

PENN STATE ALUMNI EXPERTISE

**Alumni Society Board of Directors
and Ad/PR Network Board
2017-18**



PennState

Donald P. Bellisario

College of Communications

bellisario.psu.edu

@PSUBellisario

August 2017

Dear Penn State Faculty and Communications Professionals:

Through the combined efforts of the Alumni Society and the Ad/PR Network Boards of the Donald P. Bellisario College of Communications, we are proud to share this directory spotlighting the expertise of Board members in a wide variety of communications fields.

Within these pages are brief snapshots of each Board member, listing up to four main areas of his/her expertise and vast experience — ranging from the digital world to print and television, from advertising and public relations to marketing, from corporate communications and issue advocacy to branding.

We encourage you to reach out to these Board members; their email addresses are included. As part of their service to the College and Penn State, they are eager to engage in classroom discussions and lectures, as well as to serve as a resource for the many professional communicators across the wide Penn State landscape. Making an impact and serving their alma mater is their motivation, thus their participation and counsel are free of charge.

Extensive individual biographies of and contact information for each Board member is also available online, so if a member's occupation, employer or area of expertise, piques your interest, we encourage you to reach out to him/her. Here are the links to the full Board rosters:

Alumni Society Board: <http://bellisario.psu.edu/alumni/alumni-board>

Ad/PR Network Board: <http://bellisario.psu.edu/alumni/adpr>

Thanks for all you do for our alma mater. We Are...Penn State!

*Alyson Joyce '10
President
Alumni Society Board*

*Richard Rapp '79
President
Ad/PR Network Board*

DIRECTORY

| | |
|--|----|
| Marielena Balouris, Anchor/Reporter, WAVY-TV | 8 |
| Joe Berwanger, Owner/President, Innovations Marketing Group | 9 |
| Rob Boulware, Manager, Seneca Resources Corp. | 3 |
| T.J. Brightman, President, A. Bright Idea | 3 |
| Patrick Bunting, Manager, NBCUniversal | 8 |
| Natalie Buyny, Account Executive, Tierney..... | 3 |
| Amy Camacho, Associate Producer for Television..... | 8 |
| Mike Conti, Anchor/Reporter, CBS Radio..... | 3 |
| John Dolan, Associate Dean, Georgetown University..... | 4 |
| Zach Dugan, Corp. Comm. Specialist, Samsung Electronics America | 9 |
| Bernadette Dunn, Senior Director, ARRIS..... | 4 |
| Kevin Flintosh, Talent & Organization Manager, Accenture | 4 |
| Greg Guise, Senior Cameraman, Al Jazeera English | 4 |
| Katherine Hansen, Communications Manager, Bank of America..... | 5 |
| Kathy Heasley, Founder & President, Heasley and Partners | 10 |
| Pam Hervey, Owner & President, Fuel..... | 5 |
| Alyson Joyce, Stakeholder Relations, Seneca Resources Corp..... | 5 |
| Kurt Knaus, Managing Director, Ceisler Media & Issue Advocacy..... | 5 |
| Adam La Marcka, Account Director, Samba TV..... | 10 |
| Alyssa Larson, Digital Marketing Manager, RuMe Inc..... | 10 |
| Jianghanhan Li, Graduate Student, Columbia University..... | 8 |
| Michael Liebowitz, VP, TheBloc..... | 5 |
| Lisa Lucas, Executive Producer, Animal Planet | 6 |
| Victoria Maggio, Media Supervisor, 360i | 10 |
| Patrick Mairs, Editor/Producer, The Associated Press | 6 |
| Lowell Melser, News Reporter, WBAL-TV..... | 6 |
| Brian Nawa, Associate Director, Bristol-Myers Squibb | 6 |
| Jessica Quinlan, Marketing Director, NFL On Location Experiences | 9 |
| Lauren Raisl, CEO, Purple Ocean Ventures | 10 |
| Richard Rapp, President, Altamira | 11 |
| Tom Resau, Senior VP, W2 Communications | 11 |
| Jarret Romesburg, President/Owner, Romesburg Media Group..... | 7 |
| Jill Schnitt, Associate Director, Posterscope | 11 |
| Suzanne Schulner, Account Executive, getTV | 11 |
| Jeremy Smith, Vice President, Ansible..... | 12 |
| Kathy Swidwa, Marketing Communications Specialist, Penn State | 12 |
| Brenna Thorpe, Senior Consultant, Booz Allen Hamilton | 12 |
| Meredith Topalanchik, Senior VP, CooperKatz..... | 7 |
| Cindy Viadella, Marketing Consultant | 7 |
| Daniel Victor, Senior Staff Editor, The New York Times..... | 7 |

– ALUMNI SOCIETY BOARD OF DIRECTORS –

Rob Boulware ('86)

rboulware@prpeople.com

Manager, Stakeholder Relations, Seneca Resources Corp.

