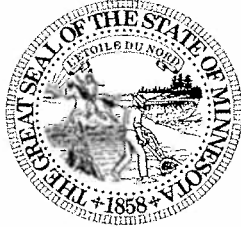


STATE OF MINNESOTA



MARK DAYTON
GOVERNOR

NOTICE OF APPOINTMENT

Susan Mau Larson

15239 – 63rd Street North
Oak Park Heights, MN 55082
County of Washington
Congressional District 4

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 office of:

MEMBER

BOARD OF THE PERPICH CENTER FOR ARTS EDUCATION

Effective: June 30, 2013

Term Expires: January 2, 2017

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it all rights, powers, duties, and emoluments granted by law and pertaining to this position until this appointment is superseded or annulled by me or other lawful authority or by any law of this State.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 26, 2013.



Mark Dayton
Governor
Mark Ritchie
Secretary of State

RECEIVED

JUN 26 2013

Replacing: Todd Lijenquist

President of the Senate

**STATE OF MINNESOTA
OPEN APPOINTMENTS APPLICATION FOR SERVICE ON
STATE AGENCIES, BOARDS, COUNCILS, COMMISSIONS or TASK FORCES**

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

Part I - Tell us about the Position to which you are applying

Required Information (MN Stat § 15.0597 Subd. 5.)

Agency: Board of the Perpich Center for Arts Education

Position Sought: member

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

Part II - Tell us about Yourself

Required Information (MN Stat § 15.0597 Subd. 5.)

Applicant

Name: Susan Larson

Preferred Phone: 612-968-2940

Preferred Mailing

Address: 15239 63rd St N
(Preferred Mailing Address)

E-MAIL: susanmlarson@comcast.net

County: Washington

Oak Park Heights MN 55082
(City) (State) (Zip)

MN House of Rep Dist: 39B

US House of Rep Dist: 4

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 cover letter, current resume, or other information that you feel would be helpful to the Appointing Authority.

Part III: OPTIONAL STATISTICAL INFORMATION

The following information is optional and voluntary (MN Stat §15.0597 Subd. 5.).

Information is collected for, and compiled in, the annual report on the open appointments process pursuant to MN Stat §15.0597 Subd. 7.

Sex:

Female X
Male

Age: 46

Disability:

Yes
No X

Political Party:

 Democratic-Farmer-Labor
 Independence
 Republican
X No Party Preference
 Other

Hispanic, Latino, or Spanish origin?

 Yes
X No

Race:

*(As listed on United State Census 2010)
(Pick as many as apply)*

 American Indian or Alaska Native
 African American or Black
X White or Caucasian
 Other Race

Part IV: Signature and Submittal Instructions

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

Susan Mau Larson
(Signature of Applicant)

13-May-13

(Date)

MAIL OR SUBMIT IN PERSON:

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

Questions:

Phone: (651) 556-0643
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.

F
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Governor
05/15/2013

President of the Senate

Cover Letter or Other Helpful Information:

May 13, 2013

Governor Mark Dayton
Office of the Governor
130 State Capitol
75 Rev. Dr. Martin Luther King Jr. Blvd.
St. Paul, MN 55155

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President of the Senate

Dear Governor Dayton:

I am writing to express my interest in serving on the Board of the Perpich Center for Arts Education. This position would provide me the opportunity to bring together my professional skills with my personal passion to contribute to an organization which is so important to the students in Minnesota.

My son is a senior in the Visual Arts Program at Perpich Arts High School. During his tenure at this school I have watched he and his friends flourish in an learning that is based in the arts and fosters high academic and creative success. I have had the opportunity to observe how the Perpich Center for Arts Education ensures that all children throughout Minnesota have access to arts education. Incorporating arts effectively into all curriculum is critical for our children's future success.

I have recently had the good fortune of becoming further engage with Perpich Center for the Arts when they responded to the request from the East Metro Integration District (EMID) Board of Directors to assume governance of Crosswinds Arts and Science Magnet School. Both of my children attended Crosswinds grades 6-10. There are great synergies between the curriculum and culture of these two programs and I believe under Perpich leadership Crosswinds will thrive and will continue to serve as a model for education and innovation.

As a non-profit leader I understand the role of the Board of Directors in guiding and leading an organization. I serve as Director of Public Affairs for LifeSource, the non-profit organization responsible for coordination of organ and tissue donation in MN, ND, SD, and Western Wisconsin. I hold a Master Degree in Public Affairs from the Humphrey School of Public Affairs.

This position would provide me the opportunity to use my non-profit leadership and governance experience to help guide and lead an organization whose mission I believe in so strongly. I look forward to the opportunity to be a part of the Perpich Board of Directors.

Thank you for your consideration.

