

Extra

CityBusiness special section

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1995 40 under 40



JARVIS JONES

JARVIS JONES ISN'T NECESSARILY INTERESTED in who a person is, or what he or she does. Jones wants to know what someone thinks — or more precisely, *how* he or she thinks. Ask him a question, and he answers. But he frequently then asks a few of his own — the inquiries providing insight to his own thoughts but also working to engage the other person and solicit information.

Part of it likely stems from his professional training. In addition to his job at The St. Paul Cos., Jones is an attorney and obviously has learned how to deftly draw out information. He also has spent several years as a lobbyist for the insurer, another job requiring him to understand the proclivities of the mind — in this case, those of state regulators whose decisions affect a company's business operations.

Jones, however, displays a curiosity about people that extends beyond his workplace responsibilities. Throw in a work ethic and determination for new and more challenging endeavors, and he leaves the impression of someone likely to build on an already laudable record of achievement.

Of course, Jones will hear none of that. "I've already got three strikes against me — I'm a lawyer, a lobbyist, and I work for an insurance company," he jokes.

In his current role, Jones' duties are to expand The St. Paul Cos.' sizable business in medical malpractice insurance. The firm launched an initiative to increase its market share by moving into 11 of the nation's most populous states — including California, Texas, New York and Florida.

The job demands that he be aggressive, innovative and flexible, yet it provides him much of the autonomy he craves.

"To be successful, we have to be hungry — I'm very hungry," he says. "Why I like this challenge is that it's a start-up operation in some respects. It's tough for me to sit behind a desk from 9 to 5."

As if that weren't enough for one person, he's also midway through a year-long stint as president of the Hennepin County Bar Association, which represents nearly half of the attorneys in Minnesota. Previously, he was head of a statewide group for minority lawyers and co-chaired a task force to identify and eliminate barriers for women and people of color in the profession.

Jones says that many would expect someone with his admit-

Business development officer for medical services division

The St. Paul Cos. Inc., St. Paul

Age: 36

Family: wife, Laura Kaplan

Education: B.A. political science, St. Olaf College, 1982; J.D., William Mitchell College of Law, 1985

tedly "progressive" inclinations to have become a public defender or pursue public interest litigation rather than a career in corporate law.

The flaw in that logic — however understandable, he explains — is that it reduces everybody in the process to good guys and bad guys. "I want people on both sides of the fence who have integrity and whose sensitivities are in the right place."

DAVE PRICE



LAUREN SEGAL



LAUREN SEGAL'S ORIGINAL career goal was to be president of Pan Am, an ambition that luckily she abandoned before spending too much of her career focusing on heading the now-defunct airline.

Not surprisingly, Segal's first job out of college was with the airline industry. She describes it as a "really great life for a year and a half. Making minimum wage and trying to live on your own in the

Washington, D.C., area — I had a good time, but I didn't eat. I had to make some choices."

She decided to take the first job she was offered that had "business" in the title. "I learned more about what I didn't want to do than what I did want to do. I learned I'm not a research person, I'm not a stay-behind-the-desk person, that I really needed a sense of community."

She found that sense of community in the United Way, which she entered through an internship program in 1980. "I knew it was exactly what was right for me. For me, it was very much a business world. I love business — I come from a business-oriented family, I have a degree in business. We work with businesses, we are a business, but we are a business with a heart."

President

United Way of the St. Paul Area, St. Paul

Age: 39

Family: husband, Richard Grigos

Education: B.S. business management, Guilford College, Greensboro, N.C., 1977

tions to the St. Paul organization with \$20 million.

"It was and is a United Way that is going through tremendous changes. They were looking for someone to help lead them and guide them through those changes. And I came with some experiences that were similar to ones that they were looking to implement and a real love of change. I like to think of myself as a change agent, and I get a lot of excitement out of helping people feel comfortable with change, going through change, and then looking back and reflecting on all the good things that that change brought."

Segal notes that the area's demographics are changing rapidly. "That means our donors are changing, and when our

She's now the youngest director of a major United Way in the country, having made what she describes as a "huge jump" by United Way standards from a United Way in New Jersey with \$5 million in annual dona-

donors change — which are our bread and butter — we need to change. We are actively redesigning our distribution process, to be more responsive to emerging community needs and donor desires, and involve the community in making those decisions.

"In one year, I would like to help this organization have positioned itself in the eyes of the people of the east metro area to be one of the first organizations they think about when they think about helping people, whether it's because they need help or they want to give help." The byproduct of that image-building is increased donations, Segal says.

As her biggest career accomplishment, Segal cites merging United Ways in four very diverse New Jersey communities into one countywide organization, saving donors a lot of money through efficiencies and effectiveness.

