**Diane Sims Page**

Diane grew up in Robbinsdale, Minnesota, and attended Robbinsdale High School and the University of Minnesota-Twin Cities. After graduation, Diane worked with Pillsbury for five years, then as an account executive for BBDO Advertising for a year. She transitioned to focus group moderation and became an expert in qualitative market research. Focus group moderation was in its infancy at the time, and Diane was a leader in developing many of the procedures used in focus group moderation today. She created her own company, Leapfrog Associates, to generate product ideas for large companies, including Pillsbury and General Mills.

Diane and Alan first met in the lobby of General Mills, a chance few moments that led to a lifetime partnership. She had been doing volunteer work with the Boys’ Club; when she was introduced to the well-known Minnesota Viking, she asked if he would be willing to help.

Diane and Alan married in 1973. Their marriage reflected not only their deep and enduring love for each other, but also a shared commitment to social justice.  Together, during Alan’s 1988 induction into the NFL Hall of Fame, Diane and Alan created the Page Education Foundation.

For 30 years, Diane served as the volunteer Executive Director and worked tirelessly to expand the organization’s mission and reach. If Alan was the face of the Page Education Foundation, Diane was its heart and soul.  Diane’s huge heart and her warmth made everyone around her feel better than they might otherwise have.  She made personal connections with donors, staff, volunteers and, most importantly, with Page Scholars past and present.  Lomumba Ismail, is just one of many former Page Scholars who credits his passion for teaching and helping others with the positive relationship he and Diane shared over the years.

Diane was a visionary who led the growth of the organization’s annual gala from a small and humble gathering in a local restaurant to an event with nearly 1,000 guests each year that raises a quarter of the organization’s annual budget.  In 2012, in celebration of the Page Education Foundation’s 25th anniversary, she encouraged Alan and their daughter, Kamie Page, to write a children’s book, “Alan and His Perfectly Pointy Impossibly Perpendicular Pinky.”  The project was a success—and 100 percent of the book sale proceeds went to the Page Education Foundation.  Alan and Kamie have collaborated on three more award-winning children’s books since then.

Diane Sims Page died September 29, 2018 after a lengthy battle with cancer.  The Diane Page Legacy Fund was established in her memory; to date, over $300,000 has been raised in the DPLF to continue Diane’s work and legacy.