

For Immediate Release

Contact: Michael Leonard
Phone: 970.351.1273
Cell: 970.590.7884

MONFORT COLLEGE OF BUSINESS TO HOST BUSINESS MANAGEMENT GURU PETE SENGE

GREELEY, Colo. (2008-01-28 00:00:00.0) GREELEY, Colo. (Jan. 28, 2008) – Best-selling author and business management expert Peter Senge will bring his message about global sustainability, systems thinking, and the importance of collaboration in business and society to the University of Northern Colorado on Thursday, Feb. 14, according to Tim Jares, interim dean of the Monfort College of Business.

Senge's visit to the university will include a by-invitation-only "Innovation for Sustainability" forum, a conversation with select students and community leaders. His keynote address—"Collective Wisdom for Profound Innovation and Change"—will be that evening in the University Center Ballroom. The evening event is open to the public and free, but reservations are required.

"Thanks to a relationship he has with Monfort College of Business Professor Keiko Krahnke, Dr. Senge agreed to bring his compelling presentation about innovation and change to Northern Colorado," Jares said. "This event promises to stimulate conversation and encourage the development of new business relationships in our community."

Senge has authored numerous books, including the bestseller *The Fifth Discipline: the Art and Practice of The Learning Organization*, and has recently co-authored *Learning for Sustainability*. He has been named as one of the 24 people who have had the most influence on business strategy over the past 100 years, is a senior lecturer at the Massachusetts Institute of Technology, and is the founding chair of the Society for Organizational Learning, a global community of corporations, researchers and consultants dedicated to the interdependent development of people and their institutions.

"It's not every day you can hear a speaker of Senge's stature in Northern Colorado, much less for free," Kranke said. "It's a great opportunity for business leaders, educators, consultants, and managers to learn from one of the preeminent business thinkers of our generation."

Presenting sponsors for the day-long event are State Farm Insurance and North Colorado Medical Center. To make reservations for the evening event, visit www.uncalumni.org. For more information, call (800) 288-5104.

A cocktail reception will be held prior to Senge's keynote address from 5:30 - 7:00 p.m. The keynote address begins at 7:00 p.m. Both will be held in the University Center on the University of Northern Colorado campus and are free to the public.

Senge's appearance is part of the Business Plus Speakers Series, sponsored by the Monfort

Institute, Northern Colorado Business Report and UNC Foundation.

About the Monfort College of Business

The Kenneth W. Monfort College of Business at the University of Northern Colorado focuses exclusively on excellence in undergraduate business education. This unique focus has led to national and international recognition for the College including becoming the first and only business program to receive the Malcolm Baldrige National Quality Award from the Office of the President of the United States, and the only undergraduate-only program worldwide to be accredited by AACSB International in both business and accounting. Over four successive years Monfort's graduating seniors have scored in the top 10 percent on nationwide standardized exit exams. Students earn a degree in Business Administration with emphasis options in accounting, computer information systems, finance, general business, management, or marketing. For more information, visit Monfort's Web site at mcb.unco.edu.

###