



# News Release

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## **HARLEY-DAVIDSON HEAD TO SPEAK AT WESTERN'S BUSINESS CONVOCATION**

**St. Joseph, Mo.** —March 11, 2003—Karl Eberle, vice president and general manager of Harley-Davidson of Kansas City will be the featured speaker at Missouri Western State College's annual Business Convocation April 3. His topic is Engaging Employees in the High Performance Workplace.

The convocation luncheon will begin at 11:30 a.m. in the Leah Spratt Multipurpose Classroom Building, Enright Room, 216. St. Joe Harley-Davidson will display motorcycle models that are manufactured at the Kansas City plant in the Student Union parking lot during the Business Convocation.

The event is free and open to the community, but reservations are required. To make reservations, call (816) 271-5646 by March 27.

The Kansas City Harley-Davidson production plant opened in January 1998. The \$85 million, 330,000 square-foot facility employs 900, manufacturing the Sportster®, Dyna and VRSC families of motorcycles from fabrication and finishing through final assembly. Eberle's management philosophy of collaborating with employees to reach a common goal has contributed to the facility's extraordinary growth and success in Kansas City.

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The 2003 Business Convocation is sponsored by Mr. and Mrs. Robert Thedinger, Mr. and Mrs. William Hurley, Heartland Health, St. Joseph Area Chamber of Commerce, Sara Lee Foods, St. Joe Harley-Davidson, UMB Bank, N.A. and MWSC Division of Continuing Education.

Missouri Western State College is a four-year public institution providing a blend of traditional liberal arts and professional degree programs. The college offers student-centered, high quality instruction that focuses on experience-based learning, community service, and state-of-the-art technology. Western is located in St. Joseph, Mo. and is committed to the educational, economic, cultural and social development of the region it serves.

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