



# Society of Women Engineers

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## Society of Women Engineers Minnesota Section

Diversity of Thought

**Volume 20, Issue 4**

**March 2007**

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## President's Report Elizabeth Bierman

I am very excited that Spring is just around the corner even with that end of the season snow storm! At the end of January the SWE-MN Executive Council (EC) meet for a mid-year review of the sections numerous goals and for a Leadership

Training, where I, the Region H Leadership Coach, presented the "Leadership Burnout" module. I would like to thank the entire EC for staying focused and continuing to strive to accomplish our goals.

We have just finished another successful Engineers Week February 18-24. E-week promotes recognition among parents, teachers and students of the importance of a technical education and a high level of math, science and technology literacy. Motivating youth to pursue engineering careers in order to provide a diverse and vigorous engineering workforce. It was exciting to see so many SWE-MN members generously donate their time to make all three of our E-week activities such a success. I appreciate the assistance of each and every one of you! I would like to give a special thanks to the SWE-MN Career Guidance Co-chairs, **Krista Johnson** and **Cassandra Piippo**, for their dedication to planning these events! On Sunday, February 18 we hosted our second annual Spark, Slime and Speed event at the Science Museum of Minnesota. In just four hours, over 700 people participated in this event! I would also like to thank SWE-MN Vice President, **Erin Penne**, for her work on planning the *Connection Day* activities to support SWE's National Program *Connecting Educators to Engineering*. Thanks again to all of our volunteers for helping us reach over 800 people during E-week!

Since Spring is coming, so is the 14th Annual SWE-MN Spring Professional Development Seminar. The event is at a new venue, the University of St. Thomas. It is also a little earlier this year. The seminar will be held on March 10. We continue to provide outstanding session topics to interest every member. I hope to see you there!

As Spring arrives, it is an excellent time to review the different leadership opportunities available in our section. Most chair and committee positions do not require any experience and time commitments vary. If you are interested in being part of the FY08 Executive Council as a co-chair or committee member, please contact me at [president@swe-mn.org](mailto:president@swe-mn.org). Being part of the Executive Council provides various opportunities for outreach and networking, and also opportunities for personal growth in areas such as communication, planning and leadership. In addition to chair and committee positions, there are seven elected Executive Council positions including President, Vice President, Treasurer, Secretary and three Council of Representative positions. I would like to extend my gratitude to **Charlene Knealing** for volunteering to be our Nominating Committee Chair. If you are interesting in participating in the FY07 Executive Council and running for an elected position, please contact Charlene at [nominating@swe-mn.org](mailto:nominating@swe-mn.org).

Look for more information about the Spring Professional Development Seminar, and other upcoming events, along with more details on the elections in this newsletter and our website at [www.swe-mn.org](http://www.swe-mn.org). I look forward to seeing you at an upcoming event. Happy Spring!

Elizabeth

## Society of Women Engineers – Minnesota Section 14<sup>th</sup> Annual Spring Professional Development Seminar

Join us for the 14<sup>th</sup> Annual Spring Professional Development Seminar sponsored by the Minnesota Section of the Society of Women Engineers, and hosted by the School of Engineering, University of Saint Thomas.

Pre-Registration is required and limited, so RSVP early! Dress is business casual and breakfast and lunch are provided. Some sessions will count toward CEU/PDH credits for Professional Engineers.

**When:** Saturday, March 10, 2007  
8:00 AM – 4:00 PM

**Location:** University of Saint Thomas, Saint Paul Campus  
McNeely Hall, Cleveland and Summit Avenues  
**Campus Map & Parking Information:**  
<http://www.stthomas.edu/campusmaps/stpaul.asp>



**Cost\*:** \$50 for SWE Members  
\$60 for Non-SWE Members  
\$25 for SWE Student Members & SWE Members in Job Transition  
*\*Cost includes continental breakfast and lunch*

