

BARBARA A. LARSEN, M.S.

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BACKGROUND SUMMARY

Award-winning Business & Training Professional with an extensive background with both electric cooperatives and investor-owned utilities. Strong customer service and public relations skills. Focused background in economic development and business growth. Successful in partnership development between education and business/industry. Fund development experience. Skills and experience include:

- *Relationship Building*
- *Customer Service*
- *Project Management*
- *Multi-Level Sales & Marketing*
- *Marketing Plans/Strategic Planning*
- *Training Needs Analysis/Evaluation*
- *Economic Development*
- *Excellent Written & Oral Communications Skills*
- *Curriculum Development*
- *Presentation & Facilitation Skills*
- *Team Building*
- *Microsoft Office Suite*
- *PowerPoint Presentations*
- *Leadership & Management Skills*
- *Professional Career Coaching*

- **Demonstrated success** in business, industry, and educational professional careers
- **Exemplification** of working together differently with business/industry, education, nonprofits, etc.
- **Ability to successfully engage** others utilizing innovative approaches
- **Academic preparation, work, and administrative** experience in business, manufacturing, and healthcare
- **Experience** in grant writing/administration
- **Familiarity** with state of Minnesota government, education, and workforce development
- **Experience** in regional initiatives that support economic and workforce development (Centers of Excellence, Lean in Healthcare, MJSP, electric utility loan and grant programs-REDLG)
- **Successful** in developing collaborative partnerships between education, industry, and community
- **Ability** to successfully build capacity between education, industry, and healthcare
- **Extensive** background in training & development in assessing needs, development of programs, delivery, and evaluation to recruit diverse populations of the workforce and promote economic development
- **Excellent** presentation, facilitation, collaboration, and interpersonal skills
- **Advocate** for change management and preparing/leading others in change
- **Experience** communicating with regional college and university key stakeholders, businesses, workforce development, and Office of the Chancellor (reporting)
- **Strong knowledge** of Minnesota State Colleges policies, procedures, programs, and union groups

PROFESSIONAL EXPERIENCE

WESTERN TECHNICAL COLLEGE, La Crosse, WI
Educational institution serving 6 regional learning centers

2009-present

Business Instructor

Instruct and advise students in the Business Education program. Develop and update curriculum, instructional outlines and materials. Utilize a variety of teaching styles to engage learners to promote success. Effectively engage learners of special populations including disabilities, at-risk, nontraditional adults, minorities, veterans, and displaced workers. Utilize computer technology effectively to communicate with students, staff, and faculty. Participate in instructional support activities within the Business Division and WTC District. Interact effectively with a diverse, cross-disciplinary group of colleagues and think creatively.

Educational institution serving over 7,500 students

Associate Director of Career Services

Responsible for assisting in implementing the holistic career development plan for the whole university; served as the liaison to the College of Liberal Arts to build internal relationships; conducted job/intern development outreach; developed special events; developed a mentoring program for all colleges with the cooperation of Alumni Relations.

- *Provided* one-on-one career advising for traditional, nontraditional students and alumnae on all aspects of career planning, internship, and employment/graduate school preparation.
- *Engaged* students in career planning, developing career management, and professional communication skills.
- *Provided* guidance, assistance, and encouragement to graduates in obtaining job interviews and ultimately jobs in their related field of study.
- *Designed, conducted, and evaluated* career development workshops and presentations on and off campus (speak to over 3,000 WSU students annually delivering 75-100 class presentations)
- *Implemented and coordinated* education programming to inform, educate, and promote career center initiatives to the campus community while maximizing use of technology (i.e. develop 11 podcasts).
- *Conducted outreach* with employers to build relationships which lead to increased job and internship opportunities.
- *Increased visibility* of department through networking and membership in various community organizations.
- *Participated* as a member of the career development staff, serving on college committees and participate and serve on statewide and other professional organizations.
- *Assisted Director* in overall implementation of the Career Development strategic plan.
- *Provided leadership* role in Director's absence (supervision, mentoring, budget, organizational).
- *Secured* 3 - \$1500 Special Initiative grants for workshop development in career development area (2007).
- *Secured* \$1200 WSU Foundation grant to introduce "StrengthsQuest" program into career advising (2008).
- *Secured* \$1000 Special Initiative grant to develop Strategic Career Planning course (2009).

