, we are restructuring our Alumni Services and Outreach department to better fulfill your needs. Working more closely with student and academic programs, it will serve as a resource to alumni in their professional and personal lives. Together with services such as our Alumni Online Web-based directory, the department presents an incredible opportunity to bring together 40,000 Carlson School alumni.

Our newly developed strategic plan reflects the importance of alumni as well. Our biggest achievement in the past few months, the strategic plan lays out where we are going and how to get there.

A key element in the strategic plan concerns one of our nationally-ranked programs, the Full-Time MBA Program. This flagship program drives the reputation of the entire school and offers the best opportunity to display our excellence. Its strength rests on four pillars:

- The program itself, including faculty, staff, students and curriculum
- Career services provided by our Graduate Business Career Center
- School-wide, coordinated marketing efforts
- The broader Carlson School community, especially alumni and corporate partners

Alumni, friends and the business community are central to the strength of each pillar and to the entire school. They spread the word about our programs, recruit new students, provide financial support and enlarge students' career opportunities. The expertise that they share is invaluable.

This strong strategic plan, coupled with your dedication and commitment to the Carlson School community, will help us achieve the bright future I envision. I thank the entire community—alumni, friends, faculty, staff and students—for the willingness to share our vision. I extend special thanks to the Board of Overseers for its leadership in developing the strategic plan.

The exciting swirl of activity at the Carlson School encompasses a wide range of initiatives, from our growing enterprise programs to plans for an expanded undergraduate program (see article later in this issue). As we work to further all our initiatives and serve you better, I urge alumni and corporate partners to join us. With *your* help, the Carlson School will thrive. 🌱

# Carlson Scho

Launches Students  
to New Heights



# Carlson School Enterprise

By NANCY HELLERUD

**T**his fall, the Carlson School's commitment to shaping future business leaders takes a giant step forward with the creation of the Carlson School Enterprise, an entity which will coordinate the efforts of three—eventually four—businesses run by MBA students with academic and professional support from the school.

Dean Larry Benveniste likens the Carlson School Enterprise to a holding company with four businesses under its auspices:

- Carlson Consulting Enterprise: Student consultants develop and lead strategic technology-management consulting projects for regional, national and international clients;
- Carlson Ventures Enterprise (formerly New Business Development Enterprise): Student associates manage the development of new business opportunities for clients in a not-for-profit organization modeled after an early-stage venture capital fund;
- Carlson Funds Enterprise: Student fund managers run two multimillion dollar investment funds: a growth fund (formerly Golden Gopher Growth Fund) and a fixed income fund;

- Carlson Branding Enterprise: The working title for a future marketing enterprise in which students will work on brand management projects for clients.

The enterprises are in different lines of business and have very different bottom-line measures of performance. However, they have three things in common. "They are run as real businesses with clients who pay for their services, they have strong student leadership and they have national scope—which we hope to expand through clientele or board members," says Benveniste. The enterprises have other things in common as well, including executive advisory boards, experienced professional and academic directors and course content which augments the professional experience.

The enterprise strategy has become a key component of the MBA program. "Our

These current and former students (and one advisory board member) know from experience how the enterprises will give Carlson School MBA students a competitive edge.

From left: Shawn McFarlane, '02 MBA; Jason Bennicoff, '03 MBA; Roy Wetterstrom, '86 BSB; Don Crain, '03 MBA; Chad Tearle, '03 MBA.

**These enterprise directors give their students the professional and academic skills they will need to succeed in business. From left: John Kamauff, professional director, Carlson Consulting Enterprise; Doug Johnson, professional director, Carlson Ventures Enterprise; Professor Harry Sapienza, academic director, Carlson Ventures Enterprise; and Professor Art Hill, academic director, Carlson Consulting Enterprise.**

purpose is to equip students with skills in leadership, strategy, teamwork and communication—to give them experience in being accountable for the bottom line,” Benveniste says. “They’ll enter their careers significantly more prepared than their peers from other MBA programs. We expect the Carlson School Enterprise to set us apart from other business schools and to attract national attention among two groups: First, top business professionals, who may be contacting an enterprise as a client, an employer, a potential advisory board member or a mentor; and second, prospective students who want to be able to ‘hit the ground running’ when they graduate.”

Readers will likely recognize the Golden Gopher Growth Fund name. Launched in 1998, this flagship program tied theory and application by educating and mentoring MBA students as they managed all aspects of a private equity growth fund. But how things have grown! As the descriptions above show, there is now a second fund and two new enterprises up and running. Another enterprise, focused on brand management, is in development.

The new enterprises have been modeled on what worked best for the Golden Gopher Growth Fund: Professional and academic advisors, professional executive advisory boards, interaction with top practitioners in the field, hands-on experience running a real business and customized coursework.

Generally, each enterprise is a course open to second-year Full-Time MBA students, who compete for spaces. Each enterprise selects, or “hires,” between 15 and 20 students based on academic achievement, experience, recommendations and other criteria. “Sixty to seventy percent of the class of 2003 signed up,” notes Benveniste,



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a figure he finds “amazing,” considering the commitment of time and energy the programs require. Students become “associates” in their chosen enterprise and are guided by their professional and academic directors and an executive advisory board composed of leaders in the relevant industries.

The reception from the business community has been overwhelmingly positive. Benveniste points to the new Carlson Consulting Enterprise, which got a head start in the summer with three consulting engagements and has several more companies interested in fall contracts. “Look at the business commitments already made to an enterprise just launched,” he says.

Graduating students and their clients are not the only beneficiaries of the enterprise strategy. Carlson School faculty have real cases for study and research and executive advisory board members have the chance to mentor upcoming professionals and make a difference in their development.

Carlson School Enterprise offers a wealth of opportunities for alumni to be involved in shaping and growing the four businesses. The enterprises are seeking executive advisory board members, mentors, class speakers, client leads and other assistance. Specific information, including contact numbers, is listed later in this article. Involvement in an enterprise is a great way to interact with colleagues, reconnect with the Carlson School and meet the business leaders of tomorrow!

## Carlson Consulting Enterprise: “Strategic Technology Management Consulting”

“More challenging, but more fun,” is how Don Crain, ‘03 MBA, describes the summer consulting project he and Chad Tearle, ‘03 MBA, are doing for Guidant, a large medical device firm. “We’re doing a long-term strategic planning project looking at many issues including their supply chain technology and new product development process, looking out eight years.”

The Guidant project is one of the first consulting engagements of Carlson Consulting Enterprise, a new enterprise designed to give students hands-on experience in consulting, with an emphasis on strategic technology management. While Guidant represents a regional partnership, an e-commerce project for the east-coast office of a large tax and legal service firm will build the program’s national connections, and a supply chain project for a large European firm will give the enterprise international exposure.

Carlson Consulting Enterprise officially launched this fall with 17 second-year MBA student consultants and several more consulting engagements. “The students are excited and motivated,” says Academic Director Art Hill, professor of Operations and Management Science. “We’re not going to do cookie-cutter projects. We’re looking at big projects that will take advantage of our distinctive research competencies and intellectual capital in MIS, supply chain operations and strategic management.” Because Carlson Consulting Enterprise draws

from expertise in so many areas, it will not have a departmental home; instead, a faculty council has been formed to provide governance.

“Carlson Consulting Enterprise is distinctive from the typical field project course at most business schools because we have a seasoned professional director, an executive advisory board, and a three-semester course to support the student experience,” says Hill. The newly hired professional director is John Kamauff, Ph.D., who has extensive consulting experience as a partner with two “Big-5” firms and is the author of six books on supply chain management, strategic sourcing, management information systems and strategy. Kamauff will help teach the Carlson Consulting Enterprise course and mentor students on site in their consulting engagements. An executive advisory board, composed of top leaders of consulting and non-consulting firms, many of whom are from outside of the Twin Cities, will help guide the enterprise.

Students will learn to work collaboratively with clients on real problems to marry strategy to technology. “Companies get a project that is well-priced and access to academic resources and experience,” says Crain.

“One of our goals is to increase the number of graduates going into consulting,” says Hill. “It’s market reality—companies need consultants, students are interested and it’s the highest-paid market.”

But students would not necessarily have to be interested in consulting as a career to benefit from the enterprise experience. “Business is evolving,” says Craig Nelson, ‘79 MBA, president and CEO of Netsource Management Inc. and a Carlson Consulting Enterprise executive

# Enterprise



advisory board member. “The better companies are working to develop managers who have broad problem-solving skills and attendant skills—communication skills, facilitation skills and the ability to think on their feet and integrate ideas.” These, says Nelson, are consultant skills, which students in the enterprise will gain. “They’ll learn how to be part of a team, to labor under pressure, to work across disciplines, and to relate at the executive level,” he says. “By graduation, they’ll have done the things that matter the most to future employers.”

“I applied for Carlson Consulting Enterprise in part because of the networking,” says Crain, who is making a career change from engineering to consulting. “Companies will be able to see us in action and see the end result of our work. This will make them comfortable about turning around and hiring Carlson School graduates.” Hill believes students who graduate from this program will be six months ahead of their peers from other MBA programs.

## Carlson Ventures Enterprise: “Business Development From the Ground Up”

“How to be an entrepreneur is something that’s hard to teach and to learn in academia,” says Roy Wetterstrom, ’86 BSB, an entrepreneur. “Academics can give you tools to exploit your natural entrepreneurial tendencies, but Carlson Ventures Enterprise goes beyond this—it’s a chance to see how what you’re learning translates to the business world.”

Carlson Ventures Enterprise is a not-for-profit consulting service for high-

potential startup companies in which MBA student associates, guided by experienced staff, work on all aspects of new business development. If the first graduates are any indication, students have clearly made the leap from theory to practice. “Fantastic!” is how Wetterstrom, a Carlson Ventures Enterprise executive advisory board member, describes the students’ presentations. “The professionalism and quality were outstanding.”

