

Mary Ball Washington Regional Council - Nominating Committee
GO Virginia Region 6
April 9, 2018
Rappahannock Community College Warsaw Campus

Call to Order	Kate Gibson
Council Membership Changes Discussion	Kate Gibson
Adjournment	Kate Gibson



Mary Ball Washington Regional Council New Member Application

Name: **Stephanie Heintz**

Company/Agency: **Consociate Media**

Position: **Founder, CEO and Managing Partner**

Company/Agency Address: **1467 George Washington Memorial Highway, Gloucester Point, VA 23062**

Preferred Telephone: **(757)713-2199 (everything number)**

Preferred E-mail Address: **stephanie@consociatemediacom**

Description of Qualifications/Skills

(Please provide a brief description of why you are interested in serving on the Regional Council; you may include a statement as to what skills, education, knowledge, etc. you feel may contribute to the Council's work.)

In 2011, I founded Consociate Media, a public relations, marketing and communications firm based in Gloucester Point, Va., with the mission to help businesses, organizations, legislative initiatives, localities and causes connect their work to a wider audience using new and traditional media methods. Prior to launching this Middle Peninsula-based firm, I served as a newspaper journalist, media trainer for the Department of Defense and strategic communications consultant for military flag officers based in Hampton Roads.

What our firm has learned and put into practice is that there is a need to bring a transformative approach and creative thinking to growth in today's modern age. That is true not only for businesses, but also economic development initiatives as a whole.

Furthermore, in the time we have been in operation, we have been advised no less than three times to relocate our business operations outside of the Middle Peninsula. The reason people gave us? No one knows where Gloucester is. No one can connect to our physical location and as a result we would potentially be losing out on market share.

We have found the opposite to be true. Rather, what started out as a one woman shop has grown to include four full time employees and several contract support team members, all from the Middle Peninsula.

As a small business owner, and as a Middle Peninsula resident, I would like to apply those same creative approaches to helping the region thrive.

As a communications professional, I believe my expertise in crafting a message, seeing the larger picture and strong desire to grow the region would benefit the regional council. Furthermore, as a millennial (circa 1981, on the border with Gen X), I believe I bring the viewpoints of a demographic that is often underrepresented in economic development activities.

Our experience working with businesses across the country, locally and internationally has afforded us the opportunity to learn what prevents companies from growing, how operations and opportunity can elevate them and what struggles they see from a regional perspective.

From a personal perspective, I am motivated to find solutions. My husband and I have a 7-year-old son. By the time he graduates high school, and decides where his professional life will take him, I hope that his options will at least include opportunity in the region where he is being raised and that the localities in our region have the tax base to support robust school systems, job opportunities and real estate values that will offer him the life he doesn't even realize he'll need in later years. I know that I'm not alone in that wish.

BIOGRAPHICAL INFORMATION

Education

2002 BA Literature from Christopher Newport University

Work Experience

2002-2008 Reporter, Daily Press and Virginian-Pilot

2008-2011 Defense Contractor, U.S. Joint Forces Command

2011-2012 Communications Director, Tidewater Physical Therapy

2011-Present Founder, Consociate Media

Prior Board Service

Gloucester Mathews Free Clinic

Gloucester Main Street Association (currently serving as Vice Chair)

VersAbility Resources

Gloucester Community Foundation

Fairfield Foundation



VIRGINIA INITIATIVE FOR
**GROWTH &
OPPORTUNITY**
IN EACH REGION

Mary Ball Washington Regional Council New Member Application

Name: _____ Kimberly C. Young _____

Company/Agency: _____ University of Mary Washington _____

Position: _____ Executive Director of Continuing & Professional Studies _____

Company/Agency Address: _____ 1301 College Ave, Fredericksburg, VA 22401 _____

Preferred Telephone: (540) 286 - _8076__ Work Home Cell

Preferred E-mail Address: _____ kyoung3@umw.edu _____

Description of Qualifications/Skills

(Please provide a brief description of why you are interested in serving on the Regional Council; you may include a statement as to what skills, education, knowledge, etc. you feel may contribute to the Council's work.)