She sees possibilities for increased collaboration between the St. Paul and Minneapolis United Ways, and the two agencies are studying how to gain efficiencies through reduced duplication.

"I came here feeling that we absolutely needed to work with Minneapolis United Way and that we were only kidding ourselves if we pretended they weren't there. And that if we worked with them, and capitalized on both of our strengths, both organizations could be better."

MARTHA BUNS

Extra

40
40 underVital
information

WHERE THEY LIVE

APPLE VALLEY	2	MINNEAPOLIS	9
BLOOMINGTON	2	NORTH OAKS	1
DEEPAVEN	1	SHOREVIEW	1
EDEN PRAIRIE	2	ST. LOUIS PARK	1
EDINA	6	ST. PAUL	2
GOLDEN VALLEY	2	STILLWATER	1
HOPKINS	1	VADNAIS HEIGHTS	3
MARINE ON ST. CROIX	1	VICTORIA	1
MENDOTA HEIGHTS	1	WAYZATA	3



THEIR PETS

Name	Pets
STUART ACKERBERG	Golden retrievers D.J. and Molly; cat, Sammy
SCOTT BATULIS	Boxer, Shee-rah
EMMETT CARSON	Black Labrador retriever, Shakazulu
ANGELA CARTER	Daughter's teddy bear hamster, Rosebud
JEANNE CRAIN	Yellow Labrador retriever, Duke
DAVID DEETZ	Golden retriever, Cheeca
JOHAN FINLEY	Lhasa apso, Kirby
TIM FLYNN	Dog, Barkley
PAT FORCIEA	Miniature dachshund, Roosevelt
SARA GAVIN	Dog, Joe
STEVEN HEALY	Gerbil, Scratchy
BETH HOWELL	Golden retriever, Tucker
MONICA KRYZER	English springer spaniels, Megan and Molly
CALVIN LITSEY	Golden retriever, Siena
KATHLEEN MARRON	Black labradors, Misty and Bridget; two beta fish
LAUREN SEGAL	Golden retriever, Molly
DEBRA SIT	Cat, Rikki
J. SCOTT SPIKER	Umbrella cockatoo, Lanie
TODD STUTZ	Collie, Cricket; cat, Chelsea
KATHRYN TUNHEIM	Cats, Magic and Misty
PATRICIA WALKER	Golden retriever, Kilimanjaro
DAN WITKOWSKI	Golden retriever, Maddy
JAMES YOUNG	Springer spaniel, Maggie



THEIR HEROES

LARRY BARBETTA	Adam Barbetta (younger brother)
SCOTT BATULIS	Abe Lincoln
EMMETT CARSON	My father. He persevered and succeeded in a time when I wonder whether I could have survived. Despite being denied equal access to opportunity, he moved ahead without bitterness.
JEANNE CRAIN	My parents, John and Harriet Heilman
PAT FORCIEA	My sister, Mary Ann Douglas, M.D., at the University of Pennsylvania
SARA GAVIN	Rosa Parks
JARVIS JONES	Father, mother, wife, then Martin Luther King Jr.
KATHLEEN MARRON	Amelia Earhart
KEVIN MARTIN	Maya Angelou
CURTIS NELSON	Curt Carlson (grandfather)
CHERYL RESCHETZ	My grandfather. He taught me honesty, courage, patience and sense of family.
LISA SMITH	Bill Gates, Microsoft Corp.
J. SCOTT SPIKER	Arthur Ashe
DAN WITKOWSKI	Jim Henson. He built a wonderful company based on entertainment and education.



THEIR MENTORS

STUART ACKERBERG	Eric Mayer, Heitman Financial Services; Arthur Birtcher, Birtcher Financial Services; Jim Baxter, retired hockey coach, Minneapolis West High School
TIM FLYNN	Tom Moser, KMPG Peat Marwick
WILLIAM HICKEY III	John Hickey (brother) as I was growing up
BETH HOWELL	Ken Dawkins, past chief investment officer at Voyeur Asset Management
MONICA KRYZER	From Minnesota 100 program, Charlie Bodenstab, Data Systems & Management Inc.
CALVIN LITSEY	The judge for whom I clerked, Harlington Wood Jr. of the 7th Circuit Court of Appeals
TODD PETERSON	Rod Burwell, Xerxes Corp.
MICHAEL SCHRANK	Jack Walser, chairman of Walser Automotive Group
LAUREN SEGAL	Kevin Dunnigan, chairman and CEO of Thomas Betts Corp.
DEBRA SIT	Eugene Sit, Sit Investment Associates (my dad)
WILLIAM SPELL	Richard W. Perkins at Perkins Capital Management
R. DAVID SPRENG	Noel Rahn, CEO of Investment Advisers Inc.
DAVID STERNBERG	My father, Dr. Paul Sternberg (retired)
DAVID STRAND	K. James Ehlen, President, Allina Health System
TODD STUTZ	Bud and David Rotter of The Rottlund Co. Inc.
KATHRYN TUNHEIM	Paul Barns, a twice-successful entrepreneur (now CEO of Unified Communications Inc.); Ed Spencer and Jim Renier, both retired CEOs of Honeywell Inc.
PATRICIA WALKER	Rebecca Enos, senior vice president of St. Paul Ramsey Medical Center
JAMES YOUNG	Everyone I know



