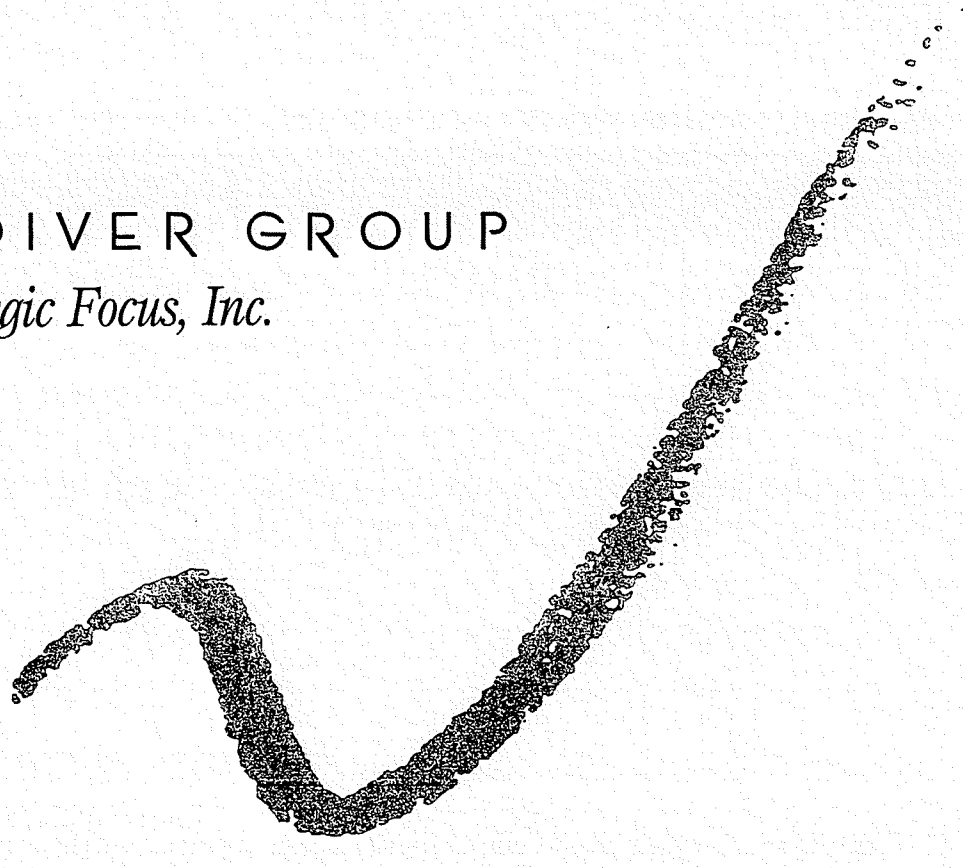
THE VANDIVER GROUP

A division of Strategic Focus, Inc.



Strategic Planning,
Marketing and
Public Relations

DSW 137617

STLCOPCB4037574

About THE VANDIVER GROUP

The Vandiver Group is a team of critical thinkers who develop creative solutions customized for each client.

- The Vandiver Group provides strategic planning, communications research, issues management, media relations, crises counseling, executive and employee training, and a full range of marketing materials and services. TVG professionals service accounts via a team-based structure, which allows for continuity and fresh concepts.

- The Vandiver Group clients include: Fortune 500 corporations; high-technology firms; chemical companies; government; transportation districts; healthcare organizations; retail businesses; non-profit organizations; environmental firms; service providers; and manufacturers.

- The company's special business expertise includes transportation, environmental, healthcare, agri-consumer, retail, chemical and non-profit.

- Many of The Vandiver Group's training modules integrate the Myers-Briggs Type Indicator (MBTI). The MBTI is the most widely used personality inventory in the world. This tool may be used to improve work relationships, increase productivity, identify leader ship and communications preferences, and gain insight into internal and external audiences.

- The firm employs 20 professionals based in St. Louis, with one associate in Kansas City, and one in Atlanta.

- The firm was founded in 1993.

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About THE VANDIVER GROUP

The Vandiver Group professionals frequently speak and lecture. Recent presentations were made to:

- The Missouri Bar Association
- The Bar Association of Metropolitan St. Louis
- National Association of Women Business Owners
- IABC/Webster University
- Junior League of St. Louis
- Central States Communications Association
- St. Louis Galleria Business Connection for Entrepreneurs
- American Public Transit Association's "Rapid Transit Conference" in Washington, D.C.

