



## MARKETING/DISTRIBUTION

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**Dave Schlichte, Chair  
Vice President  
The Creative Company**

Since March of 1998, Dave Schlichte has been actively involved in the growth of this 3<sup>rd</sup> generation family owned publishing and distribution children's book company. Starting in sales and operations, the company has seen substantial growth in sales, the number of employee's, and facilities in that time. In March of 2004, a new 14,000 sq. ft. original design office/warehouse was built in North Mankato, MN. An additional 14,000 sq. ft. was added by October of 2005.

Schlichte has contributed to the growth of The Creative Company through his working relationships with national independent sales groups, International publishers looking for sales distribution in the United States, and the close working relationship with school library wholesale market. These strategic alliances have allowed The Creative Company to grow both the number of titles they publish and distribute. In December of 2005 he was promoted to Vice President.

Before joining The Creative Company, Schlichte was employed by Minnesota Life. He spent five years as a financial planner in Mankato, MN. Prior to Minnesota Life, he was employed by Minnesota State University, Mankato as an Assistant Director of Admissions and Offensive Coordinator of the Minnesota State Maverick football team.

Schlichte holds both a Bachelor of Science and Master of Arts degrees from Minnesota State University, Mankato. He and his wife Jody, have two sons, JB and Ryan. They make their home in N. Mankato, MN.