



Miller Ingenuity, continued... Steve Blue has served on the University's College of Business Leadership Advisory Board (C-LAB) since 2014. This lecture is just one part of an ongoing relationship between Miller Ingenuity and Winona State University. Blue will host two groups of visitors from the University (students and faculty) to tour the facilities later this month.

In 2013, Blue launched a bold rebrand, changing the 60-year-old name of Miller Felpax to Miller Ingenuity, both to honor its history and align itself with the innovative products, services and thought leadership the company provides. This rebrand drew national recognition and has led Blue to become a top expert on answering the question: "When is the right time and what is the right process for taking on a corporate rebrand?" Blue regularly provides insight for leading media and industry outlets, including FOX, *BusinessWeek*, *Forbes*, *The Huffington Post*, *Entrepreneur Magazine*, *AMA*, *Europe Business Review*, and *The Wall Street Journal*.

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ABOUT MILLER INGENUITY

Miller Ingenuity is a transportation component solutions company based in Winona, MN. For more than 60 years, thanks to its founder "Rudy" Miller who invented a product that revolutionized rail transport, the company has demonstrated the ability to conceptualize, design, produce and deliver transportation parts that meet the current and emerging needs of the industry. Miller Ingenuity's continued innovations are driven by three core motivations: to take on customer challenges, to think more creatively about solutions, and to be everyday heroes to their customers.

About Winona State University

Winona State University, founded in 1858, is the oldest member of the Minnesota State Colleges and Universities System, and offers 80 undergraduate, pre-professional, licensure, graduate, and doctorate programs on its three campuses. Close to 8,800 students are enrolled at the comprehensive public university. Winona State University: **A community of learners improving our world.**