Educational institution serving over 7,500 students

Customized Education, Training, & Grants Administrator (Outreach & Continuing Ed.)

Directed educational grant projects, developed contract-training, developed and taught educational programs desired by business and industry, nonprofits, and education in Outreach & Continuing Education.

Collaborated with faculty on Minnesota Jobs Skills Partnership grants totaling over \$750,000. Projects include:

- *Lean in Healthcare* – secured \$216,965 in grant funding for noncredit training program for 875 employees of Winona Health, Winona, MN. Co-wrote grant with WSU College of Business faculty member.
- *Leadership in Lean Manufacturing* – orchestrated the development and delivery of \$216,318 grant noncredit training program for over 380 employees of Watlow Controls in Winona and PlastiCert, Inc., in Lewiston.
- *Certified Retail Manager program* – retooled existing \$255,563 grant to fit the needs of changing business at Red Wing Shoe Company, Red Wing, MN. Collaborated with Rochester Community Technical College and WSU eLearning to develop CD-ROM training program to fit the needs of Retail Management for Red Wing Shoe managers nationwide.
- *Represented* Winona State University as *Lead Administrator* role for customized training/education and also lead representative for Southeast Minnesota Training Consortium (SEMTC).
- *Developed, delivered, and evaluated* learning programs for hundreds of participants from business, education, manufacturing, and healthcare.
- *Managed customized training budgets* of over \$200,000.

Adjunct Faculty for Business Education and Human Resource majors; Training & Development minor (2002-present)

- **440/540 Training and Employee Development** – 3 S.H. An overview of the training and development field with an emphasis on the systems approach to training program design. Focuses on the key phases of training program development: reassessment, needs analysis, design implementation and evaluation. Includes the principles of instructional design using the experiential learning approach.
- **441/541 Training Techniques and Media** – 3 S.H. Instructional techniques, methods and multimedia to use for effective employer-based learning delivery systems. Topics include trainer styles, training structures

and formats, instructional presentational skills, training aids and technology, and computer-based training. A skills-based approach to effective training for both adult and traditional learners.

- **100 Introduction to Higher Education**—1 S.H. Assists new students in their transition into the University (also known as Orientation). Introduced students to services, activities, expectations, and opportunities at WSU and provided them with the means to network with other students, faculty, and staff.
- As faculty, built and established relationships with local businesses including Fastenal School of Business, Southeast Technical College Custom Training department, and Bob Pike Group to conduct tours and investigate/shadow career opportunities in training and development.
- **Strategic Career Planning** – 1 S.H. Introduced students to career planning process including self-exploration, occupational exploration, and job search strategies. Demonstrated how to create self-marketing materials including resume, cover letter, reference list. Taught development of portfolios, networking skills, interviewing techniques, how to research jobs and salary negotiation.

ENPOWER SERVICES, INC., La Crosse, WI

1999 to 2001

Sales and marketing organization serving over 90 electric cooperatives in the Midwest.

Manager of Training

2001

Responsible for the management of key training and learning activities designed to achieve the business goals of EnPower.

- Designed, delivered, and measured a broad range of training courses and activities where none had existed.
- Identified customer service training needs; constructed and delivered training packages for over 500 employees in 20 locations.
- Conducted basic sales training for both products and services that met the comfort, security, and service needs of the customer.
- Provided rollout training and support for a major, nationwide branding effort aimed at improving customer loyalty and the utilization of a national network. Delivered training for 1,300 employees, directors, and managers of electric cooperatives.

Regional Sales Account Executive

1999 to 2001

Responsible for direct sales and marketing activities, including economic development.

- Marketed and sold communication and advertising packages to member cooperatives with million dollar budgets. Custom designed media placements and tracked results.
- Designed sales brochures, new member packets, and created strategies for their use by member cooperatives.
- Sold at the wholesale level consumer products and services ranging from surge protectors to stand-by generation; from energy audits to stray voltage investigations.
- Provided the direction and guidance that enabled a member cooperative to receive a \$400,000 interest-free loan from the federal government for a business start up. Supported other economic development activities for a range of small to medium businesses.
- Successfully managed projects requiring facilitation, negotiation, and sound project management methodology.

