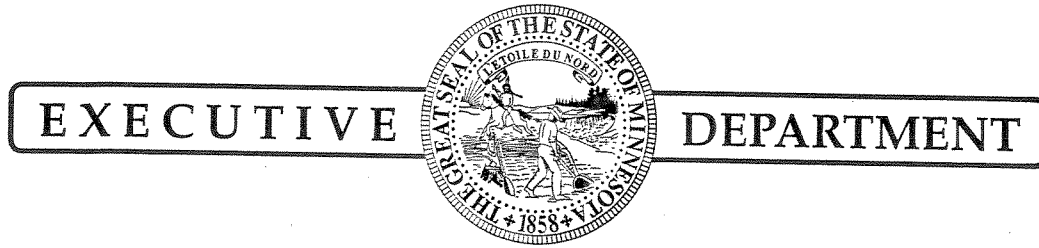


# STATE of MINNESOTA



TIM PAWLENTY  
GOVERNOR

## NOTICE OF APPOINTMENT

**MARY BETH SCHUBERT**

**RECEIVED**

9026 Carter Path  
Inver Grove Heights, Minnesota 55076  
County of Dakota  
Congressional District Two

JUN 23 2008

President of the Senate

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:

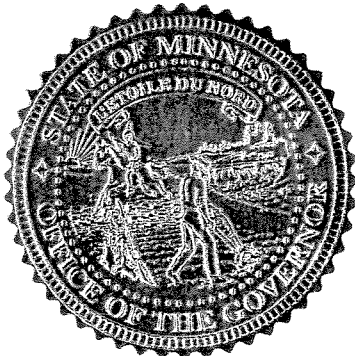
*Member*

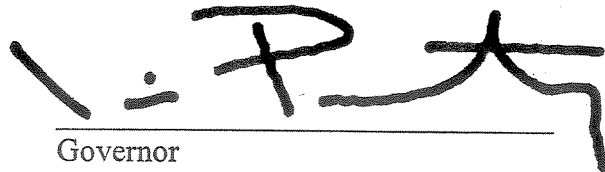
### MINNESOTA STATE ARTS BOARD

Effective: June 25, 2008  
Term Expires: January 3, 2011

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it all rights, powers, duties, and emoluments granted by law and pertaining to this position until this appointment is superseded or annulled by me or other lawful authority or by any law of this State.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, June 20, 2008.



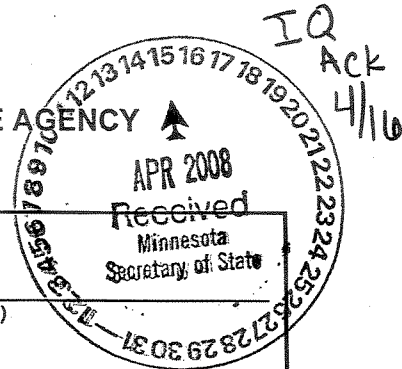
  
Governor

  
Secretary of State

Replacing: Diana Lewis

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

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



Agency Name: \* Minnesota State Arts Board  
(Name of board, council, commission or task force to which you are applying.)

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

Applicant Name: \* MARY BETH SCHUBERT  
(First Name) (Last Name)

Preferred Mailing Address: \* 9026 CARTER PATH Inver Grove Heights, MN 55076  
(Street) (City) (State) (Zip)

Work Phone: \* (651) 493-5775 Home Phone: (651) 552-4900

E-MAIL: \* ~~Wraschner~~ Marybeth\_Schubert@cable.comcast.com

County: Dakota MN House of Rep District: 39B U.S. House of Rep District: 2  
\* 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

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

**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:  Female  Male      Political Party:  Democratic-Farmer-Labor  Independence  Republican  Other  No party preference

Disability:  Yes  No

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

National Origin: \_\_\_\_\_ (\* Select as many as apply)  
(Country of Origin or Principle Tribe)

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.

Mary E Schubert 4.12.08  
(Signature of Applicant) (Date)

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

**RECEIVED**

**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

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.) **President of the Senate**

**FOR OFFICE USE:** Sub by AA: \_\_\_\_\_ AA: GOVERNOR Trans Date: 4-16-08

OA App revision 3/03  
Diana Lewis 2007-2011

**MARY BETH SCHUBERT**  
9026 Carter Path  
Inver Grove Heights, Minnesota 55076  
651-493-5775 (Work)  
marybeth\_schubert@cable.comcast.com

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**PROFESSIONAL  
EXPERIENCE**

**Vice President, Corporate Affairs  
Comcast  
St. Paul, Minnesota**

2003 – Present

**President of the Senate**

- Responsible for developing and overseeing all communications efforts including media relations, employee communications, speech writing and collateral for government affairs and other constituents to learn about the largest telecommunications company in Minnesota.
- Responsible for introducing new technology through product awareness events and facilitating connections to strengthen the relationship between Comcast, its employees and communities.
- Responsible for the guests and production of Comcast Newsmakers, a five-minute television interview that is inserted on CNN Headline News, multiple times throughout the day.
- Responsible for securing grants from the Comcast Foundation on behalf of local non-profits.
- Spearhead and manage a year-long employee volunteer program called Comcast Cares in addition to Comcast's cornerstone community event, Comcast Cares Day.
- Oversee reporting of corporate affairs activities.