As well as private-sector companies, many of the companies student associates work with are based on inventions by University of Minnesota physicians, engineers, chemists and so on. As a venture capitalist, Doug Johnson, professional director of Carlson Ventures Enterprise, had contact with the University’s Patent and Technology Marketing (PTM) organization. “The University of Minnesota is known for its work in three categories—medical devices, biotechnology and information technology,” says Johnson. “I thought the Carlson School could and should be the connection between the University and the business community.” Carlson Ventures Enterprise associates work in conjunction with the PTM to help University employees “package” their inventions for the business community while helping the business community access promising technology and devices.

Inventors and entrepreneurs from outside the University who have new company ideas are referred by law or accounting firms or read about Carlson Ventures Enterprise in trade magazines. The outside referrals are often in a fourth category, healthcare or a fifth category Johnson calls “miscellaneous”—companies that simply don’t fit in the other four.

With guidance from Johnson and Academic Director Professor Harry



Sapienza, Curtis L. Carlson Chair in Entrepreneurial Studies and director of the Center for Entrepreneurial Studies, students participate in two kinds of activities. First, they evaluate new business opportunities—approximately 90 in 2001-2002—from an investor's perspective to determine the viability of the idea, the potential market and competition and the overall financial potential. "Evaluating companies requires a lot of critical thinking," says Wetterstrom. "Knowing what sells an idea is valuable to an employer—or to yourself in your own company."

Second, students work on the actual business development for some of the new companies. "Once you've signed on to a concept, the roles reverse," says Wetterstrom. "Now you have to sell the idea to someone else—polish up the business plans, do presentations, raise money and so on." In addition to helping develop and execute business plans and assisting in management team and financial development, students also manage Carlson Ventures Enterprise equity in eleven startup companies—equity negotiated as compensation for Carlson Venture Enterprise services.

Eighteen 2002 MBA graduates were in the first Carlson Ventures Enterprise class. "They did surprisingly well finding jobs in a down market," says Johnson. Many of the graduates are doing business development in large companies, such as Medtronic and 3M, while others are working with early-stage companies. "Reaction by employers has been very positive," says Johnson. "And student feedback is that the enterprise made a big difference."

"This experience taught me a number of skills that are highly sought after in the business world and rarely found in MBA graduates," says Keith Mikkelsen, '02

MBA. "I received a number of job offers that were a direct result of my activity in Carlson Ventures Enterprise and accepted a business development position with a biotechnology company."

This fall, Carlson Ventures Enterprise will welcome 20 new students. Over the next year, Johnson's and Sapienza's plans include expanding the program from nine months to one year, writing a textbook and improving the data-logging technology to better track the many companies they look at.

Doing "development from the ground up" is an invaluable experience, says Wetterstrom. "You learn to think broadly—about operations, sales and marketing, finance and technology. I would have loved to have had this."

## Carlson Funds Enterprise: "Bridging Experience and the Classroom"

Carlson Funds Enterprise is the culmination of five years of working to bridge classroom theory and real-life experience. Today, approximately 20 students manage two funds, doing everything from researching potential investments and presenting recommendations to monitoring holdings and managing the administrative functions. The flagship is a growth fund (formerly Golden Gopher Growth Fund), an equity stock fund established in 1998 to give student fund managers the opportunity to interact with the Twin Cities' expert financial services community as mentors and colleagues.

Last year, a second fund, a fixed income fund, was added. Following the model of

## Get Involved With an Enterprise!

### Carlson Consulting Enterprise

1. Serve as mentors for our MBA student consultants.
2. Provide leads for potential clients.
3. Serve on our executive advisory board.
4. Be a guest lecturer in the course.

Contact: Arthur Hill, 612-624-4015, ahill@csom.umn.edu

### Carlson Ventures Enterprise

1. Mentor students if you have expertise in high-technology early-stage companies.
2. Give lectures to student associates regarding your experiences in an early-stage company.
3. Work with industry-specific teams (biotechnology, medical devices, information technology, healthcare and consumer-related).
4. Work actively with our equity companies (as a general manager, for example). These companies all need management!
5. Refer new opportunities to the enterprise for evaluation and assistance

Contact: Elaine Nissen, 612-624-2046, enissen@csom.umn.edu

### Carlson Funds Enterprise

1. Serve as mentors to students who have questions on data sources, market reactions, industry realities and valuations.
2. Serve as a contact regarding past decisions and processes. (Former Golden Gopher Growth Fund students)
3. Provide students with information on the investment banking and investment management industries and current career prospects.
4. Deliver classroom lectures.

Contact: Tim Nantell, 612-624-3558, tnantell@csom.umn.edu or Tom Brakke, 612-624-1018, tbrakke@csom.umn.edu.

**These Carlson Funds directors guide students through the ups and downs of fund management. From left: Corey Redfield, professional director, Fixed Income Fund; Professor Tim Nantell, academic director, Growth Fund and Fixed Income Fund; Professor Gordon Alexander, academic director, Growth Fund; Tom Brakke, professional director, Growth Fund.**

the growth fund, the fixed income fund has an academic director, Professor Tim Nantell, Finance, and a professional director, Corey Redfield, chief fixed income strategist at U.S. Bancorp Piper Jaffray.

“You need at least ten million dollars to run a fixed income fund,” says Nantell. This fall, there are commitments for the ten million, ensuring that students in the new fund will have a real-life experience.

While the market for fund managers is down, 2002 graduates are finding positions and the enterprise continues to attract top students. Students will concentrate on just one of the two funds, but they attend many of the same classes, run by Tom Brakke, '83 BSB,

professional director of the growth fund. Academic directors for the growth fund are Nantell and Professor Gordon Alexander, Finance.

“We are different from most student-managed funds around the country, where someone donates money—perhaps fifty to a hundred thousand dollars—to the fund,” says Nantell. “We are a limited-liability corporation with clients who pay us to manage their money. We wanted an actual firm, where students get experience managing a company and working together in teams. They have to take portfolio management very seriously.”

“In hindsight, it was excellent preparation for a career in investment management,” says Shawn McFarlane, '02 MBA, an investment analyst at Riverbridge Partners LLC. He refers to the weekly get-togethers as meetings rather than classes. “They were a mix of education and discussions about the funds,” he says. “They were very spirited meetings.” Teams of students were responsible for researching companies, writing up



reports and servicing clients by phone and e-mail. “Our ‘homework’ changed day by day, depending on the market,” says McFarlane.

According to McFarlane, his experience in the enterprise closely mirrored the real world. “The team approach, for example, is very common,” he says. Perhaps even more important was the sense of accountability. “We were truly responsible,” says McFarlane. “Every day we could be proven right or wrong. It was clients’ money and any of them could have removed it.”

In addition to getting the fixed income fund up and running, the Carlson Funds Enterprise staff continues to work on ways to strengthen the theory-to-application ties. “We want to make sure we deliver on the promise of bridging the experience and the classroom,” says Nantell, beginning with class assignments that require students to apply what they’ve learned to real situations. “It’s a whole system, an integrated system, that includes academic faculty, professional faculty, partners, mentors, classmates—even the room they sit in,” says Nantell.

## Carlson Branding Enterprise: “Building on Strengths”

The momentum for building a branding enterprise “bubbled up” from students, says Michael Houston, professor of Marketing and Logistics Management, who is serving as academic director of the developing project. The idea had been suggested before, and when students in marketing learned the enterprise strategy was becoming a key feature of the MBA program, they advocated for the branding enterprise. Houston agrees that branding

is a natural choice. “Within marketing, brand management is a popular career choice,” he says. “It’s also a faculty strength.”

Carlson Branding Enterprise (a working title) would also complement other brand-related activities at the school, including the EliteEight Brand Management Case Challenge competition and the “Brand Matters” speaker series.

The next step is to determine what market there is for the enterprise, a task for a focus group which includes current students and alumni. “We are now in the process of talking with interested companies to determine what opportunities within brand management might be available for students,” says Houston. Houston gives three examples of projects students might undertake. One is doing brand audits, comprehensive assessments of strengths and weaknesses of a brand. A second is assessing proposed brand extensions. Finally, Houston thinks a Carlson School branding enterprise would be a natural place to create a Minnesota Brand Power Index, a yearly index which would look at the power of brands in product categories.

For students, the enterprise would be an opportunity to blend theory with real-life branding issues while in school. According to Jason Bennicoff, ‘03 MBA, it would also be a big advantage to have a longer time period to devote to a project. “I’m doing a brand internship this summer, which is great, but short,” says Bennicoff, who is working in the consumer brands division of Schwan’s. “It would be wonderful to have nine months on a project.”

Most importantly, graduates would go into companies with a clear grasp of branding issues and the skills to act. “For example, instead of taking three or four weeks to learn how to do a good job

analyzing syndicated data, they would already know how to read the data,” says Bennicoff. “They could learn things in less time and therefore rise in the company more quickly.”

For companies, the branding enterprise would be a chance to pursue some brand-related issues that they otherwise might not because of constraints of time, money or access to research. It would also give them firsthand exposure to Carlson School students and opportunity to see their skills and abilities.

Planners are looking at the spring of 2003 as a possible starting date for the new enterprise. “The enterprise would be a way to differentiate Carlson School graduates from graduates of other schools,” says Houston.

## Alumni Are Key to Enterprise Success

According to Dean Benveniste, students have from the beginning exhibited strong leadership skills and, guided by seasoned faculty and industry professionals, are transforming the enterprises into successful businesses. “And alumni are always an important part of the equation,” he says. “There are so many ways for them to be involved in the Carlson School Enterprise. We welcome their advice and assistance!”

See the sidebar on the previous page for ways alumni can participate in the Carlson School Enterprise. Give us a call!