Some of the recent awards captured by Vandiver Group teams include:

- International Association of Business Communicators Bronze Quill for EastLink newsletter
- 1996 International Mercury Award for non-profit newsletter
- 1996 Communicator Award of Distinction for external governmental newsletter
- 1997 Community Service Public Relations Council Award for non-profit news writing/news release

TVG Staff Community Involvement

Collectively, our professionals have personal dedication to causes found within the non-profit sector:

KETC/Channel 9, Women's Self Help Center, Friends of Tower Grove Park, American Heart Association, Monsanto Fund, St. Louis, Community College, SIUE/Edwardsville (for grant writing), Boy Scouts, Fair Saint Louis, Missouri Goodwill Industries, Catholic Schools, Citizens for Modern Transit, Habitat for Humanity, Archdiocese Schools, Girls Scouts,

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About THE VANDIVER GROUP

Multiple Sclerosis Society, Students with Disabilities, Young St. Louisans, Soulard Renaissance, Parkway Education Foundation Advisory Board, American Heart Association Board, Life Skills Foundation Board for several year, Telephone Telecare Reassurance Program for Elderly, St. Louis Earth Day 1990, Adopt-A-Grandparent Program, Taste St. Louis, United Way, St. Luke's Hospital Older Adult Resource Center.

The Vandiver Group is a certified (WBE) Woman-owned Business Enterprise and a (DBE) Disadvantaged Business Enterprise.

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SERVICES WE PROVIDE

Corporate Communications

- Strategic Planning
- Community Advisory Panels
- Campaign Advertisements
- Communications Research
- Issues / Crisis Management
- Electronic Avenues
- Rapid Response Mechanisms
- Community Relations
- Human Resources / Organizational Development Support
- Communications Audits
- Events Management
- Image / Reputation Management
- Relationship Management
- Video Production

Change Management

- Employee Communications
- Videotapes (written and produced)
- Assistance for Corporate Executives
- Training Sessions
- Focus Groups
- Customer / Client Strategies

Marketing and Business Development

- Business Plans
- Promotional Brochures
- Annual Reports
- Fliers
- Newsletters and News Magazines
- Audiovisual Presentations
- New Product Publicity / Launch
- Maintenance Marketing and Repositioning

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SERVICES WE PROVIDE

Training

- Media / Crisis Training
- Innovation and Creativity
- Leadership I and II
- Relationship Marketing and Sales Training
- Team / Trust Building
- Presentation Skills Training
- Results-Based Communications
- MBTI
- Participatory Change Model
- Grant Writing

Public / Community Outreach

- Public Meetings
- Newsletters
- Special Events
- Public Service Announcements
- Press Releases
- Video Updates

Media Relations

- Training
- Media Advisories
- Business, Trade and Consumer Press
- Local, State, National and International Contacts
- Key Message Development
- News Releases
- Feature Articles
- Content Analysis

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SERVICES WE PROVIDE

Environmental Programs

- Issues Management
- Risk Communication
- Spills and Accidents
- Inquiries regarding Product Litigation

Examples of Writing Styles / TVG Capabilities

- Sales literature
- Promotional materials
- Business-to-business presentations
- Ad copy
- Speeches
- Features
- Magazine
- Newspaper
- Opinion-editorials
- Marketing collateral (fliers, pamphlets, bulletins)
- Newsletters (customer and employee)
- Financial communications
- Research-related
- Technical manuals
- Business plans
- Slide presentations
- CEO-directed (company vision, mission statements)
- Community relations presentations
- Video/audio scripts
- Direct mail (letters and individual pieces)
- Meeting minutes and reports

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RESULTS FOR CLIENTS

- Our group has been retained since 1995 by **International Paper** to train its executives in the United States and Europe in the areas of media and crisis communications. We also are assembling employee materials on change in the workplace, and preparing a series of videotapes explaining the reorganization of one of the company's major divisions. In addition, we prepared 2,500 binders, used by the IP sales force throughout the world to explain the corporation's response to current forestry initiatives. We most recently prepared a training module on effective presentation skills, listening skills and communications.

- The Vandiver Group works with the **Missouri Department of Transportation** and Booker Associates, Inc. to handle media, public involvement and community outreach for a Major Transportation Investment Analysis (MTIA). The firm developed the public involvement plan; prepared press materials and arranged public meetings; developed, administered and analyzed a citizen transportation survey; identified potentially affected individuals and issues; assessed community involvement needs; and arranged mini-focus group meetings with key people in the study area.

