PROPOSED STAFF RESUME FOR RFP 2084

A resume must be completed for all proposed prime contractor staff and proposed subcontractor staff.

Company Name Submitting Proposal:	***Fahlgren, Inc. (DBA Fahlgren Mortine)***

Check the appropriate box as to whether the proposed individual is prime contractor staff or subcontractor staff.

Contractor:	***X***	**Subcontractor:**	

The following information requested pertains to the individual being proposed for this project.

Name:	***Neil Mortine***	**Key Personnel: (Yes/No)**	***Yes***
Individual's Title:	***President and CEO***		
# of Years in Classification:	***4.5***	**# of Years with Firm:**	***28***

BRIEF SUMMARY OF PROFESSIONAL EXPERIENCE

Information should include a brief summary of the proposed individual's professional experience.

Neil Mortine is president and CEO one of the largest independently owned marketing and communications firms in the country. His more than 30 years of corporate communications and brand marketing management experience has been at full-service agencies serving notable brands including McDonald's, Kroger, Emerson, Cardinal Health, Office of TourismOhio, Nationwide Children's Hospital, and many more. Under his leadership, Fahlgren Mortine has been named the Bulldog Reporter's 2011, 2012 and 2013 Agency of the Year, a finalist for The Holmes Report's 2013 Agency of the Year, a finalist for PRWeek's 2012 Agency of the Year, and a 2012 and 2013 PRNews Top Place to Work. Neil was a finalist for the PRWeek Awards PR Professional of the Year in 2014 and 2013.

Neil was named to the Smart Business Columbus Power 100 the past six years and was honored by the publication with an award as a 2010 Smart Leader. He also was recognized by the Central Ohio Chapter of the Public Relations Society of America with the Walt Seifert Award for Outstanding Service to PRSSA and the Tom Poling Practitioner of the Year award.

RELEVANT TOURISM INDUSTRY EXPERIENCE

Information required should include: timeframe, company name, company location, position title held during the term of the contract/project and details of contract/project.

Neil has overseen the growth of the agency's prestigious travel and tourism practice, which is currently recognized by O'Dwyer's as No. 5 nationally. Neil is passionate about the tourism industry and has dedicated his career to working with notable brands including current clients, such as: TourismOhio (14 years); Gatlinburg CVB (4 years); Myrtle Beach Area Chamber of Commerce/CVB (3 years) and former clients, such as Hocking Hills Tourism Association; North Dakota National Parks; Appalachian Regional Commission; and many more.

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EDUCATION

Information required should include: institution name, city, state, degree and/or Achievement and date completed/received.

- ***Institution Name: The Ohio State University***
- ***City: Columbus***
- ***State: Ohio***
- ***Degree and/or Achievement: Bachelor of Science in Journalism***
- ***Date Completed/Received: 1977***

AWARDS (Won by the individual)

Information required should include: Award, organization giving the award and date received.

- ***PR Professional of the Year Honorable Mention, PRWeek (2014)***
- ***PR Professional of the Year Finalist, PRWeek (2013)***
- ***Tom Poling PR Practitioner of the Year, Central Ohio Public Relations Society of America (2013)***
- ***Walt Seifert Award for Outstanding Service to PRSA, Central Ohio Public Relations Society of America (2006)***
- ***Smart Leader, Smart Business (2010)***

PROPOSED STAFF RESUME FOR RFP 2084

A resume must be completed for all proposed prime contractor staff and proposed subcontractor staff.

Company Name Submitting Proposal:	***Fahlgren, Inc. (DBA Fahlgren Mortine)***

Check the appropriate box as to whether the proposed individual is prime contractor staff or subcontractor staff.

Contractor:	***X***	**Subcontractor:**	

The following information requested pertains to the individual being proposed for this project.

Name:	***Marty McDonald***	**Key Personnel: (Yes/No)**	***Yes***
Individual's Title:	***Senior Vice President, Tourism Practice Leader***		
# of Years in Classification:	***2***	**# of Years with Firm:**	***14***

BRIEF SUMMARY OF PROFESSIONAL EXPERIENCE

Information should include a brief summary of the proposed individual's professional experience.

Marty has worked with Fahlgren Mortine for more than 14 years, and is responsible for leading the agency's integrated tourism practice. Based on 2014 O'Dwyer's data/rankings, Fahlgren Mortine is a top five tourism PR agency nationally. Under Marty's leadership, clients have won extensive national recognition for programs that achieved results, including the US Travel Association, HSMAI, DMAI, Travel + Leisure, Travel Weekly, PRSA, Holmes Report, PRWeek and many others.

- ***Senior Vice President and Tourism Practice Leader, Fahlgren Mortine, 2012 – present (Clients include TourismOhio, Myrtle Beach CVB, Boise CVB, Columbia CVB, Gatlinburg CVB, Dayton CVB, Experience Columbus and City of Westerville)***
- ***Vice President and Tourism Practice Leader, Fahlgren Mortine, 2009 – 2012 (Clients included TourismOhio; Myrtle Beach CVB; Hilton Columbus Downtown; Hocking Hills Tourism Association; Resort Rentals by Owner/ResortGems.com; Park Vista Hotel (Doubletree by Hilton); Gatlinburg, Tenn. CVB; Pairings Wine & Culinary Center, Geneva, Ohio; and Premier Exhibitions)***
- ***Associate Vice President, Fahlgren Mortine, 2007 – 2009 (Clients included Appalachian Regional Commission, Economic Retail Forum; TourismOhio; Standard Register; City of Gahanna, Ohio; Innovative Brands, Pert Plus; Fraternal Order of Eagles and Midmark Corporation)***
- ***Account Director, Fahlgren Mortine, 2006 – 2007 (Clients included TourismOhio, Appalachian Regional Commission, Eagle Family Foods, Ohio Business Development Coalition and Grange Insurance)***
- ***Account Supervisor, Fahlgren Mortine, 2004 – 2006 (Clients included TourismOhio, Eagle Family Foods, American Culinary Federation and Grange Insurance)***
- ***Senior Account Executive, 2002 – 2004 (Clients included TourismOhio; Bonefish Grill; Hannah Neil World of Children, Global Humanitarian Awards; Marlite and American Culinary Federation)***
- ***Account Executive, Fahlgren Mortine, 2001 – 2002 (Clients included TourismOhio; Hannah Neil World of Children, Global Humanitarian Awards; Marlite; Log Cabin Syrup and Duncan Hines)***
- ***Account Associate, Fahlgren Mortine, 2000 – 2001 (Clients included TourismOhio, Log Cabin Syrup, Duncan Hines, Vigilinx and SubmitOrder.com)***

RELEVANT TOURISM INDUSTRY EXPERIENCE

Information required should include: timeframe, company name, company location, position title held during the term of the contract/project and details of contract/project.

Office of TourismOhio

- ***Timeframe: 2000 – present***
- ***Company Name: Office of TourismOhio (a Fahlgren Mortine client)***
- ***Company Location: Columbus, Ohio***
- ***Position Title During the Term of the Contract/Project: Account Associate, Account Executive, Senior Account Executive, Account Supervisor, Account Director, Associate Vice President, Vice President, Senior Vice President***
- ***Details of the Contract Project: Fahlgren Mortine has served as public relations agency of record for 14 years, and for a period of about 3 years, served as integrated agency of record. Marty serves as strategic counselor, providing integrated leadership and oversight to the team, as well as leading strategic partnership initiatives with private-sector businesses such as Honda, McDonald's and many others.***

Myrtle Beach Area Chamber of Commerce/CVB

- ***Timeframe: 2011 – present***
- ***Company Name: Myrtle Beach Area Chamber of Commerce/CVB (a Fahlgren Mortine client)***
- ***Company Location: Myrtle Beach, S.C.***
- ***Position Title During the Term of the Contract/Project: Vice President, Senior Vice President***
- ***Details of the Contract Project: Fahlgren Mortine is the public relations agency of record for the Myrtle Beach Area Chamber of Commerce/CVB, and also provides integrated marketing and social media support as needed. Marty serves as strategic lead and counselor on the account, leading planning efforts and new campaign initiatives.***

Boise Convention and Visitors Bureau

- ***Timeframe: April 2014 – present***
- ***Company Name: Boise Convention and Visitors Bureau (a Fahlgren Mortine client)***
- ***Company Location: Boise, Idaho***
- ***Position Title During the Term of the Contract/Project: Senior Vice President***
- ***Details of the Contract Project: Following a national search, Fahlgren Mortine was selected as the public relations agency of record for the CVB, focusing on national, regional, trade and meetings-focused PR. Marty is active in the account, providing ongoing counsel, team staffing direction, and support on projects including announcements of new air service, etc.***

Midlands Authority for Sports, Conventions and Tourism (Columbia, S.C. CVB)

- ***Timeframe: May 2014 – present***
- ***Company Name: Midlands Authority for Sports, Conventions and Tourism (a Fahlgren Mortine client)***
- ***Company Location: Columbia, S.C.***
- ***Position Title During the Term of the Contract/Project: Senior Vice President***
- ***Details of the Contract Project: Following a national search, Fahlgren Mortine was selected as the public relations agency of record for the CVB, focusing on national media opportunities and FAM tours.***

Dayton Convention and Visitors Bureau

- ***Timeframe: August 2013 – March 2014***
- ***Company Name: Dayton/Montgomery County Convention and Visitors Bureau (a Fahlgren Mortine client)***
- ***Company Location: Dayton, Ohio***

- ***Position Title During the Term of the Contract/Project: Senior Vice President***
- ***Details of the Contract Project: Rebranding/Graphic Identity; Marty served as lead agency contact and project manager, overseeing the coordination among brand strategists, creative team/designers and digital consultants; Marty also prepared regular reports and presentations for key stakeholders including community leaders and the CVB Board of Directors.***

Franklin County Convention Facilities Authority, d.b.a. Hilton Columbus Downtown

- ***Timeframe: April 2012 – January 2013***
- ***Company Name: Hilton Columbus Downtown (a Fahlgren Mortine client)***
- ***Company Location: Columbus, Ohio***
- ***Position Title During the Term of the Contract/Project: Vice President, Senior Vice President***
- ***Details of the Contract Project: Fahlgren Mortine was selected for grand opening media relations, marketing and event planning for the grand opening of Columbus' new premier convention hotel. During the contract period, Marty provided strategic oversight and planning support, and remained in contact with Hilton corporate contacts in New York.***

Hocking Hills Tourism Association

- ***Timeframe: 2010 – 2013***
- ***Company Name: Hocking Hills Tourism Association (a Fahlgren Mortine client)***
- ***Company Location: Logan, Ohio***
- ***Position Title During the Term of the Contract/Project: Associate Vice President***
- ***Details of the Contract Project: Marty served as strategic counselor for two contracts when Fahlgren Mortine served as public relations AOR (2010) and social media AOR (2010 – 2013). Marty was active in agency planning, and worked with client contact to ensure program met satisfaction standards.***

EDUCATION

Information required should include: institution name, city, state, degree and/or Achievement and date completed/received.

- ***Institution Name: Capital University***
- ***City: Columbus***
- ***State: Ohio***
- ***Degree and/or Achievement: Bachelor of Arts, Organizational Communications; Community Services and Public Administration Concentration***
- ***Date Completed/Received: 2000***

AWARDS (Won by the individual)

Information required should include: Award, organization giving the award and date received.

- ***Leadership Dayton Class of 2014, Dayton Chamber of Commerce (2014)***
- ***Forty Under 40 Award, Dayton Business Journal (2013)***
- ***Forty Under 40 Award, Business First of Columbus (2004)***
- ***Young Professional of the Year (national winner), PRWeek (2003)***
- ***Rising Star Award, Central Ohio Public Relations Society of America (2002)***
- ***Bronze Anvil Award of Commendation, Public Relations Society of America (2014)***
- ***Bronze Anvil, Public Relations Society of America (2014)***
- ***Silver Magellan, Travel Weekly (2013)***
- ***SMITTY Award, Travel + Leisure (2013)***
- ***Destiny Award, U.S. Travel Association (2013)***
- ***One Gold and Two Silver Adrian Awards, Hospitality Sales & Marketing Association International (HSMAI) (2013)***
- ***Silver SABRE, Holmes Report (2013)***

- ***Silver SABRE Certificate of Excellence, Holmes Report (2013)***
- ***Bronze Anvil, Public Relations Society of America (2013)***
- ***Silver SABRE, Holmes Report (2011)***
- ***Bronze Anvil, Public Relations Society of America (2011)***
- ***Mercury Award, U.S. Travel Association (2010)***
- ***Bronze Anvil, Public Relations Society of America (2008)***
- ***Silver Anvil, Public Relations Society of America (2007)***
- ***Bronze Anvil, Public Relations Society of America (2007)***

PROPOSED STAFF RESUME FOR RFP 2084

A resume must be completed for all proposed prime contractor staff and proposed subcontractor staff.

Company Name Submitting Proposal:	***Fahlgren, Inc. (DBA Fahlgren Mortine)***

Check the appropriate box as to whether the proposed individual is prime contractor staff or subcontractor staff.

Contractor:	***X***	**Subcontractor:**	

The following information requested pertains to the individual being proposed for this project.

Name:	***Jeff Scott***	**Key Personnel: (Yes/No)**	***Yes***
Individual's Title:	***Vice President, Account Director***		
# of Years in Classification:	***1***	**# of Years with Firm:**	***2.5 years***

BRIEF SUMMARY OF PROFESSIONAL EXPERIENCE

Information should include a brief summary of the proposed individual's professional experience.

- ***Vice President, Account Director, Fahlgren Mortine, 2013 – 2014 (Clients include: Experience Columbus, Columbus Region (Economic Development), Gatlinburg CVB, Panama City Beach CVB, North Dakota Department of Commerce, West Virginia Lottery, West Virginia Department of Health and Human Resources)***
- ***Account Director, Fahlgren Mortine, 2012 – 2013 (Clients included: Experience Columbus, Columbus Region (Economic Development), Panama City Beach CVB, Nova Southeastern University)***
- ***Account Director, Engauge, 2010 – 2012 (Clients included: Woodford Reserve Kentucky Bourbon, Champion Spark Plugs)***
- ***Account Supervisor, Engauge, 2007 – 2010 (Clients included: WhiteWave Foods: International Delight, Land O Lakes Half & Half, NGK Spark Plugs)***
- ***Account Supervisor, Cramer-Krasselt Chicago, 2005 – 2007 (Clients included: Corona, Corona Light, Negra Modelo, Modelo Especial)***
- ***Senior Account Executive, Cramer-Krasselt Chicago, 2004 – 2005 (Clients included: Hyatt Hotels and Resorts)***
- ***Account Executive, Ogilvy & Mather Chicago, 2001 – 2004 (Clients included: Miller Genuine Draft, BP)***
- ***Account Executive, FCB Chicago, 2000 – 2001 (Clients included: BlueCross BlueShield Association, Quaker Oats)***
- ***Account Executive, Y&R Detroit, 1999 – 2000 (Clients included: MGM Grand Detroit Casino, Dupont Automotive)***

RELEVANT TOURISM INDUSTRY EXPERIENCE

Information required should include: timeframe, company name, company location, position title held during the term of the contract/project and details of contract/project.