## Investing in People and Programs

## Pond Gift Will Teach Free Market Principles

Robert Pond, '48 BBA, knows that integrity in producing high-quality products helps a business succeed. Those principles helped turn his business, Advance Machine Company, into a world-renowned enterprise. And it is those principles that Pond extends to future entrepreneurs through the Pond Family Chair for the Advancement and Teaching of Free Market Principles. Through Pond's endowment, the Carlson School can attract high-quality professors who will conduct superior instruction and research in the free market system. And it will help memorialize the Pond family's longstanding commitment to the University's business school and athletic programs.

Started by his grandfather, Advance Machine Company was manufacturing terrazzo floor polishing machines when Pond entered the scene and began working his way up the management ladder. Through his stewardship as CEO, Advance Machine became one of the world's largest manufacturers of floor-cleaning equipment. Pond was a heavy proponent of technological innovation and inventive marketing, which contributed greatly to the company's growth. An avid aviator, Pond kept face-to-face contacts with many of his distributors by crisscrossing the country in his airplanes. Eventually, there was hardly a supermarket or school in the nation that wasn't using an Advance Machine floor cleaner (in fact, the Carlson School uses an Advance Machine cleaner on the floors of its atrium).

"It takes integrity and a commitment to innovation to make a company thrive in a free market economy. I created this endowment because I want to help train future leaders to build businesses that succeed," says Pond.

Now retired and living in Palm Springs, Calif., Pond continues to share the benefits of his success by establishing a nonprofit World War II airplane museum, collecting classic automobiles and helping charitable causes. 🌟



Robert Pond, joined by his wife Jo (right) and sister Barbara Allen (left), being honored for his gift to support the teaching of free market principles at the Carlson School.

## Faculty Give of Themselves

Carlson School faculty give generously of their time and talent, and some give out of their pockets.

"In addition to gifts they give in the classroom, many current and emeriti faculty give through philanthropic investments and gift campaigns. We thank them for that," said Dean Larry Benveniste.

Faculty gifts help finance students' educations, attract top-notch professors and maintain the school's reputation for research. Ultimately, these gifts are endorsements of the school from the people closest to it.

Professor Emeritus Bright Dornblaser, '49 BSB, is one of these people. His life-income gift supports international programs in Healthcare Management. Terry Tranter, '71 BSB, alumnus and longtime accounting lecturer, has funded accounting scholarships and research for more than 20 years.

They are just a few of many faculty and their families who give, including current professors Judy Rayburn and Mahmood Zaidi and former professors Glen Berryman and Carl Nelson, '31 BSB. Roughly 85 University faculty and staff members gave to the school this year.

Tranter feels he's giving back. "As a recipient of four scholarships during my student years, I know just how important the financial support and faculty recognition is to our students," he said. 🌟

## BEST Fund to Spark School's Strategic Transformation

Taking a page from their own business plans for research and development and venture investment, the Carlson School Board of Overseers is launching a fund dedicated to priority startup initiatives at the School.

The Board Endowment for Strategic Transformation, or BEST Fund, is the brainchild of James Campbell, '64 BSB, Board chair and retired chairman and CEO of Wells Fargo Bank Minnesota, along with Board members David Hubers, '65 BSB, '70 MBA, retired chairman of American Express Financial Advisors, and Malcolm McDonald, '60 BSB, former chairman and CEO of Signet Banking.

Energized by their recent roles in helping shape the Carlson School's new vision, mission and strategic plan, the alumni trio saw the potential for unparalleled growth at the school. They also realized that declining state support and increased operating costs posed significant threats to the school's ability to stay at the leading edge of business education.

With the Board's approval of the strategic plan at its spring meeting, the BEST Fund was identified as a means for these top volunteers to help the dean and the school address the costs of the newly identified strategic priorities. Eventually expected to provide \$1 million in discretionary funding annually, the fund's only mandate is to provide the resources to allow the Carlson School to adapt to the rigorous demands of a highly competitive business school field.

"I'm delighted that the Board of Overseers is taking the reins on the BEST Fund," said Dean Larry Benveniste. "This is a great step for the board, and the perfect opportunity for that group of talented people to back up their strategic input with further resources and support."

The Carlson School has seen past initiatives thrive with an infusion of short-term money. The school's Part-Time MBA program, recently ranked 11<sup>th</sup> in the nation in *U.S. News and World Report's* business school rankings, saw a jump in applications after the program received short-term funding from a general operating fund. The BEST Fund will provide the same benefits without draining the general operating budget.

The Carlson School Enterprise programs are expected to be among the first beneficiaries of the BEST Fund. This hands-on, real-world learning opportunity offers students better career opportunities upon graduation and strengthens bonds with the alumni and business community (See article on pages 2-7 for more about the Carlson School Enterprise). Like any new business endeavor, the enterprises require startup funding until they become self-sufficient. Once the student base and tuition revenues increase, BEST Fund resources will be redirected to support additional launches.

"American Express Financial Advisors was aware that through the Carlson Funds Enterprise our connection to the school would be enhanced. And we could be a part of the career


*"This is a great step for the Board, and the perfect opportunity for that group of talented people to back up their strategic input with further resources and support."*

Dean Larry Benveniste

development choices of its students. Therefore, we became an active supporter of the program," says retired chairman David Hubers, whose company contributed a substantial portion of the leadership and initial resources needed by the Carlson Funds Enterprise. "With the BEST Fund, the board hopes to help institutionalize a culture of innovative programming that bridges the gap between the classroom and the business world. Our companies and the school both win if this happens."

"I've been excited to see the strides the school has been making," says Hubers. "The BEST Fund strikes me as one of the best investments that we as alumni and friends can make to the Carlson School's success."

Other strategic priorities include expenditures associated with marketing the school to prospective students and employers of school graduates; the delivery and ongoing service of technology for the student and alumni population; assistance for students in pursuit of global career opportunities; and the establishment of a center for instructional excellence that will provide faculty with the tools they need to be the best possible teachers.

For more information about the BEST Fund, contact Board Secretary Steven Hatting at 612-625-9538. 

## Board Focus

## Carlson School Board of Overseers

Learn about an organization's board of directors, and you will learn about the organization. The Carlson School's Board of Overseers is no exception.

The Board's 43 dedicated business and community leaders don't just lend their names to the cause. Apart from meetings in the fall and spring, board members often serve as liaisons with Carlson School committees. Many are in close contact with school leaders, offering advice on major strategic decisions.

Chairman James Campbell, '64 BSB, says the Board's job is "to understand the mission of the school, and then be supportive in every possible way that we can."

The Board also provides an outside viewpoint. "The Board of Overseers is there as a connection to the business community," Campbell explained. "The school has a responsibility to stay connected to what's happening in the business world, and the Board of Overseers provides one formal way to ensure that a dialogue takes place."

For Dean Larry Benveniste, the Board's help was key during the transition to his new role. "As dean, my first request of the Board was for input in developing a new strategic plan. Their help was invaluable. They challenged us to set the bar high, to be focused and to establish measures so that we stay on task," says Benveniste.

As both an alumnus and a businessman, Campbell finds his connection rewarding.

"Much of my success in the business world I attribute to the experiences and education I received while at the Carlson School, and so I feel an obligation to give



Members of the Carlson School's Board of Overseers gathered for a photo with the school's faculty leadership after the Board's Sept. 13 meeting. The Board and its committees meet throughout the year to provide leadership and guidance to the Carlson School's administration in carrying out the school's mission.

back." Campbell explained. "As an employer, I view our relationship with the Carlson School as a way to meet and cultivate relationships with really high-quality students."

After more than 30 years in existence, the future looks bright for the Board, said Campbell. "Generally, the Board of Overseers continues to rejuvenate itself with new members and new challenges. We're very excited about the direction and momentum of the school, and my sense is that the Board of Overseers is going to be a really great asset to the school in the years ahead."

### Carlson School Board of Overseers 2002

Bruce K. Anderson, '62 BSB, Welsh, Carson, Anderson & Stowe, General Partner; Robert E. Buuck, '70 BSB, '72 MBA, American Medical Systems, Co-Founder & Retired Chairman; James R. Campbell, Chair, '64 BSB, Wells Fargo Bank Minnesota NA, Retired Chairman and CEO; Emmett D. Carson, The Minneapolis Foundation, President & CEO; Andrew Cecere, '91 MBA, U.S. Bancorp, Private Client, Trust and Asset Management, Vice Chair; Robert L. Duffy, '68 BSB, A. T. Kearney Inc., Vice President; Susan E. Engel, Department 56 Inc., Chair & CEO; Edwin (Skip)

