

STATE of MINNESOTA

EXECUTIVE



DEPARTMENT

TIM PAWLENTY
GOVERNOR

NOTICE OF APPOINTMENT

LORI A. BROWN

3043 Sandy Hook Drive
Roseville, Minnesota 55113
County of Ramsey
Congressional District Four

Because of the special trust and confidence I have in your integrity, judgment and ability, I have appointed and commissioned you to have and to hold the said office of:

PUBLIC MEMBER

EMERGENCY MEDICAL SERVICES REGULATORY BOARD

Effective: March 22, 2006
Term Expires: January 4, 2010

This appointment carries with it all rights, powers, duties, and emoluments granted by law and pertaining to this position until this appointment is superseded or annulled by me or other lawful authority or by any law of this State.

IN TESTIMONY WHEREOF, I have hereunto set my hand and caused the Great Seal of the State of Minnesota to be affixed at the Capitol in the City of Saint Paul, March 17, 2006.



RECEIVED

MAR 17 2006

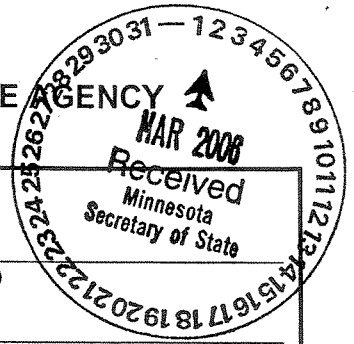
Governor

Secretary of State

Replacing: Roger Boatman President of the Senate

**STATE OF MINNESOTA
OPEN APPOINTMENTS APPLICATION FOR SERVICE ON STATE**

All information on this form is available to the public upon request.



Agency Name: * Emergency Medical Services Regulatory Board
 (Name of board, council, commission or task force to which you are applying.)

Position Sought: Public Member
 (Membership position sought or enter "member" if no specific requirements exist for position sought.)

Applicant Name: * Lori Brown
 (First Name) (Last Name)

Applicant Address: * 3043 Sandy Hook Drive Roseville MN 55113
 (Street) (City) (State) (Zip)

Work Phone: * (651) 765-9052 Home Phone: (651) 486 - 9776

E-MAIL: * brown9776@comcast.net

County: Ramsey MN House of Rep District: 54A U.S. House of Rep District: 4th

* Indicates information that will appear on the Office of the Secretary of State web site: www.sos.state.mn.us

Have you ever been convicted of a felony: Yes _____ No X

Did the Appointing Authority suggest you submit your application? YES _____ NO X

Please attach a current resume or a biographical statement containing work history, education, community activities, etc., and any other information the Applicant or Nominating Person feels would be helpful to the Appointing Authority.

OPTIONAL STATISTICAL INFORMATION

The following information is optional and voluntary. Information is collected for, and compiled in, the annual report on the open appointments process pursuant to *Minnesota Statutes* §15.0597.

Sex: X Female _____ Male
 Political Party: _____ Democratic-Farmer-Labor
 _____ Green
 _____ Independence
 _____ Republican
 _____ Other _____
X No party preference

Disability: _____ Yes
 _____ No

Race*: _____ African American / Black
 _____ American Indian / Alaska Native
 _____ Asian
 _____ Hispanic
 _____ Native Hawaiian / Pacific Islander
X White
 _____ Other Race _____

National Origin: United States
 (Country of Origin or Principle Tribe)

(* Select as many as apply)

I swear that, to the best of my knowledge, the above information is correct and that I satisfy all legally prescribed qualifications for the position sought.

Lori Brown (Signature of Applicant)* 2/26/06 (Date) **RECEIVED**

* If another person or group is nominating the applicant, the applicant's signature indicates consent to nomination.

MAIL, FAX, OR SUBMIT APPLICATION IN PERSON, TO: Office of the Secretary of State, Open Appointments
 180 State Office Building
 100 Rev. Dr. Martin Luther King, Jr., Blvd
 St. Paul, MN 55155-1299

FAX: (651) 296-9073
Phone: (651) 297-5845
Email: open.appointments@state.mn.us

President of the Senate

Applicants will not receive an acknowledgement of submitted applications; the appointing authority will notify you if an interview is desired.

By request, this application will be made available in alternative format (for example, braille, large print, audio tape, or computer disk.)

FOR OFFICE USE: Sub by AA: _____ AA: Governor Trans Date: 3/8/06
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Board

February 26, 2006

I am seeking the "public member" position on the Minnesota EMS Regulatory Board. At present, I am employed by McKesson, and no longer involved in the EMS delivery system directly or indirectly. Although no longer involved in EMS, I have considerable experience in the field. As my resume shows, I worked at Life Link III, a large, multi-state ambulance provider. Among my responsibilities there, serving as Director of Sales, Marketing & Support Services, was to interact with all aspects of the healthcare provider community, including hospitals, physicians and other ambulance services. In addition, I spent a considerable amount of time dealing with the media and the public. Development of legislative policy and EMS regulation was an area of particular interest while serving as a provider. Before assuming my current position, I served as Legislative Chair for the Minnesota Ambulance Association.

My experience in virtually all aspects of the EMS delivery system, understanding of the regulatory environment as well as how legislation is enacted puts me in a unique position to serve as an effective member of the EMSRB. Because I am no longer involved in EMS, but have considerable experience in the field, I feel that I will not have to face the daunting task of learning about the industry from scratch and how it is regulated. This should allow me to be a more effective member of the Board in a relatively short period of time. Thank you for your consideration.

