

## PRESS RELEASE

### MDI Appoints New Member to Board of Directors

MINNEAPOLIS, May 2, 2017 – [MDI](#) a Minnesota-based nonprofit social enterprise with the mission to serve people with and without disabilities by offering inclusive employment opportunities and services, announced that its board of directors has appointed Y. Elaine Rasmussen to its board. Rasmussen is chief executive officer (CEO) of Social Impact Strategies Group and will join MDI’s board effective immediately.



Rasmussen brings over 20 years of experience in leading positive change and organizational development. She has a proven track record of strategic positioning with effective PR and communications, as well as uniting fractured groups for a shared sense of purpose. These talents combined with her innate ability for developing strong relationships with community partners for win-win outcomes and driving revenue, impact & organizational effectiveness has been recognized in small organizations such as Native-American nonprofits and high-profile organizations such as Warner Bros., DreamWorks, US State Department. More recently, Ms. Rasmussen is driven by the mission to mainstream social impact investing and democratizing access to capital by and for underserved communities including people with disabilities.

*“After school I used to help my step-dad run the press at Braille Institute and I spent many weekends at the Braille Institute community center...now my husband works with people with disabilities, so I’m thrilled to join the MDI board and I look forward to sharing my talents and skills to help them build on their success as Minnesota’s largest social enterprise employing persons with disabilities,”* says Rasmussen.

*“MDI is excited to have Elaine join our board. Elaine brings a strong business and marketing background and deep understanding of the positive impact a social enterprise like MDI has on the community”* stated Peter McDermott, MDI President & CEO.

Rasmussen holds a Bachelor of Science degree in Marketing and International Business from Woodbury University and a Master of Science degree in Conflict Analysis and Resolution from Nova Southeastern University. Additionally, she’s actively involved in a variety of professional and civic organizations including: Association for Black Economic Power Executive Committee, MNVest Board Member, member of the Impact Hub Impact Investing and Measurement & Evaluation Communities of Practice.

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#### About MDI

[MDI](#) is a manufacturer of standard- and custom-packaging products and production services for business-to-business customers. MDI has operated as a successful, nonprofit, social enterprise for over 50 years, providing meaningful jobs for people with disabilities in an inclusive work environment. Employees with and without disabilities work together to provide outstanding products and industry-leading customer service. The organization has four primary locations across Minnesota: Cohasset, Grand Rapids, Hibbing and Minneapolis.

**Media Contact:** John Stemper, MDI, [john.stemper@mdi.org](mailto:john.stemper@mdi.org), 651-999-8227

**TWIN CITIES**  
3501 Broadway St NE, Ste 100  
Minneapolis, MN 55413  
P 651-999-8200

**GRAND RAPIDS**  
825 Lily Lane  
Grand Rapids, MN 55744  
P 218-326-9544

**MDI.org**

**HIBBING**  
1937 4th Avenue East  
Hibbing, MN 55746  
P 218-263-3663

**COHASSET**  
1001 NW 3rd Street  
Cohasset, MN 55721  
P 218-246-8182