The College of Business Executive Lecture Series, established in 1985, brings students and top-level executives together. Experienced professionals from the public and private sectors share personal experiences, insights and perspectives on current issues in business. During the 2000-2001 academic year, the series included the following speakers.

ROBERT D. EDWARDS

As President and Chief Executive Officer of Minnesota Power, Bob Edwards is responsible for the entire Energy Services Group, which includes Marketing, Operations and Support Services and all subsidiary/division operations of Superior Water Light & Power Company, Synetec, Inc., Rainy River Energy Corporation, BNI Coal, Mpex, the Electric Odyssey and MP Telecom. His responsibilities include strategy development, operations, growth and expansion, and overall financial planning and performance.

Edwards started with Minnesota Power in 1976 and has guided the company through more than two decades of aggressive expansion and diversification. The Company has recently changed its corporate name from Minnesota Power, Inc. to ALLTELE. The Energy Services Group, headed by Edwards, generated 49% of company revenues in 1999.

GEORGE F. ROBINSON

George Robinson, President and founder of The Robinson Group, a Minneapolis consulting firm, has facilitated team building, cultural change, and sales training programs for twenty-two years. Known for an ability to merge business theory with everyday reality, Robinson has built a company that specializes in change management, team building, diversity, sales, training and professional recruiting. Robinson Group clients include Ford Motor Company, Phillip Morris, Cendant, and Bayer.

ANNE KNAPP

As Executive Vice President of Corporate Development for GMAC-RFC, a subsidiary of GMAC Financial Services, Anne Knapp is responsible for enterprise management of information technology, e-commerce, corporate marketing and human resources. She has also served with GE Capital, GE Capital IT Solutions, GE Capital Fleet Services, the State of Minnesota Department of Economic Security, and the Office of Senate Council and Research. In a volunteer capacity Knapp has been involved in promoting economic education through the Minneapolis Public Schools Learning Center for Economics.

MICHAEL SANSOLO

Michael Sansolo is Senior Vice President of the Food Marketing Institute. He is responsible for the Institute’s education, industry relations and research departments. The three departments produce nearly 35 educational conferences annually, a wide range of training and development materials, and monitors of industry research reports. Prior to this, he served as editor-in-chief of Progressive Grocer magazine, which was awarded the most prestigious prize in business journalism under his leadership. At MSU, Sansolo delivered the 2001 Richard R. And Mary L. Schmitz Lecture for Opportunities in Food Retailing.

GREG LEA

Greg Lea is Corporate Vice-President and General Manager, Business Ventures for Jostens Corporation. Minneapolis-based Jostens is a leading provider of yearbooks, class rings, graduation products, school photography, achievement awards and products for athletic champions and their fans. Greg is responsible for building partnerships and external relations. He also serves as General Manager of Jostens International and General Manager of Jostens North American Photography. Before joining Jostens in 1993, Greg spent nineteen years with IBM Corporation.

Phonathon Gives Personal Touch to Student Recruitment

For the third consecutive year, the College of Business has conducted an active recruitment campaign with the help of current students. The campaign began with a letter of information from the Dean being sent to all admitted first-year and transfer students who indicated an interest in a College of Business major. On April 5, 9, and 10 each of those 522 students was phoned by College of Business student volunteers, who readily answered questions and shared firsthand experiences.

The College has also made an effort to reach graduates of community and technical colleges with information about Transfer Student Presidential Scholarships. Faculty and staff of the College continue to participate regularly in Presidential Scholarship interviews.

Solar Seven Unveiled by Marketing Students

Members of the College of Business Marketing Club established a partnership with the developers of MSU’s Northern Lights Seven Solar Car during 2001. The partnership between the College of Business and the College of Science, Engineering and Technology was designed to give greater exposure to the solar car team, increase funding for the project, and build community awareness of the solar technology initiative. Development of mutually-beneficial relationships with Mankato businesses through sponsorship and advertising was also a goal.

The student-designed marketing effort focused on a formal unveiling of the Northern Lights Solar Car, held on April 19, 2001. One hundred sixty donors, business people, faculty and students were given a preview of the car and were treated to a formal luncheon on the MSU campus. President Richard Rush, Dean Frey of the College of Science, Engineering and Technology, and Solar Car Team members were featured speakers.

In May, the Northern Lights Solar Seven went on to take first place in the stock car class and second place overall in the Formula Sun Grand Prix in Topeka, Kansas. The team also participated in the 2,200 mile American Solar Challenge from Chicago to Los Angeles, along Route 66. July 15-24.

The Marketing Club’s inaugural marketing effort included: organization of the car’s unveiling, development of a marketing kit in collaboration with Formerly Known as Prints, a Mankato business; and development and raising proposals and promotion of the car to area businesses, under the direction of Greg Bednar, Development Director for the College of Science, Engineering and Technology.

College of Business Alumni Honored

Minnesota State University, Mankato honored two College of Business graduates with Distinguished Alumni Achievement Awards in 2001.

MARK GOODBURN

As a pioneer member of the MSU water ski team, Mark Goodburn learned to swim with the big fish. After graduating from MSU in 1984 with a degree in Accounting, he signed on with KPMG International in Minneapolis, working with Financial Services and High Technology Practices. He worked in KPMG’s New York and Minneapolis offices, eventually focusing exclusively on High Technology. In 1994 he achieved partner status and has gone on to become global chair for software and services. He is currently the youngest managing partner of the firm, and resides in California.

LYNN NAGORSKI

Thanks to CLEP tests and an internship with a Big Eight accounting firm, Distinguished Alumni Service Award recipient Lynn Nagorski spent a mere eight quarters at MSU! He graduated summa cum laude in 1977. His career has included work with KPMG Peat Marwick and TCF, where he is now a Partner/COO. He and his wife, Pam, have generously served and gifted MSU, particularly the College of Business.

Student Award Winners

Rachel Moldan, a senior majoring in Finance, was awarded the 2000 Wall Street Journal Student Achievement Award.

The 2000-2001 Outstanding Management Student Award was presented to Sarah Shifeldt by the Management Department Faculty. The award recognizes a student who demonstrates the highest level of scholarship and professionalism. Angela Mickelson, Casey Thompson and Monica Walters were also nominees.