Gage, Gage Marketing Group LLC, President & CEO; John E. Geisler, '78 BSB, Cargill Inc., Corporate Vice President; Luella G. Goldberg, Hormel, ING, NRG, TCF, CSI, Director; A. Jay Graf, Guidant Corporation, Group Chairman; James T. Hale, '65 JD, Target Corporation, Executive Vice President, General Counsel & Corporate Secretary; Vernon H. Heath, '50 BSB, Rosemount Office Systems Inc., Chairman; John A. Henrickson, '68 BSB, IBM Global Services, Retired Vice President; William A. Hodder, Donaldson Company Inc., Retired Chairman & CEO; David R. Hubers, '65 BSB, '70 MBA, American Express Financial Advisors Inc., Retired Chairman; Michael Illbruck, '85 BSB, '87 MBA, illbruck GmbH, Chairman & CEO; Joel W. Johnson, Hormel Foods Corporation, Chairman, President & CEO; Robert A. Kierlin, '62 BME, '64 MBA, Fastenal Company, Chairman, President & CEO; James A. Lawrence, General Mills Inc., Executive Vice President & CFO; Elizabeth A. Malkerson, '75 MBA, Amgen Inc., Vice President, Corporate Communications; Malcolm S. McDonald, '60 BSB, Signet Banking Corporation, Former Chairman & CEO; Michael F. Mee, '68 MBA, Bristol-Myers Squibb, Retired Executive Vice President & CFO; William T. Monahan, Imation Corporation, Chairman, President & CEO; Barbara J. Mowry, '75 MBA, Business Consultant; Glen D. Nelson, '63 MD, Medtronic Inc., Retired Vice Chairman; Marilyn C. Nelson, Carlson Companies, Chairman & CEO; Dale R. Olseth, '52 BSB, SurModics Inc., Chairman & CEO; Duane L. Ottenstroer, '68 BSB, Eventide Investments Inc., President; Robert D. Potts, '65 BSB, Lu Verne Partners, General Partner; David W. Powell, 3M, Vice President, Marketing; Stephen W. Roszell, American Express Financial Advisors Inc., Senior Vice President, Institutional Group; Curtis A. Sampson, '55 BSB, Hector Communications Corp., Chairman & CEO; Joel A. Schleicher, '74 BSB, Interpath Communications, Inc., Chairman & CEO; Richard M. Schulze, Best Buy Company Inc., Founder, Chairman & CEO; Allan L. Schuman, Ecolab Inc., Chairman, President & CEO; Robert L. Senkler, UMD '74 BA, Minnesota Life Insurance Company, Chairman & CEO; Gordon M. Sprenger, '61 MHA, Allina Health System, Retired CEO; Gary H. Stern, Federal Reserve Bank of Minneapolis, President; William G. Van Dyke, '68 BA, '76 MBA, Donaldson Company Inc., Chairman, President & CEO; Winston R. Wallin, '48 BSB, Medtronic Inc., Chairman Emeritus; Irving Weiser, RBC Dain Rauscher, Chairman & CEO.



# Growing Strong:

## Expanding the Undergraduate Studies Program

Undergraduate Studies faces a growing problem: too little space for a lot of talent. As more high-quality students look for business educations, the Carlson School is looking for ways to serve their needs. Now a solution—an expanded program and new facilities—could be on the horizon.

Space constraints in the current Carlson School building, opened in January 1998, limit the number of students accepted. “We’re turning away way too many high-quality applicants,” said Dean Larry Benveniste. An expanded undergraduate program will allow the school “to serve more quality students who want to come here,” he said.

The number of students wanting to come here has increased dramatically, pointed out Bob Ruekert, associate dean of Undergraduate Programs. Applications for admission doubled between 1996 and 2001.

Conservative estimates say the school currently serves less than 30 percent of students who want an undergraduate business degree, said Jerry Rinehart, director of Undergraduate Studies. Carlson School freshmen typically ranked among the top six percent of their high school classes.

“We are in fact turning away students who would be among the best in the University,” Rinehart said.

Competing universities are ready to take them in. Compared to peer schools such as Indiana University at Bloomington and the University of Illinois, the

University of Minnesota awards a small number of undergraduate business degrees. In 2000, nine percent of the University’s undergraduate degrees were in business, compared to an average of 15 percent at peer institutions.

As an integral part of what Benveniste calls a “full-service business school,” Undergraduate Studies is the oldest and largest program at the school. Expanding it has benefits on many fronts, including an improved ability to serve students’ needs and to compete in the marketplace.

It will also allow the school to continue serving Minnesota while attracting a diverse nationwide student population, said Rinehart. A larger undergraduate program will benefit local business by better serving employers looking for talented people, Ruekert said. “We see ourselves as playing a role in expanding the economy of Minnesota.”

Admitting more students will not significantly affect academic standards, Rinehart emphasized. He expects a slight dip in admissions test scores but said the program will still be among the best in the nation.

Preliminary proposals call for increasing

the size of the program 50 percent by adding 800 students, Rinehart said. The program would average 2,400 students annually. This also means more high-technology classrooms, courses, faculty and staff. That’s where new facilities come in.

Options for new facilities include renovating an existing University building or building a new one. The school’s preference would be to build a new facility across the street from the current building. The project requires the approval of the University’s Board of Regents, however, and Ruekert cautions that it is a long road to a new building. We are just beginning the process.

Although it is too early to specify time frames and cost, Benveniste hopes the project will be approved shortly and the building ready in four to five years.

“All the stars are lining up in a way that makes this pretty doable,” he said.

Ultimately, students will be the biggest winners. Quite simply, a larger undergraduate program will offer more opportunities to more high-quality students, Benveniste said. “That’s the reason for doing it.” 🌟


## The Carlson 10+ Program

**A**ffinity has its rewards in business – likewise in the Carlson Alumni Network. During the 2002-2003 academic year, those Carlson School alumni who earned a degree prior to 1993 can complete a combination of ten volunteer activities and earn a \$1,000 voucher toward one of our renowned Executive Development Center's education sessions. That's little more than one activity a month! Participants will also be recognized in a future issue of Carlson School Magazine for their support of outstanding business education and help in creating a more vibrant alumni network.

Earning your first point is easy. Just visit the Carlson School's Web page at [www.carlsonschool.umn.edu/Carlson10+](http://www.carlsonschool.umn.edu/Carlson10+) and sign up. There will be more detailed information on the types of programs that can earn you points, as well as a registration form. We will send you a confirmation notice along with a Carlson 10+ card with instructions on how to earn future points. From then on, just follow those instructions to earn more points as you attend events, participate in programs, assist with the education and career prospects of our students and build Carlson School awareness in your business and community.

Examples of how points may be earned:

- Join the Alumni Career Network—talk with current students and other alumni about your career path and help build a stronger professional network for current and future graduates.
- Attend First Tuesday, the premier monthly business forum and luncheon in the Twin Cities. You may earn a maximum of four points for this activity – two for attending two sessions; two more for organizing and hosting a corporate table.
- Attend sanctioned Carlson School events such as the quarterly Brand Matters, our scholarship reception and other topic-specific offerings.
- Help prepare our students through mentoring. You will receive a point when you sign up for our mentoring program, plus another one for completing the mentor survey at the program's end.
- Recruit an MBA student – just ask them to include your name as “referred by” on their applications.
- Show your support for your alma mater by making a gift to the Carlson School this year.
- Host a Carlson School alumni or promotional event in your city, company or professional association.
- Meet with our Business Career Center staff and recruit/interview Carlson School students for internships and/or permanent placement.
- Attend an executive education class in our Executive Development Center.
- Serve on a Carlson School-sanctioned board or committee.
- Speak to a class or an official Carlson School student organization. (We have 30 to choose from!)

**That's more than ten easy ways to earn points while advancing your alma mater. For more information and details on the Carlson 10+ Program, visit our Web page at [www.carlsonschool.umn.edu/Carlson10+](http://www.carlsonschool.umn.edu/Carlson10+).** 



## New Programs to Pay Big Dividends to Alumni

**F**ollowing the 2002 launch of *Alumni Online*, our secure, searchable database that allows Carlson School graduates to find and connect with fellow alumni all over the world, the alumni programs office is excited to roll out a number of new initiatives this school year. These initiatives will help mobilize a world-class professional network to add value to your life and career.

We are proud to unveil three new offerings focused on professionally-advanced alumni. These programs link meaningful alumni involvement opportunities to exceptional executive education and career development. 🌱

*carlsonschool.umn.edu*

## Best Practices Quarterly

**W**orking with the Carlson School Alumni Advisory Board, we will sponsor forums for business professionals in such areas as marketing, finance and operations. Hearing from you regarding the topics you would like to see covered, and then using the business information from *Alumni Online* for targeted invitations, the Carlson School will use faculty and leading corporate contacts to address timely topics and issues that your company will look to you to address. Gain great insights while building your professional network with industry peers. 🌱



## Alumni Career Services

**C**arlson School alumni can now enjoy career planning and networking services through *Alumni Online*. Visit the Alumni Career Services site at [www.carlsonschool.umn.edu/alumnionline](http://www.carlsonschool.umn.edu/alumnionline). Sign in and click on "Career Tools." 🌱

## What do you think?

**W**e want your lifelong involvement in the Carlson Alumni community. These are some of the ways we hope to assist and reward our active graduates. We welcome your comments on these initiatives and your ideas for other ways to advance and strengthen our alumni network. Please contact us at [alumni@csom.umn.edu](mailto:alumni@csom.umn.edu). 🌱

## Snapshots

### Outstanding Achievement Awards



Dale Olseth, '52 BSB (center), received the University's Outstanding Achievement Award for his impressive contributions to the community, his effectiveness as a business leader and his service to the University. He is pictured with University Regent Pinky McNamara (left) and former University President Mark Yudof (right).



Donald Freeberg, '49 BSB (second from left), winner of a University Outstanding Achievement Award, is pictured with his son Daniel (left), wife Marcia and son James (right). Freeberg was honored for his entrepreneurial achievements, honesty, leadership and work ethic.

### Alumni Reunion Weekend

Maria Carkovic, senior finance fellow, speaks at "Inside the Ivory Tower: Making Research Relevant," a business conference held as part of the Alumni Reunion Weekend in May.



### Business Day Dinner

Mark Cree, '84 BSB, is surrounded by undergraduates who listened to his remarks during April's Business Day Dinner 2002. The event is part of Business Week, an opportunity for students to network with corporate representatives. Front row from right: JoAnn Roesler, Megan Cahill, Mark Cree, '84 BSB, Matt Horton, Kari O'Brien. Back row from right: Michelle Proehl, Amanda Andersen, Rebecca Bergner, Shawna Barker, Katie Hopp, Susan Larson.



## Business Day



### First Tuesday

Northwest Airlines CEO Richard Anderson spoke about the challenges facing the airline industry over the last year at the May First Tuesday luncheon. Several other high profile executives spoke at First Tuesday events last spring, including Rebecca Yanisch, '81 MBA, Minnesota Commissioner of Trade and Economic Development, Art Collins, CEO, Medtronic Inc. and Ron James, president and CEO, Center for Ethical Business Cultures.

