

Katherine Miracle
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www.miracleresources.com

Education

University of Phoenix- Beachwood, Ohio **June 2009**

Masters Business Administration
3.95 grade point average

University of Akron- Akron, Ohio **May 31, 1987**

B.A. in Business Organizational Communications
B.A. in Theatre Arts

Northwestern University - Evanston, Illinois **June-August, 1984**

Theatre Arts course work applied to B.A. in Theatre Arts

Work Experience

TEACHING EXPERIENCE

Instructor at Virginia Marti College of Art & Design:
Recruited by VMCAD to teach Advertising and Promotions, Small Business Management/Entrepreneurship and Salesmanship

Advertising and Promotions- 2004 to present: Katherine has secured internships for students with her corporate contacts. Katherine created lesson plans, tests, the final project and an interactive classroom. The students have shared their passion for the class, the advertising industry and event promotions. The challenge of creating their own advertising campaign has been exciting for students and feedback for the class is positive.

Return on Investment: The evaluations on Katherine from VMCAD staff and students have been excellent. Katherine has engaged students in a branding/marketing/ advertising project for First Federal of Lakewood. Katherine has led students through the branding process and advertising campaign development for the Fashion Merchandising department of The Virginia Marti College of Art and Design.

Salesmanship- 2005 to present: Katherine created lesson plans, a mentorship program, guest speaker nights, tests, a field experience and sales project.

Return on Investment: The staff and students reviews have been excellent. Katherine and Bill Truax co authored a book for this class. The book is titled Tru-Miracle selling and engages students to a new style of personal selling.

Small Business Management/ Entrepreneurship-2005 to present: Katherine secures businesses that need business plans to work with students in an interactive process. Katherine created an interactive game for students and a mentorship program and new final project that focus on the student's career path. Students and staff reviews have been excellent.

Return on Investment: Katherine uses her corporate contacts to secure internships and shadow opportunities for students. Students often sell the business plan they create for this class and secure valuable professional contacts.

Instructor at Academy of Court Reporting and Technology recruited by ACRT staff to become a member of the adjunct faculty:

Career Development and Human Resources -2009 to present: Katherine brings resources and the latest research to ensure students create a career portfolio that will help them succeed in their desired career.

Return on Investment: Katherine uses her corporate contacts to secure internships and shadow opportunities for students.

Career Management -2009 to present: Katherine uses cases studies and research to ensure students create a strategy for success.

Return on Investment: Katherine has helped students improve their resume and interviewing skills leading to them securing jobs before graduation. Katherine's marketing of job seekers and creation of a virtual sales force help students network to find their desired career and unlock their potential.

Instructor at The University of Akron recruited by School of Communications to become a member of the adjunct faculty:

Effective Oral Communications and Introduction to Public Speaking- Katherine brings interactive technology, video, discussion and activities to help students become successful public speakers.

Return on Investment: As students have needed extra help, Katherine has stayed late and came in early to offer free assistance. Katherine has helped a student with a learning disability, who needed tutoring. Katherine meets student's needs by letting them call anytime they need help. Katherine understands that many students work late night so she accepts calls from students anytime they need help. After graduation students stay in touch with Katherine and she helps them

with contracts, interviewing and shares her contacts. Katherine's engaging and interactive approach helps students succeed in personal and professional growth.

MIRACLE RESOURCES, LLC (MR) Akron, OH 2003-Present
Founder & Owner

- Miracle Resources is a consulting, training and educational resource for businesses and non-profits. Miracle Resources consultants specialize in the areas of Marketing, Public Relations, Advertising and Revenue Development.
- Miracle Resources, LLC has a professional staff and has served clients including Dunkin Donuts, The American Red Cross, Cleveland Clinic and Northwestern Mutual.
- (See [www. Miracleresources.com](http://www.Miracleresources.com) for client list and achievements)

Return on Investment

Katherine Miracle and the consultants of Miracle Resources have:

- **Raised over 28 million for 10 non profits**
- **Secured 4 million dollars in free publicity for corporations and non profits**
- **Created advertising/marketing campaigns that increased revenue for more than 50 businesses**
- **Educated 700 job seekers to network and market themselves to find their perfect career.**
- **Educated over 500 fundraising professionals in high tech and high touch resources to increase revenue**
- **Motivated over 500 sales and marketing professionals to market and motivate using the Miracle Resources Diamond Four Point Marketing strategy that increases revenue and awareness.**

Advertising Experience:

Miracle Resources advertising team creates campaigns and negotiates advertising buys for print, internet, trade show, radio and television.