NORTHERN STATES POWER COMPANY, (Xcel Energy) La Crosse, WI

1978 to 1999

The sixth-largest electric and gas utility in the nation.

Commercial and Industrial Marketing Account Manager

1986 to 1999

Responsible for the management, retention, and growth of commercial customer business.

- Managed over 4,000 accounts representing three megawatts of power. Assisted customers in determining their needs and recommended energy-saving improvements.
- Acted as Energy Advisor for the top 300 accounts in the marketing portfolio, a group that generated over \$6 million annually in revenue.
- Negotiated major accounts away from the competition, including both sources of power and energy (other providers) and types of fuel used (electric, natural gas, propane, and oil).
- Identified opportunities for both NSP and the customer by structuring rate schedules that took into account peak usage times and load factors.

- Developed, led, and evaluated commercial and industrial marketing training for all employees of the customer information call center, ultimately raising customer satisfaction ratings.

Residential Marketing Representative

1983 to 1986

Responsible for a broad range of duties related to energy conservation and sales in the retail market.

- Performed home energy audits. Recommended energy-saving measures.
- Arranged for the installation of energy improvement measures. Screened contractors and maintained a list of qualified installers.
- Qualified individuals for weatherization assistance and monitored, tracked, and reported the program.
- Marketed natural gas. Canvassed neighborhoods and political subdivisions that were not served by natural gas. Performed economic justification for extending gas lines.

Administrative Aide/Marketing Specialist

1978 to 1983

Provided direct marketing or energy service support to marketing representatives focusing on energy management utilization for utility customers. Conducted weatherization showcase home tours. Coordinated marketing efforts and training for staff and trade allies/business partners. Researched utility usage which demonstrated cost-saving opportunities.

EDUCATION AND TRAINING

M.S. Training and Development
U.W. Stout, Menomonie, WI (4.0 GPA)

B.S. Business Administration; Organizational Management
Viterbo University, La Crosse, WI (Magna cum Laude)

Associate Degree, Supervisory Management
Western Wisconsin Technical College, La Crosse, WI (Highest Honors)

Associate Degree, Secretarial Science – Administrative
Western Wisconsin Technical College, La Crosse, WI (Highest Honors)

Extensive Industry-Based Training in Sales and Marketing,
Economic Development, Customer Service, Management,
Leadership, Communication and Presentation Skills
Certified Facilitator for FranklinCovey, Vital Smarts, DDI, & Personality Resources International

GRANT WRITING & ADMINISTRATION

- *ASF Initiative* – secured \$1,000 to develop curriculum for 1-credit “*Strategic Career Course*,” taught at Winona and Rochester campuses, 2009.
- “*Utilizing StrengthsQuest in Career Development on WSU Campuses-Rochester & Winona*” – received \$1200 from WSU Foundation to utilize StrengthsQuest online tool for WSU students, 2008.
- “*Hands-on Training Program for Students*”- received \$700, April 2007, from WSU Foundation for an experiential learning trip to Bob Pike Creative Training Techniques Group, Minneapolis, MN (faculty grant).
- *ASF Initiative* – secured \$1,500 to research and develop “podcasts” to make “Career Services Presentations available 24/7”; ultimately supporting students to reach and attain career goals, 2007 (11 podcasts).
- *ASF Initiative* – secured \$1,500 to research, develop, instruct and evaluate a program “Understanding and Adapting to Generational Differences in Education,” for WSU students, staff, and faculty, 2006.