- **Bristol-Myers Squibb** selected TVG to handle media relations in the Midwest for a new product launch.

- The Vandiver Group in April 1996, created a high level of community awareness for **SIDS Resources' Infant Alert** program in the five-county boot-heel region of Missouri. The firm conducted media training for SIDS spokespeople and arranged coverage on all major TV and radio stations, and in the daily and weekly newspapers covering the Missouri boot-heel.

- The firm has handled media training and facilitated strategy meetings for **Ralston Purina Company**.

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RESULTS FOR CLIENTS

- The **Bi-State Development Agency** of St. Louis, Mo. selected The Vandiver Group with STV/Booker, to handle public outreach and community involvement for the MetroLink expansion into St. Clair County, Ill. The first phase of the $344 million project included eight new stations. For the preliminary engineering stage, the firm identified affected individuals in communities along the route; developed the public involvement plan; arranged hearings and public meetings. Account team members prepared newsletters, fact sheets, informational handouts, and presentation boards in coordination with station area committee members, public officials and civic leaders in communities along the alignment. The firm assisted with economic development seminars in each station area and counseled the client on communication of sensitive community issues related to property acquisition, noise, and visual impact of the project. In addition, The Vandiver Group developed a strategy outlining future transportation and development needs in the region. The firm was recognized with several awards for design, composition and production of the *EastLink* newsletter.

- In 1996, **The Vandiver Group** was selected along with HNTB in Kansas City by Missouri Governor Mel Carnahan's Total Transportation Commission, to design and coordinate regional public forums throughout Missouri to gather citizen input on the "vision" of transportation for the state. In addition to coordinating "vision" process and document, TVG arranged and staffed public hearings, developed press kits, handled media relations throughout the state and published newsletters on the project.

- The Vandiver Group was selected with The Public Market Collaborative to develop a strategic business and promotional plan for historic **Soulard Farmers' Market**, including recommendations for communications tools and publications.

- TVG conducted a full communications audit of publications and audiences for the **St. Louis Science Center**.

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RESULTS FOR CLIENTS

- The firm worked with the **City of Cape Girardeau, Mo.**, and Black & Veatch to arrange community open house meetings, write and design a newsletter and press materials, and provide media relations assistance to the city, informing Cape Girardeau residents and businesses of four planned road improvements.

- The **City of Ferguson** hired The Vandiver Group to conduct a strategic planning session to develop a marketing plan, including a review of all city publications and other communications aimed at commercial business owners and potential residents.

- The firm was selected from 12 competing agencies in 1994 to develop and launch **RideFinders**, the ridesharing program for the seven-county Greater St. Louis area. The purpose of the campaign was to encourage ridesharing among employers and the general public, and to increase the number of carpools in the RideFinders database. The Vandiver Group arranged events with major employers and businesses in the region to discuss the benefits of ridesharing, provided promotional giveaway items, wrote and designed marketing materials, produced press materials, arranged media coverage, and coordinated a joint promotion with the American Lung Association and KMOV-TV (CBS affiliate).

  A linchpin of this program was a focused media relations plan. The press kit included PSAs that were successfully placed in rotation at a majority of radio stations covering the region, plus more than a dozen radio stations in the region interviewed the program manager. Nearly two dozen newspaper articles appeared in one month. Highlighted in the press materials were the MetroRide store and its grand opening.

  In addition to KMOV-TV's promotion of RideFinders during weather segments, a cover story on KSDK-TV (NBC affiliate) was arranged and aired several times. American Cablevision carried a segment on their network to all subscribers, and various cable and computer bulletin boards carried information about the program.

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RESULTS FOR CLIENTS

The firm's work for this program resulted in the following results:

- In August 1994, there were 1,570 applicants in the database and 33 registered carpools. By April 1995, registered carpools had increased to 478, and the number of applicants had climbed to 3,187.

- In addition to Union Electric, Defense Mapping Agency and other major employers in the area, new corporations coming on board with RideFinders during our program included Maritz, CPA, and G.C. Services Corp.