THEIR FAVORITES

Name	Favorite leisure activity	Favorite singer or group	Favorite book	Favorite movie
STUART ACKERBERG	Spending time with wife and daughter	James Taylor, Billy Joel	<i>The Fountainhead</i> (Rand)	<i>Three Days of the Condor</i>
LARRY BARBETTA	Time with family, variety of sports	Eclectic mix: Aerosmith, Robert Cray, Billy Joel	<i>My Days at G.M.</i> (Sloan), <i>The Soul of a Business</i> (Chappel)	<i>The Color Purple</i> , <i>Rocky</i> , <i>Forrest Gump</i>
SCOTT BATULIS	Golf, fishing, playing piano	George Winston	<i>Passion for Excellence</i> (Peters)	<i>The Great Outdoors</i>
EMMETT CARSON	Walking my dog along Minnehaha Creek	Johnnie Taylor	<i>A People's History of the United States</i> (Zinn)	<i>Forrest Gump</i>
ANGELA CARTER	Reading, listening to jazz		<i>When and Where I Enter</i> (Giddings)	<i>Cool Runnings</i>
JEANNE CRAIN	Downhill skiing	Elton John	<i>Watership Down</i> (Adams)	<i>Schindler's List</i>
DAVID DEETZ	Basketball, exercising, reading		<i>The Lord of the Rings</i> (Tolkien)	<i>Sound of Music</i>
ANDREW DUFF	Travel, contemporary art, family	Van Morrison	<i>Winds of War</i> (Wouk)	<i>The Year of Living Dangerously</i>
PAM FINE	Golf	Barbra Streisand, Mary Chapin Carpenter	<i>Witness to a Century</i> (Seldes)	<i>Dances with Wolves</i>
JOHAN FINLEY	Squash, golf	Acoustic Alchemy	<i>Liar's Poker</i> (Lewis)	<i>The Hunt for Red October</i>
TIM FLYNN	Golf, reading	Neil Diamond	<i>The Bourne Identity</i> (Ludlum)	<i>The Longest 100 Miles</i>
PAT FORCIEA	Being Grace's dad and slashing my way around the golf course	The Rolling Stones	<i>Harry Truman</i> (Faber)	<i>Caddyshack</i>
SARA GAVIN	Reading, walking		<i>To Kill a Mockingbird</i> (Lee)	<i>Big</i> , <i>Casablanca</i> , <i>It's a Wonderful Life</i> , <i>Much Ado About Nothing</i>
STEVEN HEALY	Golf	Van Morrison	<i>Lonesome Dove</i> (McMurtry)	<i>Raiders of the Lost Ark</i>
WILLIAM HICKEY III	Handball, golf, basketball, tennis	Phil Collins	Any Ludlum books	<i>Dances with Wolves</i>
BETH HOWELL	Downhill skiing, fly fishing, tennis, biking, dog sledding	Irish folk music	<i>The Hidden Life of Dogs</i> (Thomas)	<i>Forrest Gump</i>
JARVIS JONES	Intimate time with close friends	Reggae music (Bob Marley, Lucky Dube)	<i>The Grapes of Wrath</i> (Steinbeck)	<i>Changes every year</i>
LAURA KING	Golf	Early Miles Davis	<i>Thinking in Time</i> (Neustadt)	<i>The Wizard of Oz</i>
MONICA KRYZER	Reading, exercising, raising springer spaniels		<i>Atlas Shrugged</i> (Rand)	
CALVIN LITSEY	Reading a terrific book on the beach, listening to live music	From Telemann to Stan Getz to Springsteen to Bruce Hornsby	Shakespeare, Wallace Stevens, Mark Twain, Faulkner	Anything by Hitchcock, Antonioni, David Lean, Kubrick, Woody Allen
KATHLEEN MARRON	Golf, reading, cooking, fishing, hiking, music, drawing and painting	Chopin, Jimmy Buffet, Prudence Johnson, Michael Franks	<i>Seven Habits of Highly Effective People</i> (Covey)	<i>To Kill A Mockingbird</i> , <i>Judgement at Nuremberg</i> , <i>Pink Panther</i>
KEVIN MARTIN	Reading, listening to jazz	The artist formerly known as Prince	<i>W.E.B. DuBois: A Biography of Race</i> (Lewis)	<i>Schindler's List</i>
CURTIS NELSON	Time with wife and daughter, investments, skiing		<i>Swim with the Sharks</i> (MacKay)	<i>Top Gun</i>
TODD PETERSON	Water skiing	Minnesota Orchestra	<i>The Source</i> (Michener)	<i>Lawrence of Arabia</i>
CHERYL RESCHETZ	Reading, exercise, spending time with family	Lorie Line, local pianist	<i>Men Are From Mars, Women Are From Venus</i> (Gray)	<i>Sleepless in Seattle</i>
MICHAEL SCHRANK	Fly fishing	The Eagles	<i>Trout Bum</i> (Gievach)	
LAUREN SEGAL	Home restoration and decorating, gardening, music	Too many to list	<i>The Customer Comes Second</i> (Rosenbluth)	<i>Lonesome Dove</i>
DEBRA SIT	Keeping in touch with friends, fair weather sports	Gershwin		<i>It's A Wonderful Life</i>
LISA SMITH	Golf, boating, cooking	Eric Clapton	<i>The Alchemist</i>	<i>Babette's Feast</i>
WILLIAM SPELL	Golf, outdoor activities, family, reading	All types of music: rock 'n' roll, pop, classical, musicals	<i>Streams in the Desert</i> (Cowman)	Adventure movies
J. SCOTT SPIKER	Fly fishing	John Lee Hooker or any blues	<i>A River Runs Through It</i> (MacLean)	<i>Dances With Wolves</i>
R. DAVID SPRENG	Skiing			
DAVID STERNBERG	Tennis, downhill skiing	Bruce Springsteen	<i>The Grapes of Wrath</i> (Steinbeck)	<i>Schindler's List</i>
DAVID STRAND	Golf, running	James Taylor, Kathy Mattea, Mozart	Anything by Tolstoy	Anything with Meryl Streep in it
TODD STUTZ	Golf	Eric Clapton	<i>The Firm</i> (Grisham)	<i>Marathon Man</i>
MIKE SWEENEY	Dinner and conversation with friends	Sting	<i>One Hundred Years of Solitude</i> (Marquez)	<i>Pulp Fiction</i> , <i>My Dinner with Andre</i>
KATHRYN TUNHEIM	Playing the piano or guitar	Too many to choose	<i>Think Like A Man, Act Like A Lady, Work Like A Dog</i> (Newton)	<i>Absence of Malice</i>
PATRICIA WALKER	Fishing, camping, canoeing, photography, golf	Placido Domingo	Robert Frost poetry	<i>Sound of Music</i>
DAN WITKOWSKI	Time with family	Kate Smith	<i>Roget's Thesaurus</i>	classics from 1939
JAMES YOUNG	Biking, squash	R.E.M.	<i>Big Fisherman</i> (Douglas)	<i>Schindler's List</i>