Lori Brown

Lori A. Brown
3043 Sandy Hook Drive
Roseville, MN. 55113
651-486-9776
brown9776@comcast.net

Profile

- Successful hunter with eighteen years success in sales and marketing at both the field and managerial levels. Emphasis on new business acquisition, creation and evaluation of sales and marketing strategies.
- Demonstrated leadership skills through 10 years of direct supervision of staff performing sales and marketing functions.
- Demonstrated success in pharmaceutical, hospital, ambulance and supply chain environments.
- Extensive experience in sales forecasting, territory planning, sales and marketing staff management and leadership development.
- Strong affiliations/relationships with physicians, nurses, pharmacists, HMO personnel and C-Suite professionals of all major healthcare organizations in the Twin Cities and out-state Minnesota.

Experience

**MCKESSON-Minneapolis
Health Systems Sales Executive**

2003-present

- Accomplished new business development executive with over 70 million in new business acquired for McKesson in past two years.
- Demonstrated success in new business development in 11 state Midwestern geography
- Significant cross business unit selling success in inpatient and outpatient automation solutions, including over \$750,000 in Automated Prescription Solutions (APS) sales
- Successful track record in penetration of existing key customer accounts with emphasis on customer retention and contract renewal
- Versed in the counterintuitive selling process and outcomes
- District and regional expert on value initiative tools and programs, to include membership on new product launch committees

**LIFE LINK III—Minneapolis, Minnesota
Director of Sales, Marketing and Support Services**

2001-2003

- Provide executive/administrative oversight of all sales, marketing, corporate communications, public relations and media relations departments and staff for Life Link III, a medical transportation company providing transport via helicopter, ground and airplane ambulance
- Manage Human Resources Department and Staff
- Manage Education and Training Department and Staff

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President of the Senate

Marketing and Sales Manager

1998-2001

- Led the sales initiative that grew transport volume from 6,000 to 20,000 ground ambulance transports, resulting in a revenue increase of over \$9 million annually.
- Responsibility for the hiring and training of new marketing and sales representatives, the overall identification of new business opportunities, and all sales forecasting and resource allocation for new business development. Essentially responsible for corporate new business initiatives from development stage through implementation and measurement.
- Key partner of senior administrative team that set strategic direction for the corporation.

Marketing Coordinator

1996-1998

- Responsible for creation of Marketing and Sales department and initiatives.

REGIONS HOSPITAL, St. Paul, Minnesota

1992-1996

Marketing Manager

- Responsible for all aspects of sales activities for the Department of Surgery, Trauma and Burn programs. Responsibilities included marketing and sales planning from project conceptualization through implementation. Coordinated all external communications as they related to these programs. Directed the planning and implementation of outreach educational programs as an adjunct to marketing initiatives. Active involvement in related public relations and media initiatives. Responsible for creation of all surgery, trauma and burn promotional materials.

Physician Liaison

1989-1992

- Led the introduction of the direct sales function to the Marketing and New Business Development divisions of Regions Hospital. Position included responsibility for planning and implementation of all sales activities for the trauma, burn, cardiology and occupational health programs.
- Managed sales staff calling on healthcare professionals that had an impact on determining patient destination for definitive trauma and burn care. Part of project team that created the *Ramsey Referral Network*, a communication program designed to ease the referral process for key physician referral targets in Minnesota and western Wisconsin.

BURROUHWELL WELLCOME CO (Glaxo Wellcome), Minneapolis

1987-1989

Pharmaceutical Sales Representative

Anti-Viral Liaison

- Responsible for territory sales of pharmaceuticals to broad healthcare target including physicians, nurses, EMS professionals, pharmacists and hospitals. Promoted to Anti-Viral Liaison, calling specifically on infectious disease physicians. One of the top salespeople in the nation for Tracrium, an anesthetic agent. Proven track record in building profitable business relationships with physician target.

THE UPJOHN COMPANY, Grand Forks, North Dakota

1985-1987

Pharmaceutical Sales Representative

- Territory sales of pharmaceuticals to physicians and ancillary healthcare professionals in a rural North Dakota territory. Top salesperson in the nation for sales of Cleocin, an antibiotic/anti-microbial agent. One of top regional sales representatives for sales of Xanax, an antidepressant/anti-anxiety medication

Professional Interests

- Past Adjunct Professor, University of St. Thomas; curriculum in Sales and Marketing
- National/Regional speaker in Sales, Marketing, Customer Service, Strategic Planning and Media Relations
- Extensive volunteer involvement in Minnesota EMS issues at the professional and regulatory levels assisting in the lobbying of legislative issues as they relate to the EMS environment
- Board member, American Heart Association Public Advocacy Committee
- Past president, Parent and Teacher Association, EDW School, Shoreview, MN.
- Past Chair, Minnesota Ambulance Association Legislative Committee

Education

- **Bachelor of Science** - Microbiology with Minor in Chemistry, Community Health
Minnesota State University, 1980
- **MBA**—University of Phoenix—in progress-completion June 2006

Public Official Information

Emergency Medical Services Regulatory Board

Name: Brown, Lori
 Occupation: Sales Executive
 Business Address: One Post St
 San Francisco, CA 94104
 Employer Name: McKesson
 Appointment Date: 03/22/06

Sources of Compensation

Applicable categories

Name of Source	Director	Officer	Owner	Member	Partner	Employer	Employee	Honorarium
McKesson							X	

Securities

None Reported

Real Property

County	Street Address and Municipality or Section, Township and Range	Own	Mortgage	Contract for deed	option to buy, \$2500	option to buy, \$50,000	Acreage
Ramsey	3043 Sandy Hook Dr Roseville	Yes	Yes	No	No	No	

Pari-Mutuel Horse Racing Interests

None Reported

LINKS	
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Current Public Official	Public Official Index
Campaign Finance Home Page	