Experience Columbus/CVB

- ***Timeframe: 2013 - 2014***
- ***Company Name: Experience Columbus/CVB (a Fahlgren Mortine client)***
- ***Company Location: Columbus, Ohio***
- ***Position Title During the Term of the Contract/Project: VP, Account Director***

- ***Details of the Contract Project: Jeff oversees the strategic development and execution of fully integrated campaigns including the "Life In Cbus" talent recruitment campaign targeting young professionals/millennials for the Columbus CVB.***

Panama City Beach/CVB

- ***Timeframe:2012 - 2014***
- ***Company Name: Panama City Beach/CVB (a Fahlgren Mortine client)***
- ***Company Location: Panama City Beach, Florida***
- ***Position Title During the Term of the Contract/Project: VP, Account Director***
- ***Details of the Contract Project: Jeff oversees the strategic development and execution of fully integrated campaigns for the Panama City Beach CVB.***

Gatlinburg/CVB

- ***Timeframe:2014***
- ***Company Name: Gatlinburg/CVB (a Fahlgren Mortine client)***
- ***Company Location: Gatlinburg, Tennessee***
- ***Position Title During the Term of the Contract/Project: VP, Account Director***
- ***Details of the Contract Project: Jeff oversees the strategic development and execution of fully integrated campaigns for the Gatlinburg CVB.***

EDUCATION

Information required should include: institution name, city, state, degree and/or Achievement and date completed/received.

- ***Institution Name: Anderson University***
- ***City: Anderson***
- ***State: Indiana***
- ***Degree and/or Achievement: Bachelor of Arts, Communications and Marketing***
- ***Date Completed/Received: 1999***

AWARDS (Won by the individual)

Information required should include: Award, organization giving the award and date received.

- ***PRISM, Central Ohio PRSA, 2014***
- ***PRISM, Central Ohio PRSA, 2013***
- ***Silver and Bronze Adrian Award, Hospitality Sales and Marketing Association International, 2013***
- ***Gold Davey Award, 2013***
- ***ADDY, West Virginia Chapter of the American Advertising Federation, 2013***
- ***Magellan Award, Travel Weekly, 2011***
- ***Silver Adrian Award, Hospitality Sales and Marketing Association International, 2011***
- ***One Show Pencil, NGK Spark Plugs, 2010***
- ***Gold Effie, Corona, 2006***

PROPOSED STAFF RESUME FOR RFP 2084

A resume must be completed for all proposed prime contractor staff and proposed subcontractor staff.

Company Name Submitting Proposal:	***Fahlgren, Inc. (DBA Fahlgren Mortine)***

Check the appropriate box as to whether the proposed individual is prime contractor staff or subcontractor staff.

Contractor:	***X***	**Subcontractor:**	

The following information requested pertains to the individual being proposed for this project.

Name:	***Ann Marcum***	**Key Personnel: (Yes/No)**	***Yes***
Individual's Title:	***Senior Counselor***		
# of Years in Classification:	***1***	**# of Years with Firm:**	***8***

BRIEF SUMMARY OF PROFESSIONAL EXPERIENCE

Information should include a brief summary of the proposed individual's professional experience.

- ***Senior Counselor, Fahlgren Mortine, 2013 – Present (Clients include Columbus Region/Columbus 2020, Columbus Chamber, Capital University)***
- ***Senior Account Specialist, Fahlgren Mortine, 2009 – 2013 (Clients included Elmer's, Longaberger, Liebert)***
- ***Account Specialist, Fahlgren Mortine, 2008 – 2009 (Clients included Balloon Time, White Hat Management, Pert Plus)***
- ***Assistant Director of Media Relations, Ohio Wesleyan University, 2006 – 2008***
- ***Account Executive, Fahlgren Mortine, 2005 – 2006 (Clients included Grange Insurance, Exel)***
- ***Account Associate, Fahlgren Mortine, 2004 – 2005 (Clients included Eagle Brand, Lexis Nexis, Buckingham Doolittle & Burroughs)***

RELEVANT TOURISM INDUSTRY EXPERIENCE

Information required should include: timeframe, company name, company location, position title held during the term of the contract/project and details of contract/project.

Myrtle Beach Area Chamber of Commerce/CVB

- ***Timeframe: 2011 – Present***
- ***Company Name: Myrtle Beach Area Chamber of Commerce/CVB (a Fahlgren Mortine client)***
- ***Company Location: Myrtle Beach, S.C.***
- ***Position Title During the Term of the Contract/Project: Senior Account Specialist, Senior Counselor***
- ***Details of the Contract Project: Ann serves as the media relations lead on the account, leading pitch efforts and overall outreach strategy. She has supported various campaigns over the last three years, including 60 Miles in 60 Days and Travel Saturday, and regularly leads media mission events and coordinates FAM trips. She has secured vital coverage in outlets ranging from Associated Press and CBS Saturday Morning to Huffington Post and Budget Travel.***

TourismOhio

- ***Timeframe: 2004 – 2006 and 2008 – Present***
- ***Company Name: TourismOhio (a Fahlgren Mortine client)***
- ***Company Location: Columbus, Ohio***

- ***Position Title During the Term of the Contract/Project: Senior Counselor, Senior Account Specialist, Account Specialist, Account Executive, Account Associate***
- ***Details of the Contract Project: Starting on the account a decade ago as a media relations assistant, Ann now leads TourismOhio's national media relations efforts and guides in-state and key feeder market strategy. Her placements have appeared in Maxim, Parents, Food & Wine and USA Today, and on MSNBC.com, CNN.com and more, on topics ranging from Ohio's aviation history to the state's beer/spirit offerings and even "glamping." She also regularly leads media mission events and coordinates FAM trips.***

North Dakota National Parks

- ***Timeframe: 2005 – 2006***
- ***Company Name: North Dakota National Parks (a Fahlgren Mortine client)***
- ***Company Location: Bismarck, N.D.***
- ***Position Title During the Term of the Contract/Project: Account Executive***
- ***Details of the Contract Project: Ann was responsible for promoting North Dakota's three national parks – Theodore Roosevelt National Park, Fort Union Trading Post, and International Peace Garden – to a national media audience. She successfully coordinated a visit for two AAA Journeys writers, resulting in a multi-page feature on North Dakota's National Parks.***

EDUCATION

Information required should include: institution name, city, state, degree and/or Achievement and date completed/received.

- ***Institution Name: Capital University***
- ***City: Columbus***
- ***State: Ohio***
- ***Degree and/or Achievement: Bachelor of Arts in Public Relations***
- ***Date Completed/Received: 2004***

AWARDS (Won by the individual)

Information required should include: Award, organization giving the award and date received.

- ***Bronze Anvil Award of Commendation, Public Relations Society of America (2014)***
- ***Bronze Anvil, Public Relations Society of America (2014)***
- ***Silver Magellan, Travel Weekly (2013)***
- ***SMITTY Award, Travel + Leisure (2013)***
- ***One Gold and Two Silver Adrian Awards, Hospitality Sales & Marketing Association International (HSMAI) (2013)***
- ***Bronze Anvil, Public Relations Society of America (2013)***
- ***Bronze Anvil, Public Relations Society of America (2011)***
- ***Mercury Award, U.S. Travel Association (2010)***

PROPOSED STAFF RESUME FOR RFP 2081

A resume must be completed for all proposed prime contractor staff and proposed subcontractor staff.

Company Name Submitting Proposal:	***Fahlgren, Inc. (DBA Fahlgren Mortine)***

Check the appropriate box as to whether the proposed individual is prime contractor staff or subcontractor staff.

Contractor:	***X***	**Subcontractor:**	

The following information requested pertains to the individual being proposed for this project.

Name:	***John Curtis***	**Key Personnel: (Yes/No)**	***Yes***
Individual's Title:	***Senior Vice President, Boise Managing Director***		
# of Years in Classification:	***1***	**# of Years with Firm:**	***1***

BRIEF SUMMARY OF PROFESSIONAL EXPERIENCE

Information should include a brief summary of the proposed individual's professional experience.

- ***Senior Vice President, Boise Managing Director, Fahlgren Mortine, 2013 – Present (clients include Boise CVB, Simplot, Scentsy and Idaho Foodbank)***
- ***Executive Vice President, Scentsy, Inc, 2009 – 2013 (led marketing, PR and social media for large, growing direct selling company)***
- ***Director, Hewlett-Packard, 2003 – 2009 (company messaging, executive communications)***
- ***Marketing Manager, Print, Inc., 2001 – 2003***
- ***Communications Manager, Hewlett-Packard, 1992 – 2001 (communications and PR for printing group)***
- ***Senior Account Supervisor, Ketchum PR, 1989 – 1992 (clients included American Express Travel Card, Philips Lighting, Banker's Trust and Marion Merrill Dow)***
- ***Senior Associate, Coltrin & Associates, 1986 – 1989 (clients spanned technology and agriculture industries)***

RELEVANT TOURISM INDUSTRY EXPERIENCE

Information required should include: timeframe, company name, company location, position title held during the term of the contract/project and details of contract/project.

Boise CVB

- ***Timeframe: 2014 – Present***
- ***Company Name: Boise CVB (a Fahlgren Mortine client)***
- ***Company Location: Boise, Idaho***
- ***Position Title During the Term of the Contract/Project: Senior Vice President***
- ***Details of the Contract Project: John supports the day-to-day requirements and promotion needs of the Boise CVB account, including campaign strategy, messaging, media pitching, spokesperson training, etc.***

American Express Travel Card

- ***Timeframe: 1989 – 1991***
- ***Company Name: American Express (a Ketchum PR client)***
- ***Company Location: New York City***
- ***Position Title During the Term of the Contract/Project: Senior Account Supervisor***
- ***Details of the Contract Project: John participated in promoting the American Express Travel Card with strategy, media relations and messaging.***

EDUCATION

Information required should include: institution name, city, state, degree and/or Achievement and date completed/received.

- ***Institution Name: Brigham Young University***
- ***City: Provo***
- ***State: Utah***
- ***Degree and/or Achievement: Bachelor of Science in Communications/Public Relations***
- ***Date Completed/Received: 1986***

AWARDS (Won by the individual)

Information required should include: Award, organization giving the award and date received.

- ***PRSA Silver Anvil Award of Excellence, Scentsy and Idaho Foodbank, 2011***
- ***PRSA Silver Anvil, GTE Telecommunications, 1992***

PROPOSED STAFF RESUME FOR RFP 2084

A resume must be completed for all proposed prime contractor staff and proposed subcontractor staff.

Company Name Submitting Proposal:	***Fahlgren, Inc. (DBA Fahlgren Mortine)***

Check the appropriate box as to whether the proposed individual is prime contractor staff or subcontractor staff.

Contractor:	***X***	**Subcontractor:**	

The following information requested pertains to the individual being proposed for this project.

Name:	***Kimberly Miles***	**Key Personnel: (Yes/No)**	***Yes***
Individual's Title:	***Senior Account Specialist***		
# of Years in Classification:	***2.5***	**# of Years with Firm:**	***2.5***

BRIEF SUMMARY OF PROFESSIONAL EXPERIENCE

Information should include a brief summary of the proposed individual's professional experience.

- ***Senior Account Specialist, Fahlgren Mortine, 2012 – Present (Clients include Myrtle Beach Area Chamber of Commerce/CVB, Boise CVB and Kidde)***
- ***Public Relations Manager, Myrtle Beach Area Chamber of Commerce/CVB, 2007 – 2012***
- ***Festivals and Special Events Manager, Myrtle Beach Area Chamber of Commerce/CVB, 2006 – 2007***
- ***Lifestyles Marketing Assistant, Centex Homes, 2006***
- ***Marketing Assistant/Graphic Designer, Gilmore Entertainment Group, LLC, 2005***

RELEVANT TOURISM INDUSTRY EXPERIENCE

Information required should include: timeframe, company name, company location, position title held during the term of the contract/project and details of contract/project.

Myrtle Beach Area Chamber of Commerce/CVB

- ***Timeframe: 2006 – Present***
- ***Company Name: Fahlgren Mortine (2012 – Present) and Myrtle Beach Area Chamber of Commerce/CVB (2006 – 2012)***
- ***Company Location: Myrtle Beach, S.C.***
- ***Position Title During the Term of the Contract/Project: Senior Account Specialist (2012 – Present), Public Relations Manager (2007 – 2012) and Festivals and Special Events Manager (2006 – 2007)***

Details of the Contract:

1. ***As Senior Account Specialist: Kimberly serves as the Myrtle Beach based office representative and as needed national spokesperson for the Myrtle Beach account. Kimberly provides strategic and media relations support including in-market media hostings, group press visits, out of market media tours and events, monitoring and measurement and overall travel and tourism media relations. Kimberly has supported the Myrtle Beach team through several campaigns including 60 Miles in 60 Days fall campaign, Never Seen the Ocean summer campaign, Travel Saturday, Military Campaign, air service campaigns and many others. Kimberly also has managed the coordination of both large and small media events for the team in Toronto, Montreal and New York City.***

2. ***As Public Relations Manager: Kimberly managed the national and international media relations for the destination, supervised two national PR agencies as well as planned and executed the PR program, campaigns and annual communication budget of roughly $500,000. Maintained and updated resources for media such as press kits, online newsroom, press releases and digital assets. Served as spokesperson for the organization to local, national and international media including during crisis situations such as wildfires and hurricanes. Cultivated working relationships with over 400 journalists primarily in travel and tourism, lifestyle and trade media. Hosted on group press trips and individual visits 180 journalists in market including creating a Media VIP pass with participation from over 50 area businesses. Pitched and placed nearly 100 stories with such outlets as Budget Travel, Toronto Star, USA Today, Meetings South, AAA Go Magazine and The Daily Meal. Worked with outlets such as Peter Greenberg Radio Show, The Travel Channel's Samantha Brown, The Colbert Report, CBS Early Show, HBO's Eastbound and Down and TLC's The Cake Boss. Executed marketing promotional partnerships with Fandango, Woman's Day, Frommers and Tropical Smoothie Cafe. Handled all media aspects of three presidential primary debates (Two in 2008; One in 2012) in conjunction with Fox News and CNN.***

3. ***As Festivals and Special Events Manager: Kimberly managed and produced the organization's major festivals and events ranging in attendance from 10,000 to 100,000. This included logistics management of festival production included talent booking, exhibitor and vendor placement, volunteer management, security and overall event duties. Oversaw the logistics for major publicity generating events such as The World's Tallest Sandcastle and Major League Eating BBQ Sandwich Competition. Acquired sponsorships for all festivals totaling nearly $100,000; the largest amount in any year history. Formed sponsor partnerships with businesses such as Food Lion, South Carolina Education Lottery, Best Western, Pepsi, Lennar Homes and Wendy's.***

Boise Convention and Visitors Bureau

- ***Timeframe: March 2014 – Present***
- ***Company Name: Boise CVB (a Fahlgren Mortine client)***
- ***Company Location: Boise, Idaho***
- ***Position Title During the Term of the Contract/Project: Senior Account Specialist***
- ***Details of the Contract: Kimberly serves as a travel and tourism and media relations specialist on the Boise team. Kimberly recently handled coordination of two media missions for Boise in Denver and New York City. Kimberly led the New York City media mission including a dinner event. Meetings were secured with such outlets as Food and Wine, Travel + Leisure, Conde Nast Traveler, Fitness and ABC News Digital.***

TourismOhio

- ***Timeframe: Winter 2013 – Present***
- ***Company Name: TourismOhio (a Fahlgren Mortine client)***
- ***Company Location: Columbus, Ohio***
- ***Position Title During the Term of the Contract/Project: Senior Account Specialist***
- ***Details of the Contract: Kimberly provided media relations support for New York City media missions for Tourism Ohio in the winter of 2013 and in 2014.***

Gilmore Entertainment Group, LLC

- ***Timeframe: 2005***
- ***Company Name: Gilmore Entertainment Group, LLC***
- ***Company Location: Myrtle Beach, S.C.***
- ***Position Title During the Term of the Contract/Project: Marketing Assistant/Graphic Designer***
- ***Details of the Contract: Kimberly facilitated the organization of multiple marketing projects internally and through outside vendors and also managed and maintained all media and***

press materials. Kimberly served as Art Director of The Carolina Opry Theater's Fall 2005 season and produced multiple design projects.