- Crisis Communications
- Grassroots Campaigns
- Sports Public Relations
- Public Affairs/Government Relations

T.J. Brightman ('91)

tj@abrightideaonline.com

President, A Bright Idea Advertising and Public Relations

- Broadcast Sales Management, Radio/Television Industry, with Sports Focus
- Negotiation: Broadcast Rights Fees, Personal Service Agreements, Talent Contracts
- Campaign/Creative Concepts: Businesses in Government and Private Sectors
- Sports Media Thought-Leader & Media Resource

Natalie Buyny ('12)

nbuyny@gmail.com

Account Executive, Tierney

- Social Media
- Metrics/Analytics
- Media Relations

Mike Conti ('03)

mconti178@gmail.com

Anchor/Reporter, CBS Radio

- Sports Media: Television, Radio, Digital Broadcasting
- National Basketball Association
- National Football League

John Dolan ('89)

dcdolans@gmail.com

Associate Dean, Georgetown University

- Higher Education Administration
- Marketing Experience with AT&T, BellSouth and Washington Post Co.
- Ph.D. in Organization Development: Dissertation Focused on the Use of Social Media by Organizations as a Tool for Informal Learning and the Development of Communities of Practice

Bernadette Dunn ('91)

bernadette.dunn@arris.com

Senior Director, Global and Internal Communications, ARRIS

- Employee Communications Strategy and Execution
- Mergers and Acquisitions Communications
- Executive Communications
- Crisis/Issues Management

Kevin Flintosh ('06)

kevinflintosh@gmail.com

Talent & Organization Manager, Accenture

- Corporate Communications
- Change Management
- User Readiness

Greg Guise ('74)

greg@K3HOT.net

Senior Cameraman, Al Jazeera English/Team People

- Video Journalism: Shooting/Editing/Producing
- Live Television and Video Production
- Journalism/Reporting Research
- Broadcast Ownership and Operation

Katherine Hansen ('05)

hansen.katherine@gmail.com

Communications Manager, Procurement, Bank of America

- Strategic Communications
- Executive Support: Communications, Events Management
- Copy Editing
- Web Content Management

Pam Hervey ('94)

pam@fuelcreative.us

Owner & President, Fuel

- Video Production and Post: Industrial & Broadcast
- Strategic Communications
- Journalism: Broadcast TV/Programming
- Public Relations

Alyson Joyce ('10)

anr5047@gmail.com

Associate, Stakeholder Relations, Seneca Resources Corp.

- Community Relations
- Relationship Marketing
- Digital/Social PR

Kurt Knaus ('93)

kurt@ceislermedia.com

Managing Director, Ceisler Media & Issue Advocacy

- Crisis Communications
- Government and Public Affairs
- Grassroots Organization & Community Engagement

Michael Liebowitz ('90)

adguy1014@me.com

VP, Associate Creative Director-Copy, TheBloc

- Copywriting
- Healthcare
- Advertising

Lisa Lucas ('85)

Lisa_Lucas@discovery.com

Executive Producer, Animal Planet

- Docu-reality Television Production
- Television Post Production
- Script-writing

Patrick Mairs ('01)

patrickmairs@gmail.com

Editor/Producer, The Associated Press

- Fact Checking
- Fake News
- Trending News
- National Media

Lowell Melser ('95)

lmelser22@gmail.com

News Reporter, WBAL-TV

- Television Journalism (News)
- Broadcast Meteorology
- News Writing
- Storytelling

Brian Nawa ('91)

brian.nawa@bms.com

Associate Director, Multi-Channel Capabilities, Bristol-Myers Squibb

- Traditional and Digital Marketing: Print, Broadcast, Out-of-Home, Web/Internet, Mobile App
- Digital & Cross-channel Marketing Planning, Strategy and Implementation
- Digital/Web: User Experience, Content Strategy, Organic and Paid Search, Social, Mobile App, e-mail Marketing, CRM
- Global Reach: Operational/Tactical Deliveries in 20 Countries Across Four Continents

Jarred Romesburg ('98)

President/Owner, Romesburg Media Group LLC

- Digital Content Production
- Television Programming Development
- Television Production
- Corporate Video Production

Meredith Topalanchik ('99)

merechik@gmail.com

Executive Vice President, Operations & Client Services, CooperKatz

- Corporate, B2B & Consumer PR and Communications
- Strategic Communications Planning; Social Media and Content Strategies
- Media Relations & Spokesperson Media Training
- Event Planning

Cindy Viadella ('91)

cviadella@gmail.com

Marketing Consultant, Media, Marketing & Advertising Industries

- Brand Marketing
- Analytics
- Digital and Traditional Media Strategy
- Advertising Campaign Planning & Execution

Daniel Victor ('06)

daniel.victor@nytimes.com

Senior Staff Editor, The New York Times

- Social Media: Twitter/Facebook Accounts for New York Times and ProPublica
- Digital Culture: How stories, movements and memes tend to emerge; how various strange corners of the Internet work
- Peanut Butter & Jelly: The key is peanut butter on BOTH slices of bread