**Manager/Corporate and Brand Communications  
Northwest Airlines**

1999 – 2003

- Served as national media spokesperson for Northwest Airlines. Handle all media relations inquiries for Northwest Airlines' largest hubs – Minneapolis, Detroit and Memphis. Formulate key messages and external communications strategy for many complex crisis situations, including the September 11<sup>th</sup> national airline shutdown and labor negotiations. Provided ongoing communications counsel to Northwest executives, government affairs and investor relations.
- Supervised two public relations agencies and managed all domestic and international public relations efforts during a 2-year campaign to open Northwest Airlines' \$1.2 billion new Detroit airport.
- Worked closely with local and state government bodies in Michigan and Tennessee on airport issues.
- Managed the largest proactive news campaign in company history and garnered positive coverage for Northwest initiatives in international, national, trade and local media.
- Developed and managed Northwest's public relations program in support of a \$500 million renovation project at Memphis International Airport and the launch of the largest flight expansion in company history.
- Developed and managed relationships with reporters at national and local media outlets.
- Worked closely with internal communications to communicate consistent messages to 53,000 employees, including various labor union groups.
- Responsible for executive media briefing in potential emergency situations (i.e. plane crash, terrorist attack) and leader of the "Go Team," Northwest Airlines crisis communication team.
- Responsible for Northwest Airlines' international communications in Europe, Mexico and Canada, along with crisis planning in each country. Collaborated with KLM Royal Dutch Airlines on European projects.

**Specialist/Agency and Sales Programs  
Northwest Airlines**

5/97 – 1999

- Assisted with strike communications to the trade by writing a fax newsletter and e-mail updates.
- Managed the LAMP program (Local Agency Marketing Program).
  - Responsible for writing and producing a bi-monthly newsletter, LAMP*Lites*, for station personnel.
  - Responsible for recruiting new LAMP airports.
  - Developed a 1999 LAMP marketing plan.
- Served as a communications liaison between Canada and Northwest headquarters for our Canadian sales region.
  - Managed the production of a bi-monthly newsletter for Canadian travel agents.
  - Edited and approved a fax newsletter that is distributed to 3,000 Canadian travel agents.
  - Developed a Canadian marketing plan.
- Served as a communications liaison between sales and product development for the VIP and critical passenger/dignitary programs.

**Assistant Director/Customer Relations  
Northwest Airlines  
Eagan, Minnesota**

1995 – 5/97

- Built customer relationships by communicating policy, procedure and key service messages to Northwest customers. Selected to write customer relations correspondence on behalf of Northwest's CEO and senior managers.
- Satisfactorily exceeded all production goals set by management.

- Selected to demonstrate conflict resolution skills to customer service agents to help them perform their jobs more effectively.
- Selected by management to be WorldPerks liaison for customer relations and Sales Action Center (SAC). Responsible for training new hires in WorldPerks policies and procedures.

**Investor Relations/Marketing Communications Specialist**

**The Whitecliff Group**

Minneapolis, Minnesota

1994 – 1995

- Wrote company press releases, handled media inquiries, and monitored company's trade publication coverage.
- Managed all investor relations activities, including working closely with Whitecliff's legal counsel and lenders to draft subscription agreements.
- Analyzed Whitecliff's quarterly investment results and wrote newsletter updates for investors.

**Corporate Wellness Representative**

**The H.J. Heinz Company/Weight Watchers Subsidiary**

St. Louis Park, Minnesota

1993 – 1994

- Developed promotional materials to assist companies in integrating the Weight Watchers "At Work" series into their wellness program.
- Managed 80 corporate accounts and persuaded several of the state's largest companies to purchase the "At Work" program.

**Executive Director**

**Kids for Saving Earth (KSE)**

Golden Valley, Minnesota

1992 – 1993

- Worked with children's celebrity Raffi and his agent to produce television public service announcements for national distribution.
- Secured an invitation to have KSE represent Minnesota in the 1993 Clinton Inaugural Parade.
- Developed and coordinated a kick-off party for the Inauguration and obtained local media coverage. Recruited Raffi and participating students for the parade and secured local and national media coverage.
- Coordinated statewide in-store promotion with Target stores to promote KSE programs among KSE's core audience.
- Coordinated development and placement of KSE/Northwest AirCare article for *WorldTraveler*.

**Executive Director**

**Minnesota DARE, Office of the Attorney General**

St. Paul, Minnesota

1991 – 1992

- Under Norm Coleman (now U.S. Senator), directed all DARE promotional activities, including media relations, advertising, sponsorships, special events and celebrity appearances.
- Managed an annual budget of \$350,000 and reported to a board of directors consisting of community business leaders and chaired by Attorney General Hubert H. Humphrey.
- Negotiated marketing partnerships with Minnesota companies and foundations, including BFI, LeeAnn Chin, Blandin Foundation, the Twins and Timberwolves.
- Developed and coordinated special events, including a statewide promotional tour, the DARE Celebrity Softball Tournament, banquets and the DARE annual silent auction.
- Presented speeches on drug awareness and drug policy to students throughout Minnesota.
- Developed promotional materials, including brochures, media kits, and radio and television public service announcements.

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**EDUCATION**

**M.A. Business Communication**

University of St. Thomas, St. Paul, Minnesota, Present  
(3.8 GPA as full-time employee, 1 class remaining)

**B.A. Journalism, Public Relations Concentration**

College of St. Thomas, St. Paul, Minnesota, 1987

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**VOLUNTEER  
ACTIVITIES &  
AWARDS**

Past Midwest Chair, Women in Cable and Telecommunications (WICT)

Governing Board Member, Saint Paul Chamber Orchestra (SPCO)

Board Member, St. Paul Area Chamber of Commerce PAC Board

40 Under Forty! Business & Community Award, Twin Cities Business Journal

HERBIE Award (Humanitarian, Enterprising, Resilient, Bold, Inspirational, Ethical), Presented to Comcast from the St. Paul Area Chamber of Commerce

Board Member, Marketing Chair, Ordway Circle of Stars (OCOS)

President of the Senate