THEIR BIRTH FAMILIES

Name	Siblings	Birth order number
STUART ACKERBERG	1	2
LARRY BARBETTA	2	1
SCOTT BATULIS	4	5
EMMETT CARSON	0	1
ANGELA CARTER	3	3
JEANNE CRAIN	7	6
DAVID DEETZ	6	4
ANDREW DUFF	11	2
PAM FINE	2	3
JOHAN FINLEY	3	3
TIM FLYNN	5	3
PAT FORCIEA	1	2
SARA GAVIN	6	1
STEVEN HEALY	10	5
WILLIAM HICKEY III	5	4
BETH HOWELL	2	1
JARVIS JONES	4	3
LAURA KING	7	3
MONICA KRYZER	5	1
CALVIN LITSEY	2	2
KATHLEEN MARRON	2	1
KEVIN MARTIN	4	5
CURTIS NELSON	3	2
TODD PETERSON	6	5
CHERYL RESCHETZ	3	3
MICHAEL SCHRANK	2	1
LAUREN SEGAL	1	1
DEBRA SIT	5	2
LISA SMITH	7	5
WILLIAM SPELL	1	1
J. SCOTT SPIKER	1	1
R. DAVID SPRENG	2	1
DAVID STERNBERG	4	5
DAVID STRAND	2	2
TODD STUTZ	2	1
MIKE SWEENEY	1	1
KATHRYN TUNHEIM	4	2
PATRICIA WALKER	4	3
DAN WITKOWSKI	4	5
JAMES YOUNG	4	5