

# BUSINESS PEOPLE

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## MILLSBERRY GAZETTE

News Headlines

Friday, May 20, 2005



**Weekly Health Tips**  
 brought to you by  
 Millsberry Grocery Store

Tone up for summer sports. Do the "bunny hop" to build leg muscles. Stand on your toes and hop off the ground as many times as you can for 30 seconds.

FOR MORE INFO ON HOW TO LOSE WEIGHT  
[WWW.MYPYRAMID.GOV](http://WWW.MYPYRAMID.GOV)

Earn 500 Millsbucks when you visit (one time only).

**MADAGASCAR**  
 EXCLUSIVE FOOTAGE

**CHARMED LIFE SCAVENGER HUNT**

The Scavenger Hunt has officially come to an end. The Utah Brothers and the Millsberry Arcade thank all who participated.

If you look over the hill, you'll see the far edge of a small city called Millsberry. It used to be a small town, but recently, Millsberry has grown beyond its borders. Walk down the hill and you step into the outer neighborhoods. Just a little further, and you walk into the center of Town.

If you want to become a citizen, just click on the SIGN UP button to the left.

You'll get your own customizable home, access to the shopping district, and get to play a bunch of great games! It's

website, Millsberry.com, that offers games and a simulated town for children as well as movie tie-ins and plugs for General Mills products.

months of bills spent on cereal to a residential Se-

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When it comes to movies, Kellogg and General Mills have aggressively targeted children. Last year, Kellogg was a promotional backer of "Spider-Man 2" and "The Incredibles." General Mills partnered with "Shrek 2" and "Shark Tale."

The two companies have licensing deals that allow them to brand the movie across their entire product portfolios. For instance, General Mills will feature the cartoon feature "Madagascar" on Pillsbury, Betty Crocker, Big G cereals, Pop Secret popcorn, Yoplait yogurt and Totino's pizza. The company will also launch a multimillion-dollar TV, radio, in-store and Internet campaign.

Adapting to a changing market and heading off government intervention has placed food companies in a quandary.

"There's not a company that doesn't want to develop healthy products," Siegel of WonderGroup said. "But they

don't know how to get the kid to eat it."

That's why companies turn to sweeteners and friendly characters like Shrek and SpongeBob Square Pants.

But Harkin remains unimpressed.

"You don't see Shrek telling kids to eat apples," he said. "Parents and consumers demand something be done. It may not happen tomorrow, but it will happen sooner or later."

Thomas Lee is at [lee@startribune.com](mailto:lee@startribune.com).

### At the top

► **Complex Technologies Inc.**, New Brighton, promoted **Marshall Masko** to president of worldwide consumer products. He had served as vice president of U.S. consumer marketing since November 2002.

### Moving up

- **3M Co.**, Maplewood, promoted **Harold Wiens** to executive vice president of its transportation business.
- **Hak Cheol Shin**, vice president of the industrial adhesives and tapes division, will succeed Wiens as executive vice president of industrial business.
- **Securian Financial Group**, St. Paul, promoted **Janice McElroy** to director of retirement savings systems. She joined the firm in 1983 as a programmer.
- **Liberty Diversified Industries**, Minneapolis, promoted **Dick Seidenstricker** to executive vice president and chief operating officer. He joined the firm in 1999 as group vice president of national markets. Also, **Christina Keener** was hired as vice president of human capital. She had been senior vice president and chief learning officer of CNA Insurance.

### On the move

- **Ciprico Inc.**, Plymouth, named **Mark Gilmore** vice president of sales. He was vice president of worldwide sales for Qualstar.
- **Nortech Systems**, Wyzata, named **Curtis Stelchen** vice president of sales and marketing. He had held North American and international sales and marketing assignments with Graeco Inc., most recently as director of sales and marketing in the industrial automotive equipment division.
- **Health Fitness Corp.**, Minneapolis, named **Michael Zdychnec** vice president of marketing, effective May 31. He has been senior vice president of marketing and product development for ACN Group, a business unit within United Health Group.
- **Blue Cross and Blue Shield of Minnesota**, Eagan, named **Regenia David** as vice president for customer relationship management and analytics systems. She was head of IT global solutions development at Ecolab.
- **CommonBond Communities**, St. Paul, named **Ellen Higgins** vice president for business development. She was formerly with the Heskin Group Inc.
- **UCare Minnesota**, Minneapo-

### SUBMISSIONS

Items to be considered for this listing must be received in writing by the **Tuesday before publication**. Send to Paula Murdock, Star Tribune, 425 Portland Ave. S., Minneapolis, MN 55488.

lis, named **Brian Eck** director of sales. He had spent eight years with Gundersen Lutheran Health Plan in LaCrosse, Wis.

► **Oak Ridge Financial Services Group Inc.**, Minneapolis, named **Jerry Krause** vice president of investments. He had been a market maker on the Chicago Board Options Exchange and a floor trader on the Chicago Board of Trade.

### Directors

- **Regions Hospital Foundation**, St. Paul, named **Patricia Pappas** chairwoman. She is senior vice president of private banking for Associated Bank.
- **Merchants Financial Group Inc.**, Winona, elected **Kenneth Mogren** and **Timothy Murphy** to its board of directors. Retiring board member **Virgil Johnson** was named director emeritus.
- **Minnesota Hockey**, St. Paul, re-elected **Dave Bakke** and **Bill Gable** vice presidents and elected **Phil Graber** secretary-treasurer.

### Honors

- **Dr. Vacharee Peterson**, of Peterson & Peterson, received the **Asian Business Leadership Award** from Wells Fargo & Co. and the U.S. Pan Asian American Chamber of Commerce.
- **Suzanne McGann**, owner and president of Voyageur I.T., St. Paul, has been awarded the **Young Business Woman of the Year Award** by the National Association of Women Business Owners.
- **The North Central District of Financial Women International**, Minneapolis, named **Gail Mikolich**, executive vice president and chief operating officer of Northeast Bank Minneapolis, as **2005 Woman of the Year**. **Northeast Bank** has been named **2005 Corporation of the Year**.