My role at UMW requires me to interact regionally on behalf of the university and participate in economic development activities as needed. It is Dr. Paino's hope that my role on the regional council of GO Virginia would help to keep UMW connected to the important work of this initiative and keep us engaged as we look for ways to expand our support of the region through education and collaborative efforts.

My experience includes nearly 20 years of marketing strategy, consulting, and educational leadership work with Ernst & Young, Aramark, the University of Missouri—Kansas City, and now UMW. I have worked with Fortune 500 companies such as Coca-Cola Company, Eli Lilly, Sprint, and others on projects to promote growth and create connections with the surrounding communities. While I am new to this area, I was very active on non-profit boards and committees in my former community. As part of my transition to Fredericksburg, I stepped down as chair of the Healthcare Foundation of Greater Kansas City which was a nearly \$500 million foundation charged with creating access to healthcare and health services for the underserved in in the region. I also served on the board of the Central Exchange which was an association for the advocacy and education of women in the city. In my work and civic activities, I had extensive experience working with the city of Kansas City, regional councils, EDA's and other organizations to build domestic and international relationships and programming that would benefit our community. My educational background includes an undergraduate degree from Duke University in Public Policy Studies and two Master's degrees from Cornell University—one in business (MBA) and the other in hospitality and tourism (MMH).

I have enjoyed participating in the GOVA meetings as a representative of UMW on behalf of our president and would be honored and delighted if selected to serve in an official capacity.

KIMBERLY C. YOUNG

912 W. 93rd St, Kansas City, Missouri 64114 ■ 816-679-6399 ■ youngkc@umkc.edu

EDUCATION

CORNELL UNIVERSITY, Ithaca, NY

Master of Business Administration 2004 -*Brand Management*
Master of Management in Hospitality 2004 - *Dean's List 2004*

DUKE UNIVERSITY, Durham, NC

Sanford Institute of Public Policy, Bachelor of Arts – Public Policy Studies, May 1996

RELEVANT WORK EXPERIENCE

Executive leader with nearly 20 years of experience in education, hospitality, and consulting industries. Expertise in building and leading high performance teams, vision setting, project management, strategic innovation, and implementation of strategies to meet and exceed established growth targets.

UNIVERSITY OF MISSOURI—KANSAS CITY

2008 – PRESENT

Henry W. Bloch School of Management

Executive Director 2012-Present; **Director** 2008-2012

EXECUTIVE DIRECTOR, EXECUTIVE EDUCATION/EMBA PROGRAMS

- Responsible for administrative oversight of Executive Education which includes the Executive MBA program, international customized programs, and custom corporate education programs
- Oversee \$2M operating budget, nine full-time staff members, 15 part-time staff, and nearly 100 contract faculty relationships
- Lead team in marketing, sales, development, and delivery of programs that educate nearly 500 adult executive learners nationally annually.
- Established first-of-its-kind regional Physician's Leadership Program as a joint venture between the business and medical schools. Developed financial and delivery model to breakeven in year two with minimal investment in year one.
- Oversee the business development, negotiations, and delivery of programs between the Bloch School and senior government and educational officials of entities in China, Malaysia, and Indonesia.

FOUNDING DIRECTOR, EXECUTIVE EDUCATION CENTER

- Developed business plan to position Bloch Executive Education as Kansas City's university partner for executive education and professional development
- Achieved 70% Compound Annual Growth (CAGR) in first five years of operations bringing the department to \$1.7M in revenue
- Developed and implemented program marketing and branding strategy
- Envisioned, negotiated, and built team to launch the first multi-disciplinary certificate program for a corporate client through the business school. This program is now in its fourth year and represents a \$1.1M contract over five years—the largest since program's inception.
- Led team to envision, orchestrate and deliver university's first international program with the Ministry of Education in Jiangsu Province, PRC.
- Developed and maintained financial projections and sales pipeline
- Created advisory board structure for program oversight, strategic planning and community engagement

