

# Distinguished Achievement Citation

Fred A. Manske, Jr.

Class of 1961

With this presentation of Ohio Wesleyan's Distinguished Achievement Citation, the Ohio Wesleyan University Alumni Association Board of Directors is honored and privileged to recognize Fred A. Manske, Jr. as business executive, author, and ethical leader.

Following his graduation from Ohio Wesleyan, Fred spent seven years with Sealtest/Kraft Foods while concurrently attending The George Washington University where he earned an MBA in 1965.

In 1968 he joined Eastern Airlines spending a decade in such positions as Director of Management and Technical Training, Reservations Manager, and Assistant to the Chairman.

From 1978 to 1990 Fred served in two senior management positions with Fed Ex. As Senior Vice President for U.S. Operations, he took the company from a multimillion dollar business to a multibillion dollar enterprise, earning the Chairman's Five-Star Award—the company's highest recognition for leadership excellence. During those years *Dun's Business Month* called FedEx one of the nation's five best-managed companies, and FedEx also was ranked as one of the five best companies in the book *The 100 Best Companies to Work for in America*.

When Fred became Senior Vice President of FedEx International, he built a network of 105 countries and was responsible for all international sales and operations.

On the heels of his phenomenal success at FedEx, Fred was recruited to lead the turnaround of Purolator Courier, Ltd., refocusing, reorganizing, and re-engineering the company as its President and CEO. The results of Fred's leadership were dramatic, transforming Purolator from an also-ran business to Canada's market-leading distribution company.

For many these accomplishments would have been enough. For Fred they weren't. He immersed himself in the study of leadership—and his definitive book, *Secrets of Effective Leadership*, has sold in excess of 60,000 copies, placing it in the top one percent of sales for business-related books. His next book, *Core Strategies for Success*, will be published this year.

Fred's current company, Leadership Education and Development, Inc. and online [www.leadershipdevelopment.com](http://www.leadershipdevelopment.com), promotes ethical leadership in business, government, and education. He is currently the chair of the College Ethics Symposium, which conducts ethics programs for college students. He has been an instructor in MBA courses in universities across the country and is a sought-after keynote speaker. In Hilton Head where he lives, Fred is Vice Chairman of the Coastal Discovery Museum and serves as an officer and elder of his church.

For all of these successes and for keeping ethics at the forefront, we join his classmates and wife Donna Harrison Manske '63 to applaud and recognize Fred A. Manske Jr. with the presentation of this Distinguished Achievement Citation.

May 14, 2011

