

## DISTINGUISHED SPEAKER SERIES

The College of Business and Technology has joined in partnership with the Richmond Chamber of Commerce and the Richmond Rotary Club to provide a Distinguished Speaker for Eastern Kentucky University this fall. The mission of the College's Distinguished Speaker Series is to bring leaders of business, industry, and government to the EKV campus to address students, faculty, and members of the Richmond community and surrounding area on current topics and issues. To encourage broader participation, the speaker's address is included in the Richmond Live! series of programs.



“Bringing influential speakers to the Eastern Kentucky University campus for our students is a major priority. I am especially glad to welcome one of our EKV alumni, Dustan E. McCoy, as our distinguished speaker for the College of Business and Technology. His accomplishments are many; and he brings much insight and expertise about business and global challenges to our students, faculty, and community. We hope that everyone will take advantage of the opportunity to hear this distinguished member of the Eastern family.”

Dr. Eugene M. Hughes, Interim President  
Eastern Kentucky University

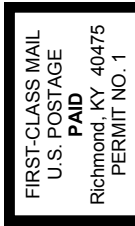
## WELCOME

“As part of the Distinguished Speaker Series, the College of Business and Technology invites prominent leaders to our campus to discuss current topics and issues related to their expertise. The guest speaker has an opportunity to interact with students, faculty, and other interested participants during a public address, round table discussion, and luncheon. We are pleased to be a part of the Richmond Live! series and to have the Richmond Chamber of Commerce and Richmond Rotary Club join with us in providing this enrichment opportunity.

We are honored to have Dustan E. McCoy, an Eastern alumnus, as the featured speaker during the third year of the Distinguished Speaker Series. He has an impressive career in the fields of consumer, trade, and industrial marketing in North America and Europe. He is a globally experienced and culturally sensitive professional who is a good role model for our students. We welcome Mr. McCoy to campus and cordially invite all interested persons to attend the public address.”

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Dr. Robert B. Rogow, Dean  
College of Business and Technology  
Eastern Kentucky University



College of Business and Technology  
Eastern Kentucky University  
317 Combs Building  
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## EASTERN KENTUCKY UNIVERSITY COLLEGE OF BUSINESS & TECHNOLOGY

## DISTINGUISHED SPEAKER SERIES

OCTOBER 2, 2001



**DUSTAN E. MCCOY**  
PRESIDENT  
BRUNSWICK CORPORATION BOAT GROUP  
CHICAGO, ILLINOIS



CO-SPONSORED BY

RICHMOND ROTARY CLUB  
RICHMOND CHAMBER OF COMMERCE  
RICHMOND, KENTUCKY

## **DUSTAN E. MCCOY**

### **Distinguished Speaker**

*College of Business and Technology  
Eastern Kentucky University*

Dustan E. McCoy returns to the EKU campus from Chicago, Illinois, where he heads the **Brunswick Corporation Boat Group**.

His Kentucky roots run deep. A native of Grayson, Kentucky, he earned a B. A. in Political Science from Eastern Kentucky University and a J. D. from Chase Law School at Northern Kentucky University. He is a member of the Kentucky Bar Association.

Mr. McCoy has had an impressive business career. Currently, he serves as **President of the Brunswick Boat Group**. He joined Brunswick Corporation in September, 1999, as Vice-President, General Counsel, and Corporate Secretary. Prior to joining Brunswick, Mr. McCoy served as Executive Vice President for Witco Corporation in Greenwich, Connecticut with operating responsibility for a variety of global businesses and functions. During his six years at Witco, Mr. McCoy also served as Senior Vice President, General Counsel, and Corporate Secretary. His previous experience also includes 15 years with Ashland, Inc., where he served as Associate General Counsel with responsibility for the corporate law department and major litigation.

**Brunswick Corporation** is the global leader in marine engines, pleasure boats, bowling, billiards, and fitness equipment. Brunswick's 22,700 employees generated \$3.8 billion in sales in 2000. The Boat Group's trademark names include Sea Ray, Bayliner, and Maxum pleasure boats; Baja high-performance boats; Boston Whaler, Trophy, and Robalo fishing boats; and Princecraft deck and pontoon boats. In 2000, retail sales for the Boat Group alone were nearly \$1.6 billion.

As **President of the Brunswick Corporation Boat Group**, Mr. McCoy will share issues affecting American companies engaged in domestic and international business.

Join us **October 2<sup>nd</sup>** in welcoming Dustan E. McCoy back to Richmond!

## **SCHEDULE OF EVENTS**

TUESDAY, OCTOBER 2, 2001

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**8:00 A.M. —  
9:00 A.M.**

**BREAKFAST ROUND TABLE DISCUSSION** with  
Mr. McCoy for Faculty  
**TOPIC:** Issues facing American businesses and the Brunswick  
Corporation Boat Group  
*Faculty Lounge, Keen Johnson Building  
EKU Campus, Richmond, Kentucky*

**9:30 A.M. —  
10:45 A.M.**

**PUBLIC ADDRESS** by Mr. McCoy, President, Brunswick  
Corporation Boat Group  
**TOPIC:** Mr. McCoy's experiences and lessons learned along  
the way  
*Brock Auditorium  
EKU Campus, Richmond, Kentucky*

**11:30 A.M. —  
1:00 P.M.**

**LUNCHEON** with Mr. McCoy for Business Community and  
University Administration  
**TOPIC:** Current issues affecting domestic and international  
business  
*Arlington House  
Richmond, Kentucky*