National Director 2007-2008; **Regional Director** 2004-2007

NATIONAL DIRECTOR OF RESEARCH & PLANNING, HIGHER EDUCATION

- Led cross-functional teams in the development of marketing strategies, and operational tactics required to implement the Dining Master Plan. Ensured that plan was financially viable and demonstrated a profitable growth opportunity for the client institution and ARAMARK.
- Directed research, analysis, and development of strategic plans for food outlets serving colleges and universities across the country. Institutions represent top 25% of ARAMARK's annual revenues.
- Contributed approximately \$50M in retention accounts through strategic planning activities.
- Commissioned and analyzed primary research studies to build three- to five- year strategic plans for client institutions that aligned with the mission, vision, and organizational master plan.

REGIONAL DIRECTOR OF MARKETING, BUSINESS SERVICES

- Directed and implemented programs to promote top line growth in over 150 food and beverage outlets.
- Designed national marketing growth strategy targeted to achieve 10% top line growth across the sector.
- Managed annual national survey process which resulted in tool that helped identify trends and behaviors. Delivered results on time and on budget for two consecutive years.
- Developed and executed marketing plans for opening new restaurant outlets including marketing strategy, merchandising plan, layout, service model, and communications.
- Managed client relationships to ensure that the region was meeting and exceeding expectations.

CAP GEMINI ERNST & YOUNG, Atlanta, GA, (formerly Ernst & Young LLP)
(*\$8 billion international management consulting & IT services company*)

1996 – 2003

Manager 2000-2001; **Senior Consultant** 1998-2000; **Staff Consultant** 1996-1998

MANAGER, BUSINESS STRATEGY PRACTICE

- Managed 25-person cross-functional team in a multi-million dollar project transforming over 10 cost center departments into a single shared service profit center. Worked with leadership team to develop organizational vision, service bundles, pricing, and communications plan. Responsible for \$1.5 million in additional client sales.
- Designed and managed \$1 million project to create marketing plan for Internet-based new business. Managed team of seven consultants to develop business model including target audience, service offerings, marketing alliances, and investor business plan.

SENIOR CONSULTANT, PEOPLE EFFECTIVENESS PRACTICE

- Devised strategy and organization structure for the finance department of a global pharmaceutical company to accommodate new SAP financial module implementation. Changes affected 25 positions world-wide.
- Developed and managed communication and issue resolution activities between process, technical, and training teams on 120-person global project.
- Managed \$500K budget and four-person team in the implementation of process design and documentation approach for development of new 300-person business unit at a global telecommunications company.

STAFF CONSULTANT, PROCESS IMPROVEMENT PRACTICE

- Designed and implemented program management approach to inform client of project milestones, tracked issues, managed communications, and built team cohesiveness across a multi-function project team.
- Designed and facilitated client focus groups to validate new process designs on multiple projects.

BOARD SERVICE

- Central Exchange—Director, 2012-Present, Executive Committee 2012-2014
- Healthcare Foundation of Greater Kansas City—Director 2011-Present, Vice Chair 2015
- Alphapointe—Director, 2010-2012

COMMUNITY INVOLVEMENT, CERTIFICATIONS & AWARDS

- Central Exchange—Chairperson, Central Exchange Lyceum 2011
- Duke Alumni Club Kansas City—Regional Lead March 2010-2012
- Junior League of Kansas City—Member 2009-2013
- Cornell Club of Mid-America--Member 2004-Present
- Park University—Instructor, Business Marketing for the Arts Course 2007
- Webster University—Guest lecturer at Marketing Course 2006
- ARAMARK Corporation—Recipient of Marketing Excellence Award 2006

SELECTED CLIENT LIST

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| • 3M Corporation | • Boeing | • BNIM |
| • Garmin | • Cerner Corporation | • Commerce Bank |
| • Coca Cola | • CSX Railroad | • Eli Lilly |
| • Federal Aviation Administration | • UMB | • General Services Administration |
| • H&R Block | • JE Dunn | • Blue Cross Blue Shield of KC |
| • SBC | • Sprint | • Wells Fargo |