Shakespeare's Globe Theatre

- ***Timeframe: 2004***
- ***Company Name: Shakespeare's Globe Theatre***
- ***Company Location: London, England***
- ***Position Title During the Term of the Contract/Project: GlobeLink Intern and Education and Communications***
- ***Details of the Contract: Kimberly was responsible for daily administration of Globe Education's membership scheme of over 1,000 participants including Adopt An Actor Program and video conferences. She conducted an audit of the GlobeLink website and made significant improvements to functionality and design. She assisted in communications work for the Globe's Shakespeare and Islam Week and provided operational support during special events and lectures.***

EDUCATION

Information required should include: institution name, city, state, degree and/or Achievement and date completed/received.

- ***Institution Name: James Madison University***
- ***City: Harrisonburg***
- ***State: Virginia***
- ***Degree and/or Achievement: Bachelor of Arts in Media Arts and Design and History***
- ***Date Completed/Received: 2004***

AWARDS (Won by the individual)

Information required should include: Award, organization giving the award and date received.

- ***30 Under 30 Recognition for Future Destination Marketing Leader, Destination Marketing Association International (2011)***
- ***Plaque of Appreciation, Society of American Travel Writers Freelance Council (2008)***
- ***Certificate of Achievement, Sponsorship and Revenue Track, International Festivals and Events Association (2007)***
- ***Four Central Ohio PRISM Awards, Central Ohio Public Relations Society of America (2013)***
- ***Destiny Award, U.S. Travel Association (2013)***
- ***Silver Magellan Award, Travel Weekly (2013)***
- ***One Gold and One Silver Adrian Award, Hospitality Sales & Marketing Association International (2013)***
- ***SMITTY Award, Travel + Leisure (2013)***
- ***One Silver and One Bronze Adrian Award, Hospitality Sales & Marketing Association International (2012)***
- ***Silver Magellan Award, Travel Weekly (2012)***

PROPOSED STAFF RESUME FOR RFP 2084

A resume must be completed for all proposed prime contractor staff and proposed subcontractor staff.

Company Name Submitting Proposal:	***Fahlgren, Inc. (DBA Fahlgren Mortine)***

Check the appropriate box as to whether the proposed individual is prime contractor staff or subcontractor staff.

Contractor:	***X***	**Subcontractor:**	

The following information requested pertains to the individual being proposed for this project.

Name:	***Erin Maggied***	**Key Personnel: (Yes/No)**	***Yes***
Individual's Title:	***Account Supervisor***		
# of Years in Classification:	***< 1***	**# of Years with Firm:**	***1.5***

BRIEF SUMMARY OF PROFESSIONAL EXPERIENCE

Information should include a brief summary of the proposed individual's professional experience.

- ***Account Supervisor, Fahlgren Mortine, 2014 – Present (Clients include Myrtle Beach Chamber of Commerce/CVB, Cardinal Health, Elmer's and Pelotonia)***
- ***Senior Account Executive, Fahlgren Mortine, 2013 – 2014(Clients include Myrtle Beach Chamber of Commerce/CVB, Cardinal Health, Elmer's and Pelotonia)***
- ***Media Relations Senior Specialist, Nationwide Children's Hospital, 2012 – 2013***
- ***Media Relations Specialist, Nationwide Children's Hospital, 2010 – 2012***
- ***Account Associate, Fahlgren Mortine, 2009 – 2010 (Clients included White Hat Management, Pert Plus, Donatos Pizza, Franklin Park Conservatory and Botanical Gardens, Morton's Steakhouse and Kroger)***

RELEVANT TOURISM INDUSTRY EXPERIENCE

Information required should include: timeframe, company name, company location, position title held during the term of the contract/project and details of contract/project.

Myrtle Beach Area Chamber of Commerce/CVB

- ***Timeframe: 2013 – Present***
- ***Company Name: Myrtle Beach Area Chamber of Commerce/CVB (a Fahlgren Mortine client)***
- ***Company Location: Myrtle Beach, S.C.***
- ***Position Title During the Term of the Contract/Project: Senior Account Executive***
- ***Details of the Contract Project: Erin supports the day-to-day needs of the Myrtle Beach account, including coordinating media missions to New York, Washington, D.C. and Atlanta, assisting in media pitching and organizing familiarization trips to top-tier journalists and bloggers. Erin supports the Myrtle Beach team through several campaigns, including Facebook One Million, Travel Saturday and Making Waves.***

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EDUCATION

Information required should include: institution name, city, state, degree and/or Achievement and date completed/received.

- ***Institution Name: Ohio Dominican University***
- ***City: Columbus***
- ***State: Ohio***
- ***Degree and/or Achievement: Bachelor of Arts in Public Relations***
- ***Date Completed/Received: 2009***

AWARDS (Won by the individual)

Information required should include: Award, organization giving the award and date received.

- ***Central Ohio PRism Award, Central Ohio Public Relations Society of America (2014)***
- ***Central Ohio Prism Award of Excellence (2014)***
- ***Bronze Anvil Award of Commendation, Public Relations Society of America (2014)***

PROPOSED STAFF RESUME FOR RFP 2084

A resume must be completed for all proposed prime contractor staff and proposed subcontractor staff.

Company Name Submitting Proposal:	***Fahlgren, Inc. (DBA Fahlgren Mortine)***

Check the appropriate box as to whether the proposed individual is prime contractor staff or subcontractor staff.

Contractor:	***X***	**Subcontractor:**	

The following information requested pertains to the individual being proposed for this project.

Name:	***Janelle Huelsman***	**Key Personnel: (Yes/No)**	***Yes***
Individual's Title:	***Senior Account Executive***		
# of Years in Classification:	***1.5***	**# of Years with Firm:**	***4***

BRIEF SUMMARY OF PROFESSIONAL EXPERIENCE

Information should include a brief summary of the proposed individual's professional experience.

- ***Senior Account Executive, Fahlgren Mortine, 2013 – Present (Clients include Emerson Network Power, American Chemical Society and the J.R. Simplot Company)***
- ***Account Executive, Fahlgren Mortine, 2011 – 2012 (Clients include The Scotts Miracle-Gro Company, Pelotonia and Capital University)***
- ***Account Associate, Fahlgren Mortine, 2010 – 2011 (Clients include Cardinal Health, Cliffs Natural Resources and Glimcher Realty Trust)***

RELEVANT TOURISM INDUSTRY EXPERIENCE

Information required should include: timeframe, company name, company location, position title held during the term of the contract/project and details of contract/project.

Boise Convention and Visitors Bureau

- ***Timeframe: 2014 – Present***
- ***Company Name: Boise Convention and Visitors Bureau (a Fahlgren Mortine client)***
- ***Company Location: Boise, Idaho***
- ***Position Title During the Term of Contract/Project: Senior Account Executive***
- ***Details of the Contract Project: Janelle supports the day-to-day needs of the Boise CVB account, including writing press materials, media pitching, media reporting and desk side media meetings.***

Experience Columbus

- ***Timeframe: 2013 – Present***
- ***Company Name: Experience Columbus (a Fahlgren Mortine client)***
- ***Company Location: Columbus, Ohio***
- ***Position Title During the Term of Contract/Project: Senior Account Executive***
- ***Details of the Contract Project: Janelle supports the day-to-day needs of the Experience Columbus account, including writing press materials, contributing to integrated marketing campaigns, pitching industry trade publications and managing client and budget needs and expectations.***

Franklin Park Conservatory and Botanical Gardens

- ***Timeframe: 2010 – 2013***
- ***Company Name: Franklin Park Conservatory and Botanical Gardens (a Fahlgren Mortine client)***
- ***Company Location: Columbus, Ohio***
- ***Position Title During the Term of Contract/Project: Senior Account Executive, Account Executive and Account Associate***
- ***Details of the Contract Project: Janelle supported the day-to-day needs of the Franklin Park Conservatory and Botanical Gardens accounting, including regional and national media relations, management of a website redesign and contributions to a rebranding campaign.***

EDUCATION

Information required should include: institution name, city, state, degree and/or Achievement and date completed/received.

- ***Institution Name: Ohio University***
- ***City: Athens***
- ***State: Ohio***
- ***Degree and/or Achievement: Bachelor of Science in Journalism***
- ***Date Completed/Received: 2010***

AWARDS (Won by the individual)

Information required should include: Award, organization giving the award and date received.

- ***Executive Committee Member, Public Relations Society of America New Professionals Section (2014 and 2013)***
- ***Rising Star Award, Central Ohio Public Relations Society of America (2013)***
- ***Two Central Ohio PRism Awards, Central Ohio Public Relations Society of America (2014)***
- ***Award of Excellence, Central Ohio Public Relations Society of America (2014)***
- ***Central Ohio PRism Award, Central Ohio Public Relations Society of America (2013)***
- ***Two Awards of Excellence, Central Ohio Public Relations Society of America (2013)***
- ***Award of Excellence, Central Ohio Public Relations Society of America (2012)***

PROPOSED STAFF RESUME FOR RFP 2084

A resume must be completed for all proposed prime contractor staff and proposed subcontractor staff.

Company Name Submitting Proposal:	***Fahlgren, Inc. (DBA Fahlgren Mortine)***

Check the appropriate box as to whether the proposed individual is prime contractor staff or subcontractor staff.

Contractor:	***X***	**Subcontractor:**	

The following information requested pertains to the individual being proposed for this project.

Name:	***Caroline Allan***	**Key Personnel: (Yes/No)**	***Yes***
Individual's Title:	***Account Executive***		
# of Years in Classification:	***1***	**# of Years with Firm:**	***2***

BRIEF SUMMARY OF PROFESSIONAL EXPERIENCE

Information should include a brief summary of the proposed individual's professional experience.

- ***Account Executive, Fahlgren Mortine, 2013 – Present (Clients include Elmer's, Camp Invention, Mid-Ohio Regional Planning Commission, Pelotonia)***
- ***Account Associate, Fahlgren Mortine, 2012 – 2013 (Clients included Ohio Manufacturers Association, Cardinal Health, Balloon Time, Emerson Network Power)***
- ***Internship Coordinator, Fahlgren Mortine, 2013 – 2014***

RELEVANT TOURISM INDUSTRY EXPERIENCE

Information required should include: timeframe, company name, company location, position title held during the term of the contract/project and details of contract/project.

Myrtle Beach Area Chamber of Commerce/CVB

- ***Timeframe: 2012 – Present***
- ***Company Name: Myrtle Beach Area Chamber of Commerce/CVB (a Fahlgren Mortine client)***
- ***Company Location: Myrtle Beach, S.C.***
- ***Position Title During the Term of the Contract/Project: Account Executive***
- ***Details of the Contract Project: Caroline supports the day-to-day needs of the Myrtle Beach account, including media pitching, drafting award entries, managing relationships with matte release vendors, and various research projects. Caroline also supports the Myrtle Beach team as the lead contact for the meetings and groups offerings within the destination. In this role, Caroline works with various corporate meeting/group travel publications to secure media placements and arrange in-market visits for the media.***

EDUCATION

Information required should include: institution name, city, state, degree and/or Achievement and date completed/received.

- ***Institution Name: Ohio University***
- ***City: Athens***
- ***State: Ohio***
- ***Degree and/or Achievement: Bachelor of Science in Journalism***
- ***Date Completed/Received: 2012***

AWARDS (Won by the individual)
Information required should include: Award, organization giving the award and date received.

- ***PR Making a Difference Award, Council of Public Relations Firms (2014)***
- ***Central Ohio PRism Award, Central Ohio Public Relations Society of America (2014)***
- ***Central Ohio PRism Award of Excellence (2014)***
- ***Bronze Anvil Award of Commendation, Public Relations Society of America (2014)***

PROPOSED STAFF RESUME FOR RFP 2084

A resume must be completed for all proposed prime contractor staff and proposed subcontractor staff.

Company Name Submitting Proposal:	***The Abbi Agency***

Check the appropriate box as to whether the proposed individual is prime contractor staff or subcontractor staff.

Contractor:		**Subcontractor:**	***X***

The following information requested pertains to the individual being proposed for this project.

Name:	***Abbi Whitaker***	**Key Personnel: (Yes/No)**	***Yes***
Individual's Title:	***Owner/ President***		
# of Years in Classification:	***17***	**# of Years with Agency:**	***6***

BRIEF SUMMARY OF PROFESSIONAL EXPERIENCE

Information should include a brief summary of the proposed individual's professional experience.

- ***Owner/ President, The Abbi Agency, 2008 – 2014 (Serving as Owner/ President)***
- ***Vice President, Lyman Public Relations, 2004 – 2009 (Serving firm as member of its Senior Executive Team)***
- ***Account Executive, Switchback Public Relations, 2002 – 2005 (employed as Account Executive***)

RELEVANT TOURISM INDUSTRY EXPERIENCE

Information required should include: timeframe, company name, company location, position title held during the term of the contract/project and details of contract/project.

- ***Timeframe: 2008 – Present***
- ***Company Name: The Abbi Agency***
- ***Company Location: Reno, NV***
- ***Position: Owner/ President***
- ***Details of the Position: Abbi has worked with numerous firms in the travel and tourism industries, including Post Planner, North Lake Tahoe, VISIT Fallon, EDAWN, Offerpop, Nature's Bakery, Odyssey Teams, Campo, The Peppermill Resort, Fast Wrap, the Sugar Bowl Resort, and many others.***

- ***Timeframe: 2004 – 2008***
- ***Company Name: Lyman Public Relations***
- ***Position: Vice President***
- ***Details of the Position: Managed national public relations campaigns for The Trump Ocean Resort Baja, Intrawest, Wildhorse Meadows, Streamline Towers, Mammoth Mountain, The Village at Squaw Valley USA, Lake Las Vegas, Centex Resort Development, Punta Dominical, and Limocito.***

- ***Timeframe: 2002 – 2005***
- ***Company Name: Switchback Public Relations***
- ***Position: Account Executive***
- ***Details of the Position: Managed Media Relations for Embassy Suites, The New Sheridan Hotel, Ski Lake Tahoe, and East West Partners.***

EDUCATION

Information required should include: institution name, city, state, degree and/or Achievement and date completed/received.

- ***Institution Name: University of Nevada-Reno***
- ***City: Reno***
- ***State: Nevada***
- ***Degree and/or Achievement: Bachelor of Arts, Journalism***
- ***Date Completed/Received: 2003***

AWARDS (Won by the individual)

Information required should include: Award, organization giving the award and date received.

- ***2013 NCET Presidents Award***
- ***American Marketing Association Influencer of the Year – 2013***
- ***The Chamber Business of the Year 2012***
- ***Best Use of Content Marketing for Brand Journalism (Finalist) – PR Daily, 2013***
- ***PR News Best Infographic (Finalist)***
- ***National Media Relations (Finalist) – PR Daily, 2011***
- ***Best PR Agency -- Reno News & Review, 2012, 2013, 2014***
- ***Best PR Person – Reno News & Review, 2012, 2013, 2014***
- ***PRSA Silver Spike Media Relations Winner –2009, 2011, 2012, 2014***
- ***Entrepreneur of the Year Finalist – Reno Gazette Journal, 2011***

PROPOSED STAFF RESUME FOR RFP 2084

A resume must be completed for all proposed prime contractor staff and proposed subcontractor staff.

Company Name Submitting Proposal:	***The Abbi Agency***

Check the appropriate box as to whether the proposed individual is prime contractor staff or subcontractor staff.