The advertising team has created ad campaigns that are generating awareness and revenue for our clients. **Including Liberty Tax Services, Virginia Marti College, The University of Phoenix, Dunkin Donuts and a non-profit rate buy for our client Mr. Handyman that showcased an event with Habitat for Humanity.** Miracle Resources created the event for Habitat and a "Good Neighbor award" that gave the public the chance to vote for a good neighbor. Mr. Handyman paid for the advertising at a discount and Habitat received \$15,000 in free advertising.

Miracle Resources secured over \$14,000 in free print advertising for our friends at the **Akron Racers professional women's fast pitch softball team.**

Miracle Resources was hired to create a new advertising campaign for a restaurant who received bad publicity. Miracle Resources displayed the truth that the restaurant staff had been with the restaurant long term and the amazing service for customers at the restaurant.

The ad series added a component never done before. We choose to feature the chef and general manager/sommelier. The chef had an excellent reputation and had been with the owner for over 10 years and helped launch a second restaurant. We were so impressed with the general manager/sommelier because he provided excellent service and was very personable. The campaign educated the public on the truth and increased customer base. Once we achieved these goals, we could move into a second ad campaign showcasing the story a customer would experience in the total dining experience.

The second campaign was called "Discover" and targeted the Summit County area with the Akron Beacon Journal to engage potential guests. The "Rediscover" campaign was created to reconnect with their customer base. Miracle Resources targeted the market by investing in a campaign **with Crain's Cleveland Business, Northern Ohio Live and Cleveland Magazine.**

Miracle Resources created and bought all ads on a weekly basis for the restaurant and increased awareness and brand equity. MR submitted updates on new events, menu items and awards to all media to keep the restaurant in all print, radio and television in Northeast Ohio.

Miracle Resources reviewed the restaurants radio and print contracts and negotiated to use trade and decrease spending while building strong partnerships. Katherine Miracle created an event with WCLV honoring Robert Conrad at a wine event, which increased revenue for the restaurant and an

amazing commercial on WCLV to increase awareness from this target market. Our work with Cleveland Magazine and Northern Ohio Live has given the restaurant free exposure and spotlight in articles.

Miracle Resources secured \$15,000 of free advertising on TV 5 and \$5,000 on **Q104** for a military mom's luncheon at the restaurant.

Miracle Resources built a relationship with Plain Dealer that gave the restaurant free exposure in PDQ, a very important publications that targets the market the restaurant desires to attract.

The result of this increased exposure has increased revenue and cost savings in media contracts for the restaurant in a six- month period of \$50,000.

Media Crisis:

Miracle Resources crisis communications team creates public relations plans for clients so they are able to effectively communicate clear messages and details of events during a media crisis.

Miracle Resources conducts media training for all staff of clients to ensure preventative measures in case of crisis and to ensure a clear message from a spokesperson if media comes to our client's location.

Miracle Resources staff is on site for all media interviews and works with all staff leadership, corporate attorneys and CEO's/ Owners to ensure on air success.

Events:

Dunkin Donuts hired Miracle Resources 40 days prior to a golf tournament. Miracle Resources secured Firestone Country Club and secure all foursomes and silent auction items to help Dunkin Donuts connect to franchisees and strategic alliances.

Miracle Resources implemented an annual conference for the **International Referral Network**. MR organized each evening's social events, visited each chapter in Ohio to speak on the conference and increased awareness of the event. MR secured a professional keynote speaker, entertainer, videographer, all vendors/ sponsors and coordinated all press coverage of the event.

Miracle Resources helped a restaurant in crisis to increase bridal events at so Katherine Miracle used her connection to **Northeast Ohio Wedding.com** to host an event for 150 event planners and wedding planners to showcase the

restaurant. The result was that planners who were not aware of the restaurant offering private dining and are now using the facility as an event venue. MR created an ad to target private dining/ event business, which ran as a series in Crain's Cleveland Business.

