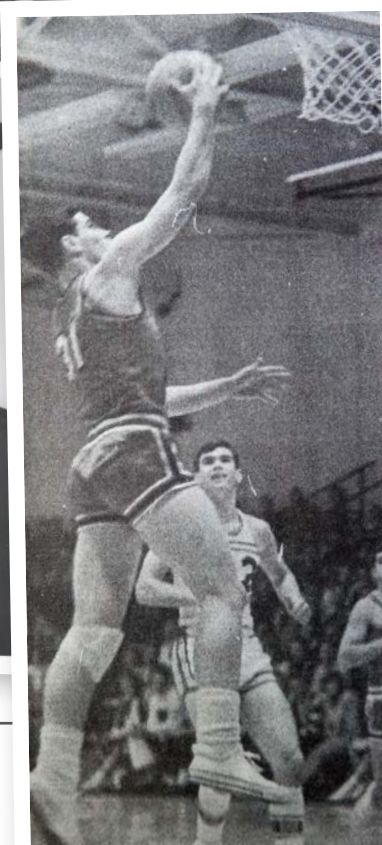
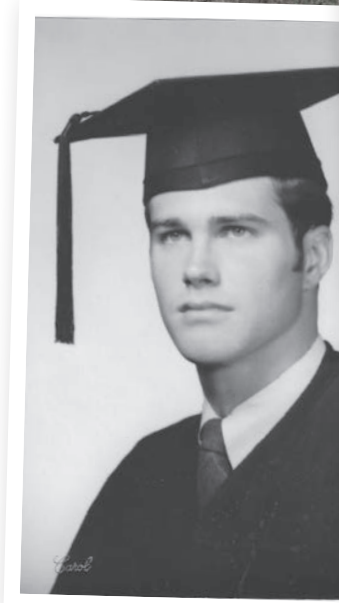


LIVING A NON-

Who is Art Collins? The answer depends on whom you ask, and in what chapter of his life their journeys intersected. He has been an athlete, Naval officer, professor, husband, consultant, CEO, father, board member, grandfather, entrepreneur, philanthropist and award-winning children's book author ... so far. ***He has 'been there, done that', and his journey is far from complete. Art is the definition of a true 'Renaissance man.'***

Arthur D. Collins, Jr. grew up in the Cleveland suburb of Rocky River, Ohio. His father, Arthur, Sr. was a prominent physician and his mother, Irene, was a registered nurse. Both were decorated WWII veterans. Young Art, Jr. loved to accompany his father on medical rounds during the weekend, so many assumed he would pursue a medical career as well. When it came time to decide on a college and a career path, his parents made it clear that the decision was his alone.

Art explained, "My parents said, "You're the one who's going to have to decide which is the right school and profession for you. Even though my father loved medicine, he told me to be a doctor only if I had the calling. I'd always been a good student, but the most important part of my life growing up was sports. I played baseball, basketball and football in high school. A number of college and university coaches recruited me to play football and baseball, including



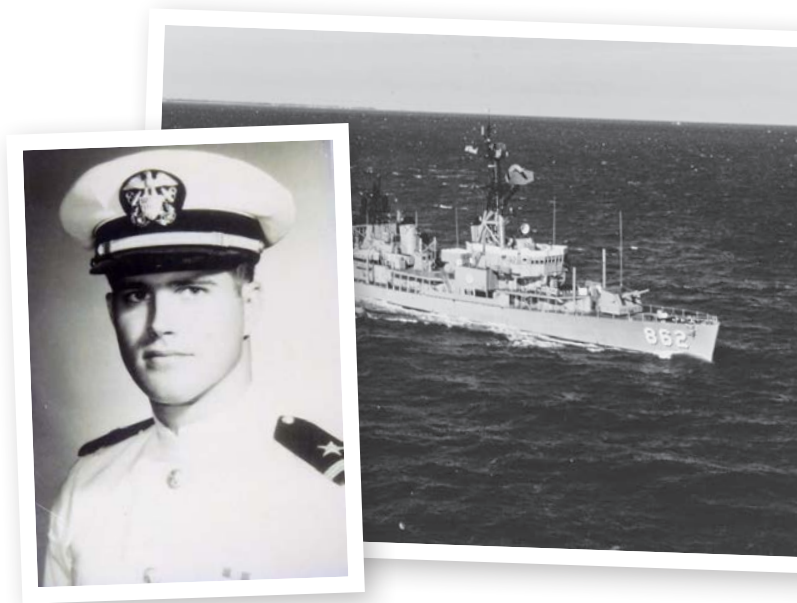
-LINEAR LIFE

Bo Schembechler and Bud Middaugh at Miami. I ultimately decided to forego intercollegiate sports and focus on academics, and I chose Miami because it was close to home and several of my friends were going there. When I first visited the Miami campus, *the environment seemed to strike a nice balance between being a beautiful, protected oasis in southwestern Ohio and a place where you could experiment and grow, not only academically but as a complete person.*”

Uncertain of a career path, Art chose his freshman and sophomore year courses carefully, keeping his options open. While he considered a pre-med major, he finally chose the business school because he hoped to one day be a leader of people and organizations rather than a professional who was an individual contributor. Art might have started his business career immediately upon his graduation in 1969, but the U.S government had other ideas.