Contractor:		**Subcontractor:**	***X***

The following information requested pertains to the individual being proposed for this project.

Name:	***Patrick Ty Whitaker***	**Key Personnel: (Yes/No)**	***Yes***
Individual's Title:	***Owner/ Chief Operating Officer***		
# of Years in Classification:	***6***	**# of Years with Agency:**	***6***

BRIEF SUMMARY OF PROFESSIONAL EXPERIENCE

Information should include a brief summary of the proposed individual's professional experience.

- ***Owner/ Chief Operating Officer, The Abbi Agency, 2008 – 2014 (Serving as Owner/ COO)***
- ***Sales and Marketing, Corps JD, 2008 – 2010 (Serving firm as member of Sales and Marketing Team)***

RELEVANT TOURISM INDUSTRY EXPERIENCE

Information required should include: timeframe, company name, company location, position title held during the term of the contract/project and details of contract/project.

- ***Timeframe: 2008 - 2014***
- ***Company Name: The Abbi Agency***
- ***Company Location: Reno, NV***
- ***Position: Owner/ Chief Operating Officer***
- ***Details of the Position: Ty has worked diligently to place The Abbi Agency among the top PR and marketing firms of Nevada and nationwide. The company is sought-after force in the travel and tourism industries, boasting such clients as Post Planner, North Lake Tahoe, Trump International, Playground, the S & P Destination Group, Mammoth Mountain, Odyssey Teams, Fast Wrap, the Sugar Bowl Resort, and many others.***

EDUCATION

Information required should include: institution name, city, state, degree and/or Achievement and date completed/received.

- ***Institution Name: University of Nevada Reno***
- ***City: Reno***
- ***State: Nevada***
- ***Degree and/or Achievement: Bachelor of Sciences, Environmental Science***
- ***Date Completed/Received: 2004***
- ***Professional Wetland Scientist Certification – 2004***

- ***Institution Name: University of Nevada Reno***
- ***City: Reno***
- ***State: Nevada***
- ***Degree and/or Achievement: MBA, Marketing***
- ***Date Completed/Received: Expected Graduation Date: 2015***

PROPOSED STAFF RESUME FOR RFP 2084

A resume must be completed for all proposed prime contractor staff and proposed subcontractor staff.

Company Name Submitting Proposal:	***The Abbi Agency***

Check the appropriate box as to whether the proposed individual is prime contractor staff or subcontractor staff.

Contractor:		**Subcontractor:**	***X***

The following information requested pertains to the individual being proposed for this project.

Name:	***Jenny Kendrick***	**Key Personnel: (Yes/No)**	***Yes***
Individual's Title:	***Public Relations Director***		
# of Years in Classification:	***1***	**# of Years with Agency:**	***1***

BRIEF SUMMARY OF PROFESSIONAL EXPERIENCE

Information should include a brief summary of the proposed individual's professional experience.

- ***Public Relations Director, The Abbi Agency, 2013 - 2014***
- ***Marketing Content Coordinator, Tahoe Donner, 2013 – 2014 (Served as Public Relations contact for Tahoe Donner News)***
- ***Public Relations Manager, Alpine Meadows Ski Resort, 2011 - 2013 (Served as Public Relations Manager/ Spokesperson)***
- ***Account Supervisor, Switchback PR + Marketing, Inc. Coordinator, 2014 – 2012 (Promoted to Account Supervisor from Senior Account Executive from Account Executive during tenure)***

RELEVANT TOURISM INDUSTRY EXPERIENCE

Information required should include: timeframe, company name, company location, position title held during the term of the contract/project and details of contract/project.

- ***Timeframe: 2013 - 2014***
- ***Company Name: Tahoe Donner***
- ***Company Location: Truckee, CA***
- ***Position: Media Content Coordinator***
- ***Details of the Position: Jenny was the public relations contact for the Tahoe Donner Association, managing the association's media relations and outreach programs.***

- ***Timeframe: 2004 – 2012***
- ***Company Name: Alpine Meadows Ski Resort***
- ***Position: Public Relations Manager***
  Details of the Position: Served as daily Public Relations Manager and Spokesperson; working with Public Relations Manager of Squaw Valley to secure media exposure for both mountains; planning and overseeing media relations and outreach programs.

- ***Timeframe: 2004 – 2012***
- ***Company Name: Switchback PR + Marketing***
- ***Position: Account Supervisor***

- ***Details of the Position: Worked closely with the following organizations: Truckee Donner Chamber of Commerce; The Resort at Port Ludlow; Reno-Sparks Convention and Visitors Authority (RSVCA); Ardica Ski Lake Tahoe; Ruby Mountain Helicopter Skiing, Cal Neva Resort Spa & Casino, Embassy Suites Lake Tahoe Resort; Canyon Springs of Truckee, Artown. Additionally. Established collaborate with California Travel and Tourism Commission (CTTC) on behalf of several clients.***

EDUCATION

Information required should include: institution name, city, state, degree and/or Achievement and date completed/received.

- ***Institution Name: University of California, Santa Barbara***
- ***City: Santa Barbara***
- ***State: California***
- ***Degree and/or Achievement: Bachelor of Art Science in Environmental Studies***
- ***Date Completed/Received: 1998***

AWARDS (Won by the individual)

Information required should include: Award, organization giving the award and date received.

PROPOSED STAFF RESUME FOR RFP 2084

A resume must be completed for all proposed prime contractor staff and proposed subcontractor staff.

Company Name Submitting Proposal:	***The Abbi Agency***

Check the appropriate box as to whether the proposed individual is prime contractor staff or subcontractor staff.

Contractor:		**Subcontractor:**	***X***

The following information requested pertains to the individual being proposed for this project.

Name:	***David Bunker***	**Key Personnel: (Yes/No)**	***Yes***
Individual's Title:	***Writer***		
# of Years in Classification:	***4***	**# of Years with Agency:**	***4***

BRIEF SUMMARY OF PROFESSIONAL EXPERIENCE

Information should include a brief summary of the proposed individual's professional experience.

- ***Writer, The Abbi Agency, 2010 – 2014 (Serving as Senior Staff Writer)***
- ***Writer/ Editor, Moonshine Ink, 2010 – 2014 (Serving publication as Writer/Editor)***
- ***Reporter/Editor, Sierra Sun Newspaper, 2003 – 2008 (Managed daily operations as Editor)***

RELEVANT TOURISM INDUSTRY EXPERIENCE

Information required should include: timeframe, company name, company location, position title held during the term of the contract/project and details of contract/project.

- ***Timeframe: 2010 - 2014***
- ***Company Name: The Abbi Agency***
- ***Company Location: Reno, NV***
- ***Position: Writer***
- ***Details of the Position: David led strategy and execution of content marketing campaigns and copy writing for numerous travel and tourism clients, including the bi-state North Lake Tahoe tourism authority, Sugar Bowl Resort, the Lucas Oil Off-Road Racing Series, the Fallon Convention and Visitors Authority and the State of Nevada's Highway 95 Rural Development Authority. Content marketing included full eBook development, press release writing, blog campaigns, infographic copywriting, website copywriting and submitted article writing and editing.***

- ***Timeframe: 2010 - 2014***
- ***Company Name: Moonshine Ink***
- ***Company Location: Truckee, CA***
- ***Position: Writer/Editor***
- ***Details of the Position: David covered the ski industry and tourism economy of North Lake Tahoe in his position as editor and report for Moonshine Ink, including writing award-winning business features, news articles and feature stories on the businesses and economy of the region.***

- ***Timeframe: 2008 - 2014***
- ***Company Name: Freelance Writer***
- ***Company Location: Truckee, CA***
- ***Position: Writer***

- ***Details of the Position: David wrote articles for tourism and travel publications as a freelancer, including articles for Via Magazine, SUP Magazine, Nevada Magazine and Tahoe Quarterly.***

- ***Timeframe: 2003 - 2008***
- ***Company Name: Sierra Sun Newspaper***
- ***Company Location: Truckee, CA***
- ***Position: Writer/Managing Editor***
- ***Details of the Position: David covered the ski industry and the tourism economy of Truckee and North Tahoe for the newspaper, and managed a staff of reporters and photographers covering business, travel and tourism. Received awards from both the Nevada and California press associations for coverage and writing.***

EDUCATION

Information required should include: institution name, city, state, Degree and/or Achievement and date completed/received.

- ***Institution Name: University of Maryland, College Park***
- ***City: College Park***
- ***State: Maryland***
- ***Degree and/or Achievement: Bachelor of Arts, Journalism***
- ***Date Completed/Received: 2002***

AWARDS (Won by the individual)

Information required should include: Award, organization giving the award and date received.

- ***Best Environmental Story (First Place) – National Newspaper Association, 2014***
- ***Best Investigative Story (First Place) – National Newspaper Association, 2013***
- ***Best Serious Column (Third Place) – National Newspaper Association, 2013***
- ***Writing (First Place)- California Newspaper Publishers Association, 2008***
- ***Best Feature Story (First Place) – Nevada Press Association, 2007***
- ***Best Business or Financial Story (First Place) – California Newspaper Publishers Association, 2006***
- ***Writing (Second Place) – California Newspaper Publishers Association, 2005.***
- ***Feature Story (First Place)– California Newspaper Publishers Association, 2004.***
- ***Best News Feature Story (First Place) – Nevada Press Association, 2004.***
- ***Best Feature Story (First Place) – Nevada Press Association, 2004.***
- ***Story of the Year– Sierra Nevada Media Group, 2004***

PROPOSED STAFF RESUME FOR RFP 2084

A resume must be completed for all proposed prime contractor staff and proposed subcontractor staff.

Company Name Submitting Proposal:	***The Abbi Agency***

Check the appropriate box as to whether the proposed individual is prime contractor staff or subcontractor staff.

Contractor:		**Subcontractor:**	***X***

The following information requested pertains to the individual being proposed for this project.

Name:	***Constance Aguilar***	**Key Personnel: (Yes/No)**	***Yes***
Individual's Title:	***Strategic Communications***		
# of Years in Classification:	***2***	**# of Years with Agency:**	***6***

BRIEF SUMMARY OF PROFESSIONAL EXPERIENCE

Information should include a brief summary of the proposed individual's professional experience.

- ***Strategic Communications, The Abbi Agency, 2012 – 2014 (Serving as Strategic Communications Lead of the agency)***
- ***Account Executive, The Abbi Agency, 2010 – 2011 (Served as Account Executive with the agency)***
- ***Jr. Account Executive, The Abbi Agency, 2009 – 2010, (Served as Jr. Account Executive with the agency)***
- ***Account Coordinator, The Abbi Agency, 2008 – 2009 (Worked closely with senior staff to convey deliverables to clients)***

RELEVANT TOURISM INDUSTRY EXPERIENCE

Information required should include: timeframe, company name, company location, position title held during the term of the contract/project and details of contract/project.

Details of the Positions: Constance is a seasoned Events Planner and an award-winning Social Media Writer (American Marketing Association—Reno-Tahoe). She writes for various Social Media outlets such as SmartBrief, Mashable, MediaBistro, Social Media Today, PR Daily, The CMO Site, Social Media Monthly Magazine, and more. She has also worked with various companies in the travel and sports industries, developing precise and concise social media strategies for clients over the years.

EDUCATION

Information required should include: institution name, city, state, Degree and/or Achievement and date completed/received.

- ***Institution Name: University of Nevada-Reno***
- ***City: Reno***
- ***State: Nevada***
- ***Degree and/or Achievement: Bachelor of Art in Journalism***
- ***Date Completed/Received: 2012***

AWARDS (Won by the individual)

Information required should include: Award, organization giving the award and date received.

- ***Project Vesto, American Marketing Association Reno –Tahoe: 2013***
- ***ShortStack, American Marketing Association Reno – Tahoe: 2012***
- ***Silver Spike PRSSA Students' Choice Award: 2008***

PROPOSED STAFF RESUME FOR RFP 2084

A resume must be completed for all proposed prime contractor staff and proposed subcontractor staff.

Company Name Submitting Proposal:	***Fahlgren, Inc. (DBA Fahlgren Mortine)***

Check the appropriate box as to whether the proposed individual is prime contractor staff or subcontractor staff.

Contractor:	***X***	**Subcontractor:**	

The following information requested pertains to the individual being proposed for this project.

Name:	***Chrystie Reep***	**Key Personnel: (Yes/No)**	***Yes***
Individual's Title:	***Senior Vice President, Corporate Media Connections Director***		
# of Years in Classification:	***2***	**# of Years with Firm:**	***12***

BRIEF SUMMARY OF PROFESSIONAL EXPERIENCE

Information should include a brief summary of the proposed individual's professional experience.

- ***Senior Vice President, Corporate Media Connections Director, Fahlgren Mortine, 2012 – Present (Clients include Experience Columbus, Columbus Region, Gatlinburg CVB, Panama City Beach CVB, Nova Southeastern University, Krazy Glue, Elmer's, Savannah College of Art & Design and McDonald's Co-Ops)***
- ***Vice President, Corporate Media Director, Fahlgren Mortine, 2010 – 2012 (Clients included Kent State University, Experience Columbus, Columbus Region, Columbus Bicentennial, Gatlinburg CVB, Panama City Beach CVB and Balloon Time)***
- ***Associate Media Director, Fahlgren Mortine, 2008 – 2010 (Clients included VISIT FLORIDA, Cooper Tire, Balloon Time, Charles Penzone, Kent State University, Ansell and Liebert)***
- ***Media Supervisor, Fahlgren Mortine, 2006 – 2008 (Clients included VISIT FLORIDA, Cooper Tire, Balloon Time and NAPA Auto Parts)***
- ***Senior Media Planner, Fahlgren Mortine, 2004 – 2006 (Clients included VISIT FLORIDA, OSU Medical Center and The James Cancer Center)***
- ***Media Planner, inChord Communications/GSW, 2002 –2004 (Clients included Eli Lilly, AstraZeneca, Genentech)***
- ***Media Account Manager, Lord, Sullivan & Yoder, 2000 – 2002 (Clients included Papa Johns Co-Op, Easton Town Center and Nevamar)***

RELEVANT TOURISM INDUSTRY EXPERIENCE

Information required should include: timeframe, company name, company location, position title held during the term of the contract/project and details of contract/project.

Experience Columbus

- ***Timeframe: 2011 – Present***
- ***Company Name: Experience Columbus (a Fahlgren Mortine client)***
- ***Company Location: Columbus, Ohio***
- ***Position Title During the Term of the Contract/Project: Senior Vice President and Vice President, Corporate Media Connections Director***
- ***Details of the Contract Project: Chrystie lead the media strategy, buying and measurement/reporting for the annual leisure campaign efforts as well as lead the strategic direction for Columbus Image branding efforts and the 2012 Bicentennial.***

Gatlinburg CVB

- ***Timeframe: 2011 – Present***
- ***Company Name: City of Gatlinburg CVB (a Fahlgren Mortine client)***
- ***Company Location: Gatlinburg, Tenn.***
- ***Position Title During the Term of the Contract/Project: Senior Vice President and Vice President, Corporate Media Connections Director***
- ***Details of the Contract Project: Chrystie has lead the media strategy, buying and ongoing audience research for the city of Gatlinburg CVB. During this time, the city has seen continued increases in awareness and traffic to the destination.***

Panama City Beach CVB

- ***Timeframe: 2010 – 2014***
- ***Company Name: Panama City Beach CVB (a Fahlgren Mortine client)***
- ***Company Location: Panama City Beach, Fla.***
- ***Position Title During the Term of the Contract/Project: Senior Vice President and Vice President, Corporate Media Connections Director***
- ***Details of the Contract Project: Early in Fahlgren Mortine's relationship with PCB, Chrystie lead the digital strategy, buying and measurement/reporting. As her role has evolved, her role with the PCB client has as well. Today she works closely with the team to oversee strategy for both the digital and traditional media efforts.***

VISIT FLORIDA

- ***Timeframe: 2004 – 2009***
- ***Company Name: Florida Tourism Industry Marketing Corporation (a Fahlgren Mortine client)***
- ***Company Location: Tallahassee, Fla.***
- ***Position Title During the Term of the Contract/Project: Senior Media Planner, Media Supervisor and Associate Media Director***
- ***Details of the Contract Project: Chrystie's role on the VISIT FLORIDA business was the lead strategy and day-to-day management of all digital media efforts. During this time, Chrystie lead the digital efforts, budgets increased from $400,000 to over $1 million.***

EDUCATION

Information required should include: institution name, city, state, degree and/or Achievement and date completed/received.

