

Debbie Greenwood - 2007 AWARD WINNER – WINONA CAMPUS

For Debbie Greenwood, sales mean relationships and going beyond the competition. On a small sheet of paper in her planner, the 53-year-old Minnesota State College – Southeast Technical (Winona campus) graduate still keeps one of the lessons her sales and marketing instructor, Bob Olson, taught her. It reads: "Competition does not mean war...it means learn, it means prepare, it means be your best."

Greenwood graduated in 1981 from Southeast Tech's sales and marketing program, but she stayed in contact with Olson. She said Olson encouraged her to be where she is today, and now she wants to give something back. When she accepted the Outstanding Alumna of the Year award at a graduation ceremony in May, Greenwood dedicated the award to Olson, who died a few years ago. "I call him my lifetime mentor," Greenwood said. "If he knew you had a potential in sales, he would follow your career."

Olson encouraged Greenwood to apply for an advertising position at the Winona Daily News about 26 years ago, and now she is one of the top advertising consultants at the newspaper. Tom Kelley, Winona Daily News advertising director, said Greenwood is an integral part of the advertising team, and her upbeat personality is contagious.

Greenwood has been an active member of the Winona community, serving on local boards including Winona Area Chamber of Commerce, Downtown Co-operative, Winona County Red Cross, historical downtown committee, and Southeast Technical's Foundation.