### Schedule of Events:

8:00 - 8:30	Registration/Breakfast - <i>sponsored by <b>Boston Scientific</b></i>		
8:30 - 9:00	SWE Business Meeting/Officer Nominations		
9:00 - 9:50	Keynote – “Diversity of Thought” Kristi Wieser, IBM Client Director for Target		
10:00-10:50	Networking and Professional Introductions Workshop		
<b>Speaker Sessions</b>	<b>Technical Track</b>	<b>Business &amp; Professional Development Track</b>	<b>Personal &amp; Career Development Track</b>
11:00-11:50	Engineering Labs Tour	Engagement Opportunities for Sustainable Engineering	Bring Fun to Your Workplace
12:00- 1:20	Luncheon Keynote - David Rhees, PhD, Executive Director, The Bakken Museum “The Body Electric: From Electric Fish to the Brain Pacemaker” – <i>sponsored by <b>Medtronic</b></i>		
1:30 - 2:20	What the Liberal Arts & Engineering can Learn from One Another	From Idea to SWE National Award	Maintaining Women’s Health
2:30 - 3:20	Engineering Labs Tour	Work-Life Balance	Business & Engineering Graduate Program Options
3:30 - 4:00	Wrap Up/Evaluations/Door Prizes		

Please fill out this form and return it by **March 5th** if you will be attending the 14th Annual Spring Professional Development Seminar. Or, RSVP to [skurttt@css.edu](mailto:skurttt@css.edu) and pay at the door.

Name: \_\_\_\_\_  
Company: \_\_\_\_\_  
Address: \_\_\_\_\_  
\_\_\_\_\_  
Phone Number: \_\_\_\_\_  
Email: \_\_\_\_\_

Please send your completed registration from  
and check (payable to SWE-MN) to:  
Sharon Kurtt  
c/o SWE Spring Seminar  
162 College Ave West #5  
Saint Paul, MN 55102

Questions? Please contact Spring Seminar co-chairs Erica Hoffman, [erica.k.hoffman@medtronic.com](mailto:erica.k.hoffman@medtronic.com) or Sharon Kurtt, [skurttt@css.edu](mailto:skurttt@css.edu), Thanks!



GENERAL DYNAMICS  
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Science  
Museum  
of Minnesota

# Inspiring Children to be Engineers!



INTERACTIVE LEARNING ABOUT ENGINEERING:

Electrical  
Mechanical  
Chemical  
Environmental



*Krista Johnson 2007*

# TechFest and E-Week 2007: It was Electric!!

Saturday, February 24, Event From 10:00 a.m. to 5:00 p.m.  
The Works, Edina Community Center

The Works, a hands-on science and technology museum, celebrated its 12th anniversary with TechFest 2007! The IT Alumni Society partnered with the Society of Women Engineers, The Works, and corporate sponsors to provide free admission to TechFest 2007, a fun-filled day of activities. The celebration also marked the end of National Engineers Week and blasted the crowds this year with an electrical engineering theme!



SWE-MN hosted the "steady hands game" homemade circuit game room! We built circuits all day long with lots of excited students!! Goldy Gopher even stopped by to greet visitors, pose for photos and even make a circuit for himself!



## TechFest and E-Week 2007: continued



The event also included young FIRST LEGO League Robotics team and University of Minnesota student robot projects.

This event is made possible through generous contributions from Digital River, Faegre and Benson, General Mills, Hutchinson Technology, the Institute of Technology and Malt-O Meal Company.

### Big THANKS to our WONDERFUL Volunteers:

Kurt Nordstrom, Sarah Struble, Rupa Kilaparti, Krista Johnson, Lisa Schmalhurst, Chini Mandan, Michael Svendsen, Julie Brettner, Tricia Walker, Patricia Eromosele, and Cassandra Piippo



# Congratulations

Alyse and Kevin Stofer welcome home Kyra Ann, born February 23rd. Kyra joins her big brother, Lukas.



# Connection Day

Erin Penne

On Wednesday, February 21st, during EWEEK, seven SWE-MN volunteers ventured over to Ramsey Junior High School in St Paul, MN to perform the Egmobile experiment with three 8th grade science classes.