- ***Institution Name: Ohio University***
- ***City: Athens***
- ***State: Ohio***
- ***Degree and/or Achievement: Bachelor of Science in Journalism***
- ***Date Completed/Received: 2000***

AWARDS (Won by the individual)

Information required should include: Award, organization giving the award and date received.

- ***Silver Adrian Award, Hospitality Sales and Marketing Association International (2013)***
- ***Two Gold SABREs, Holmes Report (2013)***
- ***Silver Anvil Award of Excellence, Public Relations Society of America (2013)***

PROPOSED STAFF RESUME FOR RFP 2084

A resume must be completed for all proposed prime contractor staff and proposed subcontractor staff.

Company Name Submitting Proposal:	***Fahlgren, Inc. (DBA Fahlgren Mortine)***

Check the appropriate box as to whether the proposed individual is prime contractor staff or subcontractor staff.

Contractor:	***X***	**Subcontractor:**	

The following information requested pertains to the individual being proposed for this project.

Name:	***Lisa Morales Cook***	**Key Personnel: (Yes/No)**	***Yes***
Individual's Title:	***Senior Vice President, Brand Planning***		
# of Years in Classification:	***2.5***	**# of Years with Firm:**	***4.5***

BRIEF SUMMARY OF PROFESSIONAL EXPERIENCE

Information should include a brief summary of the proposed individual's professional experience.

- ***Senior Vice President, Brand Planning, Fahlgren Mortine, 2012 – Present (Clients include Panama City Beach CVB, Experience Columbus, Gatlinburg CVB and Ohio Department of Health)***
- ***Vice President, Brand Planning, Fahlgren Mortine, 2010 – 2012***
- ***Additionally, Lisa has served in various brand strategy, expert management and leadership roles since 1987.***

RELEVANT TOURISM INDUSTRY EXPERIENCE

Information required should include: timeframe, company name, company location, position title held during the term of the contract/project and details of contract/project.

Panama City Beach CVB

- ***Timeframe: 2014 – Present***
- ***Company Name: Panama City Beach CVB (a Fahlgren Mortine client)***
- ***Company Location: Panama City Beach, Fla.***
- ***Position Title During the Term of the Contract/Project: Senior Vice President, Brand Planning***
- ***Details of the Contract Project: Lisa leads profiling and research projects to help the CVB hone in on targeting their audience in distinct markets.***

Experience Columbus

- ***Timeframe: 2013 – Present***
- ***Company Name: Experience Columbus (a Fahlgren Mortine client)***
- ***Company Location: Columbus, Ohio***
- ***Position Title During the Term of the Contract/Project: Senior Vice President, Brand Planning***
- ***Details of the Contract Project: Lisa advises the client on brand strategy.***

Gatlinburg CVB

- ***Timeframe: 2010 – Present***
- ***Company Name: Gatlinburg, CVB (a Fahlgren Mortine client)***
- ***Company Location: Gatlinburg, Tenn.***
- ***Position Title During the Term of the Contract/Project: Senior Vice President, Brand Planning and Vice President, Brand Planning***
- ***Details of the Contract Project: Lisa has led market segmentation and brand development projects.***

EDUCATION

Information required should include: institution name, city, state, degree and/or Achievement and date completed/received.

- ***Institution Name: The Ohio State University***
- ***City: Columbus***
- ***State: Ohio***
- ***Degree and/or Achievement: Bachelor of Science in Business Administration***
- ***Date Completed/Received: 1988***

AWARDS (Won by the individual)

Information required should include: Award, organization giving the award and date received.

PROPOSED STAFF RESUME FOR RFP 2084

A resume must be completed for all proposed prime contractor staff and proposed subcontractor staff.

Company Name Submitting Proposal:	***Fahlgren, Inc. (DBA Fahlgren Mortine)***

Check the appropriate box as to whether the proposed individual is prime contractor staff or subcontractor staff.

Contractor:	***X***	**Subcontractor:**	

The following information requested pertains to the individual being proposed for this project.

Name:	***Carissa Richardson***	**Key Personnel: (Yes/No)**	***Yes***
Individual's Title:	***Audio/Video Media Connections Planning Director***		
# of Years in Classification:	***< 1***	**# of Years with Firm:**	***4***

BRIEF SUMMARY OF PROFESSIONAL EXPERIENCE

Information should include a brief summary of the proposed individual's professional experience.

- ***Audio/Video Media Connections Planning Director, Fahlgren Mortine, 2014 – Present (Clients include McDonald's, Kent State University and West Virginia Department of Health and Human Resources)***
- ***Media Connections Supervisor, Fahlgren Mortine, 2010 – 2014(Clients included McDonald's, Kent State University, and West Virginia Department of Health and Human Resources)***
- ***Media Buyer, Starcom Worldwide, 2005 – 2009 (Clients included US Cellular, General Motors, and Applebee's)***

RELEVANT TOURISM INDUSTRY EXPERIENCE

Information required should include: timeframe, company name, company location, position title held during the term of the contract/project and details of contract/project.

Panama City Beach CVB

- ***Timeframe: 2009 – Present***
- ***Company Name: Panama City Beach CVB***
- ***Company Location: Panama City Beach, Florida***
- ***Position Title During the Term of the Contract/Project: Media Connections Supervisor***
- ***Details of the Contract Project: Carissa helps Panama City Beach CVB develop a media strategy, continually reevaluating for market shifts. This includes managing TV and radio buying for targeted local markets.***

Gatlinburg CVB

- ***Timeframe: 2011 – Present***
- ***Company Name: Gatlinburg CVB***
- ***Company Location: Gatlinburg, Tennessee***
- ***Position Title During the Term of the Contract/Project: Media Connections Supervisor***
- ***Details of the Contract Project: Carissa helps Gatlinburg CVB develop a media strategy, continually reevaluating for market shifts. This includes managing TV and radio buying for targeted local markets.***

EDUCATION

Information required should include: institution name, city, state, degree and/or Achievement and date completed/received.

- ***Institution Name: The Ohio State University***
- ***City: Columbus***
- ***State: Ohio***
- ***Degree and/or Achievement: Bachelor of Science in Business Administration, specialization in Marketing***
- ***Date Completed/Received: 2005***

AWARDS (Won by the individual)

Information required should include: Award, organization giving the award and date received.

PROPOSED STAFF RESUME FOR RFP 2084

A resume must be completed for all proposed prime contractor staff and proposed subcontractor staff.

Company Name Submitting Proposal:	***Fahlgren, Inc. (DBA Fahlgren Mortine)***

Check the appropriate box as to whether the proposed individual is prime contractor staff or subcontractor staff.

Contractor:	***X***	**Subcontractor:**	

The following information requested pertains to the individual being proposed for this project.

Name:	***Megan Smuckler***	**Key Personnel: (Yes/No)**	***Yes***
Individual's Title:	***Senior Media Connections Planner/Buyer***		
# of Years in Classification:	***1***	**# of Years with Firm:**	***1***

BRIEF SUMMARY OF PROFESSIONAL EXPERIENCE

Information should include a brief summary of the proposed individual's professional experience.

- ***Senior Media Connections Planner/Buyer, Fahlgren Mortine, 2013 – Present (Clients include Panama City Beach, Balloon Time, Krazy Glue, Midmark, Colfax Fluid Handling, CravOn and Savannah College of Art and Design)***
- ***Senior Display Strategist, Morpheus Media, 2012 – 2013 (Clients included Guess and Knoll)***
- ***Display Strategist, Morpheus Media, 2012 (Clients included Mr. Porter, The Outnet, Guess, Alexander Wang, Sergio Rossi)***
- ***Associate Display Strategist, Morpheus Media, 2011 – 2012 (Clients included Net-A-Porter, Mr. Porter, and The Outnet)***

RELEVANT TOURISM INDUSTRY EXPERIENCE

Information required should include: timeframe, company name, company location, position title held during the term of the contract/project and details of contract/project.

Panama City Beach CVB

- ***Timeframe: 2013 – Present***
- ***Company Name: Visit Panama City Beach CVB (a Fahlgren Mortine client)***
- ***Company Location: Panama City Beach, Fla.***
- ***Position Title During the Term of the Contract/Project: Senior Media Connections Planner/Buyer***
- ***Details of the Contract Project: Megan supported the account with media research, planning and buying, including in-depth media plans and strategic insight. Megan provided day-to-day support including media execution and reporting and bought media in both broadcast and digital for Panama City Beach during peak Spring, Summer and Fall periods.***

EDUCATION

Information required should include: institution name, city, state, degree and/or Achievement and date completed/received.

- ***Institution Name: Mount Union College***
- ***City: Alliance***
- ***State: Ohio***
- ***Degree and/or Achievement: Bachelor of Science in Media Studies***
- ***Date Completed/Received: 2009***

AWARDS (Won by the individual) *Information required should include: Award, organization giving the award and date received.*

PROPOSED STAFF RESUME FOR RFP 2084

A resume must be completed for all proposed prime contractor staff and proposed subcontractor staff.

Company Name Submitting Proposal:	***Fahlgren, Inc. (DBA Fahlgren Mortine)***

Check the appropriate box as to whether the proposed individual is prime contractor staff or subcontractor staff.

Contractor:	***X***	**Subcontractor:**	

The following information requested pertains to the individual being proposed for this project.

Name:	***Robby Herbst***	**Key Personnel: (Yes/No)**	***Yes***
Individual's Title:	***Senior Search Marketing Manager***		
# of Years in Classification:	***1***	**# of Years with Firm:**	***3***

BRIEF SUMMARY OF PROFESSIONAL EXPERIENCE

Information should include a brief summary of the proposed individual's professional experience.

- ***Senior Search Marketing Manager, Fahlgren Mortine, 2014 – Present (Clients include Nova Southeastern University, Emerson Network Power, Liebert, Longsight, Columbus Region, Experience Columbus and WVU Healthcare)***
- ***Search Marketing Manager, Fahlgren Mortine, 2011 – 2014 (Clients included Kent State University, Emerson Climate, Liebert, Nova Southeastern University, Experience Columbus and MedStar Health)***
- ***SEM Analyst & Copywriter, People To My Site, 2009 – 2011 (Clients included Allied Insurance, Signs Now and multiple car dealership networks)***
- ***Creative & SEO Copywriter, People To My Site, 2009***

RELEVANT TOURISM INDUSTRY EXPERIENCE

Information required should include: timeframe, company name, company location, position title held during the term of the contract/project and details of contract/project.

Experience Columbus

- ***Timeframe: 2014***
- ***Company Name: Experience Columbus (a Fahlgren Mortine client)***
- ***Company Location: Columbus, Ohio***
- ***Position Title During the Term of the Contract/Project: Senior Search Marketing Manager***
- ***Details of the Contract Project: Robby supported the creation and day-to-day analysis, reporting, and optimization of the LifeinCbus paid search campaign. The campaign was designed to target users in the Chicago and D.C. markets who turned to search to learn more about the #LifeinCbus advertising campaign and messaging (promoted via external marketing channels).***

- ***Timeframe: 2011***
- ***Company Name: Experience Columbus (a Fahlgren Mortine client)***
- ***Company Location: Columbus, Ohio***
- ***Position Title During the Term of the Contract/Project: Search Marketing Manager***
- ***Details of the Contract Project: Robby created, managed, monitored, reported, and optimized of the Roar and Explore paid search campaign. The campaign promoted a family adventure getaway package for the Columbus Zoo and Aquarium, COSI, Zoombezi Bay and Drury Hotels – targeting users in the Pittsburgh, Pa. and Charleston-Huntington, W. Va. DMAs.***

Franklin Park Conservatory and Botanical Gardens

- ***Timeframe: 2013***
- ***Company Name: Franklin Park Conservatory and Botanical Gardens (a Fahlgren Mortine client)***
- ***Company Location: Columbus, Ohio***
- ***Position Title During the Term of the Contract/Project: Search Marketing Manager***
- ***Details of the Contract Project: Robby supported the creation, analysis, reporting, and optimization of the paid search campaign for the Bruce Munro: Light at Franklin Park Conservatory exhibition. The campaign sought to drive users to the exhibition from multiple surrounding DMAs, including: Detroit, Pittsburgh, Cleveland-Akron, Cincinnati, Indianapolis, Louisville, Columbus, and Charleston-Huntington.***

EDUCATION

Information required should include: institution name, city, state, degree and/or Achievement and date completed/received.

- ***Institution Name: Kent State University***
- ***City: Kent***
- ***State: Ohio***
- ***Degree and/or Achievement: Bachelor of Science in Journalism***
- ***Date Completed/Received: 2009***

AWARDS (Won by the individual)

Information required should include: Award, organization giving the award and date received.

PROPOSED STAFF RESUME FOR RFP 2084

A resume must be completed for all proposed prime contractor staff and proposed subcontractor staff.

Company Name Submitting Proposal:	***Fahlgren, Inc. (DBA Fahlgren Mortine)***

Check the appropriate box as to whether the proposed individual is prime contractor staff or subcontractor staff.

Contractor:	***X***	**Subcontractor:**	

The following information requested pertains to the individual being proposed for this project.

Name:	***David Bowers***	**Key Personnel: (Yes/No)**	***Yes***
Individual's Title:	***Chief Creative Officer***		
# of Years in Classification:	***2***	**# of Years with Firm:**	***2***

BRIEF SUMMARY OF PROFESSIONAL EXPERIENCE

Information should include a brief summary of the proposed individual's professional experience.

- ***Chief Creative Officer, Fahlgren Mortine, 2012 – Present (Clients include McDonald's, Cooper Tire, Savannah College of Art and Design, Kent State University and Donate Life Ohio)***
- ***Chief Creative Officer, GSW Worldwide, 2006 – 2012 (Clients included Eli Lilly and Company, J&J, Bayer Healthcare, Pfizer, Roche, AstraZenica and Merck and Co.)***
- ***Chief Operating Officer, GSW Worlwide, 2004 – 2006 (Clients included Eli Lilly and Company, J&J, Bayer Healthcare, Pfizer, Roche, AstraZenica and Merck and Co.)***

RELEVANT TOURISM INDUSTRY EXPERIENCE

Information required should include: timeframe, company name, company location, position title held during the term of the contract/project and details of contract/project.

