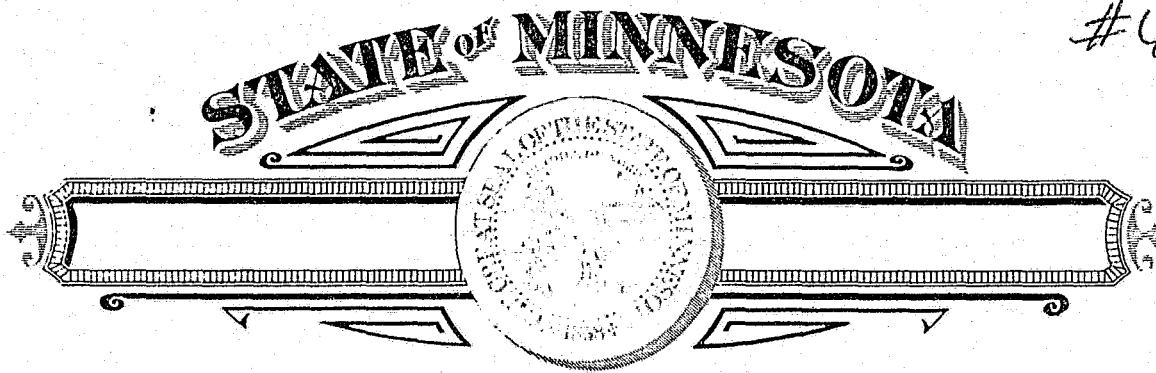


#40081



Proclamation

- WHEREAS: Homer William "Bill" Lurton, is the chief executive officer of Jostens Inc., an 83-year-old Bloomington-based manufacturer of class rings, educational products, and recognition items; and
- WHEREAS: Bill Lurton joined Jostens Inc., a Fortune 500 company, in 1955 as a school yearbook salesperson, and quickly advanced up the rungs of the Jostens executive ladder, until he was named CEO in 1972; and
- WHEREAS: With Bill Lurton's leadership, skill and dedication, Jostens grew from a family-run operation with sales of \$100 million, into the country's 450th largest industrial company, with sales of approximately \$700 million in its 1989 fiscal year; and
- WHEREAS: Though Bill Lurton is hesitant to admit it, his contributions as CEO of Jostens for the past 18 years play a large part in its success, including 32 consecutive years of increased sales and earnings, despite a 25 percent decline in the high school population - Josten's main market; and
- WHEREAS: Bill is on the boards of Deluxe Check Printers Inc. and Pentair Inc.; is the chairman of the Greater Minneapolis Chamber of Commerce; chairman of the education subcommittee of the U.S. Chamber of Commerce; and is involved in a discussion group of Minnesota CEO's and school superintendents; and
- WHEREAS: Bill Lurton has been selected as Corporate Report Magazine's Executive of the Year;

NOW, THEREFORE, I, Rudy Perpich, Governor of the State of Minnesota, do hereby proclaim Tuesday, January 30, 1990 to be

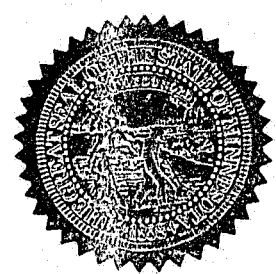
H. WILLIAM LURTON DAY

in Minnesota.

STATE OF MINNESOTA
DEPARTMENT OF STATE
FILED

FEB 23 1990

Jean Anderson Grove
Secretary of State



IN WITNESS WHEREOF, I have hereunto set my hand and caused the Great Seal of the State of Minnesota to be affixed at the State Capitol this twenty-ninth day of January in the year of our Lord one thousand nine hundred and ninety and of the State the one hundred thirty-first.

Rudy Perpich
GOVERNOR

Jean Anderson Grove
SECRETARY OF STATE