The experiment consists of dividing the students up into teams and having them design and build a car using any number of supplies including legos, egg cartons, paper towels, bubble wrap, tape and rubber bands. They had a budget to start out with and a passenger for their car named "Mr. Raw Egg". They were to design a car that would travel at least 24 inches and also survive a crash with the passenger. At the end of the morning, we had a record distance set of 95.5 inches, a handful of cracked eggs, and a lot of fun and learning done with the students. They even asked us to come back!

One of the volunteers works with a parent of one of the students that participated in the experiment and she had this to say "Just wanted to let you know that one of the ladies in my office has a daughter that was in one of the science classes yesterday. She stopped by this morning to let me know how much her daughter LOVED the activities. She said that her daughter told everyone in their family about her class multiple times, and it is very rare for her otherwise quiet and shy teenage daughter to speak so passionately about something." So maybe, just maybe, we sparked some interest in engineering with someone who was not thinking about going into a STEM career.



A couple teams at the Parts Supplier deciding on what parts would make their Egmobile the safest and go the longest distance.



The ULTIMATE test of their design.....The Crash Test.



Holli checks the egg for any cracks while Angela waits to record. The students were very interested in seeing if the eggs cracked.

## COR Report

Holli Pheil & Patricia Walker

The Council of Representatives (COR) is the voice of the Society of Women Engineers' members. The Minnesota professional section has currently two voting members on the council that represents the issues of our section and

provides the information from the national level to the Minnesota members.

The Region H Conference Call took place on January 15<sup>th</sup>, 2007. Collegiate Leadership Coaching Committee (LCC) is looking for five more members. Members should be less than five years out of college and there is funding available to assist with the travel expenses. The region also needs a Collegiate Interest Committee (CIC) representative for FY08. Again, members should be less than five years out of college. There is a meeting at the conference and most of the contact for the committee is conducted by conference call.

The Region H Conference was hosted by Northwestern University and was held January 26-28<sup>th</sup> in downtown Chicago. It was a very informative and enjoyable conference. Twenty-five collegiate upgrades were awarded at the Friday networking night. The Region H Conference Bid and vote also took place for FY08 and the Conference will be held at Bradley University in Peoria, IL.

The Region H Officer Nominations to date were announced and they are as follows:

- Elizabeth Bierman – Lt. Governor
- Julie Long – Treasurer
- Jenny Morikawa – Secretary
- Naomi Brill – Region H Representative to the Nominating Committee
- Stacey DelVechio – Region H Representative to the Nominating Committee
- Gina Janke – Treasurer
- Autumn Cameron – Secretary

There was also a financial update given during the Conference. There was a discussion of possible ways to spend or invest money currently in a CD. A motion was made to move our funds to a money market account and have the Treasurer propose a break down of the money to be funded (collegiate travel to the Region H conference, COR travel to the National Conference, LCC, assistance to small collegiate sections, etc.).

In terms of membership, Region H has met the retention goal and the Minnesota section has hit the next mark for another COR (now three, with over 200 members). Very good! Also, as an awards reminder, please apply for the individual awards of Distinguished Service and Significant Support. Section awards also include: Career Guidance, Professional Development, Innovation, Continuous Improvement, Membership Growth (now one each for small, medium, large), and Membership Retention (now one each for small, medium, large). The Minnesota section plans to apply for the majority of these awards. If you have any questions regarding the awards, please contact the Region H Awards Chair, Tricia Walker ([triciajwalker@yahoo.com](mailto:triciajwalker@yahoo.com)). Please submit applications by June 1, 2007.

If you have interests in committees or have any other questions, please contact us at [cor@swe-mn.org](mailto:cor@swe-mn.org).

# Get to Know SWE-MN

## Featuring SWE-MN Member: Lindsey Roberts

I first joined SWE as a college freshman at North Dakota State University in Fargo. I became a member of the NDSU student chapter because initially it was one of the few opportunities on campus for female engineering students to network and socialize. During my four and a half years of college I came to understand that SWE provided me with many opportunities to develop my professional skills and contribute to the many SWE-sponsored outreach programs that encourage girls in science and engineering fields. When I moved to Minnesota, becoming a professional member of SWE was a top priority because it had become such a large part of my professional and social life.