Miracle Resources wanted to increase dining from out of town guests to enjoy the restaurant while visiting Northeast Ohio. Katherine Miracle connected with her friend Ann Presley of City Visitor to host a party at the restaurant for all hotels in Northeast Ohio. The concierge, guest relations and front desk personnel enjoyed a free event in their honor. The attendees are now sending hotel guests to the restaurant.

Miracle Resources was hired by **The Veterans Administration** to create a public memorial ceremony. Miracle Resources used social media and corporate contacts to increase attendance. Miracle Resources secured all media coverage which led to all TV stations and newspapers covering the event.

Jeff's Motorcars of Wadsworth contacting MR to plan and execute their grand opening. We created a VIP party and a casual open to the public event. MR created a Sake, Sushi and Service night to educate female customers on basics of service while enjoying a great ladies night out at the dealership.

Virginia Marti College of Art and Design 40th Anniversary Celebration: **Miracle Resources (MR)** worked with the event committee and provided solutions on every detail of the event from invitation to detailed logistics. (MR) secured all media coverage for the celebration, which resulted in interviews with Currents, Plain Dealer, Luxury Living, Lakewood Observer and Sun News. The secured coverage is valued at \$10,000 (please note the dollar amount reflects the amount vmcad would have to spend if they paid for coverage). (MR) was impressed that the leadership of the college wanted to raise money for the mission to the fatherless instead of just having a celebration. The solution provided by MR was that instead of just selling tickets to the event (MR) would sell sponsorship to vendors, prospective vendors and friends of the college. (MR) also added a silent auction to increase revenues. (MR) created the event program and secured all program components. (MR) had the opportunity to work with graduate Amanda Destro, who designed the program. Even though the event was not a fundraiser the silent auction (MR) organized raised over \$17,000 to the Mission to the Fatherless.

Marketing:

MR began the Marketing & Education efforts of a Community Development project called **Main Street Wadsworth**. MR created four packages to draw attention and interest to the city and created informational kits for new and

existing merchants. MR also recruited a committee of leaders and tours cities to find the best practices and secured funding for the program.

Ms. E's Place in Canton, Ohio was just a dream when owner Leah Ackerman met with Miracle Resources. MR created the logo, signage, marketing plan, media partnerships and all marketing materials for Ms. E's Place. MR blitz the greater Canton area by personally delivering token gifts with discount marketing attached prior to the grand opening. MR planned and executed the grand opening for Ms. E's Place and the four other tenants in the plaza. The grand opening was a huge success and was planned with partners such as, Akron Children's Hospital, Jackson Belden Chamber and WKDD Radio. The opening weekend revenue was 50% above expected projections!

MR created a blitz event for a restaurant in crisis. We visited every business in a three-mile radius of our client's location. We delivered treats from the restaurant with an offer for a buy one get one free business lunch. We visited over 150 businesses face to face to bring back the customer base to the restaurant.

The restaurant won five awards in Northern Ohio Live by MR pushing guests to vote for the restaurant. MR used our connections to secure dining business from the Cleveland Browns, Cleveland Bridge Builders, Association of Fundraising Professionals, Women in Sports and Events, Center for Health Affairs, all professional societies, ComDoc, Akris, Gorilla Group, Lawrence School, Tri County Business Network, Adtron, Ingenuity, Poly One, Red Hat Society, TV 5, Liquid Learning, Top Ladies of Distinction, Sherwin Williams, Learning Disabilities Association, Urban League and Convention and Visitors Bureau. MR contacted all individuals who are listed in Crain's and the Plain Dealer as being promoted to CEO, CFO and COO positions and brings them to the restaurant as a congratulatory gift. MR created a new and exciting format for the restaurant's website and handled all updates and new features.

The results of our work of the above efforts are \$50,000 in new revenue for the restaurant.

Katherine Miracle has secured wine tasting events for the restaurant with Association of Fundraising Professionals, Cleveland Bridge Builders and Cleveland Fashion Guild, which is a new revenue stream for the restaurant. Results of MR Total revenue through cost savings and new guests is \$100,000.

Virginia Marti College of Art and Design Internal marketing:

Focus Groups- (MR) created two focus groups to secure information on what students and VMCAD leadership feel are priorities for the college and what media outlets are most viewed by our target markets. Our goal was to learn the

perception of the college to help us increase enrollment. The solutions we have provided in the marketing plan are the result of both focus groups.