FIRST  
TUESDAY



### First Friday Boat Cruise

Alumni and friends of the Carlson School gathered for the August First Friday boat cruise on the St. Croix River.

# Commencement



### Commencement

Dean Larry Benveniste with Carlson School graduates at May's commencement. From left: Ryosuke Murayama, '02 MBA; Chris Johnson, '02 MBA; Dean Larry Benveniste; Lenore Lemke, '02 MHA; Rafael Marquez, '02 MBA; Eric Lundstrum, '02 MBA.

## Class Notes

## 1930s

**Alan Ruvelson, '36 BSB**, is founder and president of First Midwest Ventures. He was recently recognized in the *Twin Cities Business Monthly* article "Where I'm Coming From."

## 1940s

**Ed Asplin, '43 BBA**, was the focus of the article "Setting the Table for Success" in the *Star Tribune* on June 11, 2002.

**Winston Wallin, '48 BSB**, was recognized in the *Twin Cities Business Monthly* article "Where I'm Coming From." He is retired chairman of Medtronic.

**Frederick Lang, '49 BSB**, stepped down as chief executive officer of Analysts International in Edina, Minn. He remains company chairman. *The Business Journal* chose Analysts International as number one of the top 25 Internet support and commerce companies in Minnesota.



**Tom Teresi, '64 BSB**, was following in his father's footsteps when he decided to attend the Carlson School. Instead of studying electrical engineering like his father, he elected to study economics and statistics. His son, Mike, followed suit, graduating in 1980 with a bachelor's degree in business administration. Now, Jeff Teresi, Tom's grandson, continues the tradition. A third-generation Carlson School student, Jeff appeared on the Fall 2001 dean's list with a 4.0 grade point average, continuing a family tradition of excellent business education.

## 1950s

**Leslie Smith, '51 BSB**, is retired and living in Hutchinson, Minn.

**Alfred Elder, '55 BSB**, serves on the board of advisers at Catholic Eldercare in Minneapolis.

**Donald Warkentien, '56 BSB**, is retired and living in Eagan, Minn.

**Charles E. Malmberg, '57 BSB**, is retired and living in Appleton, Wis.

**Gale Brothers, '58 BSB**, is consultant for AXA Advisors and is life insurance agent for Equitable Life Assurance Society of the United States. He lives in Edina, Minn.

**Marty Chorzempa, '58 BSB**, is chairman of Richfield Bank in Richfield, Minn.

## 1960s

**James Fieger, '61 BSB**, was listed in *The Business Journal* as owner and top local executive with Nemer, Fieger & Associates, 11<sup>th</sup> of the top 25 public relations firms in Minnesota.

**Clifford Anderson, '62 BSB**, is chief executive officer of Crown Holdings Inc.

**Robert Moeller, '62 BSB, '65 MBA**, is chairman of the board of trustees of Voyageur Outward Bound School in Minneapolis. He is also president of Moeller Management Consultants in Chaska, Minn.

**Roy Rueb, '62 BSB**, retired from his position as vice president, treasurer and secretary of Pentair in Saint Paul, Minn.

**William Crandall III, '63 BSB**, is a shareholder with Schwebel, Goetz & Sieben.

**Lyle Berman, '64 BSB**, is chairman and chief executive officer of Lakes Entertainment.

**James Campbell, '64 BSB**, was recently recognized in the *Twin Cities Business Monthly* article "Where I'm Coming From." He is retired chairman and chief executive officer of Wells Fargo Bank Minnesota.



**Jack Doty, joined by his wife Helen, receives the Philippine Liberation Medal and Presidential Unit Citation Badge from Montana Rep. Rick Hill.**

**Jack Doty, '68 Ph.D.**, became an officer in the Navy at the age of 20, a remarkable accomplishment even during war times. As executive officer in amphibious operations, he was part of a successful effort to liberate the Philippines during World War II. Doty was recently awarded the Philippine Liberation Medal and Presidential Unit Citation Badge by Montana Rep. Rick Hill for action in Mindanao and Borneo in 1945. A native of Minneapolis, he now lives in Missoula, Mont., where he is professor emeritus of business at the University of Montana. Much of Doty's free time is spent big-game hunting and camping on his Montana wilderness property, or conducting research and presentations for the American Rock Art Research Association. He and his wife Helen celebrated their 53<sup>rd</sup> wedding anniversary in September 2002. Helen was sweetheart of Sigma Chi, an honor bestowed on the young woman who best typifies the fraternity's ideals, at the University in 1948.

**Norb Conzemius, '66 MBA**, is board member for Indianhead Scouting/Boy Scouts of America.

**Lowell Hill, '67 BSB, '69 MA-HRIR**, is vice president of human resources at Kaman Corp. in Bloomington, Minn.

**Roger Katzenmaier, '68 BSB**, was listed in *The Business Journal* as partner in charge with Wilkerson, Guthmann & Johnson, 24<sup>th</sup> of the publication's top 25 accounting firms in Minnesota.

**Thomas Gustafson, '69 BSB**, is second vice president of the Minnesota Life Insurance Company.

**James Spear, '69 BSB**, is manager of wholesale finance and agriculture for John Deere Credit in Johnston, Iowa.

## 1970s

**Stan Jaffy, '70 BSB**, is vice president and controller at Bemis Company in Minneapolis.

**Lorraine Painter, '70 MBA**, is product manager for Trend Enterprises.

**Gary Redmann, '70 BSB**, is a pilot with United Airlines. He lives in Davis, Calif.

**James Gleisner, '71 MBA**, is retired and living in Bridgeman Downs, Australia.

**Erik Andersen, '72 MIS**, was director of results systems integration and operations at the 2002 Winter Olympics in Salt Lake City.

**Stephen Bakke, '72 MBA**, president of Manchester Commercial Finance in Edina, Minn., is also chairman of the Commercial Finance Association in New York.

**Richard Burrock, '72 BSB**, was listed in *The Business Journal* as managing partner with Boulay, Heutmaker, Zibell & Co., 13<sup>th</sup> of the publication's top 25 accounting firms in Minnesota.

**William Finley, '72 BSB**, is senior partner with the Christensen Group/IRI.

**Wallace Freier, '72 BSB**, is Midwest sales manager with Advanced Office Concepts.

**John Goodman, '72 BSB**, was awarded the Ellis Island Medal of Honor from the National Ethnic Coalition of Organizations. He is chairman of the Goodman Group.

**Bill Messer, '72 BSB**, is senior vice president of worldwide field operations for Mirapoint in Sunnyvale, Calif.

**Al Mueller, '72 BSB**, works for Western Bank and serves on the board of directors of Saint Paul/Metro East Development Corp. in Saint Paul, Minn.

**Mark Peterson, '73 BSB**, is vice president and controller at Applebee's International in Overland Park, Kan.

**Gerald Thole, '73 BSB**, is senior vice president of the Community Development Corp. at US Bank in Minneapolis. He also serves on the board of directors for CommonBond Communities in Saint Paul, Minn.

**Robert Wenzel, '73 BSB**, is chief operating officer at Horizon Medical Products in Atlanta.

**Greg Anderson, '74 BSB**, is chief financial officer at Ellerbe Becket in Minneapolis.

**Bob Gillman, '74 BSB, '75 MA-HRIR**, is president at Gillman Consulting in Bloomington, Minn.

**Peter Lam, '74 MBA**, manages an advertising agency in Hong Kong.

**Laurence Gamst, '75 BSB**, was listed in *The Business Journal* as partner in charge with Divine, Scherzer & Brody, ranked 15<sup>th</sup> of the top 25 accounting firms in Minnesota.

**David Jahnke, '75 BSB**, was listed in *The Business Journal* as partner in charge with KPMG, the number four accounting firm in Minnesota.

**Joe Letourneau, '75 BSB**, is realtor for Edina Realty in Edina, Minn.



**Yvonne Cheung Ho, '76 BSB**, serves as president and chief executive officer of the Metropolitan Economic Development Agency (MEDA) in Minneapolis. MEDA was created in 1971 by a group of Minnesota entrepreneurs seeking to discourage poverty, crime and unemployment by supporting the economic development of ethnic minority-run businesses in the state. Since its inception, MEDA has assisted in the startup of 245 ethnic-minority businesses and provided consulting services to nearly 12,000 more. A native of Hong Kong, Cheung Ho has been active in guiding the MEDA through a successful strategic initiative to increase the organization's effectiveness. Her work gained her the attention of Minnesota Governor Jesse Ventura, who appointed her to the Minnesota Entrepreneur Academy. Cheung-ho also shared her expertise with Carlson School students in December 2001 at a forum hosted by the New Business Development Enterprise.

**Phil Smaby, '42 BSB**, recently celebrated his 60th wedding anniversary with his wife Margaret, a graduate of the University's college of education and human development.





**Chris Bretoi, '82 MBA**, knows more than a little about endurance. A 3M IT specialist, Bretoi was a consummate athlete at the time of a 1989 car accident that left his left leg amputated below the knee. Instead of quitting athletics after the accident, Bretoi resumed his activities more vigorously than before. For several years he played tennis from a wheelchair. Then, as prosthetic technologies improved, he began playing stand-up (traditional) tennis. Last year, Bretoi fine tuned the hockey skills he has cultivated throughout his life. He tried out, made the roster and found himself playing in an exhibition game at the Paralympics in Salt Lake City in March 2002. Paralympic officials are considering whether they'll include "Standing Ice Hockey" in the 2006 games. If they do, chances are good that Bretoi will be there.

