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Contact: Lisa A. Fellers
Director of Communications
Office: (817) 531-4498
Cell: (817) 874-8683
lfellers@txwes.edu

FOR IMMEDIATE RELEASE

**Texas Wesleyan University expands school of business staff
*Robin Lasher welcomed as director of business programs***

FORT WORTH, March 26 – Texas Wesleyan University welcomes Robin Lasher as director of business programs in the school of business. She is responsible for recruiting and scheduling efforts, assisting students with finding and maintaining internships, and assessing area business needs to develop certificate program opportunities for working adults. Lasher is also charged with marketing the graduate business programs and building community partnerships.

“I see a lot of opportunity here,” says Lasher. “I hope to grow these programs, to establish our niche, and to brand Wesleyan’s name so that we are ‘top of mind’ when someone is looking at getting a business degree.”

Lasher received both her BBA and MBA degrees in business from Texas Wesleyan University, where she has also served as adjunct professor of marketing since 1999. Says Lasher of the Wesleyan education: “I believe in Wesleyan and the value of the programs because I’ve been through them and successfully applied what I learned.”

Lasher is no stranger to the business world, having owned and operated three franchise

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stores in the wholesale/retail beauty supply and salon industry prior to attending business classes. She has served as a counselor for the Tarrant County College Small Business Development Center and Women's Business Center, where she provided one-on-one consulting services, training classes and business workshops. In addition, she designed and maintains a Web site, www.smallbusinessplanguide.com, created as a free, online resource for business research. In her spare time, Lasher counsels entrepreneurs and assists them in writing solid business plans.

Robert Minter, dean of the school of business at Texas Wesleyan, says of Lasher, “We were looking for someone who could come into the position with the right experience. Robin’s the right fit for the position. She understands the current MBA program and the business climate.”

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