Newsletter: (MR) assisted on the internal VMCAD newsletter through writing contributions and organization.

External marketing:

Portfolio Review events and Fashion event- (MR) worked with the media to secure calendar listings for the events and secured coverage by channel 19, Plain Dealer and Sun News. The value of this coverage was \$5,000.00 (note the value is determined by the price if the coverage was purchased by each media outlet. (MR) also set up a Business After Hours to expose VMCAD to the Lakewood Chamber to create buzz marketing.

Event to secure referrals from art teachers- (MR) searched for a way to secure referrals to potential students and our solution was to create an advisory committee made up of art teachers from area high schools. The solution evolved into a successful event to thank the high school art teachers and give them a tour of the college.

Public Relations:

MR planned and executed a seminar for **ComDoc**. Prior to the seminar Katherine Miracle trained the ComDoc staff on networking so employees could effectively network with the attendees of the seminar. The seminar was attended by the business community, and elected officials of Broadview Heights for a networking breakfast. A nationally known speaker gave the seminar and the event-increased awareness for our client and was covered by all local media.

MR created a seminar series for a young female financial planner for Northwest Mutual Financial. Our goal was to introduce our client to her target market and to meet the goal of Northwest Mutual to collaborate with a charity. MR is planned and executed all logistics of the events and secured Betty Montgomery, Elizabeth Stroble, Connie Humble and Ann Amer Brennan as honorees for community service and being successful businesswomen. The event benefited the **Alzheimer's Association**. MR compiled a database of attendees for our client and secured all media coverage.

MR created a media plan for **Greater Cleveland Veterans Memorial Commission**, which resulted in two front-page stories in Ohio's largest newspaper. The client's event was also covered by four television stations and promoted on 15 radio stations.

MR was hired in March of 2005 as the Public Relations & Marketing firm for a restaurant in crisis. The challenges that happened before we were hired included:

- local media had printed a negative story about a chef leaving and being treated unfairly
- A reporter ran a negative story about turnover and servers not receiving their tips.
- Road construction in front of the restaurants location was devastating to the restaurant.

MR knew we needed to increase revenue and awareness.

Our solution was to force the truth to the media through one institutional ad campaign, a campaign to attract a new market and a campaign to bring back past customers. MR pushed press releases and inviting reporters to the restaurant. We created ads that showed alternate routes to the restaurant to avoid construction.

Public Relations continued:

MR used our media contacts to secure the restaurant in Tasty Ten of the Plain Dealer and helped with an amazing review in the Free Times. MR secured a review from Currents, The Chagrin Valley Times. The restaurant won five awards in Northern Ohio Live by MR pushing guests to vote for the restaurant. The results of MR marketing and public relations campaign resulted in \$100,000 in increased revenue.

Publicist:

(MR) served as the publicist for VMCAD and Mrs. Virginia Marti Veith. (MR) has nominated Mrs. Veith for awards from Association of Fundraising Professionals, Northern Ohio Live and Dove Foundation. (MR) is contacted by the media on projects for the college. The value of this arrangement is proven in the example of Sarah Crump, reporter for the Plain Dealer, contacting (MR) to involve a student in creating a backpack for a back to school story. The story featured Blake Pebbles and listed VMCAD as a supporter of the project. (MR) also enjoys working on stories about family members such as the story on Alexandra Marti for the News Herald. (MR) worked with Lisa and Quinn Marti and they helped us to include the college and Mrs. Veith in the story. (MR) is currently working with A. Wilhelm, graduate of VMCAD, to promote his first book. (MR) has built a relationship with Galleria and Rainbow Babies and Children's for an event with costume contest to promote Mr. Wilhelm's book. (MR) secured coverage of Duct Tape project in Plain Dealer, Sun News and Lakewood Observer. (MR) receives an agency discount for all advertising and can secure a greater discount if VMCAD packages a buy with our other clients.