**Robert Rudell, '75 MBA**, serves on the board of directors of MEDTOX Scientific in Saint Paul, Minn.

**John Bullion, '76 MBA**, is chief executive officer of Orphan Medical.

**Brian Kamin, '76 BSB**, is managing director of investments for US Bancorp Piper Jaffray in Saint Paul, Minn.

**Gordon Patzer, '76 MBA**, is dean of the College of Business and Public Administration at California State University in San Bernardino, Calif. He also serves on the advisory board of Diamond HITTS Productions.

**Bill Van Dyke, '76 MBA**, was quoted in the article "Donaldson Buys Filter Company" in the *Star Tribune* on June 14, 2002.

**Steven Zuber, '76 MBA**, is vice president and senior consultant at Stellus Consulting in Minneapolis.

**Ward Armstrong, '77 BSB**, is president of American Express Retirement Services in Minneapolis. He also serves on the board of the Metropolitan Economic Development Association.

**Bernie Bullert, '77 MBA**, is general manager at Saint Paul Regional Water Services. He received the 2001 President's Award from the Association of Metropolitan Water Agencies.

**Shimon Dolan, '77 Ph.D.**, is director of the Human Resources Research Center at ESADE Business School in Barcelona, Spain.

**John Edson, '77 BSB**, is secretary of the Minnesota Society of Certified Public Accountants. He works at Blanski Peter Kornlage & Zoch.

**Brad England, '77 BSB**, heads the equity capital markets desk at U.S. Bancorp Piper Jaffray in Minneapolis.

**John Grunewald, '77 MBA**, serves on Nash Finch Company's board of directors. He retired from Polaris Industries.

**Farley Kaufmann, '77 BSB**, was listed in *The Business Journal* as partner in charge with Lule Besikof Lapidus & Co., the publication's number 12 accounting firm in Minnesota.

**Lonnie Trasamar, '77 BSB, '78 MBA**, is executive vice president of Wells Financial Corp. and Wells Federal Bank in Wells, Minn.

**Mukesh Ajmera, '78 MBA**, is vice president at Lima International in India.

**Robert Carter, '78 MBA**, was listed in *The Business Journal* as a top local executive with Summit Mortgage Corp., ninth of the publication's top 25 residential mortgage companies in Minnesota.

**Mark Deicher, '78 BSB, '81 MBA**, is director of professional services for Nortel Networks. He lives in Durham, N.C.

**Tony Dundy, '78 BSB**, is head coach of the Indianapolis Colts football team.

**Brian Liesch, '78 BSB**, was listed as a top local executive of Liesch Associates Inc., 10<sup>th</sup> of *The Business Journal's* top 25 environmental service firms in Minnesota.

**Robert Ranweiler, '78 MBA**, was elected to the board of the American Institute of Certified Public Accountants. He works for Biebl, Ranweiler, Christiansen, Meyer, Thompson & Company in New Ulm, Minn.

**Kathy Snouffer, '78 BSB**, is president and chief executive officer of XIotech Corp. in Eden Prairie, Minn.

**Robert Berman, '79 BSB**, is human resources director at Eastman Kodak in Rochester, N.Y.

**Kay Freund, '79 BSB**, is treasurer of the Minnesota Society of Certified Public Accountants.

**John Lang, '79 BSB**, is president of Messerli & Kramer, a Minneapolis law firm.

**William Spell, '79 BSB, '82 MBA**, was highlighted in *The Business Journal* as one of Minnesota's heavy hitters in banking and finance. He is president of Spell Capital.

**Don Stiles, '79 MBA**, serves on the Normandale Community College Foundation board in Bloomington, Minn. He is council president for St. Stephen Lutheran Church and a financial consultant.

## 1980s

**Jay Brunkhorst, '80 BSB**, is investment specialist in the Columns Resource Group of Northwestern Mutual Financial Network.

**Daniel Chrysler, '80 BSB**, is sales director of information solutions for Electronic Data Systems.



**Paul Karos, '85 BSB**, recently stepped down as president of equity capital markets at US Bancorp Piper Jaffray to pursue a spiritual calling in the church ministry. Karos started interning at U.S. Bancorp Piper Jaffray at the age of 17. In spite of a progressive eye disease that has left him nearly blind, Karos quickly ascended in the managerial structure. Apart from a stint as an airline industry analyst, Karos has remained with U.S. Bancorp Piper Jaffray throughout his career, helping to shepherd the company through periods of tremendous growth. In retirement, Karos intends to travel with his family to Greece to learn about his heritage. He will also spend time working with young people with vision impairments.

**Lori Raduenz, '80 BSB, '88 MBA**, was listed in *The Business Journal* as a top local executive of Vanguard Travel Unlimited Inc., 11<sup>th</sup> on the publication's top-25 list of travel agencies in Minnesota.

**Kim Carlson, '81 BSB**, is chief executive officer of Cities Management Inc.

**John Hammergren, '81 BSB**, is chairman, president, and chief executive officer of McKesson Corp. in San Francisco.

**Scott Johnson, '81 MBA**, is dean of the college of business at Minnesota State University in Mankato, Minn.

**Terrance Kelly, '81 MBA**, is trustee for Metropolitan State University in Saint Paul, Minn.

**John Mahoney, '81 BSB**, is president of CMS Viron Energy Services in Overland Park, Kan.

**Clinton Morrison, '81 MBA**, is senior research analyst within the portfolio strategy group at U.S. Bancorp Piper Jaffray in Minneapolis. He was honored by the *Wall Street Journal* as one of U.S. Bancorp Piper Jaffray's equity research analyst "All Stars."

**Maureen Steinwall, '81 MBA**, was featured in the February 2002 *Twin Cities Business Monthly* article "Heirs and Parents" about successful businessmen and women teaching their children the value of money.

**Kelly Doran, '82 MBA**, is principal at the Robert Muir Co.

**Dean Kloeckner, '82 BSB**, is financial advisor for Affinity Plus Federal Credit Union.

**Ross Levin, '82 BSB**, was named one of the top 250 best financial advisers in America by *Worth Magazine*. He is also certified as an NFLPA contract adviser by the National Football League Players Association. Levin is founding principal of Accredited Investors Inc. in Edina, Minn.

**David Luebke, '82 BSB, '96 MBA**, recently joined Harbor Capital Management in Boston as vice president in charge of technology investments. He was formerly a director of First American Asset Management in Minneapolis. Luebke is a member of the Association for Investment Management and Research and the Boston Security Analysts Society. He lives in Boston.

**Timothy McLevish, '82 BSB**, is senior vice president and chief financial officer at Ingersoll-Rand in Hamilton, Bermuda.

**Paul Mooty, '82 BSB**, is president of Custom Rock International in Saint Paul, Minn.

**Tim Stanga, '82 BSB**, is assistant vice president and director of compliance operations at the healthcare reinsurance division of Allianz Life Insurance in Minneapolis.

**Mark Thompson, '82 BSB**, was the focus of the article "Staying the Course" in the June 2002 edition of *Twin Cities Business Monthly*. He is chief information officer at Riverbridge Partners.

**Scott Weicht, '82 BSB**, is vice president and chief financial officer at Adolphson & Peterson in Minneapolis.

**Jim Arnold, '83 BSB**, is past president of the Twin Cities chapter of the American Society for Training & Development.

**Thomas Garton, '83 BSB**, is treasurer of the Minnesota High Tech Association. He is a partner with KPMG.

**Michael Opat, '83 BSB**, is chair of the Hennepin County Medical Center governing board in Minneapolis. He is also chair of the Hennepin County Board of Commissioners.

**Gary Gengel, '84 MBA**, is litigator for Morgan Lewis in Princeton, N.J.

**Jeffrey Grev, '84 BSB**, is group marketing manager at Hormel Foods in Austin, Minn.

**William Gurstelle, '84 MBA**, is senior project manager with Arden Technologies Inc.

**Randy Paulson, '84 BSB**, is executive vice president for acquisitions and strategic development at National Financial Partners in New York.

**Roger Redmond, '84 MBA**, manages equity research and equity portfolios at Windsor Financial Group in Minneapolis.

**Liz Swanson, '85 BSB**, is director of development at Seattle Children's Museum. She lives with Jeff, her husband and a Carlson School alum, in Issaquah, Wash.

**Ken Haglind, '85 BSB, '95 MBA**, is president and chief operating officer of Skyline Exhibits in Eagan, Minn.

**Josiah Hartzell, '85 BSB**, is vice president in the treasury management division of U.S. Bancorp.

**Jerome Heath, '85 MBA**, is associate professor in the management information systems/decision sciences department of Metropolitan State University's College of Management. He lives in Mankato, Minn.

**Todd Lifson, '85 BSB**, is a partner at Lurie Lapidus & Co.

**Jeff Swanson, '85 BSB**, is partner in operating a Plato's Closet, a Minneapolis-based clothing consignment franchise. He lives with Liz, his wife, '84 BSB, in Issaquah, Wash.

**Joan Watson, '85 MBA**, is vice president of operations for Seward Learning Systems Inc.

**Jon Heimerman, '86 MBA**, is senior vice president and chief financial officer of the Star Tribune Company in Minneapolis.

**Barb Mund, '86 BSB**, was recently elected to the Saint Paul, Minn., Jaycees board.

**Jonathan Farber, '87 BSB**, is assistant vice president with The Saint Paul Companies.

**Diane Kuhlmann, '87 MBT**, is treasurer of the Twin Cities chapter of the American Society for Training & Development.

**Danette Mueller, '87 BSB**, is president-elect of the Twin Cities chapter of the American Society for Training & Development.

**Felicia Palmer, '87 MBA**, is principal at Towers Perrin in Minneapolis, where she is senior consultant for administration solutions.

**Connie Wells, '87 Ph.D.**, is MSIS program chair at Roosevelt University in Schaumburg, Ill.

**Allyson Anderson, '88 MHA**, is vice president of clinical operations and site administrator of Legacy Meridian Park Hospital in Tualatin, Ore.