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TRAINING SEMINARS

LEADERSHIP TRAINING I & II

In the face of chaos and uncertainty, we need to ask the right questions, broaden our perspectives, deepen our capacity to change, expand what's possible and work with each other to create the future we want. The turn of the century is an opportune time to look back on where we've been and ahead to where we are going, to take a good look at what leadership is, what it is not, and what it needs to be. Training I is for new managers, training II is for more experienced managers who desire to sharpen their skills.

Recommended number of participants: Up to 12
Time Required: One day

TEAM/TRUST BUILDING SEMINAR

What do you do that annoys people? What things do they do that annoy you? In this seminar, participants will be administered the MBTI (Myers-Briggs Type Indicator). Through its interpretation, they will discover how the tool is a resource for understanding issues affecting team performance and for anticipating, even predicting problems. Specifically, team members will improve communication, identify individual and team areas of strength and weakness, clarify behavior, and more.

Recommended number of participants: Up to 18
Time Required: One day

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TRAINING SEMINARS

MEDIA/CRISIS COMMUNICATIONS TRAINING

Knowing what to say to the media, when to say it and how to structure key message points is vital to a company's image and reputation. This seminar will teach the fundamentals of planning and preparation and message development. A model for developing key messages, and a discussion on how to ensure those messages will be heard by the audience is included. A full discussion on Media Relations and "what to do before you interact" is included, as is a section on body language. All participants are video taped and each segment is critiqued. This seminar may be applied to everyday responsibilities, such as family, employee or community meetings. Each session is tailored to the client, situation and group of participants, and examples relevant to client topics are introduced and used.

Recommended number of participants: 6-8
Time Required: One to two days

PUBLIC PARTICIPATION/COMMUNITY PARTNERSHIPS

How do we engage the public and create community partnerships that are meaningful for both parties? From the public's viewpoint, they no longer request to be kept informed, they demand it. And, they want to be involved in the decision-making process. Entities who have been slow to realize this have frequently paid the price by seeing projects shut down or delayed until the interested or affected individuals and parties are satisfied that they have enough information to make informed decisions on these matters.

From the agency or company's viewpoint, how do we best solicit help in identifying problems, issues and potential solutions? How can we increase the public's understanding of complex subjects and how we can facilitate the clarification of issues and possible approaches in order to resolve conflict and move toward consensus.

Recommended number of participants: Up to 20
Time Required: One to two days

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TRAINING SEMINARS

RELATIONSHIP MARKETING/SALES TRAINING

During this informative seminar, participants will understand how communications skills affect the sender's messages before, during and after the sales call, plus learn how to build positive client relationships and conduct the most effective sales and marketing calls. Modules are dependent upon the existing skills of participants and any perceived performance needs. This seminar may be one, two or three days depending on client needs.

Recommended number of participants : Up to 18
Time Required: One to three days

RESULTS-BASED COMMUNICATIONS TRAINING

This is a unique communications seminar with a focus on enhancing day-to-day communication skills. Participants explore team behavior and how that behavior can improve or hinder business results. Strengths and weaknesses of participants' existing communications skills will be identified and both will be addressed. The seminar includes models and hands-on examples specific to the client's corporate culture. This seminar may be customized to incorporate specific areas of interest and need.

Recommended number of participants: Up to 18
Time required: One day

CREATIVITY AND INNOVATION

More and more organizations are acknowledging that excellence comes from unleashing daily doses of creativity in the workplace. Tools for unleashing creativity, uncovering creative ideas and converting those to viable products and services are used.

Recommended number of participants: 10
Time required: One half to one day

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TRAINING SEMINARS

PARTICIPATORY CHANGE MODEL

In today's environment, more leaders are interested in bringing associates, employees, customers, vendors and other audiences to agreement with the new vision of their company, organization or entity. Those who typically serve as "change agents" know how challenging it is to make people feel comfortable with change and how quickly it should and can happen. This seminar combines techniques from business planning, strategic thinking, motivational/team behavior, and identity/image management programs in new ways to provide a customized approach for each client. The seminar can assist leaders with communicating new missions, getting audiences to understand changing goals, encouraging audiences how to embrace the changes, and how to further the cause, especially from a bottom line perspective. In short, this seminar can help clear up cultural confusion when a company is striving to revamp itself, based on future needs or products. This type of program lends itself to long-term intervention.