Sincerely,

Susan Mau Larson

Resume or Other Helpful Information:

EXECUTIVE SUMMARY

Non-profit leader with more than 20 years' experience in communications and public relations. Expertise in effectively managing strategic communications which contributes to organizational excellence and successful achievement of mission. Proven record of securing government and foundation grant funds to expand programs. Knowledge of public sector leadership and experience with Board governance. Demonstrated commitment to education with a focus on advocacy for integration and arts education.

EDUCATION

University of Minnesota – Humphrey School of Public Affairs
Masters of Public Affairs, 2012

University of Minnesota
Bachelor of Arts in Journalism with public relations emphasis, 1989
Concentration in Japanese language and culture

PROFESSIONAL EXPERIENCE

LifeSource, Upper Midwest Organ Procurement Organization, Inc.
St. Paul, MN □ 2001-present
Director, Public Affairs

Lead a team of 12 professionals focused on increasing the number of citizens in MN, ND, and SD who are registered as organ and tissue donors. Strategies employed by this team include education, social marketing, advertising, policy development, legislative affairs, multicultural outreach, media relations, donor family bereavement support, and community development. Specific accomplishments include:

- Increased the number of citizens registered as donors by 35 percent.
- Led team through a redesign to ensure positions and activities are aligned with departmental goals.
- Secured three federal grants totaling \$2.25 million. These grants supported innovative outreach programs in the African-American community and in the Rapid City, South Dakota market.
- Successfully lobbied for adoption of new state laws in three states including mandated driver's education in Minnesota and Uniform Anatomical Gift Act in MN, ND, and SD, and optional contribution on driver's license securing future revenue stream.
- Led policy development, staff training, and public relations efforts in response to donor designation laws. These laws required a change in practice from obtaining next-of-kin authorization for donation to honoring the documented wishes of an individual.
- Successfully managed media crises to protect the brand of donation and LifeSource. Stories included a breach of confidentiality by a transplant partner and a very dissatisfied customer.
- Secured multiple media stories including "From Death, Three Lives" – a Star Tribune feature of a first-person account of a donation case and "Gift of Life" – a KARE-11 feature of a first-person account of a donation case. These stories represented one of the first times in the nation the media were granted an inside look at the donation process.
- Serve as a member of the LifeSource Leadership Team providing strategic direction to the organization.
- Serve as a member of the LifeSource Performance Excellence Council focused on assessing quality and performance measures and implementing Opportunities for Improvement organization-wide.

Parker Hughes Institute
Roseville, MN □ 1997-2001
Director, Public Relations

Established and directed programs for all communication activities including marketing, media relations, advertising, crisis communications, fundraising, government relations, community relations, employee relations, publications, on-line communications and special events of this non-profit medical research organization committed to the development of new treatments for children and adults suffering from cancer. Specific accomplishments include:

- Developed and executed all media relations programs contributing to name recognition of this start-up organization. Managed the response to a media relations crisis.
- Developed a seminar series for staff scientists and invited guests to enhance their professional skills.
- Developed and implemented an employee communications program designed to foster a feeling of owners in the organization and pride in individual accomplishments and contributions.
- Established, promoted, and executed educational programs including a science internship program for high school students.

University of Minnesota, Academic Health Center
Minneapolis, MN □ 1995-1997
Director, Public Relations, Biotherapy Program

Established and directed programs for all communication activities of this new program including media relations, community relations, employee relations, and print and on-line communications. Worked with representatives from University Relations and Academic Health Center public relations to promote the activities and accomplishments of the Biotherapy Program within the university guidelines. Executed media relations programs contributing to name recognition for the program and an understanding of the success of pediatric patients participating in clinical trials.

Berlitz Schools of Languages
Tokyo, Japan □ 1991-1993
Creative Director

Developed curriculum and characters, wrote scripts, managed staff of writers and designers, and supervised film and print production for English as a second language program for Japanese children in grades 4, 5, and 9.

PROFESSIONAL AFFILIATIONS

Donate Life America, Donor Designation Collaborative
Faculty Member, 2009-present □ Faculty Vice-Chair, 2010 □ Faculty Chair, 2011

Minnesota Health Strategy and Communications Network (MHSCN)
Board Member, 2005-2009 □ Board Chair, 2007-2008

Association of Organ Procurement Organizations, Public Relations Committee
Member, 2001-present □ Chair, 2007

American Liver Foundation, Minnesota Chapter

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President of the Senate

Board Member, 2007-2008

Crosswinds Community Partnership (CCP), (parent-teacher organization)
Member, 2007-present

EMID Families, (school advocacy organization)
Member, 2010-present

REFERENCES

Susan Gunderson
Chief Executive Officer
LifeSource
651-603-7800
sgunderson@life-source.org

David Fleming
Executive Director
Donate Life America
877-344-3580
dfleming@donatelife.net

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President of the Senate