

*New file
George*

DANA VICKERS SHELLEY

330 East 39th Street, #15-H New York, N.Y. 10016 (212) 697-1883

CAREER SUMMARY

Proven ability to manage media relations and public affairs programs for corporate and public-sector entities. More than 10 years experience in public relations, special-events planning and publications management. Presentation and writing skills are excellent; proficient in budget preparation and strategic communication planning.

EXPERIENCE

BLACK ENTERPRISE MAGAZINE

New York, N.Y. 1991 to present

Director, Public Affairs

Develops and manages public relations, special events and media relations activities for business-service publication target to African-American entrepreneurs, managers and corporate executives. Manages corporate contributions program for \$17.5 million parent company, Earl G. Graves, Ltd.

Advises company president on issues affecting company activities, including issues which may have a financial impact on the organization.

Interfaces with related business ventures of company president, including Pepsi-Cola of Washington D.C., L.P.

D.C. LOTTERY AND CHARITABLE GAMES CONTROL BOARD

Washington, D.C. 1986-1991

Director, Office of Public Relations and Information

Developed and managed communications programs to educate and inform players, retailers, elected officials, government employees and staff of agency goals and objectives. Coordinated public information activities with agency strategies to increase sales and revenues. Supervised 10-person staff, including Korean outreach desk and Spanish translation services.

Managed relations with local, national and gaming industry news media. Acted as media spokesperson for five-member board and executive director, and liaison to national lottery association. Supervised development of newsletters, annual report and news releases.

DEMOCRATIC NATIONAL COMMITTEE

Washington, D.C. 1981-1986

Special Assistant to the Chairman

Coordinated national party meetings, responsible for all elements of three-day program: staging, scripting and scheduling DNC officers, elected officials and speakers. Represented chairman as speaker to student groups and foreign visitors on party history, programs and policies.

Director of Research

Wrote report and prepared testimony for Commission on Platform Accountability. Developed consensus on issues and recommendations of 50-member commission and supervised logistics for meetings. During 1984 presidential campaign, organized 400 home fundraisers throughout Illinois; recruited and supervised volunteers for get-out-the-vote efforts in Wisconsin.

NATIONAL RURAL ELECTRIC COOPERATIVE ASSOCIATION

Washington, D.C. 1980-1981

Editorial Secretary

Assisted managing editor and Rural Electric News Service correspondent in developing articles for publications reaching 25 million people in rural America through 1,000 electric systems. Provided administrative support for five-person publications staff.

EDUCATION

B.A., Journalism and Mass Communications
University of Wisconsin-Madison

PROFESSIONAL & CIVIC ACTIVITIES

Member, International Association of Business Communicators (IABC)

Speaker, IABC 1991 International Conference, Washington, D.C.

Member, National Association of Black Journalists

Member, Girl Scouts Council of the Nation's Capital

JEFF R. SOLENDER

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EDUCATION AND TRAINING

- 1975 B.A., Psychology - Yale University, New Haven, Connecticut
- 1971 Summa Cum Laude, Thomas Jefferson High School, Dallas, Texas
- 1986 Level Four, Directing Advertising, The Institute of Practitioners in Advertising, United Kingdom

LANGUAGES

English, French, Russian, some Hindi

EMPLOYMENT HISTORY

- 1990- Administration Director (Europe, Middle-East & Africa) - Grey International Advertising, London, United Kingdom

I work closely with the Chairman of Grey Europe - the largest division of a U.S. based advertising/marketing services company. Together, we are responsible for the management and co-ordination of Grey's operations in the Europe, Middle-East & Africa region. (125 offices in 25 countries, 2,500 staff.)

Most of my time is spent in the following areas: multinational account co-ordination, multinational new business, liaison between Grey New York and Grey Europe and serving as a mediator between different countries/divisions, etc. Our largest accounts in Europe are Procter & Gamble, SmithKline Beecham and Mars.

I am responsible for Corporate Communications and Public Relations for the region.

I travel extensively and plan and organise two group management meetings each year with our CEO's from each country in the region.

1988-1990 Managing Director - Clarke Hooper Direct, and
Marketing Consultant, London and Slough, U.K.

In late 1988, I set up a consulting practice and began working with advertising agencies including: Saatchi and Saatchi, DDM Advertising and Clarke Hooper Consulting. My consulting activities included strategic planning, new business presentations, copywriting, staff recruitment and training. I took the post of Managing Director of Clarke Hooper Direct for most of 1989 and early 1990.

Specific client activities included:

For Clarke Hooper: Guinness Brewing, H.J. Heinz, the National Westminster Bank, Trusthouse Forte Hotels, Arthur Bell Distillers (Bell's Whisky and Gordon's Gin), Sony and Spillers (Pet Foods).

For Saatchi & Saatchi: British Rail, the Royal Society for the Protection of Birds and the National Society for the Prevention of Cruelty to Children.

