



news release

## FOR IMMEDIATE RELEASE

**contact:** Shelly Megaw, 507.381.2767  
smegaw@greatermankato.com

### **Greater Mankato Growth Posts Candidate Biographies and Profiles Online**

MANKATO, Minn. (September 16, 2010) - Biographic and profile information on candidates participating in the general election is now available in the Election 2010 area of the Greater Mankato Growth (GMG) website at [greatermankatoelections.com](http://greatermankatoelections.com). The information was provided directly from the candidates vying for City of Mankato, City of North Mankato, Blue Earth County, Nicollet County and area State Representative and Senator seats.

All candidates participating in these elections received a survey containing both **biographic** and **profile** questions. "The value of the profile questions in particular is that rather than having simple 'yes' or 'no' answers, they are behavior focused, enabling voters to gauge a candidate's perspective, as well as his or her decision making style and process - much the same way a good employer would interview a prospective employee," explained GMG President & CEO Jonathan Zierdt. "As an information intermediary between the business community and elected officials, GMG's role is not to tell individuals how to vote, but rather, provide them with the information they need to make their own informed decisions. These profile questions help them do that."

The profile questions were generated from a list of characteristics developed by GMG's Public Affairs Steering Committee, made up of individuals from diverse business backgrounds and political affiliations. The candidate characteristics that the committee agreed will represent the area well in areas not only impacting business, but the overall vitality of the region at large, include:

- fiscal responsibility
- local and regional business issue awareness, appreciation and advocacy
- ability and willingness to promote and participate in open communication among local governing bodies, business and community
- conscientiousness in researching issues
- visionary and independent thought process
- resolute decision making while being responsive to a changing environment
- capability to present and support ideas

As part of GMG's ongoing commitment to providing information on all sides of issues, as well as opportunities for meaning exchange between candidates and voters, the organization will also host 11 candidate forums and debates leading up the election on November 2. Complete information on these events, as well as other area candidate events and other voting information, is available on the [greatermankatoelections.com](http://greatermankatoelections.com).

#### **About Greater Mankato Growth**

Public Affairs is one of Greater Mankato Growth's eight strategic areas of work to advance business for a stronger community. The seven other areas include existing business support, new business growth, business promotion, talent development, community marketing, visitor attraction & servicing and civic engagement.

###