Recommended number of participants: Up to 25
Time Required: One-half day to Full day

PRESENTATION SKILLS TRAINING

Fear of communicating with other people still ranks as one of American's top concerns, yet everyone could demonstrate more value to their employer by better presenting their ideas in group settings. This seminar teaches participants how to be very focused with their preparation time, the different techniques to employ while delivering information, how to think like their audiences may think, what to do about the visual aid process and especially how to control any question-and-answer session. The seminar provides an extra bonus to sales representatives, board members and other communicators who often must appear to embody different perspectives. The seminar also can be used to establish a speakers' bureau, if applicable.

Recommended number of participants: 8 to 10
Time Required: One day

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TRAINING SEMINARS

MBTI SEMINAR

Based on Carl Jung's theory of psychological type, the Myers-Briggs Type Indicator (MBTI) is a tool to identify personality type. Developed by the mother-daughter team of Katharine Briggs and Isabelle Myers, the MBTI is a detailed and scientifically valid measurement of psychological type. The MBTI helps participants discover what best motivates and energizes each of us as individuals and is a practical tool for use in the workplace for conflict resolution, communication improvement, team selection and leadership style identification. The tool promotes discussion of type differences in managerial practices, explains the needs and strengths of each type, and offers practical applications in using and understanding personality types.

Recommended number of participants: Up to 18
Time required: One day

Call Donna Vandiver, Julie Tockman or Pat Crowe at
(314) 991-4641 for more information on any of these seminars, or to have
The Vandiver Group custom-design a seminar for your company.

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CLIENTS

American Bottoms Regional Wastewater Treatment Facility
Anchor/Lithkemko
Bi-State Development Agency
Black and Veatch
Boatmen's Trust Company
Booker Associates, Inc.
Bristol-Myers Squibb Company
City of Cape Girardeau, MO
City of Ferguson, MO
Soulard Farmers' Market
Dairy Queen Enterprises
Ground Water Services, Inc.
HNTB Corporation
Horsell Anitec
Ilford Photo
Institute for Alternative Futures
International Paper
Kohn, Shands, Elbert, Gianoulikas, & Giljum
Leadership by Design
Maritz
Missouri Department of Transportation
Missouri State Chiropractic Association
Monsanto Company
PAIRS
PC&E, Inc.
Ralston Purina Company
Ridefinders
Russell Stover Candies
SIDS Resources Infant Alert Program
St. Louis Science Center
Storz Instruments, Inc.
STV/Booker, Inc.
Technology Applications, Inc.
Thompson & Coburn
Total Indoor Environmental Quality Coalition
The Vanderschmidt School
Watlow
WorkTransitions

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TESTIMONIALS

"The Vandiver Group developed a program for us which responded to specific training needs we had recognized. We arranged for the bulk of our management and lead engineering staff to take the training and we have found it very beneficial."

Rick Arnold, VP, PC&E Consulting Engineers

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"The Vandiver Group is not only effective but innovative in the various projects that they have handled for our company. The training modules that they have developed coupled with the ambitious and creative approach that they take toward each new project have helped us in a number of areas. Their response time is quick, their attitude is positive and we consider TVG a valuable part of our team."

Manager, Fortune 50 Forest Products Company

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"We manage billion dollar transportation improvement projects linking many jurisdictions where public outreach and involvement are key to developing consensus amongst often disparate groups. Implementing our community programs requires excellent skills in management, communication, coordination, graphics and marketing. The Vandiver Group offers these skills with a high degree of reliability and quality, and their responsiveness to unplanned crises is exceptional."

Peter Gyulavary, Project Manager, STV Inc.

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TESTIMONIALS

"The Vandiver Group exceeds our expectations of what a public relations firm can do. Their methods of community involvement and public outreach are so effective that we never have to think about our public meetings and the processes involved. TVG has gone above and beyond the call of duty in more than one instance. You all are truly a quality organization and I'm proud to have you as a part of our team."

Greg Northcutt, Deputy Project Manager, Transportation Authority

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"The Vandiver Group offers their services generously and it is evident that they are committed to our projects. Their understanding of the worth of our projects is one of the reasons we find the organization most appealing. We appreciate and enjoy the time we are able to work with The Vandiver Group team."

Rosemary Claus-Gray, LCSW, Infant Alert Project Director

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"Due to the guidance we received from The Vandiver Group, we now are prepared as association members to answer tough questions from the public and the media. We have organized our spokespeople by regions, written position papers in advance of needing them and have become proactive in our communications effort. Working with TVG really was a very positive experience, one that has helped our overall strategic planning as well."