I graduated from NDSU with a B.S. in Civil Engineering in December of 2005. During my college years, I made an effort to have an internship every summer and ended up working with two great companies: Broin and Associates in Sioux Falls, South Dakota and Moore Engineering in West Fargo, North Dakota. During my internship with Broin, I had the opportunity to work within the ethanol industry and participate in the design and build of ethanol production plants in the Midwest. I spent two summers and my senior year of college working for Moore Engineering in the Water Resources Department. I was placed within this department by chance and it was here that I discovered my interest in water resources and floodplain management, as well as environmental protection and restoration.



After college, I began work as a Water Resources Engineer with Short Elliott Hendrickson Inc. in St. Paul, Minnesota. Over the past year, I have had the opportunity to work on projects throughout the country. Many of the projects involve floodplain studies of water bodies around which both residential and commercial development takes place, as well as the development of community water resources management plans. I am currently working on the design of flood protection systems for large communities within Minnesota and North Dakota.

On a more personal note, I am enjoying the opportunities that a large city can provide by visiting the many museums and parks of the Twin Cities, as well as taking in the great shopping and concerts. In my spare time I like to take yoga classes, travel, and spend time with my family, friends, and my boyfriend, Christopher.

SWE has been one of the best experiences of my professional career. The women and men that make up this organization are some of the most inspirational and fun people to be around and I always will be proud to be part of this organization.



**April PD Meeting at Boston Scientific CRM**

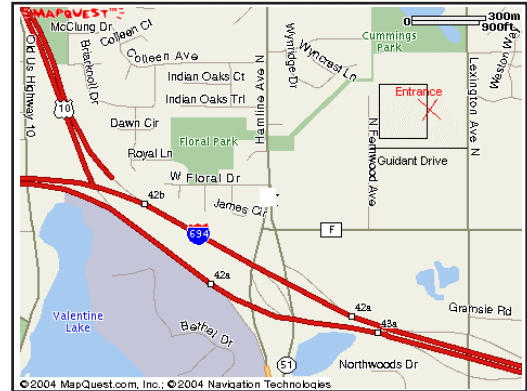
“Off Ramps and On Ramps” -- Keeping Talented Women on the Road to Success

By Deanna Bassett and Diana Kutz, Ernst & Young

**April 25, 2007**

Large numbers of highly-qualified women are opting out of mainstream careers. Nearly four in 10 women with a graduate degree, professional degree or high-honors undergraduate degree have left the workforce voluntarily. As many as 93 percent of those who leave want to return to work, but only 74 percent find jobs, and just 40 percent return to full-time, professional jobs. None of these women are returning to their former companies. Learn more about this phenomenon and how the business sector is redefining the workplace to capture talented women in an increasingly tight labor market.

- When:** *Wednesday, April 25th, 6-8PM*
- Location:** *Boston Scientific CRM Arden Hills campus  
Mirowski Auditorium in Building F  
4100 Hamline Ave North, St. Paul, MN, 55112*
- Sponsors:** *Boston Scientific CRM Women’s Network,  
Ernst & Young, & Society of Women Engineers*



- Event outline:**
- 6:00-6:15 Snacks & networking outside auditorium*
  - 6:15-6:45 Slide presentation inside auditorium (no food allowed)*
  - 6:45-7:30 Seated dinner outside auditorium & Panel with Q&A*
  - 7:30-8:00 Networking, open discussion*

- Cost:** \$10 for SWE members  
\$13 for non-members  
*Cancellations by Wednesday, April 18th will receive a full refund.  
No refunds issued after April 19th.*

- RSVP:** By **Wednesday, April 18th**  
Please return the form below or e-mail [pd@swe-mn.org](mailto:pd@swe-mn.org)



Name: \_\_\_\_\_

Send this form and check (made out to SWE-MN):