Panama City Beach CVB

- ***Timeframe: 2012 – Present***
- ***Company Name: Panama City Beach CVB (a Fahlgren Mortine client)***
- ***Company Location: Panama City Beach, Fla.***
- ***Position Title During the Term of the Contract/Project: Chief Creative Officer***
- ***Details of the Contract Project: Dave leads creative team for various creative and digital campaigns and oversees the execution of the creative product.***

TourismOhio

- ***Timeframe: 2013***
- ***Company Name: TourismOhio (a Fahlgren Mortine client)***
- ***Company Location: Columbus, Ohio***
- ***Position Title During the Term of the Contract/Project: Chief Creative Officer***
- ***Details of the Contract Project: Dave leads creative team for various creative and digital campaigns and oversees the execution of the creative product.***

Gatlinburg CVB

- ***Timeframe: 2012 – Present***
- ***Company Name: Gatlinburg CVB (a Fahlgren Mortine client)***
- ***Company Location: Gatlinburg, Tenn.***
- ***Position Title During the Term of the Contract/Project: Chief Creative Officer***
- ***Details of the Contract Project: Dave leads creative team for various creative and digital campaigns and oversees the execution of the creative product.***

EDUCATION

Information required should include: institution name, city, state, degree and/or Achievement and date completed/received.

- ***Institution Name: Pensacola Christian College***
- ***City: Pensacola***
- ***State: Florida***
- ***Degree and/or Achievement: Bachelor of Arts, Advertising and Communication***
- ***Date Completed/Received: 1991***

AWARDS (Won by the individual)

Information required should include: Award, organization giving the award and date received.

- ***CLIO, CLIO Awards (2009)***
- ***Cannes Lion, Cannes Lion International Festival for Creativity (2010)***
- ***CLIO, CLIO Awards (2010)***
- ***National ADDY, American Advertising Federation (2010)***

PROPOSED STAFF RESUME FOR RFP 2084

A resume must be completed for all proposed prime contractor staff and proposed subcontractor staff.

Company Name Submitting Proposal:	***Fahlgren, Inc. (DBA Fahlgren Mortine)***

Check the appropriate box as to whether the proposed individual is prime contractor staff or subcontractor staff.

Contractor:	***X***	**Subcontractor:**	

The following information requested pertains to the individual being proposed for this project.

Name:	***Sean Cowan***	**Key Personnel: (Yes/No)**	***Yes***
Individual's Title:	***Senior Vice President, Digital Experience Director***		
# of Years in Classification:	***2***	**# of Years with Firm:**	***2***

BRIEF SUMMARY OF PROFESSIONAL EXPERIENCE

Information should include a brief summary of the proposed individual's professional experience.

- ***Senior Vice President, Digital Experience Director, Fahlgren Mortine, 2012 – Present (Clients include Colfax, Mission Essential and Savannah College of Art and Design)***
- ***Vice President, Digital Creative Director, inventive Communications, 2007 – 2012 (Clients included Eli Lilly, Gilead and Takeda)***
- ***Owner, Five Feet High, 2003 – 2007 (Clients included Eagle Family Foods, Victoria's Secret Pink and Scott's MiracleGro)***
- ***Associate Creative Director, Blue Diesel, 2001 – 2003 (Clients included Abbott Nutrition, Roche Vitamins and Nalgene)***
- ***Senior Information Architect, Out of the Box, 1997 – 2001 (Clients included Cooper Tire, Sterling Commerce and Serta)***
- ***Interactive Designer, MC2 Cyberspace Research, 1995 – 1997 (Clients included Banc One, Stanley Steemer, and American Electric Power)***

RELEVANT TOURISM INDUSTRY EXPERIENCE

Information required should include: timeframe, company name, company location, position title held during the term of the contract/project and details of contract/project.

COSI (Center of Science & Industry)

- ***Timeframe: 2010 – 2011***
- ***Company Name: COSI (an inventive Health client)***
- ***Company Location: Columbus, Ohio***
- ***Position Title During the Term of the Contract/Project: Digital Creative Director***
- ***Details of the Contract Project: Sean developed research strategy to inform redesign to include mobile strategy as well as metrics for ROI. Sean served as a user experience lead and re-organized the site from 500+ pages and multiple site to 150 pages that were housed under a single domain. He drove agency consultation of CMS selection and technical execution.***

TourismOhio McDonald's Partnership

- ***Timeframe: 2012***
- ***Company Name: TourismOhio (a Fahlgren Mortine Client)***
- ***Company Location: Columbus, Ohio***

- ***Position Title During the Term of the Contract/Project: Digital Experience Director***
- ***Details of the Contract Project: Sean developed a digital strategy and user experience to engage McDonald's customers to interact with a microsite where coupons to Ohio's tourism attractions could be redeemed.***

Panama City Beach CVB

- ***Timeframe : 2012 – Present***
- ***Company Name: Panama City Beach (a Fahlgren Mortine Client)***
- ***Company Location: Panama City Beach, Fla.***
- ***Position Title During the Term of the Contract/Project: Digital Experience Director***
- ***Details of the Contract Project: Sean oversees creative development and technical execution of digital media campaigns as well as the digital experience of landing and conversion pages. He works with the media team to implement social strategy connections.***

EDUCATION

Information required should include: institution name, city, state, degree and/or Achievement and date completed/received.

- ***Institution Name: Columbus College of Art and Design***
- ***City: Columbus***
- ***State: Ohio***
- ***Degree and/or Achievement: Bachelor of Fine Arts, Advertising Design, Minor in Illustration***
- ***Date Completed/Received: 1995***

AWARDS (Won by the individual)

Information required should include: Award, organization giving the award and date received.

- ***Silver ADDY, American Advertising Federation Charleston, W. Va. (2014)***
- ***Best of Show, American Advertising Federation Columbus, Ohio (2013)***
- ***Silver Adrian Award, Hospitality Sales & Marketing Association International (HSMAI) (2013)***
- ***Two Merit Awards, Columbus Society of Communication Arts (2013)***
- ***Gold Award, W3 (2010)***
- ***Best Use of New Technology, Ohio Interactive Awards (2010)***
- ***Webby Award, International Academy of Digital Arts and Sciences (2010)***
- ***Best Website, Med Ad News (2008)***
- ***Best Pharmaceutical Microsite, Internet Advertising Competition (2008)***
- ***Best of Show, Columbus Society of Communication Arts (2007)***

PROPOSED STAFF RESUME FOR RFP 2084
A resume must be completed for all proposed prime contractor staff and proposed subcontractor staff.

Company Name Submitting Proposal:	***Fahlgren, Inc. (DBA Fahlgren Mortine)***

Check the appropriate box as to whether the proposed individual is prime contractor staff or subcontractor staff.

Contractor:	***X***	**Subcontractor:**	

The following information requested pertains to the individual being proposed for this project.

Name:	***Aaron Reiser***	**Key Personnel: (Yes/No)**	***Yes***
Individual's Title:	***Vice President, Creative Director and User Experience Director***		
# of Years in Classification:	***1***	**# of Years with Firm:**	***1***

BRIEF SUMMARY OF PROFESSIONAL EXPERIENCE
Information should include a brief summary of the proposed individual's professional experience.

- ***VP, Creative Director/UX Director, Fahlgren Mortine, 2013 – Present (Clients include McDonald's, Cooper Tire, Crown Equipment, Emerson, Donate Life Ohio and Savannah College of Art and Design)***
- ***Mobile Practice Creative Lead, Resource, 2009 – 2012 (Clients included; Wendy's, Mitsubishi, HP, Head & Shoulders, Gillette, Sherwin Williams, Purina Cat Chow, Speck, Ace Hardware, Kohler)***
- ***Associate Creative Director, Northlich, 2007-1009 (Clients included; Long John Silvers, White Castle, American Greetings, Bird's Eye, OSU Medical Center***

RELEVANT TOURISM INDUSTRY EXPERIENCE
Information required should include: timeframe, company name, company location, position title held during the term of the contract/project and details of contract/project.

Panama City Beach CVB

- ***Timeframe: 2014 – Present***
- ***Company Name: Panama City Beach CVB (a Fahlgren Mortine client)***
- ***Company Location: Panama City Beach, Fla.***
- ***Position Title During the Term of the Contract/Project: Vice President, Creative Director and User Experience Director***
- ***Details of the Contract Project: Aaron oversees the creative development of all digital and creative assets for the PCB CVB, including web banners, apps, games and more.***

EDUCATION
Information required should include: institution name, city, state, degree and/or Achievement and date completed/received.

- ***Institution Name: The School of the Art Institute of Chicago***
- ***City: Chicago***
- ***State: Illinois***
- ***Degree and/or Achievement: Master of Arts in Visual Communications***
- ***Date Completed/Received: 2001***

- ***Institution Name: Ohio University***
- ***City: Athens***
- ***State: Ohio***
- ***Degree and/or Achievement: Bachelor of Arts in Visual Communications***
- ***Date Completed/Received: 1996***

AWARDS (Won by the individual)
Information required should include: Award, organization giving the award and date received.

PROPOSED STAFF RESUME FOR RFP 2084

A resume must be completed for all proposed prime contractor staff and proposed subcontractor staff.

Company Name Submitting Proposal:	***Fahlgren, Inc. (DBA Fahlgren Mortine)***

Check the appropriate box as to whether the proposed individual is prime contractor staff or subcontractor staff.

Contractor:	***X***	**Subcontractor:**	

The following information requested pertains to the individual being proposed for this project.

Name:	***Bill Marconi***	**Key Personnel: (Yes/No)**	***Yes***
Individual's Title:	***Associate Creative Director***		
# of Years in Classification:	***10***	**# of Years with Firm:**	***10***

BRIEF SUMMARY OF PROFESSIONAL EXPERIENCE

Information should include a brief summary of the proposed individual's professional experience.

- ***Associate Creative Director, Fahlgren Mortine, 2004 – 2014 (Clients have included Gatlinburg CVB, Panama City Beach CVB, Experience Columbus, TourismOhio, NAPA, VISIT FLORIDA, Cooper Tire, Kroger and Kent State University)***
- ***Senior Art Director, Malone Advertising, 1999 – 2004 (Clients included ISUZU Motors, Goodyear Engineered Products, Meineke Mufflers, University of Akron and Kimberly Clark)***
- ***Senior Art Director, Brubaker and Associates, 1996 – 1999 (Clients included Compaq/Digital Equipment Corp., Microsoft, Firestone Polymers, Chandler Group of Companies and RJF International)***
- ***Senior Art Director, Squibb Mansuetto Pappa – Wheeling, W. Va., 1994 – 1996 (Clients included Advantage Health Plans, Mercy Health Plan and Wheeling Pittsburgh Steel Corp.)***
- ***Art Director, Diversa Inc. – Kent, Ohio, 1993 – 1994***
- ***Art Director, City Reports – Cleveland, Ohio, 1992 – 1993***

RELEVANT TOURISM INDUSTRY EXPERIENCE

Information required should include: timeframe, company name, company location, position title held during the term of the contract/project and details of contract/project.

Panama City Beach CVB

- ***Timeframe: 2010 – Present***
- ***Company Name: Panama City Beach CVB (a Fahlgren Mortine client)***
- ***Company Location: Panama City Beach, Fla.***
- ***Position Title During the Term of the Contract/Project: Associate Creative Director***
- ***Details of the Contract Project: Bill serves as the day-to-day creative lead for this destination organization client. Work has included several campaigns consisting of digital, banners, apps, television, video, radio and print.***

Gatlinburg CVB

- ***Timeframe: 2011 – Present***
- ***Company Name: Gatlinburg CVB (a Fahlgren Mortine client)***
- ***Company Location: Gatlinburg, Tenn.***
- ***Position Title During the Term of the Contract/Project: Associate Creative Director***
- ***Details of the Contract Project: Bill leads a creative team that has produced several campaigns that primarily consist of television, radio, print and outdoor.***

Experience Columbus

- ***Timeframe: 2011 – 2014***
- ***Company Name: Experience Columbus (a Fahlgren Mortine client)***
- ***Company Location: Columbus, Ohio***
- ***Position Title During the Term of the Contract/Project: Associate Creative Director***
- ***Details of the Contract Project: Bill leads several creative elements for Experience Columbus, including print, outdoor, television, radio and digital.***

VISIT FLORIDA

- ***Timeframe: 2005 – 2006***
- ***Company Name: VISIT FLORIDA (a Fahlgren Mortine client)***
- ***Company Location: Tallahassee, Fla.***
- ***Position Title During the Term of the Contract/Project: Senior Art Director***
- ***Details of the Contract Project: Bill produced creative concepts and various creative pieces to support seasonal advertising campaigns.***

EDUCATION

Information required should include: institution name, city, state, degree and/or Achievement and date completed/received.

- ***Institution Name: Kent State Universtiy***
- ***City: Kent***
- ***State: Ohio***
- ***Degree and/or Achievement: Bachelor of Fine and Professional Arts***
- ***Date Completed/Received: 1996***

AWARDS (Won by the individual)

Information required should include: Award, organization giving the award and date received.

PROPOSED STAFF RESUME FOR RFP 2084

A resume must be completed for all proposed prime contractor staff and proposed subcontractor staff.

Company Name Submitting Proposal:	***Fahlgren, Inc. (DBA Fahlgren Mortine)***

Check the appropriate box as to whether the proposed individual is prime contractor staff or subcontractor staff.

Contractor:	***X***	**Subcontractor:**	

The following information requested pertains to the individual being proposed for this project.

Name:	***Michael Exner***	**Key Personnel: (Yes/No)**	***Yes***
Individual's Title:	***Associate Creative Director/Copywriter***		
# of Years in Classification:	***9***	**# of Years with Firm:**	***9***

BRIEF SUMMARY OF PROFESSIONAL EXPERIENCE

Information should include a brief summary of the proposed individual's professional experience.

- ***Associate Creative Director/Copywriter, Fahlgren Mortine, 2005 – Present (Clients include Emerson, Columbus Image Collaborative and Panama City Beach CVB)***
- ***Associate Creative Director/Copywriter, TenUnited, 2000 – 2005***
- ***Senior Copywriter, Beber Silverstein, 1995 – 2000***
- ***Copywriter, Bozell Worldwide, 1993 – 1995***

RELEVANT TOURISM INDUSTRY EXPERIENCE

Information required should include: timeframe, company name, company location, position title held during the term of the contract/project and details of contract/project.

Columbus Image Collaborative

- ***Timeframe: 2011 – Present***
- ***Company Name: Columbus Image Collaborative (a Fahlgren Mortine client)***
- ***Company Location: Columbus, Ohio***
- ***Position Title During the Term of the Contract/Project: Associate Creative Director/Copywriter***
- ***Details of the Contract/Project: Michael has helped create several integrated campaigns for the client, including the Bicentennial campaign, and continues to provide ongoing support.***

Panama City Beach CVB

- ***Timeframe: 2009 – 2012***
- ***Company Name: Panama City Beach CVB (a Fahlgren Mortine client)***
- ***Company Location: Panama City Beach, Fla.***
- ***Position Title During the Term of the Contract/Project: Associate Creative Director/Copywriter***
- ***Details of the Contract Project: Michael created various tourism campaigns in several digital, print, broadcast and outdoor executions.***

Gatlinburg CVB

- ***Timeframe: 2010 – Present***
- ***Company Name: Gatlinburg CVB (a Fahlgren Mortine client)***
- ***Company Location: Gatlinburg, Tenn.***
- ***Position Title During the Term of the Contract/Project: Associate Creative Director/Copywriter***
- ***Details of the Contract Project: Michael led the development of TV and print campaigns.***

VISIT FLORIDA

- ***Timeframe: 2005-2008***
- ***Company Name: VISIT FLORIDA (a Fahlgren Mortine client)***
- ***Company Location: Tallahassee, Fla.***
- ***Position Title During the Term of the Contract/Project: Associate Creative Director/Copywriter***
- ***Michael created numerous TV and print executions for the state tourism contract, including several in Spanish.***

EDUCATION

Information required should include: institution name, city, state, degree and/or Achievement and date completed/received.

