

CBA Lecture Series • Past Presenters

Peter J. Bentz	President, CEO, Owner of Dura-Tech Inc.
Harry E. Blount	Senior Vice President, CFA, IT Hardware & Storage Networking, Lehman Brothers
Charolette Brook	Owner, C.M. Brook and Associates
Mark D. Bugher	Director of University Research Park
Robert Cervenka	CEO of Phillips Plastics Corp.
Andrew Duff	President and CEO of Piper Jaffray
Randall D. Eggenberger	President of Wild Wings LLC
Gorton M. Evans	President and CEO of Consolidated Papers Inc.
Norman D. Flynn	Founder and President of Norman D. Flynn Associates Inc.
Robert Fogel	Co-recipient of the 1993 Nobel Memorial Prize in Economic Science
Jonathan Grayer	Chairman and CEO of Kaplan Inc.
Ralph Heath	Author, consultant and keynote business speaker
Robert Kierlin	President and CEO of Fastenal Co.
James Keyes	Chairman, President and CEO of Johnson Controls
Adil Khan	President and CEO of Ampildyne Inc.
Jake Leinenkugel	President of Leinenkugel Brewing Co.
Brett Machtig	Author, <i>Wealth in a Decade</i>
Laurence H. Meyer	Board Member, Board of Governors of the Federal Reserve System
Terry Murphy	Executive Vice President of Finance and CFO, A. O. Smith Corp.
Douglass C. North	Co-recipient of the 1993 Nobel Memorial Prize in Economic Science
Pravash Patnaik	Retired Director and Senior Vice President of Philips India Ltd.
Mark Poklar	Vice President and Chief Innovation Officer of La Macchia Enterprises
Jack C. Rusch	President and CEO of First Federal
Craige Scott	Chairman of the Board of Ocean Spray Cranberries Inc.
Thomas W. Schini	Chairman of the Board of Directors for First Federal
John Stollenwork	President, Owner of Allen-Edmonds Shoe Corp.
Richard E. Sylla	Professor, Leonard N. Stern School of Business, New York University
Richard Teerlink	Chairman, President and CEO of Harley-Davidson
Ron Wanek	Chairman and CEO of the Ashley Companies
Anthony J. Warren	President and CEO of West Bend Mutual Insurance Co.

UW-L

University of Wisconsin-La Crosse

For more information about our programs,
contact the Dean's Office, 223 Wimberly Hall
University of Wisconsin-La Crosse
1725 State St. | La Crosse, WI 54601
608.785.8090

If you have a special need/accommodation to aid your participation,
contact the CBA's dean's office to make appropriate arrangements.

This publication was not produced at taxpayer expense.

Private funding for the publication and the event provided by the UW-L CBA Foundation.

College of Business Administration



UNIVERSITY OF WISCONSIN - LA CROSSE

Presents

2010 Lecture Series

Culver's — People Making a Difference

Craig C. Culver

CEO, Co-Founder and Co-Worker Culver's

April 15, 2010 | 7 p.m.

Strzelczyk Great Hall
Cleary Alumni & Friends Center
615 East Ave. N. | La Crosse

Open to Public | No Admission Fee

Co-sponsored by

CBA Board of Advisors



Biography of the Presenter



Craig C. Culver

CEO, Co-Founder and Co-Worker Culver's

Craig along with his wife, Lea and his parents George and Ruth Culver took a vision and created a niche-market restaurant which features burgers and frozen custard. By wearing several hats, he has built his career through a commitment to doing what's right for his guests, team members, franchisees and his family.

Craig has deep roots in the small Sauk Prairie community where he grew up and graduated from high school. It was here a Sauk City root beer stand provided the foundation from which the Culver's concept grew.

The Culver family has been in the restaurant business for almost 50 years. Craig worked at the family restaurants during his college breaks. After graduating from the University of Wisconsin-Oshkosh, he went to work for McDonald's for four years and gained many insights that he was eager to apply to his own business.

On July 18, 1984, Craig and his family opened the first Culver's in Sauk City, Wisconsin. In 1987, the franchising arm, Culver Franchising System, Inc. was established. The first successful franchise was opened in Baraboo, Wisconsin (1990). Today, there are more than 400 Culver's restaurants in 17 states.

As CEO, Craig is actively involved with the business as a coach, cheerleader and mentor to all franchisees and their teams. He frequently visits Culver's throughout the system to show his appreciation for the team's hard work and dedication.

Craig takes an active role in a variety of organizations. He is a member of the National and Wisconsin Restaurant Associations. He is also a board member of the University of Wisconsin-Oshkosh Foundation, the Bank of Prairie du Sac, American Family Insurance, Kwik Trip, Taliesin Preservation Inc. and the Wisconsin Historical Society. He also currently chairs two fundraising efforts - one for the Wisconsin Historical Society's "Forward Campaign" and the other for the Wisconsin Professional Golfers' Association to further the game of golf for juniors.