



# News Release

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## **LOWELL KRUSE TO SPEAK AT WESTERN'S EGGS & ISSUES**

**St. Joseph, Mo.** —April 4, 2005—Lowell C. Kruse, president and CEO of Heartland Health, will speak at an Eggs & Issues at Missouri Western State College 7-8:30 a.m. April 20 in the Fulkerson Center.

The presentation is entitled “Our Lifestyles are Killing Us,” and will focus on what is driving up the cost of health care nationally and in our community. To make reservations for the free breakfast, call 816-271-5646 by April 15. The Fulkerson Center is adjacent to Leah Spratt Hall.

Kruse has been president and CEO of Heartland Health since 1984 when it was developed as a merger of two long-standing St. Joseph hospitals. Heartland Health includes several centers of excellence that have received national recognition.

Kruse is a native of Lake City, Iowa, and earned his bachelor’s degree from Augustana College in Sioux Falls, S.D. He earned his master’s in hospital administration from the University of Minnesota.

Since he came to St. Joseph, Kruse has been involved in the community, and currently serves on the boards of directors for the Area Health Education Center and Success by Six – St. Joseph United Way. Additionally, he serves as a fellow of the

American College of Healthcare Executives and the American Hospital Association/  
Health Forum. Kruse also serves as chair on the boards of the Excellence in Missouri  
Foundation and the Missouri State Coordinating Board for Higher Education, and on the  
boards of the Missouri State Family and Community Trust, Premier, Inc., and the  
University of Minnesota Alumni Association/Foundation.

The event is sponsored by the Western Foundation, Leaverton's, UMB Bank,  
North America; and the Heartland Regional Community Foundation.

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*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.*