**Marianne Kanning, '88 MBA**, is vice president and director at Fortis Health in Plymouth, Minn.

#### Web Site Link

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## 1990s

**Colleen Kulhanek, '88 BSB**, was appointed by Governor Jesse Ventura to the Minnesota Technology Enterprise Board.

**Byron Payne, '88 MBA**, is national sales manager at Wells Fargo SBA Lending.

**Julie Sprau, '88 MBA**, is executive director of the Minnesota Gold Association.

**Martin Wojciechowski, '88 BSB**, is national director of industry relations for ABRA Auto Body and Glass Inc.

**Steven Buege, '89 MBA**, serves on the board of directors of the Minnesota High Tech Association in Minneapolis. He is senior vice president and chief technology officer at Thomson Legal and Regulatory.

**Stephen Kaminski, '89 BSB**, is a shareholder in Larkin, Hoffman, Daly & Lindgren in Bloomington, Minn.

**John Mack, '89 BSB**, is director of finance in the heart valve division of Medtronic in Minneapolis.

**Sanjay Srivastava, '89 MBA**, is co-founder and senior vice president at Aceva Technologies in San Mateo, Calif.

**Collin Barr, '90 MBA**, is vice president of downtown development for Ryan Companies U.S.

**John Buske, '90 MBA**, is chief operating officer of Plato Learning in Bloomington, Minn. He continues to serve as chief financial officer.

**Anne Ledwein, '90 BSB**, is vice president and shareholder at CBIZ Schweitzer Karon & Bremer in Minneapolis.

**Kevin Lynch, '90 MBA**, was featured in *Twin Cities Business Monthly's* article "Fill 'Er Up" in February 2002. The article highlighted Lynch's experience as founder of Nistevo Corp.

**Ryan McKinney, '90 BSB, '96 MBA**, works for Excel Bank in Edina, Minn. Christopher Swanson, '90 BSB, serves on the board of trustees of the Washburn Child Guidance Center. He is employed by Arthur Andersen.

**Curt Bailey, '91 MBA**, is vice president and general manager of the power systems division of Ziegler Inc. in Bloomington, Minn.

**Giles Caver, '91 MHA, '92 MBA**, is independent healthcare management consultant in Charlotte, N.C.

**David Minkinen, '91 MBA**, is treasurer of the Camp Fire USA Minnesota Council. He works for KPMG.

**Tom O'Connor, '91 MHA, '92 MBA**, is chief executive officer of St. Francis Regional Medical Center in Shakopee, Minn.

**James Perrill, '91 BSB, '93 MBA**, was listed in *The Business Journal* as a top local executive of 1<sup>st</sup> Scribe, number 14 of the publication's top 25 Internet support and commerce companies in Minnesota.

**Jeff Schwingler, '91 BSB**, is director of operations for specialty packaging for Liberty Diversified Industries in New Hope, Minn.

**Patrick Thuecks, '91 BSB**, is managing partner of New England Financial's Minneapolis office.

**Lorraine Uthke, '91 MBA**, is capital contract portfolio manager at the Mayo Foundation in Rochester, Minn.

**John Witham, '91 BSB**, is senior vice president of finance at Metris Companies.

**Mitch Cook, '92 MBA**, is vice president at Central Bank in Eden Prairie, Minn.

**Dan McDonald, '92 MBA**, is vice president of fleet planning at US Airways.

**John Schmitz, '92 MBA**, is vice president of e-business and product management at GE Capital Fleet Services in Eden Prairie, Minn.

**Doug Schuler, '92 Ph.D.**, is co-founder of Fundación Castillo, a Spanish-language school in Costa Rica.

**Chris Zimdars, '92 BSB**, is senior technical project manager at EarthLink in San Jose, Calif.

**Joshua Baltzell, '93 MBA**, is senior associate at St. Paul Venture Capital.

**Scott Gorden, '93 BSB**, is principal with LarsonAllen Auto Dealer Group.

**Hyongki Hahm, '93 MBA**, is executive director for P&E CareerTANGO, based in Seoul, South Korea.

**Mark Hansberry, '93 MBA**, is system director of marketing at Fairview Health Services in Minneapolis.

**Jeremy Hanson, '93 MBA**, is managing partner and head of the Minneapolis office for TMP Worldwide.

**Paul Hesser, '93 MBA**, is vice president of solution services at Lakeview Technology in Oak Brook, Ill.

**Michael Prisby, '93 MBA**, is vice president of operations for PerfectServe in Cincinnati.

**Robert Buehler, '94 MBA**, is vice president and general manager of international business at Augustine Medical's European headquarters in La Ciotat, France.

**Kristen Heimerl, '94 MBA**, has launched a new marketing firm, FORM. She was formerly with Digital River.

**Dave Meier, '94 MBA**, is northern regional general manager of Magenic in Golden Valley, Minn.

**Mary Sands, '94 BSB**, was listed as a top local executive of DPRA Inc., 22<sup>nd</sup> of *The Business Journal's* top 25 environmental service firms in Minnesota.

**Bradley Boyle, '95 MBA**, is solutions consultant for AgMotion in Saint Paul, Minn.

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**Anthony Gizinski, '95 BSB, '00 MBA**, is vice president and commercial loan officer for Fidelity Bank in Edina, Minn.

**Christie Hoffman, '95 BSB**, is private financial services specialist with Stirtz Bernards Boyden Surdel & Larter.

**John Owens, '95 MBA**, is trustee for Metropolitan State University in Saint Paul, Minn.

**Eric Strauss, '95 BSB**, serves as board member to Minnesota Entrepreneurs in Minneapolis. He wrote the article "Drive Business by Keying In on Customer-Centered Benefits" in the July 5, 2002, *Business Journal*. Strauss is founder of EntrepreneursForHire.

**Kenichi Yamaguchi, '95 MBA**, is working for the Japan Energy Company in Tokyo.

**Brett Almquist, '96 BSB**, was the focus of the *Star Tribune* article "Lighting the Way" on June 24, 2002. He is founder and owner of BeansWax Candle Company.

**Dimitri Chami, '96 MBA**, is director of sales and marketing for Internet Facilities Group in Beirut, Lebanon. He lives in Beirut.

**Ashok Dhariwal, '96 MBA**, is director of business risk management at United Health Group in Minnetonka, Minn.

**Grace Gao, '96 BSB**, is vice president at JP Morgan Chase & Co. in New York.

**Julie Kemp, '96 MBA**, is global product manager in information technologies for GE Medical Systems in Milwaukee.

**Luke Kujawa, '96 BSB**, is vice president of sales and marketing for Crystal-Pierz Marine.

**Robin Roberts, '96 BSB**, was listed in *The Business Journal* as a top executive with Bayside Bank, 19<sup>th</sup> of the top 25 savings and loan institutions in Minnesota.

**Jason Schendel, '96 BSB**, is a third-year law student at Columbia Law School in New York.

**Henrik Sonnenberg, '96 MBA**, is principal consultant for strategy and transformation at Cap Gemini Ernst & Young in Denmark.

**Darren Beckstrand, '97 BSB**, is implementation consultant at Altara.

**Mark Boser, '97 BSB**, is employee benefit and retirement plan consultant at the Maguire Agency.

**David Grazman, '97 Ph.D.**, is director at Advisory Board Company in Washington, D.C.

**Michelle Schwemin, '97 MBA**, is marketing manager at Cargill Soy Protein Solutions.

**Gregory Testa, '97 MBA**, is manager for PricewaterhouseCoopers LLP in Los Angeles.

**Christopher Alban, '98 MBA**, is clinical informaticist at Epic Systems Corp. in Madison, Wis.

**Dacey Arashiba, '98 MBA**, is consumer business marketing manager for Cummins Power Generation in Minneapolis.

**Rachelle Clinard, '98 BSB**, is territory manager for Ross Pediatrics in Minneapolis.

**Robert Kerr, '98 BSB**, works for Bear, Stearns & Co. Inc. in New York.

**Florence Laverny-Rafter, '98 MBA**, is change control manager at Qiagen Sciences in Washington, D.C.

**Christopher Meldrum, '98 MBA**, is director of corporate alliances at Paradigm Genetics in Research Triangle Park, N.C.

**Scott Rile, '98 MBA**, is vice president at Bernstein Investment Research and Management in Minneapolis.

**Christopher Zinn, '98 MBA**, is assistant vice president at US Bank in Minneapolis.

**Brenda Arvidson, '99 MBA**, is Web application architect at Lutheran Brotherhood in Minneapolis.

**Ben Basset, '99 BSB**, is investment accountant with American Express in Minneapolis.

**Todd Gannon, '99 MBA**, is negotiation leader for Target Stores Inc., in Minneapolis.

**Steve Ginestra, '99 MBA**, is manager and systems architect with Arthur Andersen LLP in Minneapolis.

**David Jost, '99 MBA**, celebrated the birth of his son Dylan Mathias Jost on March 11, 2002. He lives in Grosse Pointe, Mich.

**Aaron Keller, '99 MBA**, was featured in the article "Design Firm Looks at the Big Picture" in *The Business Journal*. Keller is owner of Capsule.

**Joy Lindsay, '99 MBA**, was featured in *Twin Cities Business Monthly's* article "Diversified Investing" in February 2002. The article highlights women in the mostly male field of venture investing.

**Joe Maher, '99 MBA**, is senior vice president and general manager at Blandin Paper in Grand Rapids, Minn.

**Kim Murray, '99 MBA**, is corporate finance manager at Ericsson Australia in Melbourne, Australia.

**Becca Nelson, '99 MBA**, is e-business project leader for St. Jude Medical in Saint Paul, Minn.

**Bridget Xing Qi, '99 MBA**, is senior manager at American Express in New York.

**Chris Reichert, '99 MBA**, is manager of finance and operations at Vision Management Services LLC in Bloomington, Minn.