Company: \_\_\_\_\_

Sarah Steffen  
SWE-MN April PD Event  
718 Adams St S  
Shakopee, MN 55379

Email: \_\_\_\_\_

## MINNESOTA SWE 2007 SCHOLARSHIP PROGRAM

Naomi Brill and Julie Long

Applications are coming in for the twelve scholarships that SWE-MN, along with our corporate partners, are offering to women engineering students at schools in Minnesota, North Dakota and South Dakota. Applications are due on March 15. Please help us spread the word about this great program to women engineering students! Detailed information on the program can be found on our section website, [www.swe-mn.org](http://www.swe-mn.org). We are grateful to the following corporate partners for their sponsorship of our 2007 scholarships: Banner Engineering, Toro Corporation, Boston Scientific, General Dynamics Advanced Information Systems, Lockheed Martin, MTS Systems Corporation, Goodrich and Polaris.



We are also looking for extra help. Please join us in judging scholarship applications and/or preparing the mailing to Minnesota high schools. Come help make copies, collating and stuffing mailing while networking with other SWE members and students. We are sending our Certificates of Merit to high school women who have demonstrated excellence in math and science. For further information or to volunteer contact [scholarships@swe-mn.org](mailto:scholarships@swe-mn.org).

## Water Park of America Tour Recap

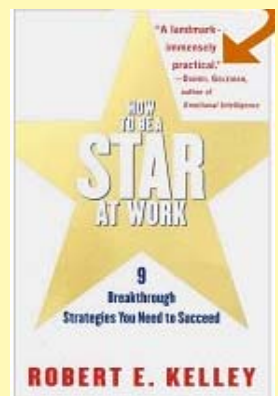
Gretchen Landini and Sarah Steffen

Our January PD meeting took us on a behind, or rather under, the scenes tour of the Waterpark of America in Bloomington. We discovered how the water is filtered and treated as it is recycled for reuse throughout the park. Hearing protection was needed for the room that uses air to generate waves for the wave pool. Several pumps provided a wall of water for surfing, which was fascinating to see indoors on a cold winter night. It was an interesting, unique tour that exhibited the various disciplines of engineering required to operate the water park.

## February PD Meeting at Lockheed Martin

Gretchen Landini and Sarah Steffen

The Lockheed Martin meeting was a *Star* event. The presentation, by Judy Conrad, Engineering Operations Senior Manager, was based on the book "How to be a Star at Work: Nine Breakthrough Strategies" by Robert E. Kelley. The focus of the topic was on what distinguishes an exceptional performer from their peers. His research found it is not what you have, but what you do with what you have. Ms. Conrad summarized the nine strategies that star performers use. For *Initiative*, the most important strategy identified, star performers seek out responsibility above and beyond their job description while performing their core job well. Examples were given for each of the strategies, and the evening ended with a great question and answer session.





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## A night of FREE spa services and pampering with Mary Kay Future Director, Tricia Walker

Tuesday, March 27, 2007

A night of networking and spa indulgence will be hosted by SWE-MN's own Tricia Walker in coordination with the Membership Committee. Please note that there is no obligation to purchase any Mary Kay products at this event.

This is simply an opportunity for the overworked, overtired, and generally stressed out among us to take a few hours and relax and network with other SWE-MN members in a comfortable environment.

### TIME

6:00 p.m. – 8:00 p.m.

### COST

Spa night is FREE!!

Donations will be accepted at the event to go to the Mary Kay Ash Charitable Foundation for Women's Cancer Research.

### LOCATION & DIRECTIONS

Tricia Walker's home in Eden Prairie, MN  
Address and directions to be provided before the  
event to those who RSVP

### RSVP

By Wednesday, March 21<sup>st</sup>, please send an email to [membership@swe-mn.org](mailto:membership@swe-mn.org)

**April Meeting at Seagate Technology**

Society of Women Engineers & Institute of Industrial Engineers (IIE)  
SWE/IIE Host a Joint Meeting for Professional Development  
**April 10, 2007**