- ***Institution Name: College of St. Thomas***
- ***City: St. Paul***
- ***State: Minnesota***
- ***Degree and/or Achievement: Bachelor of Arts in Business Administration/Marketing***
- ***Date Completed/Received: 1989***

AWARDS (Won by the individual)

Information required should include: Award, organization giving the award and date received.

- ***National ADDY, American Advertising Federation (1995 and 1996)***
- ***Merit, The One Show (1997)***
- ***Bronze Flagler Award, VISIT FLORIDA (2013)***

PROPOSED STAFF RESUME FOR RFP 2084

A resume must be completed for all proposed prime contractor staff and proposed subcontractor staff.

Company Name Submitting Proposal:	***Fahlgren, Inc. (DBA Fahlgren Mortine)***

Check the appropriate box as to whether the proposed individual is prime contractor staff or subcontractor staff.

Contractor:	***X***	**Subcontractor:**	

The following information requested pertains to the individual being proposed for this project.

Name:	***Greg Wilson***	**Key Personnel: (Yes/No)**	***Yes***
Individual's Title:	***Senior Art Director, User Experience***		
# of Years in Classification:	***< 1***	**# of Years with Firm:**	***< 1***

BRIEF SUMMARY OF PROFESSIONAL EXPERIENCE

Information should include a brief summary of the proposed individual's professional experience.

- ***Senior Art Director, User Experience, Fahlgren Mortine, 2014 – Present (Clients include McDonald's, Buckeye Ranch, Emerson and Savannah College of Art and Design)***
- ***Creative Manager, McGraw Hill Education, 2012 – 2014 (Educational marketing materials)***
- ***Senior Art Director, Resource, 2010 – 2012 (Focused on client, Procter and Gamble)***
- ***Senior Art Director, Arc Worldwide/Leo Burnett 2008 – 2010 (Clients included Whirlpool, Purina and Nestle)***

RELEVANT TOURISM INDUSTRY EXPERIENCE

Information required should include: timeframe, company name, company location, position title held during the term of the contract/project and details of contract/project.

EDUCATION

Information required should include: institution name, city, state, degree and/or Achievement and date completed/received.

- ***Institution Name: Portfolio Center***
- ***City: Atlanta***
- ***State: Georgia***
- ***Degree and/or Achievement: Graduate degree in art direction and design***
- ***Date Completed/Received: 2001***

- ***Institution Name: University of Cincinnati***
- ***City: Cincinnati***
- ***State: Ohio***
- ***Degree and/or Achievement: Bachelors degree in Marketing/Advertising***
- ***Date Completed/Received: 1997***

AWARDS (Won by the individual)

Information required should include: Award, organization giving the award and date received.

PROPOSED STAFF RESUME FOR RFP 2084

A resume must be completed for all proposed prime contractor staff and proposed subcontractor staff.

Company Name Submitting Proposal:	***Fahlgren, Inc. (DBA Fahlgren Mortine)***

Check the appropriate box as to whether the proposed individual is prime contractor staff or subcontractor staff.

Contractor:	***X***	**Subcontractor:**	

The following information requested pertains to the individual being proposed for this project.

Name:	***Bill Fioritto***	**Key Personnel: (Yes/No)**	***Yes***
Individual's Title:	***Senior Art Director***		
# of Years in Classification:	***3***	**# of Years with Firm:**	***9***

BRIEF SUMMARY OF PROFESSIONAL EXPERIENCE

Information should include a brief summary of the proposed individual's professional experience.

- ***Senior Art Director, Fahlgren Mortine, 2011 – 2014***
- ***Art Director, Fahlgren Mortine, 2009 – 2011***
- ***Senior Designer, Fahlgren Mortine, 2007 – 2009***
- ***Designer, Fahlgren Mortine, 2005 - 2007***

RELEVANT TOURISM INDUSTRY EXPERIENCE

Information required should include: timeframe, company name, company location, position title held during the term of the contract/project and details of contract/project.

Panama City Beach CVB

- ***Timeframe: 2010 – 2011***
- ***Company Name: Panama City Beach CVB (a Fahlgren Mortine client)***
- ***Company Location: Panama City Beach, Fla.***
- ***Position Title During the Term of the Contract/Project: Art Director***
- ***Details of the Contract/Project: Bill created digital campaign artwork, including web banners, apps and a website refresh for the "Real Fun Beach" campaign***

EDUCATION

Information required should include: institution name, city, state, degree and/or Achievement and date completed/received.

- ***Institution Name: The Columbus College of Art and Design***
- ***City: Columbus***
- ***State: Ohio***
- ***Degree and/or Achievement: Bachelor of Fine Arts in Graphic Design & Advertising***
- ***Date Completed/Received: 2005***

AWARDS (Won by the individual)

Information required should include: Award, organization giving the award and date received.

PROPOSED STAFF RESUME FOR RFP 2084

A resume must be completed for all proposed prime contractor staff and proposed subcontractor staff.

Company Name Submitting Proposal:	***Fahlgren, Inc. (DBA Fahlgren Mortine)***

Check the appropriate box as to whether the proposed individual is prime contractor staff or subcontractor staff.

Contractor:	***X***	**Subcontractor:**	

The following information requested pertains to the individual being proposed for this project.

Name:	***Steve Parker***	**Key Personnel: (Yes/No)**	***Yes***
Individual's Title:	***Senior Digital Designer***		
# of Years in Classification:	***1***	**# of Years with Firm:**	***9***

BRIEF SUMMARY OF PROFESSIONAL EXPERIENCE

Information should include a brief summary of the proposed individual's professional experience.

- ***Senior Digital Designer, Fahlgren Mortine, 2013 – Present (Clients include Donate Life Ohio, Emerson and Cooper Tire)***
- ***Digital Designer, Fahlgren Mortine, 2005 – 2013 (Clients included Kent State University, McDonald's and Nova Southeastern University)***
- ***Interactive Multimedia Designer, Cloonan + Associates, 2004 – 2005***

RELEVANT TOURISM INDUSTRY EXPERIENCE

Information required should include: timeframe, company name, company location, position title held during the term of the contract/project and details of contract/project.

Panama City Beach CVB

- ***Timeframe: 2011 – 2014***
- ***Company Name: Panama City Beach CVB (a Fahlgren Mortine client)***
- ***Company Location: Panama City Beach, Fla.***
- ***Position Title During the Term of the Contract/Project: Senior/Digital Designer***
- ***Details of the Contract/Project: Steve helped art direct and design the REAL. Fun. Beach campaign's look and feel across digital, print and web. He also assisted with art direction during the photo shoot, and designed and produced spring, summer and fall banner campaigns which, along with standard banners, included rich media for desktop and mobile as well as custom landing pages promoting the campaigns.***

Experience Columbus

- ***Timeframe: 2010 – 2014***
- ***Company Name: Experience Columbus (a Fahlgren Mortine client)***
- ***Company Location: Columbus, Ohio***
- ***Position Title During the Term of the Contract/Project: Senior/Digital Designer***
- ***Details of the Contract/Project: Steve provided design and art direction for online banner campaigns and custom landing page designs.***

Myrtle Beach Area Chamber of Commerce/CVB

- ***Timeframe: 2013***
- ***Company Name: Myrtle Beach Area Chamber of Commerce/CVB (a Fahlgren Mortine client)***
- ***Company Location: Myrtle Beach, S.C.***
- ***Position Title During the Term of the Contract/Project: Senior/Digital Designer***

- ***Details of the Contract/Project: Steve provided design and art direction for direct mailers and for an online landing page promoting an in-market FAM tour directed at Atlanta-based meeting planners.***

EDUCATION

Information required should include: institution name, city, state, degree and/or Achievement and date completed/received.

- ***Institution Name: Bowling Green State University***
- ***City: Bowling Green***
- ***State: Ohio***
- ***Degree and/or Achievement: Bachelor of Fine Arts in Digital Arts***
- ***Date Completed/Received: 2004***

AWARDS (Won by the individual)

Information required should include: Award, organization giving the award and date received.

- ***Central Ohio PRism Award, Central Ohio Public Relations Society of America (2014)***
- ***Central Ohio PRism Award Best of Show, Central Ohio Public Relations Society of America (2013)***
- ***Three Silver Davey Awards, The Davey Awards (2013)***
- ***PRWeek Award Finalist, PRWeek (2013)***
- ***Nonprofit Award Finalist, PR News (2013)***
- ***Pinnacle Award, Donate Life America (2013)***
- ***Silver Adrian Award, Hospitality Sales & Marketing Association International (2013)***
- ***Gold ADDY Award, American Advertising Federation Columbus (2012)***
- ***Digital PR Award Finalist, PR News (2011)***

PROPOSED STAFF RESUME FOR RFP 2084

A resume must be completed for all proposed prime contractor staff and proposed subcontractor staff.

Company Name Submitting Proposal:	***Fahlgren, Inc. (DBA Fahlgren Mortine)***

Check the appropriate box as to whether the proposed individual is prime contractor staff or subcontractor staff.

Contractor:	***X***	**Subcontractor:**	

The following information requested pertains to the individual being proposed for this project.

Name:	***Jeff Breckenridge***	**Key Personnel: (Yes/No)**	***Yes***
Individual's Title:	***Senior Digital Designer***		
# of Years in Classification:	***1***	**# of Years with Firm:**	***1***

BRIEF SUMMARY OF PROFESSIONAL EXPERIENCE

Information should include a brief summary of the proposed individual's professional experience.

- ***Senior Digital Designer, Fahlgren Mortine, 2013 – Present (Clients include Emerson, Krazy Glue and McDonald's)***
- ***Motion Designer, Freelance/Leftchannel, 2012 – 2013 (Clients included Verizon Wireless, Emerging Marketing and Northeast Ohio Endocrinology)***
- ***Interaction/Motion Designer, Resource Interactive, 2006 – 2012 (Clients included HP, Victoria's Secret and P&G)***

RELEVANT TOURISM INDUSTRY EXPERIENCE

Information required should include: timeframe, company name, company location, position title held during the term of the contract/project and details of contract/project.

Experience Columbus

- ***Timeframe: 2013 – Present***
- ***Company Name: Experience Columbus (a Fahlgren Mortine client)***
- ***Company Location: Columbus, Ohio***
- ***Position Title During the Term of the Contract/Project: Senior Digital Designer***
- ***Details of the Contract Project: Jeff supports Experience Columbus account by providing interaction design, motion design and video editing.***

EDUCATION

Information required should include: institution name, city, state, degree and/or Achievement and date completed/received.

- ***Institution Name: Ohio University***
- ***City: Athens***
- ***State: Ohio***
- ***Degree and/or Achievement: Bachelor of Arts***
- ***Date Completed/Received: 1996***

AWARDS (Won by the individual)

Information required should include: Award, organization giving the award and date received.

- ***Creative Best Honorable Mention, Columbus Society of Communicating Arts (2011)***

PROPOSED STAFF RESUME FOR RFP 2084

A resume must be completed for all proposed prime contractor staff and proposed subcontractor staff.

Company Name Submitting Proposal:	***Fahlgren, Inc. (DBA Fahlgren Mortine)***

Check the appropriate box as to whether the proposed individual is prime contractor staff or subcontractor staff.

Contractor:	***X***	**Subcontractor:**	

The following information requested pertains to the individual being proposed for this project.

Name:	***Michael Altimier***	**Key Personnel: (Yes/No)**	***Yes***
Individual's Title:	***Designer***		
# of Years in Classification:	***1***	**# of Years with Firm:**	***1***

BRIEF SUMMARY OF PROFESSIONAL EXPERIENCE

Information should include a brief summary of the proposed individual's professional experience.

- ***Designer, Fahlgren Mortine, 2013 – Present (Clients include Panama City Beach CVB, North Dakota Department of Commerce and Mission Essential)***
- ***Designer, The Navicor Group, 2011 – 2013 (Clients included Seattle Genetics, Millennium Pharmaceuticals and Novocure)***
- ***Designer and Photographer, CMH Magazine, 2010 – 2011***

RELEVANT TOURISM INDUSTRY EXPERIENCE

Information required should include: timeframe, company name, company location, position title held during the term of the contract/project and details of contract/project.

Panama City Beach CVB

- ***Timeframe: 2013 – Present***
- ***Company Name: Panama City Beach CVB (a Fahlgren Mortine client)***
- ***Company Location: Panama City Beach, Fla.***
- ***Position Title During the Term of the Contract/Project: Designer***
- ***Details of the Contract Project: Michael serves as the designer for several client projects, including original illustrations and infographics.***

North Dakota Department of Commerce

- ***Timeframe: 2013 – Present***
- ***Company Name: North Dakota Department of Commerce (a Fahlgren Mortine client)***
- ***Company Location: Bismarck, N.D.***
- ***Position Title During the Term of the Contract/Project: Designer***
- ***Details of the Contract Project: Michael has served as a designer for the Department's branding refresh.***

Columbus Region

- ***Timeframe: 2013 – Present***
- ***Company Name: Columbus Region (a Fahlgren Mortine client)***
- ***Company Location: Columbus, Ohio***
- ***Position Title During the Term of the Contract/Project: Designer***
- ***Details of the Contract Project: Michael supports the Columbus Region by designing assets for several promotional projects, including trade booth design.***

EDUCATION

Information required should include: institution name, city, state, degree and/or Achievement and date completed/received.

- ***Institution Name: Columbus College of Art and Design***
- ***City: Columbus***
- ***State: Ohio***
- ***Degree and/or Achievement: Bachelor of Fine Arts***
- ***Date Completed/Received: 2009***

AWARDS (Won by the individual)

Information required should include: Award, organization giving the award and date received.

PROPOSED STAFF RESUME FOR RFP 2084

A resume must be completed for all proposed prime contractor staff and proposed subcontractor staff.

Company Name Submitting Proposal:	***Fahlgren, Inc. (DBA Fahlgren Mortine)***

Check the appropriate box as to whether the proposed individual is prime contractor staff or subcontractor staff.

Contractor:	***X***	**Subcontractor:**	

The following information requested pertains to the individual being proposed for this project.

Name:	***Thea Bergstedt***	**Key Personnel: (Yes/No)**	***Yes***
Individual's Title:	***Designer***		
# of Years in Classification:	***3***	**# of Years with Firm:**	***3***

BRIEF SUMMARY OF PROFESSIONAL EXPERIENCE

Information should include a brief summary of the proposed individual's professional experience.

- ***Designer, Fahlgren Mortine, 2012 – Present (Clients include Kroger, McDonald's, Elmer's, Columbus Image and Huntington Federal)***
- ***Lead Graphic Designer, Jeni's Splendid Ice Creams, 2011 – 2012***
- ***Designer, Fahlgren Mortine, 2010 – 2011***

RELEVANT TOURISM INDUSTRY EXPERIENCE

Information required should include: timeframe, company name, company location, position title held during the term of the contract/project and details of contract/project.

Columbus Image / Experience Columbus

- ***Timeframe:2012 – Present***
- ***Company Name: Columbus Image / Experience Columbus (a Fahlgren Mortine client)***
- ***Company Location: Columbus, Ohio***
- ***Position Title During the Term of the Contract/Project: Designer/Art Director***
- ***Details of the Contract Project: Image perception campaign targeted to young transitionals in major metro areas to excite them about what Columbus, Ohio has to offer***

EDUCATION

Information required should include: institution name, city, state, degree and/or Achievement and date completed/received.