**Brett Stenberg, '99 MBA**, is officer at U.S. Bank in Minneapolis.

**Sylvia Strobel, '99 MBA**, is senior partner at Lehmann Strobel PLC in Saint Paul, Minn. She serves on the national board for American Women in Radio and Television.

**Sharon Tori, '99 MBA**, is sales consultant for interfacing and service at Medical Graphics Corp. in Saint Paul, Minn.

## 2000s

**Chris Aristides, '00 MBA**, is vice president and investment analyst at Citadel Investment Group. He lives in Mill Valley, Calif.

**Dayna Bassett, '00 BSB**, is business analyst for Marshall Field's in Minneapolis.

**Matthew Dudley, '00 MBA**, and his wife Vickey welcomed their new daughter Elizabeth on March 16, 2002. They live in Saint Paul, Minn.

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**Adam Kmiec, '00 BSB**, is a producer for Leo Burnett in Chicago.

**Lance Madson, '00 MBT**, is senior tax manager for Carver Moquist & Associates.

**Aditi Munshi, '00 BSB**, is analyst for Wells Fargo in Minneapolis.

**James Peterson, '00 MBA**, is marketing associate at BASF Corp. in Brussels, Belgium. He recently married Alessandra Galhardo Alves, who attended the Carlson School through a Spanish exchange program.

**Kathleen Pytleski, '00 MBA**, is senior vice president of business development at Upland Consulting Inc.

**Emily Schmitt, '00 BSB**, is financial adviser at American Express in Atlanta.

**Brian Slipka, '00 BSB**, works at PeopleSoft in Enterprise software sales in Minneapolis.

**Sukyul Suh, '00 MBA**, is a Six Sigma Black Belt at GE Capital Fleet Services in Eden Prairie, Minn.

**Brye Vankerk, '00 MA-HRIR**, is human resources assistant at Bristol-Meyers Squibb in Paris.

**Stuart Forsyth, '01 MBA**, is director of strategic business analysis at Conwed Plastics in Minneapolis.

**Peter Gastreich, '01 MBA**, is equity research analyst for the petrochemicals sector for UBS Warburg in Hong Kong.

**Anna Gengler, '01 BSB**, is staff consultant at Tucker Alan in Minneapolis.

**Jeff Huebschen, '01 MBA**, is senior consultant with Deloitte & Touche LLP in Minneapolis.

**Bo Ji, '01 MBA**, is associate research analyst at RBC Dain Rauscher in Minneapolis.

**Carrie Kirby, '01 MA-HRIR**, is human resources coordinator at Larson, Allen, Weishair & Co., LLP, in Minneapolis.

**Sanjay Kuba, '01 MBA**, is part owner and chief technology officer of Global Computronics Inc.

**Jack O'Regan, '01 MBA**, is vice president of academic affairs at Argosy University in Bloomington, Minn.

**William Robers, '01 MBA**, is an attorney at Gibson, Dunn & Crutcher in Los Angeles. He specializes in corporate and sports/entertainment law.

**Elizabeth Wake, '01 MA-HRIR**, is development program associate at Eaton Corp. in Eden Prairie, Minn.

**Michael Wandschneider, '01 MBA**, is associate product manager-North American faucets at Kohler Company in Kohler, Wis.

**Luis Wasserman, '02 MBA**, was the focus of *The Business Journal* article "Enterprising Minds." The article focused on the New Business Development Enterprise at the Carlson School. Wasserman works at Honeywell and Andx, a business he helped to start through the Enterprise Program.

## Deceased

**James Myers, '32 BSB**, died on February 4, 2002. He was a resident of Southern Pines, N.C.

**Mary Stuart, '39 BSB**, died December 8, 2001. She lived in Edina, Minn.

**Harry Hord, '42 BSB**, passed away in December 2001. He was a World War II Navy veteran of the Pacific theater and a lifelong insurance executive. He gave much time and effort to the Carlson School, serving as a mentor to undergraduate students up until his death. He lived in Edina, Minn.

**Harold Hardy, '48 Ph.D.**, passed away on March 3, 2002.

**Robert Kuhn, '48 BSB**, passed away on February 24, 2002.

**Malcolm Weiss, '48 BSB**, passed away on January 1, 2002. He founded the geology department at Northern Illinois University. Weiss lived in Santa Barbara, Calif.

**A.E. "Gene" Brim, '54 MHA**, passed away on January 13, 2002. He lived in Portland, Ore.

**Ronald Hilgert, '56 BSB**, died July 2, 2002 in Washington, D.C. He was an economist who specialized in route authority at the Civil Aeronautics Board.

**Donald Backstrom, '61 BSB**, died on December 16, 2001, from pancreatic cancer. He lived in Bloomington, Minn.

**David Marvin Bond, '62 BSB**, died of a brain tumor on November 29, 2001. He was former vice president of International Dairy Queen.

**Jack Swanstrom, '66 BSB**, died on May 28, 2002, when the plane he was piloting crashed near Angel Fire, N.M. He was founder of Swanstrom Tools USA in Duluth, Minn.

**Ted Willoughby, '71 Ph.D.**, the Carlson School's first MIS Ph.D. graduate, passed away on May 29, 2002. He was a professor of business management at Indiana University Northwest until his retirement in 1990. Willoughby lived in Newburgh, Ind.

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### Corrections

Doris Ersted McNamara's name was misspelled in the Spring 2002 article about her legacy.

Arlin B. Goldberg received a BSB degree from the Carlson School, not a BA degree as noted in the Spring 2002 issue.

The editorial staff regrets these errors.

A Continuing Education Opportunity for Carlson School Alumni and Friends

## PROGRAM PREVIEW

**GENERAL MANAGEMENT**

Minnesota Executive Program (MEP)	September – December 2002
Minnesota Management Academy (MMA)	March 10–14, 2003
Minnesota Management Institute (MMI)	March – May 2003
21st Century Executive Speaker Series	March – November 2003

**FINANCE**

Finance for Non-Financial Managers	April 7–10, 2003
Mergers & Acquisitions	May 12–13, 2003

**MARKETING/SALES**

Strategic Pricing	November 12-14, 2002
Fundamentals of Marketing	April 22–24, 2003
Strategic Marketing	December 9–11, 2002 or May 5–7, 2003

**TOPIC SPECIFIC**

IT for the Non-IT Executive	November 6–8, 2002
Advanced Management for Healthcare Executives	April 6-11, 2003
Brands	Spring 2003
New Product Development	Spring 2003

**STRATEGIC ADVANTAGE SERIES**

To afford you the flexibility you need, the Strategic Advantage Series has been developed to include a series of one-day programs. Both individuals and management teams have the option of registering for the entire series or only those sessions applicable to their particular business challenges.

<i>Topics</i>	<i>October – December 2002</i>
Strategic Planning and Management	
Creating Value through Financial Management	
Securing Market Leadership	
Leading Change	
Marketing Strategy: Creating Customer Experiences	
Supply Chain Management	

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# Upcoming Events For Alumni & Friends

## **FIRST TUESDAY**

### **November 5**

Jay Coughlan  
President & CEO  
Lawson Software  
Radisson Hotel Metrodome  
11:30 a.m. - 1:00 p.m.

### **December 3**

Jerry Grundhofer  
President & CEO  
U.S. Bancorp  
Radisson Hotel Metrodome  
11:30 a.m. - 1:00 p.m.

### **January 7**

Chuck Mooty, '83 BSB, '84 MBA,  
President & CEO  
International Dairy Queen Inc.  
Radisson Hotel Metrodome  
11:30 a.m. - 1:00 p.m.

### **February 4**

Al Schuman  
Chairman & CEO  
Ecolab Inc.  
Radisson Hotel Metrodome  
11:30 a.m. - 1:00 p.m.

### **March 4**

Wayne Brunetti  
Chairman, President & CEO  
Xcel Energy Inc.  
Radisson Hotel Metrodome  
11:30 a.m. - 1:00 p.m.

### **April 1**

W. James McNeerney, Jr.  
Chairman of the Board & CEO  
3M Worldwide  
Radisson Hotel Metrodome  
11:30 a.m. - 1:00 p.m.

## **MBA FIRST FRIDAY**

### **November 1**

MBA Alumni & Student Networking  
Happy Hour  
Grandma's Saloon & Grill  
Seven Corners, Minneapolis  
5:30 - 7:30 p.m., call 612-625-8308  
e-mail lgieseeking@csom.umn.edu

### **December 6**

MBA Alumni & Student Networking  
Happy Hour  
The Loring Pasta Bar  
Dinkytown, Minneapolis  
5:30 - 7:30 p.m., call 612-625-8308  
e-mail lgieseeking@csom.umn.edu

### **January 3**

MBA Alumni & Student Networking  
Happy Hour  
Chang O'Hara's  
St. Paul  
5:30 - 7:30 p.m., call 612-625-8308  
e-mail lgieseeking@csom.umn.edu

### **February 7**

MBA Alumni & Student Networking  
Happy Hour  
The Local  
Downtown Minneapolis  
5:30 - 7:30 p.m., call 612-625-8308  
e-mail lgieseeking@csom.umn.edu

### **March 7**

MBA Alumni & Student Networking  
Happy Hour  
Bob's West Bank Pizza  
Seven Corners, Minneapolis  
5:30 - 7:30 p.m., call 612-625-8308  
e-mail lgieseeking@csom.umn.edu

### **April 4**

MBA Alumni & Student Networking  
Happy Hour  
The Lyon's Pub  
Downtown Minneapolis  
5:30 - 7:30 p.m., call 612-625-8308  
e-mail lgieseeking@csom.umn.edu

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