- *ASF Initiative* – secured \$1,500 to develop, instruct, and evaluate a campus employment training program “Student2Work”, for WSU students, staff and faculty supervisors of student help, 2006.
- *Expansion of Customized Training in Leadership Development* – co-wrote Center of Excellence (CIHSEP) \$30,000 grant to research and provide recommendations for training leaders in healthcare, 2006.
- *Lean in Healthcare* – secured \$216,965 in grant funding for noncredit training program for 875 employees of Winona Health, Winona, MN, 2005.
- *Leadership in Lean Manufacturing* – orchestrated the development and delivery of \$216,318 grant noncredit training program for over 380 employees of Watlow Controls in Winona and PlastiCert, Inc. in Lewiston.
- *Certified Retail Manager program* – retooled existing \$255,563 grant to fit the needs of changing business at Red Wing shoe Company, Red Wing, MN.
- *“Purposefully Designed Learning Opportunity for WSU Training & Development Students”* – received \$1,000 from WSU Foundation, October, 2005 (faculty grant, Bob Pike Group, Minneapolis, MN).
- *“FISH! For College Leadership and Training Program”* – received \$1,195 from WSU Foundation, May, 2005 (faculty grant).
- *“Training & Development Conference for WSU Students”* – received \$1,000 November, 2004 (faculty grant), WSU Foundation.
- *“Creative Training Techniques speaker, Rich Meiss, for WSU Students”* – received \$1,500, February, 2004 (faculty grant), WSU Foundation.
- *“Training & Development Conference for WSU Students”* – received \$1,300 November, 2003 (faculty grant), WSU Foundation.
- *“Organizational Development Certificate”* – received \$1,000, February, 2003, Adult, Continuing Education, and Extension department (grant to develop an organizational development certificate), WSU Foundation.
- *“Leadership Certificate”* – received \$1,500 November, 2002, Adult, Continuing Education, and Extension department (co-wrote grant to develop a leadership certificate program), WSU Foundation.
- *“Professional Improvement Fund”* grants (MSUAASF, approved by the President) – \$400 in 2002; \$1000 in 2003; \$297 in 2004; \$500 in 2005; \$1000 in 2007.

New University – Winona Experience

- *“Wichita State University”* – received \$1,300 from New University to visit the WSU Entrepreneurial Center in Wichita, KS, as research for educational program development at Winona State University (August 2004).
- *“Capstone Project for Outreach and Continuing Education to Provide Experiential Learning and Develop Partnerships”* – co-wrote proposal to implement Winona Experience initiatives in the Outreach & Continuing Education department (\$40,000 requested May 2005).
- *“Investment in Purposefully-Designed Learning Opportunities for Students in Training & Development classes”* – faculty proposal to provide experiential learning in the classroom (\$2,453 requested May 2005).
- *“Lean Pathway Workshop”* – wrote proposal and received \$6,501 from New University for Kim Snyder, faculty member, to attend Lean in Healthcare workshop in England (December 2004).

New University – Winona Experience Committees

- **2003-04**, represented MSUAASF as Steering Committee member responsible for bringing forward a comprehensive plan for Winona State University. This proposed plan is intended to set forth strategies by which WSU develops a national reputation for academic excellence, leadership, and service, along with a flexible strategy for meeting recent and future financial challenges. This plan is also dedicated to stewardship of the public good and respect for diversity as embodied in WSU’s mission statement. The four strategic study groups the Steering Committee provided oversight and guidance for were:
 - Program Excellence/Quality**
 - Services and Student Support**
 - Business and Community Partnerships**
 - Philanthropy**

- **2004-05**, served as representative on **Business and Community Partnerships** which evolved into **Linking Learning to Community**. Our charge was to research potential opportunities and strategies that WSU can execute to strengthen external relationships/partnerships and build innovative and entrepreneurial lifelong learning opportunities for students, faculty and our external partners. This study group was able to articulate how WSU can cultivate business, government and community relationships that enhance academic excellence, scholarship, leadership development, diversity, and service to the public good. The four categories our committee defined and developed a progress report for include:
 - University Partnerships for Regional Development**
 - Expand University Advancement**
 - Grant Writing Incentive Program**
 - Establish Holistic Career Development Center**