Joseph Lory, CAE, Executive Director, Denver Area Veterinary Medical Society

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TESTIMONIALS

"TVG's expertise at developing community partnerships has been very helpful in making our transportation projects a success."
Mike Wild, Marketing Director, Booker Associates, Inc.

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"I've always found TVG to be responsive, quick and cost-effective. Thanks to your help, reporters now consider me a 'source'. Working with TVG pays long-term dividends!"
Anna Navarro, Career Strategist, WorkTransitions

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"I think our meeting was productive and got us off to a good start. I'm looking forward to working with all of you."
Jerry Anderson, Community Relations Coordinator, American Bottoms Regional Wastewater Facility

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TEAM PROFILES

DONNA M. VANDIVER, President, is a business consultant with more than 20 years of experience in strategic planning, marketing, market research and public relations work for clients in a variety of industries with sales from $0.5 million to $15 billion.

Before founding The Vandiver Group, she was Director, Public Relations for Monsanto Company, where she was responsible for corporate image and reputation management and media relations, company-wide, for this $7 billion international company. She performed publication and communication audits, coordinated numerous focus groups, and conducted and reviewed extensive market research projects. She directed public relations campaigns for well-known Monsanto brands including Wear-Dated carpet and apparel. She and her staff have media contacts throughout St. Louis and with major, first-tier media outlets such as *The New York Times, The Wall Street Journal, Forbes, Fortune, Business Week,* and with media outlets in Europe, South America, the Far East, Canada and Australia.

She received a bachelor's degree in journalism from the University of Missouri-Columbia and a master's degree in management from Webster University in St. Louis. She is a member of The National Association of Women Business Owners (NAWBO), The Association for Corporate Growth, The Strategic Leadership Forum, The St. Louis Press Club, Downtown St. Louis, The St. Louis Regional Commerce and Growth Association, The Media Club and The Institute of Management Consultants. She serves on the Boards of the American Heart Association and NAWBO, and is on the Advisory Board of the Parkway Education Foundation. She serves in the steering committee of the Learning Action Team of St. Louis 2004. She is a past board member of the Public Relations Society of America and former founder of a chapter of the International Association of Business Communicators. She has judged engineering design and public relations awards contests, and speaks to business, professional and community groups on strategic planning, business ethics, creativity and innovation.

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TEAM PROFILES

SUSAN L. BENTON, Account Team Member, has experience coordinating special events, producing and directing television spots, and writing and editing publications. Benton handles media calls and placements, press releases, advertisements and fliers, and has written and designed the firm's Internet home page. Benton has a bachelor's degree in communications from the University of Missouri-St. Louis.

MACK A. BRADLEY, Account Team Leader, has seven years of experience in government, strategic planning, and public and government affairs. Before joining The Vandiver Group, Bradley was a media and political campaign consultant. He also conducted market research and served as a community liaison for the City of St. Louis. He has a bachelor's degree in political science from Illinois Wesleyan University. Bradley was selected as one of 12 Coro Fellows to participate in a 10-month public affairs and leadership training program, is included in Who's Who Worldwide, and is co-founder and president of Young St. Louisans.

ERIN K. CONROY, Account Team Member, has experience in special events planning and publicity, community relations, television production, and writing and advertising sales for publications. Conroy provides press releases, media placements, advertisement and fliers, public opinion polling coordination and assistance with public participation activities for a variety of Vandiver Group clients. She has a bachelor's degree in communications from Truman State University in Kirksville, Mo.

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TEAM PROFILES

PATRICIA F. CROWE, Account Team Leader, has more than 11 years of experience in video production, advertising, sales promotion and sales training. She has a background in project coordination, developing cam paign concepts, special events promotion, advertising copywriting and production, video production and script writing, and producing newsletters, direct mail pieces and other marketing tools. Crowe handles a variety of accounts, including Missouri's Total Transportation Commission and the Missouri Department of Transportation. Crowe has a bachelor's degree in interdisciplinary studies-public relations from Southeast Missouri State University and a master's degree in media communications from Webster University, where she has also been an adjunct professor.

KATIE A. deNOURIE, Associate, has specialized in product publicity, public relations and special events planning for more than five years. Her experience includes managing editorial focus and production of internal/employee newsletters and annual reports, media and community relations, organizing cost-effective distribution of press materials, crisis communications, designing Web pages and conducting workshops and staff training programs. She also handled crisis communications, community relations, investor relations, internal communications and government relations while working for a national airline. She earned a bachelor's degree in psychology at Washington University in St. Louis. She is currently based in Atlanta, Ga.

