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EASTERN ILLINOIS UNIVERSITY  
Charleston, Illinois

news

April 6, 1984

Select 4

HARRY READ, Director of Information and Publications (217) 581-2820

FOR IMMEDIATE RELEASE

CHARLESTON, IL--George C. Nebel, President of Roadmaster Corp, will speak at Eastern Illinois University on Wednesday, April 11 at 7 p.m. in the Coleman Hall Auditorium.

Dr. Stanley Rives, Eastern's president, is scheduled to respond to Nebel's presentation. The occasion is the College of Business Convocation, a part of the "Toward 2000 Inaugural Symposium."

Nebel was associated with Milton Bradley Electronics from 1979 to 1982. During the preceding eight years he was with Pepsico. From 1976 to 1979 he was Vice President, Technical Services, Pepsi Cola Co., where he directed the engineering, quality assurance, research and development, purchasing and can manufacturing functions of Pepsico's flagship division.

Nebel developed and launched the plastic beverage bottle.

He also has served as vice president for manufacturing for Frito-Lay, Inc. Nebel managed, upgraded and expanded the firm's network of 41 factories and its associated distribution fleet. Currently, Nebel is Chairman of the Board of Directors of the Bicycle Manufacturers of America.