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LINDENWOOD

Build-A-Bear founder to speak at LU

Maxine Clark, president and CEO of the Build-A-Bear Corporation, will speak at 3 p.m. Wednesday, April 6 on the campus of Lindenwood University.

Clark will discuss her perspective on the retail industry today. She spent 25 years as an executive with The May Department Stores Company before devoting her energies to creating Build-A-Bear Workshop, a teddy bear-themed experience retail store that combines the universal appeal of plush animals with an interactive process that allows children from 3 to 103 to create their own huggable companions.

Clark will speak in the leadership room in the Spellmann Campus Center at Lindenwood. Her visit is sponsored by the Lindenwood University Business Club, Retail Merchandising Management Club and the LU Marketing Club.

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