KELLYE KINNEL, Assistant Account Team Member, has experience with internal and external higher education campaigns, media relations, special events and account service representation. Kinnel assists The Vandiver Group teams with account coordination. She has a bachelor's degree in mass media arts with an emphasis in public relations from Clark Atlanta University in Atlanta, Ga. Kinnel served as an active member for PRSSA, coordinating events and fund-raisers for the Clark Atlanta University chapter.

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TEAM PROFILES

TINA POSTON, Associate, is a communications professional whose background includes marketing and communications programs aimed at the African-American community with special emphasis in media and special events planning. Poston has handled media relations, publications, special events, community outreach and trade show promotions for conservation and environmental groups for the state of Missouri. She assists in coordinating public participation activities for a variety of clients. She received a bachelor's degree in speech communication/broadcast media from the University of Missouri Columbia. She is active in a number of organizations including Minorities in Agriculture; Natural Resources and Related Sciences; St. Louis Public Schools Career Role Model program; and the Black Journalism Association.

ANDREA H. SMITH, Account Team Leader, is a public relations professional with more than 15 years of experience in media relations, public relations, community outreach, environmental issues and risk management, advertising and promotion. She has cultivated media contacts in the St. Louis region and throughout the United States. Smith spent seven years with a St. Louis-based Fortune 100 where she handled all external and internal communications, environmental issues, crises communications, corporate advertising, community outreach, and publications for a manufacturing facility. She also assisted St. Louis Community College on public relations and marketing projects. She received a bachelor's degree in advertising from the University of Texas at Austin. Smith leads The Vandiver Group account teams for a variety of clients including MetroLink, Missouri Department of Transportation, International Paper, and SIDS Resources, Inc. She was a participant in the Coro Women in Leadership program, and was recently named Vice President/Communications of its alumni board. Smith serves on the RCGA Environmental Council, is Past President of Women in Communications, Inc., is a member of the International Association of Business Communicators, and is active in a number of other organizations.

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STLCOPCB4037599

TEAM PROFILES

BRETT STAWAR, Account Team Member, is a public relations professional with experience in event planning and media relations. He coordinates special events and public meetings for clients such as MetroLink, MoDOT and the Missouri Total Transportation Commission. His background includes special events for The Right To Be Proud Campaign, Fair Saint Louis, Citizens for Modern Transit, and Downtown St. Louis. Stawar has a bachelor's degree in public relations from Illinois State University.

ELAINE TAYLOR SCHULZE, Associate, has designed national marketing plans and materials, coordinated major community outreach education programs, developed a continuous improvement program and worked with problem-solving teams. She specifically worked in the area of health care, sales, trade shows, and has a teaching background. Her bachelor and graduate degrees are from Central Missouri State University. She currently is based in Kansas City, Mo.

JULIE TOCKMAN, APR, Senior Strategist and Business Development Director, has more than 15 years experience in strategic planning; public relations for international, national, regional and local campaigns; executive training; and newspaper and magazine work. She has handled media relations, corporate communications, marketing projects, event/meeting planning, media training, leadership development, financial communications, business planning, collateral projects, videos, photography projects and presentation training for various clients in multiple industries. She is a former magazine editor and has prior governmental experience. She is a 1995 graduate of a two-year statewide leadership program, and holds a bachelor's degree in agricultural journalism from the University of Missouri-Columbia. She is an accredited member of the Public Relations Society of America and currently serves as president for the St. Louis Chapter and treasurer for PRSA's Midwest District.

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CERTIFICATIONS

AGENCY	EXPIRATION DATE
Lambert - St. Louis International Airport - DBE	September 25, 1997
Bi-State Development Agency - DBE	December 31, 1998
Kansas City Area Transportation Authority - WBE	April 23, 1999
St. Louis Development Corp. - WBE	August 31, 1997
State of Illinois, Department of Central Management Services - FBE	No Expiration Date indicated
Missouri Purchasing & Materials Management	June 11, 1998
Missouri Department of Transportation - DBE	June 1, 1998
Kansas City Area Transportation Authority - AA	Pending Renewal
State of Texas, HUB Certified	Pending Renewal

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