- Agenda:**
- 1) Welcome speeches from Seagate / IIE / SWE: 10-15 minutes
  - 2) Discussion about Seagate / disc-drive process: 20-30 minutes
  - 3) Discussion about Industrial Engineering at Seagate: 15 minutes
  - 4) Group Photo: 5 minutes
  - 5) IIE / SWE Announcements: 5-10 minutes
  - 6) Tour of the Wafer Fab (window tour): 30-45 minutes
  - 7) Depart to Fuddruckers in Bloomington for dinner

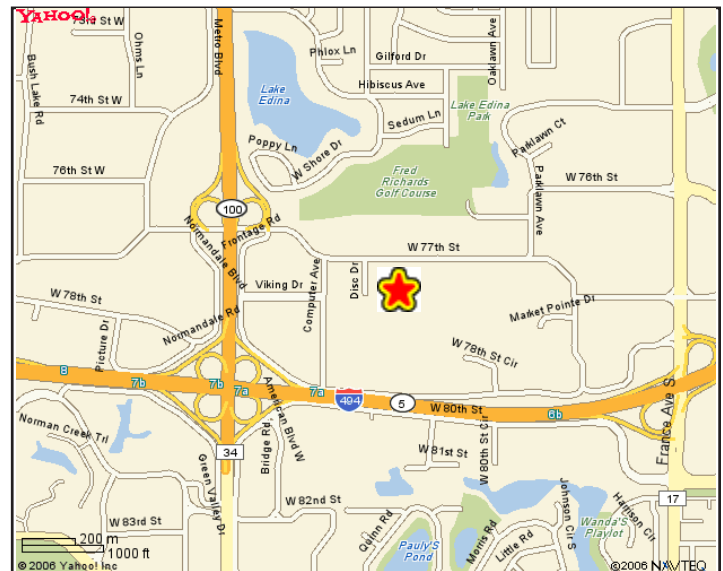
**Who:** IIE-MN chapters (professional, UMD, UMN-TC, UMN-Duluth)  
SWE-MN Section (TC professional & student)

**Location:** Seagate Technology -- Wafer Fab  
One Disc Drive  
Bloomington, MN

**When:** Tuesday, April 10th  
4:30 to 6PM  
Arrive by 4:30PM in Gate A lobby  
(parking on North side of building)

**Cost:** Members are responsible for their  
own dinner costs

**RSVP:** By **Sunday, April 1st**,  
please e-mail  
[melissa.boom.coburn@seagate.com](mailto:melissa.boom.coburn@seagate.com)



The SWE-MN newsletter is published five times per fiscal year - September, November, January, March and May. Submit articles to the newsletter editor. The SWE annual membership includes a subscription to this newsletter.

To place an ad or sponsor a newsletter, please contact the editor at [newsletter@swe-mn.org](mailto:newsletter@swe-mn.org)

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**ROSEMOUNT**



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SWE-Minnesota would like to extend a warm welcome to our new members. We look forward to seeing you at an upcoming event!

Jennifer Aho  
Valerie Bauer  
Amy Brisben  
Susan Cox  
Emily Eversman  
Stephanie Fasen  
Tanya Hylden

Diane Olson  
Kari Parmer  
Katharine Peterson  
Lindsey Roberts  
Ratchaneekom Thamvichai  
Jacob Van Norman  
Rachel Young

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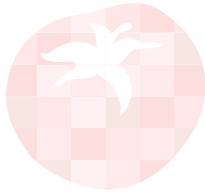
Every SWE-MN member is entitled to one **free pass** to give to a non-member to attend one meeting this year at no cost. We ask that you please do not redeem the free pass at the annual Spring Professional Development Seminar. We hope to see you and your guest at an event soon.

SWE Member's Name: \_\_\_\_\_

Friend's Name: \_\_\_\_\_

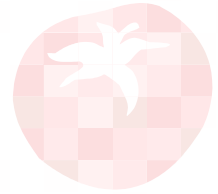
Meeting Date: \_\_\_\_\_

Offer good through 6/30/2007



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## New Member/New Grad Event Thursday, March 22, 2007

We are hosting a fun and informative event for New Members (joined since June 2006) and New Grads (graduated within the last 2 years)!

Join us at Romano's Macaroni Grill located in Edina to network and socialize. Appetizers will be provided by SWE to help get the conversation rolling.