“It was the height of the Vietnam War and unless you had a teaching or medical deferment, the question was not if you were going into the service, just which branch. I applied to the Navy’s officers’ candidate school (OCS) and was accepted. After being commissioned an Ensign, I was assigned to the USS Vogelgesang for a year and a half. The

destroyer was part of the Atlantic Fleet, and we deployed to the Mediterranean after training in the Caribbean. When my next duty assignment came up, I initially was slated to captain a PT boat in Vietnam. However, the Navy was having a hard time getting a candidate accepted on the faculty at the University of Pennsylvania to teach courses in Naval Science at the NROTC unit there. My resume was submitted, and rather than heading to Southeast Asia, I ended up spending two and a half years as an assistant professor at Penn, while also earning my MBA at Wharton.”



After he completed his tour of duty and graduated from Wharton, Art went the “traditional” route, accepting a

coveted consulting position with Booz Allen & Hamilton in Chicago, where he once again connected with his fraternity brother, Gerry Miller. Their fond memories of Miami led to Art's first gift to the business school when he and Gerry helped underwrite the renovation of the Laws 100 classroom.

Art enjoyed his consulting work and viewed it as yet another opportunity to learn—somewhat like a practical post doctorate degree in business, involving a host of different companies in various industries. After four years, he was in line to become one of the youngest partners at Booz Allen & Hamilton. He knew that accepting a partner position implied a multiyear commitment to the firm, so he made another critical career decision. “While I very much enjoyed consulting, I knew that what I really wanted was to have an opportunity to run a large company with a global reach.”

With Art's education and experience, there were many avenues open to him. In the end, he chose Abbott Laboratories over job offers at General Electric and Quaker Oats, and his first assignment was as the manager of corporate planning and development. After about a year and a half, he was promoted and moved overseas to Brussels, and then to Frankfurt as the regional vice president for the Abbott Diagnostics business in Europe, the Middle East and Africa. After his assignment in Europe concluded, he returned to the U.S. and progressed through a series of general management positions, culminating his Abbott career as a corporate vice president with responsibility for all the business units that comprised Abbott's diagnostics division.

Art left Abbott in 1992 and joined Medtronic in Minneapolis, initially as the executive vice president for international operations, with responsibility for all Medtronic's operations outside the United States. About a year and a half later, he became the president and chief operating officer, and ultimately the chairman and CEO. During his time at Medtronic, the company grew at a compound growth rate in excess of 15 percent and was continually cited as one of the most admired companies in the industry, being singled out for its strong corporate governance and commitment to philanthropy and community involvement. After a uniquely successful corporate career, Art retired from Medtronic in 2008.



“Retirement” to most people means the cessation of work, and perhaps writing a book to share their experiences and wisdom. ***Art didn't write one book, he wrote nine.***

But they weren't about strategy, leadership or how to succeed in business.



“I didn't think that the world needed one more ex-CEO pontificating on those subjects. When I was very young, my father told my brother and me fictitious stories about two young boys, Archibald and Jockabeb. Archibald was the surrogate for me, because my name's Arthur, and Jockabeb was my brother, Geoffrey. I used the same Archibald and Jockabeb names when I made up my own set of stories to tell my two daughters when they were young girls. So when I retired from Medtronic, they said, 'If you're not going to write a business book, why don't you write down some of the stories you told us?' Well, I took their advice and the first three short stories I wrote were consolidated into the first book of the nine book series called *The Adventures of Archibald and Jockabeb*.”

But Art still wasn't finished. He had other passions to pursue.

He became a senior advisor at Oak Hill Capital Partners, a private equity firm; he added Alcoa to his existing board of director responsibilities at Boeing, Cargill and U.S. Bancorp; he amicably ended his marriage and met and married Sophia Shaw, and they together formed Acorn Advisors, a small consulting firm that provides advice to non-profit institutions and large family offices in the area of governance and strategy.



While at Medtronic, Art was approached by an old friend and Miami alumnus, Dick Farmer. “I knew Dick Farmer from being involved with him in another business association and he asked if I would consider becoming a member of the Farmer School Board of Visitors. I agreed to do that and it was a rewarding experience. It also afforded me the opportunity to revisit the Miami campus as see all the significant changes and enhancements that had taken place since I graduated.”

Art’s connection to Miami University continued to grow. In 2006 he was awarded an honorary Doctor of Laws degree and served as the keynote speaker at the Farmer School’s Divisional Recognition Ceremony. It was around this time that he made his second gift to the Farmer School—this time a fund that encouraged social entrepreneurship. More recently, he added another creative gift when he endowed a venture capital fund for alumni who wish to start social ventures.

With all that Art has accomplished in his career and life, what legacy does he wish to leave? “When I’m old and gray and sitting on a porch in a rocking chair talking to my grandchildren, it’s not going to be about the public recognition I’ve received. And it’s certainly not going to be about the record earnings or stock price appreciation associated with the businesses I ran. Rather, it’s going to be about how I lived my life and all the decisions I made that affected the lives of others. ***Don’t get me wrong, achievements and accolades are nice, but at the end of the day what’s really important is the core set of values you lived by and how true you were to those values in good times and bad.***

So, how does one really describe Art Collins and his non-linear life’s journey? One fact is clear. His fascinating story is far from over, and you can bet that the final chapter will be well worth reading! 🏠