- YOUNG ALUMNI COUNCIL -

Marielena Balouris ('15)

marielena.balouris@gmail.com

Anchor/Reporter, WAVY-TV

- TV News Reporting
- TV News Anchoring

Patrick Bunting ('13)

Patrick.Bunting@nbcuni.com

Manager, Corporate Communications, NBCUniversal

- Public Relations
- Crisis Communications
- Advanced Advertising
- Business of Television

Amy Camacho ('13)

amyacamacho@gmail.com

Associate Producer for Television

- Documentary Television Production
- Archival Material Licensing
- Rights and Clearances
- Research

Jianghanhan Li ('14)

lijianghanhan@gmail.com

Graduate Student, Columbia University

- Journalism
- Applied Statistics
- Media Studies
- Product Management

Jessica Quinlan ('10)

jessica.a.quinlan@gmail.com

Marketing Director, NFL On Location Experiences

- Sports Marketing
- Event Curation and Design
- Brand Activation and Awareness

– AD/PR NETWORK –

Joe Berwanger ('70)

berwanger1@gmail.com

Owner/President, Innovations Marketing Group

Executive Vice President, ContentWISE

Partner, B&C Holdings

- Media Advertising Sales: Sports, Television Stations and Networks, Websites, Political Campaigns and Spot Inventory
- Media Business Planning
- General Management of Television Stations, Cable Companies and Other Media Businesses
- New Media: Traditional media efforts to compete with new media, ad/marketing agencies' place in the new world and the future of TV and all electronic media.

Zach Dugan ('13)

get2dugan@gmail.com

Corporate Communications Specialist, Samsung Electronics America

- Media Relations
- Crisis Communications
- Corporate/Executive Communications

Kathy Heasley ('83)

kheasley@heasleyandpartners.com

Founder & President, Heasley & Partners Inc.

- Branding and Brand Strategy
- Brand/Marketing Integration
- Effective Interviewing, Storytelling and Writing
- Communications in Entrepreneurial Start-ups

Adam La Marca ('08)

adam.lamarca@gmail.com

Account Director, Samba TV

- Digital Advertising
- Programmatic Advertising
- Sales
- Agency Relations

Alyssa Larson ('09)

alyssa1227@gmail.com

Digital Marketing Manager, RuMe Inc.

- Paid Search
- Social Media Marketing
- Digital Strategy

Victoria Maggio ('13)

victoriamaggio@gmail.com

Media Supervisor, 360i

- Ad/PR Networking
- Search Engine Marketing
- A Job + Networking in NYC

Lauren Raisl ('03)

lauren.raisl@gmail.com

CEO, Purple Ocean Ventures

- Startup Ventures and Entrepreneurship
- Innovation Design and Technology
- Marketing and Brand Strategy
- Digital Media and Marketing

Richard Rapp ('79)

rrapp@thinkaltamira.com

President, Altamira

- Ad Agency Account Management & Leadership
- Integrated Marketing Communications, Branding and Design Management Expertise
- Advertising Campaigns: development and production for regional/national consumer and B2B brands.

Tom Resau ('99)

tom@w2comm.com

Senior Vice President, W2 Communications

- Speech Writing and Ghostwriting
- Issues Management: Research and Analysis
- Crisis Communications
- Strategic Communications Planning and Management: Working Directly with Both C-Level Stakeholders and Media.

Jill Schnitt ('09)

jill.schnitt@gmail.com

Associate Director, Posterscope

- Media Planning
- Buying
- Out-of-Home
- Digital Out-of-Home

Suzanne Schulner ('08)

ses997@gmail.com

Account Executive, getTV at Game Show Network

- Ad Sales
- Integrated Marketing
- Media Buying/Planning
- Sales/Presentation Strategy

Jeremy Smith ('09)

jas5799@gmail.com

Vice President, Client Engagement, Ansible

- Ad/PR Network
- Mobile Media
- IoT Technology
- Creative Innovation

Kathy Swidwa ('13)

kea5102@psu.edu

Marketing Communications Specialist, Penn State

- Social Media Strategy and Campaigns
- Brand Management and Strategy
- Higher Education and Nonprofit Strategic Communications
- Donor and Fundraising Communications

Brenna Thorpe ('12)

Strategic Communications Senior Consultant, Booz Allen Hamilton

- Social Marketing & Behavior Change, Strategic Communications
- Planning, Change Management and Change Communications
- Public Relations Writing

ONLINE

Complete biographies of all board members.

Alumni Society Board

<http://bellisario.psu.edu/alumni/alumni-board/alumni-society-board-of-directors>

Ad/PR Network

<http://bellisario.psu.edu/alumni/adpr/ad-pr-network-board>



PennState
Donald P. Bellisario
College of Communications

bellisario.psu.edu

@PSUBellisario