

EMPLOYMENT AND EDUCATION BACKGROUND

EMPLOYMENT

MICHAEL KELBERER

Owner, Business Writer

- Providing professional writing and communications consulting services to businesses and their executives.

INSTITUTE ON THE ENVIRONMENT (UNIVERSITY OF MINNESOTA)

Assistant to the Director

- Managed the Institute's web site development, including site planning and content development.
- Designed and wrote PowerPoint presentations for delivery by the Director to the state legislature, funding agencies and foundations, and civic groups.
- Developed content for the Minnesota's Statewide Conservation and Preservation Plan web site.
- Designed and wrote copy for brochures and handouts for the Institute and the Statewide Plan.

NATIONAL CENTER FOR EARTH-SURFACE DYNAMICS AND ST. ANTHONY FALLS LABORATORY (UNIVERSITY OF MINNESOTA)

Manager, Planning, Communications and Information Management

- Designed and wrote the Center's Strategic Plan.
- Designed, wrote and edited the Center's newsletter: The Stream Restoration Networker.
- Designed, wrote and edited the Lab's newsletter: The Alumni Channel.
- Designed and wrote the Center's Annual Report.
- Provided design and content for the Center's web site.
- Wrote/edited numerous presentations and posters for the Center and Lab.

POSSIBILITY THINKING

Owner, Business Planning and Financial Services Consultant

- Designed and produced booklets explaining complex legal and financial planning strategies in plain English. Designed and implemented spreadsheet-based financial planning software. Developed and implemented investment management system. Researched, purchased and implemented client data base system. Managed investment portfolios for clients. Provided marketing, strategic planning, and business management expertise.
- Developed business plan and IPO prospectus for planned national magazine.
- Developed business plan for publishing division of Hazelden Foundation.

THE PHOENIX

Owner, Publisher and Editor

- Wrote content, edited all submitted articles, designed and wrote copy for display advertising.
- Produced camera-ready publication, including page design and layout.
- Performed and directed advertising and subscription sales and marketing.

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FIRST BANK SYSTEM (NOW US BANK)

Business Manager, Capital Markets Group

- Managed budgeting, planning, salary and incentive pay, regulatory reporting and compliance functions, and wrote proposals and reports for all functions.
- Managed \$3 million project to design and build state-of-the-art securities trading floor.

Manager, Computer Services

- Managed four computer services departments involved in systems analysis, software development and computer operations.
- Wrote funding proposals for new computer equipment.
- Designed new payroll system for technical professionals.

ARABIAN AMERICAN OIL COMPANY

Project Manager

- Managed project for the construction of gas metering facilities valued at \$55 million.
- Wrote project execution and financial plans and progress reports for management approval.

Project Business Manager

- Managed contract development, bid and award, negotiation and administration.
- Wrote technical specifications for engineering and construction contracts.
- Performed cost and schedule reporting and control.
- Wrote project execution and financial plans and progress reports for management approval.
- Administered personnel functions.

Project Engineer

- Responsible for design and implementation of data base portion of \$11 million data acquisition and control systems project.

Systems Analyst

- Performed software maintenance and development programming, and system software installation on IBM mainframes.

EDUCATION

UNIVERSITY OF MINNESOTA CARLSON SCHOOL OF MANAGEMENT

Master of Business Administration
June 1984 GPA: 4.0

Haverford College

Bachelor of Arts / Economics
May 1974 Departmental Honors