- ***Institution Name: Ohio University***
- ***City: Athens***
- ***State: Ohio***
- ***Degree and/or Achievement: Bachelor of Science in Journalism / Advertising***
- ***Date Completed/Received: 2002***

- ***Institution Name: The Art Academy of Cincinnati***
- ***City: Cincinnati***
- ***State: Ohio***
- ***Degree and/or Achievement: Bachelor of Arts in Visual Communication Design***
- ***Date Completed/Received: 2009***

AWARDS (Won by the individual)
Information required should include: Award, organization giving the award and date received.

PROPOSED STAFF RESUME FOR RFP 2084

A resume must be completed for all proposed prime contractor staff and proposed subcontractor staff.

Company Name Submitting Proposal:	***Fahlgren, Inc. (DBA Fahlgren Mortine)***

Check the appropriate box as to whether the proposed individual is prime contractor staff or subcontractor staff.

Contractor:	***X***	**Subcontractor:**	

The following information requested pertains to the individual being proposed for this project.

Name:	***Jennifer Jenkins***	**Key Personnel: (Yes/No)**	***Yes***
Individual's Title:	***Vice President, Creative Services Director***		
# of Years in Classification:	***5***	**# of Years with Firm:**	***15***

BRIEF SUMMARY OF PROFESSIONAL EXPERIENCE

Information should include a brief summary of the proposed individual's professional experience.

- ***Vice President, Creative Services Director, Fahlgren Mortine, 2009 – 2014 (Clients include Nova Southeastern University, Experience Columbus, Columbus Region, Kroger and SCAD)***
- ***Procurement, Department of Defense, DSCC, Columbus Base, 2008 – 2009***
- ***Vice President, Corporate Director, Ten United 2002 – 2007 (Clients included Huntington National Bank and COSI)***
- ***Vice President, Project Management Director, Fahlgren, 1993 – 2002 (Clients included Ohio State University, Huntington National Bank and Visit Florida)***

RELEVANT TOURISM INDUSTRY EXPERIENCE

Information required should include: timeframe, company name, company location, position title held during the term of the contract/project and details of contract/project.

Jennifer has served as a project manager, overseeing the completion of all creative and digital projects for various tourism clients, including Myrtle Beach Area Chamber of Commerce/CVB, Panama City Beach CVB, Gatlinburg CVB, Experience Columbus and VISIT FLORIDA, among others.

EDUCATION

Information required should include: institution name, city, state, degree and/or Achievement and date completed/received.

- ***Institution Name: The Art Institute***
- ***City: Fort Lauderdale***
- ***State: Florida***
- ***Degree and/or Achievement: Design***
- ***Date Completed/Received: 1981***

AWARDS (Won by the individual)

Information required should include: Award, organization giving the award and date received.

PROPOSED STAFF RESUME FOR RFP 2084

A resume must be completed for all proposed prime contractor staff and proposed subcontractor staff.

Company Name Submitting Proposal:	***Fahlgren, Inc. (DBA Fahlgren Mortine)***

Check the appropriate box as to whether the proposed individual is prime contractor staff or subcontractor staff.

Contractor:	***X***	**Subcontractor:**	

The following information requested pertains to the individual being proposed for this project.

Name:	***Katie Tebbutt***	**Key Personnel: (Yes/No)**	***Yes***
Individual's Title:	***Director, Digital Project Management***		
# of Years in Classification:	***3***	**# of Years with Firm:**	***5***

BRIEF SUMMARY OF PROFESSIONAL EXPERIENCE

Information should include a brief summary of the proposed individual's professional experience.

- ***Director, Digital Project Management, Fahlgren Mortine, 2011 – Present (Clients include Avery Dennison, City of Columbus, Experience Columbus, McDonald's, Nova Southeastern University, West Virginia Department of Health and Human Resources)***
- ***Senior Project Manager, Fahlgren Mortine, 2008 – 2011 (Clients included McDonald's, Worthington Industries and Cooper Tire)***
- ***Senior Account Manager, Blue Diesel, 2007 – 2008, (Clients included AstraZeneca, Eli Lilly & Company, Janssen Pharmaceuticals, Ortho-McNeil Neurologics, Inc., Takeda Pharmaceuticals North America)***
- ***Account Manager, Blue Diesel, 2004 – 2006***
- ***Senior Account Coordinator, Blue Diesel, 2002 – 2003***
- ***Account Coordinator, Blue Diesel, 2000 – 2001***

RELEVANT TOURISM INDUSTRY EXPERIENCE

Information required should include: timeframe, company name, company location, position title held during the term of the contract/project and details of contract/project.

Experience Columbus

- ***Timeframe: 2011 – 2014***
- ***Company Name: Experience Columbus (a Fahlgren Mortine client)***
- ***Company Location: Columbus, Ohio***
- ***Position Title During the Term of the Contract/Project: Director, Digital Project Management***
- ***Details of the Contract Project: Katie supported the day-to-day needs of the Experience Columbus account, including tasks related to digital project management. Katie supported the Experience Columbus team with the design and execution of several websites (including ExperienceColumbus.com, LifeinCbus.com, Experience Columbus Board Extranet, Meeting Planner Website, Experience Columbus Blog, JoinUsColumbus.com, MakeItColumbus.com, ColumbusFamilyFun.com), execution of several rich media banner campaigns throughout the year, as well as several campaign Eblasts.***

Myrtle Beach Area Chamber of Commerce/CVB

- ***Timeframe: 2013***
- ***Company Name: Myrtle Beach Area Chamber of Commerce/CVB***
- ***Company Location: Myrtle Beach, S.C.***
- ***Position Title During the Term of the Contract/Project: Director, Digital Project Management***
- ***Details of the Contract Project: Katie supported the Myrtle Beach team with the design of the Atlanta Meeting Planner microsite, as well as several campaign eBlasts.***

Panama City Beach

- ***Timeframe: 2012 – 2013***
- ***Company Name: Panama City Beach CVB***
- ***Company Location: Panama City Beach, Fla.***
- ***Position Title During the Term of the Contract/Project: Senior Project Management***
- ***Details of the Contract Project: Katie supported the Panama City Beach team with various rich media banner campaigns throughout the year, as well as various campaign eBlasts.***

EDUCATION

Information required should include: institution name, city, state, degree and/or Achievement and date completed/received.

- ***Institution Name: The Ohio State University***
- ***City: Columbus***
- ***State: Ohio***
- ***Degree and/or Achievement: Bachelor of Science in Business Administration***
- ***Date Completed/Received: 2000***

AWARDS (Won by the individual)

Information required should include: Award, organization giving the award and date received.

- ***Silver ADDY, American Advertising Federation, Charleston, W. Va. (2014)***
- ***Award of Excellence, Central Ohio Public Relations Society of America (2014)***
- ***Grand AMA Winner, American Marketing Association, Columbus (2013)***
- ***Creative Best Award, Columbus Society of Communicating Arts (2013)***
- ***Silver Davey Award, Davey Awards (2013)***
- ***Ruby Award, Ohio Travel Association (2012)***
- ***Ruby Award Citation of Excellence, Ohio Travel Association (2012)***
- ***Gold ADDY, American Advertising Federation, Columbus (2012)***
- ***Central Ohio PRism Award, Central Ohio Public Relations Society of America (2012)***
- ***WebAward, Web Marketing Association (2011)***
- ***Circle of Excellence Award, CASE (2011)***
- ***Silver Adrian, Hospitality Sales and Marketing Association International (2011)***

PROPOSED STAFF RESUME FOR RFP 2084

A resume must be completed for all proposed prime contractor staff and proposed subcontractor staff.

Company Name Submitting Proposal:	***Fahlgren, Inc. (DBA Fahlgren Mortine)***

Check the appropriate box as to whether the proposed individual is prime contractor staff or subcontractor staff.

Contractor:	***X***	**Subcontractor:**	

The following information requested pertains to the individual being proposed for this project.

Name:	***Ryan Longbrake***	**Key Personnel: (Yes/No)**	***Yes***
Individual's Title:	***Senior Digital Account Specialist***		
# of Years in Classification:	***2***	**# of Years with Firm:**	***4***

BRIEF SUMMARY OF PROFESSIONAL EXPERIENCE

Information should include a brief summary of the proposed individual's professional experience.

- ***Senior Digital Account Specialist, Fahlgren Mortine, 2013 – Present (Clients include Savannah College of Art and Design, Cooper Tire and Nova Southeastern University)***
- ***Senior Project Manager, Fahlgren Mortine, 2010 – 2012 (Clients included Elmer's, Cooper Tire and Sherwin-Williams)***
- ***Senior Account Manager, Reflex Design and Technology, 2006 - 2010 (Clients included Bath and Body Works, American Eagle Outfitters and Fifth Third Bank)***

RELEVANT TOURISM INDUSTRY EXPERIENCE

Information required should include: timeframe, company name, company location, position title held during the term of the contract/project and details of contract/project.

Franklin Park Conservatory and Botanical Gardens

- ***Timeframe: 2011 – 2014***
- ***Company Name: Franklin Park Conservatory and Botanical Gardens (a Fahlgren Mortine client)***
- ***Company Location: Columbus, Ohio***
- ***Position Title During the Term of the Contract/Project: Senior Project Manager***
- ***Details of the Contract Project: Ryan managed a website redesign based on newly created brand and positioning assets, as well as the implementation of a separate dedicated events site.***

Toledo Region

- ***Timeframe: 2011 – 2013***
- ***Company Name: Toledo Chamber Foundation (a Fahlgren Mortine client)***
- ***Position Title During the Term of the Contract/Project: Senior Project Manager***
- ***Details of the Contract Project: Ryan helped bring to life a multi-county economic development and lifestyle brand based in Northwest Ohio. The contract included the creation of a website and supporting digital assets.***

EDUCATION

Information required should include: institution name, city, state, degree and/or Achievement and date completed/received.

- ***Institution Name: Ohio University***
- ***City: Athens***
- ***State: Ohio***
- ***Degree and/or Achievement: Bachelor of Science in Outdoor Education, Recreation***
- ***Date Completed/Received: 1997***

AWARDS (Won by the individual)

Information required should include: Award, organization giving the award and date received.

- ***Two Gold Davey Awards, Davey Awards (2013)***
- ***Gold Davey Award, Davey Awards (2012)***
- ***Gold ADDY, American Advertising Foundation, Charleston, W. Va. (2013)***

PROPOSED STAFF RESUME FOR RFP 2084

A resume must be completed for all proposed prime contractor staff and proposed subcontractor staff.

Company Name Submitting Proposal:	***Fahlgren, Inc. (DBA Fahlgren Mortine)***

Check the appropriate box as to whether the proposed individual is prime contractor staff or subcontractor staff.

Contractor:	***X***	**Subcontractor:**	

The following information requested pertains to the individual being proposed for this project.

Name:	***Michelle Spalding***	**Key Personnel: (Yes/No)**	***Yes***
Individual's Title:	***Account Supervisor***		
# of Years in Classification:	***14***	**# of Years with Firm:**	***19***

BRIEF SUMMARY OF PROFESSIONAL EXPERIENCE

Information should include a brief summary of the proposed individual's professional experience.

- ***Broadcast Producer, Fahlgren Mortine, 2000 - Present (Clients include McDonald's, Panama City Beach, West Virginia Lottery, Nova Southeastern University and Cooper Tires)***
- ***Broadcast Business Manager, Fahlgren, 1997 – 2000 (Clients included Columbus Dispatch, McDonald's, Dana, Owens Corning, Visit Florida, NAPA Auto Parts, Cooper Tires)***
- ***Traffic Coordinator, Fahlgren, 1995 – 1997 (Clients included Owens Corning, Dana, McDonald's)***

RELEVANT TOURISM INDUSTRY EXPERIENCE

Information required should include: timeframe, company name, company location, position title held during the term of the contract/project and details of contract/project.

Gatlinburg CVB

- ***Timeframe: 2011 – Present***
- ***Company Name: Gatlinburg Convention and Visitors Bureau (a Fahlgren Mortine client)***
- ***Company Location: Gatlinburg, Tenn.***
- ***Position Title During the Term of the Contract/Project: Broadcast Producer***
- ***Details of the Contract Project: Michelle completed two campaigns for TV promoting spring and fall travel, negotiated popular music and celebrity voiceover soundalike. The team is currently in production for another campaign promoting winter travel.***

Panama City Beach CVB

- ***Timeframe:2010 – Present***
- ***Company Name: Panama City Beach Convention and Visitors Bureau (a Fahlgren Mortine client)***
- ***Company Location: Panama City Beach, Fla.***
- ***Position Title During the Term of the Contract/Project: Broadcast Producer***
- ***Details of the Contract Project: Michelle has produced several radio spots for the destination and has supported the production of three TV campaigns.***

TourismOhio

- ***TourismOhio: 2003 – 2004***
- ***Company Name: TourismOhio (a Fahlgren Mortine client)***

- ***Company Location: Columbus, Ohio***
- ***Position Title During the Term of the Contract/Project: Broadcast Producer***
- ***Details of the Contract Project: Michelle helped produce two television and radio campaigns.***

EDUCATION

Information required should include: institution name, city, state, degree and/or Achievement and date completed/received.

- ***Institution Name: Ohio University***
- ***City: Athens***
- ***State: Ohio***
- ***Degree and/or Achievement: Bachelor of Science in Journalism***
- ***Date Completed/Received: 1994***

AWARDS (Won by the individual)

Information required should include: Award, organization giving the award and date received.

- ***Best of Show for Television commercial produced – ADDY Awards – 2006***
- ***Best of Show for Television commercial produced – ADDY Awards – 2012***

PROPOSED STAFF RESUME FOR RFP 2084

A resume must be completed for all proposed prime contractor staff and proposed subcontractor staff.

Company Name Submitting Proposal:	***Fahlgren, Inc. (DBA Fahlgren Mortine)***

Check the appropriate box as to whether the proposed individual is prime contractor staff or subcontractor staff.

Contractor:	***X***	**Subcontractor:**	

The following information requested pertains to the individual being proposed for this project.

Name:	***Tim Shoaf***	**Key Personnel: (Yes/No)**	***Yes***
Individual's Title:	***Print Production Manager***		
# of Years in Classification:	***24***	**# of Years with Firm:**	***37***

BRIEF SUMMARY OF PROFESSIONAL EXPERIENCE

Information should include a brief summary of the proposed individual's professional experience.

- ***Print Production Manager, Fahlgren Mortine, 1990 – Present (Clients include McDonald's, Kroger, Emerson Electronics and the West Virginia Lottery)***
- ***Art Director, Fahlgren Mortine, 1977 – 1990 (Clients included NAPA, Cooper Tire, 32 divisions Owens-Illinois, DANA Corp and Domino's Pizza)***

RELEVANT TOURISM INDUSTRY EXPERIENCE

Information required should include: timeframe, company name, company location, position title held during the term of the contract/project and details of contract/project.

Tim does not work directly with clients, but he is a true leader for print production at Fahlgren Mortine. During his 37-year-tenure, he has lead national advertising for some of the agency's largest accounts. Tim currently oversees the print production for all point-of-purchase displays and outdoor displays for all McDonald's stores in the greater Toledo, Columbus, Dayton and Cincinnati, Ohio markets, as well as Southern Florida and parts of North and South Carolina. He also leads print production for several tourism accounts, including TourismOhio, Myrtle Beach CVB, Gatlinburg CVB and the Panama City Beach CVB.

EDUCATION

Information required should include: institution name, city, state, degree and/or Achievement and date completed/received.

- ***Institution Name: Columbus College of Art and Design***
- ***City: Columbus***
- ***State: Ohio***
- ***Degree and/or Achievement: Bachelor of Arts***
- ***Date Completed/Received: 1970***

AWARDS (Won by the individual)

Information required should include: Award, organization giving the award and date received.