COMMUNITY RELATIONS – Barbara A. Larsen

- **La Crosse Area Chamber of Commerce:** Ambassador, Chamber Leadership program graduate, 2000-02 Co-chair Membership Committee; 1996 & 1997 Chair of Prospector Committee, 1996 “Going for the Gold” Membership Drive Chair, Past Secretary of Prospector Committee, Resource Management Committee, Operation “Thank You,” 1999, 1998, 1997, 1996, 1995 Membership Drives; 1997 Winning Team Membership Drive; Chamber “Buddy” to new members, Golf Tournament Committee Fundraising, Chair of Ambassador Uniform Committee
- **La Crosse Symphony Conductor Executive Search Committee** (2007-10)
- **Winona Area Chamber of Commerce,** Women in Business member, Workforce Development
- **Minnesota Association for Continuing Adult Education (MACAE)**
- **NACE (National Association of Colleges & Employers)**
- **MCUCSA (Minnesota College & University Career Services Association)**
- **Midwest ACE (Association of Colleges & Employers)**
- **Minnesota ACE (Association of Colleges & Employers)**
- **MnCCCT (Minnesota Council of Continuing Education & Customized Training);** past member
- **University Continuing Education Association (UCEA);** past member
- **Winona State University Administrative Service Faculty:** past Vice President, Campus Evaluation
- **Western Technical College Marketing Advisory Committee**
- **Riverland Girl Scouts Nominating Committee**
- **Midwest Express Show Choir Parents’ Association:** Past President, Vice President, Fundraising
- **La Crosse Noon Business & Professional Women:** Past President, President-Elect, Vice President, District Director, State Foundation Chair, State Foundation Task Force Chair, Secretary, and Newsletter Editor, Fundraising, State Individual Development Chair, Leadership Training
- **Coulee Region YWCA:** 1997-99 Past President, Board of Directors, 1996-99 Capital Campaign
- **La Crosse Area Business Club:** Past Treasurer, Membership Chair, Board member
- **La Crosse Area Development Corp:** Past Board member; **Forward WI** Board member
- **Riverland Energy Cooperative:** Elected past Board member, Vice President
- **Holmen Area Foundation:** Past President, Vice President, Trails Fundraising Drive, Board member
- **UW-Stout Training & Development Advisory Committee,** past member
- **NSP Employee Suggestion Committee, Employment Involvement Assoc., Speakers Bureau** (past)

AWARDS AND ACHIEVEMENTS

- **“Mrs. Oktoberfest 2009,”** Oktoberfest USA, La Crosse, WI – Royal Family Delegate
- **2009 “Greatest Implementation & 2 Greatest Student Story” awards-Gallup StrengthsQuest annual conference** (wrote nomination)
- **2009 “John Shingleton” award, Midwest Association of Colleges & Employers** (wrote nomination)
- **2008 MN Association for Continuing Adult Education “Excellence in Programming” award**
- **2001 Holmen Civic & Commerce Assoc. “Civic Award,” Holmen Area Foundation**
- **2001 Chamber “Ambassador of the Year”**
- **2000 La Crosse Area Development Corporation “Director’s Award”**
- **2001 UW-Stout Alumni scholarship recipient**
- **2000 Riverland Energy Cooperative Non-traditional scholarship recipient**
- **1995 YWCA Tribute to Outstanding Women Award, Professions**
- **NSP 1997, 1996, & 1994 “Employee Suggestor of the Year”**
- **1994-95 Wisconsin Federation of Business & Professional Women ID State Speak-off Winner**
- **1993 Business & Professional Women “Woman of Distinction”**
- **NSP 1995 and 1994 Top Commercial & Industrial Rep.**
- **NSP 1993 Top Commercial & Industrial Rep. Co-recipient**
- **NSP 1996, 1995, 1993 & 1991 Top Gas Sales**

- **NSP 1995 Top KW Deferred Award**
- **NSP 1991 & 1992 Commercial Marketing Runner-up of the Year**
- **“Outstanding Prospector of the Year” for 1997, 1996, 1994 & 1992 La Crosse Area Chamber**
- **1999, 1998, 1996 & 1995 Top Sales Award, La Crosse Area Chamber Membership Drive**
- **“Prospector of the Month” awards, La Crosse Area Chamber of Commerce**
- **Several NSP “Marketing Rep of the Month” awards**