1986-1988 Board Director/Management Supervisor - Ogilvy and
Mather Direct - London, U.K.

I joined this agency in February, 1986 as an Account Director and was promoted to the Board in November of that year.

As a member of the Board of Directors of London's largest direct marketing/advertising agency, I was responsible for eight departments including two Account Groups and the Departments for Media, Lists, Database, Research, Information and Planning. I had eight department heads directly reporting to me and overall responsibility for 35 people. I served on the Board, the Executive Committee and the New Business Committee.

As a Management Supervisor, my responsibility comprised direction of the accounts in my groups which included: British Telecom, Philips (Consumer Electronics), Beecham (now SmithKline Beecham), Arthur Andersen, and the charities: Save the Children, Help the Aged, the National Trust and the Royal National Institute for the Deaf.

I was also responsible for office automation and I successfully completed a full redesign and implementation of the agency computer system.

1983-1986 Vice-President - Craver, Mathews, Smith & Company,
Falls Church, Virginia and London, U.K.

After working with them as a consultant, I joined this U.S. based advertising agency which specializes in direct marketing - particularly fundraising. I began as Director of Planning and I was responsible for the strategic planning for all the clients of the agency (about 25.) I supervised the fundraising staff and was a part of the small management team of the agency.

Additionally, I set up a research department, designed a number of new test programs, established a separate consulting division and I produced several large fundraising dinners.

In 1985, I developed a business plan for the establishment of a London office and I spent most of the year on a long term consulting contract with the Social Democratic Party in the U.K.

1981-1983 President - Solender, Kropp and Associates,
Washington, DC

With a partner, I established a firm which specialized in events and and direct marketing.

My activities included direct mail management, direct marketing consulting, event management, copywriting and research.

The clients included: Senator Dale Bumpers; the Committee for the Future of America (Vice-President Walter F. Mondale); the Democratic National Committee; Independent Action; the National Academy of Sciences, Public Interest Communications (a telemarketing firm); the Southern Poverty Law Center; Congressman Morris K. Udall and Craver, Mathews, Smith & Company.

1979-1981 Deputy Treasurer and Director of Direct Marketing
Programs - Democratic National Committee, Washington,
DC

I was promoted to this position in 1979 and as Deputy Treasurer, I was responsible for all aspects of the Direct Marketing program for the Democratic Party. I ran a department with a staff of four people and several freelance associates. During the 1980 Presidential campaign, my department raised over \$3,000,000 in small contributions. This was a record achievement.

Additionally, I oversaw the computer systems at the Committee and I was a speechwriter for the Treasurer and other party officers.

Special projects undertaken during this time included:

Program Director - 1979 and 1980 Democratic Galas (\$1,000 per person with the attendance of the President and Vice-President.)

Director of Credentials for the Finance Committee at the 1980 Democratic National Convention in New York

Advisor to the 1980 Democratic Site Selection Committee.

1975-1979 Assistant Comptroller - Democratic National
Committee, Washington, DC

I was the deputy in the Accounting Department and responsible for accounts payable, payroll, fundraising accounting procedures and the preparation of Federal Election Commission reports.

Special projects during this time included:

Assistant Director for Headquarters Hotel Operations - 1976 Democratic National Convention, New York

Advance - The Democratic Whistlestop Train - Pittsburgh, Pennsylvania, September, 1976.

OTHER ACTIVITIES

- 1992 Deputy to the Assistant Convention Manager - 1992
Democratic National Convention, New York, NY
(Volunteer)
- 1992 - Member, Fundraising Advisory Group - The Terrence
Higgins Trust, London
- 1989 - Trustee/Director and Appeals Committee Chairman -
CRUSAID, London
- 1988 Deputy to the Credentials Director - 1988 Democratic
National Convention, Atlanta, Georgia (Volunteer)
- 1987-1988 Ex-Officio Member - The Save the Children Fundraising
Advisory Committee, London
- 1986- Member of the Committee of 50 - Democrats Abroad, UK
Member of the Executive Committee (1986-1988)
- 1984 Guest Lecturer - John F. Kennedy School of
Government, Harvard University, Cambridge,
Massachusetts
- 1984 Credentials Director for the Democratic Finance
Committee - 1984 Democratic National Convention, San
Francisco, California
- 1984 - Speaker at Conferences and Seminars
- Venues such as Institute for International Research,
 College of Marketing, 1986 Liberal Party Conference,
 the British Direct Marketing Association, etc.
- 1973-1974 Director - U. S. Alumni Association of the American
Field Service, New York, NY
- 1970 Exchange Student - American Field Service, Bombay,
India

PUBLICATIONS

"Agencies' Charity Contribution - Charities and
Fundraising," Precision Marketing, 17 April, 1989

"The Database: A Charitable View," Precision
Marketing, 17 April, 1989