There will be members of the Executive Council at this event to talk with you and let you know about all of the wonderful opportunities available in the SWE Minnesota Professional Section. This is a great chance to find out more about SWE and to meet other new members and new grads!

### TIME

6:00 p.m.

### COST

Appetizers will be provided by SWE  
Dinner and drinks will be on your own

### LOCATION

Romano's Macaroni Grill  
7651 France Avenue S  
Edina, MN 55435

### DIRECTIONS

**From MN-62:** Exit at France Ave. Go south on France Ave to 7651 (Romano's is on the left).  
**From I-494:** Exit at France Ave. Go north on France Ave to 7651 (Romano's is on the right).

### RSVP

By Friday, March 16<sup>th</sup>, please send email to [membership@swe-mn.org](mailto:membership@swe-mn.org)

## Join us to learn more about SWE-MN!

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The newsletter is now being distributed to our members in electronic format.

If you would like to receive a paper copy of this newsletter, please send an e-mail to the newsletter editor at: [newsletter@swe-mn.org](mailto:newsletter@swe-mn.org)

## Is Your Factory at Risk of Being Off-Shored? Patricia S. G. Stansbury

Has your plant manager mentioned moving your facility to Mexico? Are you experiencing cost pressures from overseas competitors? Do you fear this year's Lean Manufacturing and Six Sigma projects are not going to hit the cost targets management has set? Are you now doing the work of three people due to downsizing and cost cutting?

As a Manufacturing Engineer, I have lived with this situation everyday. I hear top management entertaining the thought of closing my factory and moving to China. I have more Six Sigma project ideas than I have time to start, let alone complete, but can not get to them because I'm in constant fire-fighting mode. Morale is decreasing, turnover is rising, and I fight against bitter cynicism each day. I do not want to stop caring, but what alternative do I have?

I found a possible solution last month. It was a new idea to my company, yet it has been around long enough for other Fortune 500 companies to have previously implemented. I believe it the next cost-cutting innovation among manufacturing companies. For lack of a standard industry term, I will call it Manufacturing

Process Outsourcing. Instead of shutting down the factory and moving it abroad, the semi-skilled jobs remain in-house (thus overseable), but are contracted to a third-party. The third-party assumes responsibility and risk for on-site supervision, continuous improvements, production yields, quality and worker safety all at a fixed price. The third-party pays penalties for late deliveries or out of spec products and shares cost savings from their continuous improvement efforts. It provides management with the desired cost reduction from off-shoring without the hassle, loss of continuity or reduced quality that off-shoring can create. It's virtually a no-brainer.

Although it seems like common sense, there are hurdles to overcome. How will the hourly workforce react to this idea, especially if they are unionized? Where do the displaced employees go? What happens when management comes around asking for another 10% cost savings next year? These questions depend on your individual situation, but no hurdle ever stopped me from getting more information. If you are interested in more information, visit [www.hollandgroup.com](http://www.hollandgroup.com) and click on Manufacturing Process Outsourcing.

Patricia S. G. Stansbury  
Manufacturing Process Engineer  
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### Book Club Discussion Monday, April 16, 2007

"Good to Great" by Jim Collins

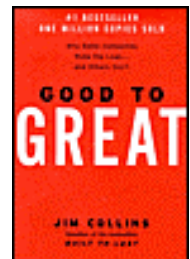
Based on a five-year research project, "Good to Great" answers the question: "Can a good company become a great company, and, if so, how?" True to the rigorous research methodology and invigorating teaching style of Jim Collins, "Good to Great" teaches how even the dowdiest of companies can make the leap to outperform market leaders the likes of Coca-Cola, Intel, General Electric and Merck.

**Time:** 6:00PM

**Place:** Café Latte, 850 Grand Avenue, St. Paul, MN 55105

**Cost:** Free  
(Food and beverages will be available for purchase at the restaurant)

**Questions?:** Contact Julie Long 952-563-4865 or [jlong@ci.bloomington.mn.us](mailto:jlong@ci.bloomington.mn.us)



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