Virginia Marti College of Art and Design Lecture Series: In the discussions regarding external marketing, it was apparent no effort was being made to build relationships with the external community or possible continuing education students. (MR) suggested a lecture series and gave details of the Lecture Series Katherine Miracle helped to create at the University of Akron. (MR) worked with Don Weeks to create a series of interesting topics and speakers. (MR) also called possible attendees and posted flyers in local businesses and coffee shops. (MR) secured the involvement of the Lakewood chamber and assisted Don with the purchased ads for the second lecture. (MR) has assisted Don in reaching a new audience that can now educated others about the opportunities available at VMCAD. (MR) secured the lectures in calendar listings in local publications.

VMCAD Alumni Association: (MR) has assisted Don Weeks in forming the first alumni association. Our work in researching board structures, by laws and possible first fundraising efforts has built a beginning foundation for the alumni association. (MR) has created branding language and specific tag lines for the alumni association that will convey excitement and engagement for alumni to become involved. (MR) has assisted Don in creating the first year event and plan of future events for the alumni association.

VMCAD Fashion Guild: (MR) is proud to be a part of the fashion guild by promoting guild events and securing assistance from Cuyahoga County for the guild. In fall of 2007 (MR) is interested in having an event for the Guild that displays the creations of guild members. The event attendees will be the women who attend benefits and galas, CEO's, local community leaders and local artists. This event would be a friend raiser for the guild to build their membership. (MR) is interested in organizing a fundraiser and writing grants for the Fashion Guild.

Topia "A place of opportunity" is the creation of Tom Walkley. Miracle Resources served as the publicist for Mr. Walkley and has secured investors for Topia Place. MR has created all presentations on the property, the one-voice kit for external and internal communications, the marketing plan, all investor events and the investor manual. Topia will open in May of 2007 and Miracle Resources will handle all bookings, publicity, advertising and marketing. MR has already secured four articles on Topia prior to the grand opening.

Capital Campaign:

MR created a gala and capital campaign for a small church. Katherine Miracle secured Ted Henry of WEWS TV 5 as an honoree for the Gala. The MR team has created new revenue and built a foundation of fundraising for the church community.

MR created and executed a revenue development campaign for Tau **Kappa Epsilon at the University of Akron**. Prior to working with MR, the average gift was \$25.00 per donor. MR created a campaign of events, annual giving projects, training for all leaders in the organization, visits to potential donors and leadership gift plan that has resulted in the average donor gift of \$2,560 per donor.

MR served as a sub-contractor for the **Community Assessment Treatment Services** non-profit to create and produce all capital campaign materials. (See materials at www.miracleresources.com / special projects) MR has also secured leaders for the campaign and helps create a leadership structure for the campaign.

Lutheran Urban Community Ministries (L.U.C.M) contacted MR to conduct a feasibility study and capital campaign. MR has worked with the Board of Directors to help them pull together on how they are structured and how they describe their mission. MR conducted a leadership study of the board, a feasibility study of the stakeholders of the organization and created a one-voice kit, which describes the mission of L.U.C.M for external and internal audiences. MR is creating the DVD that will secure donors and volunteers to the campaign. MR is securing leaders and partners to help renovate a camp owned by L.U.C.M.

Fundraising:

The Leukemia & Lymphoma Society, The Northern Ohio Chapter

2004 Service to Mankind Awards Gala honoring Floyd Loop, MD, Senator Mike DeWine and Frederick Nance

The event was held June 4, 2004 and raised over \$260,000. Miracle Resources helped to secure 44 Corporate Sponsorships and 450 people attended the event at the Intercontinental Hotel & Conference Center

Voices for Children of Greater Cleveland contacted MR to execute and plan their first ever fundraiser. A luncheon honoring the Ratners, the general manager of WKYC TV 3 and a legislator. The event raised over \$120,000 and MR produced a mission video that Voices can use for all events. (See video at www.miracleresources.com)

The Learning Disabilities Association benefited from Katherine Miracle personally using her contacts to secure over 25 new committee members for a non-profit client who will now have these volunteers as leaders within their organization. In March 2006, MR created and executed the Learning Disabilities Association gala honoring actor Henry Winkler. The event raised over \$180,000 and was covered by all media outlets. Katherine Miracle connected LDACC to the county commissioners and helped write a grant that resulted in \$25,000 for LDACC.

- Award winning special event creation and implementation.
- Award winning volunteer development program creation and implementation.

THE MARCH OF DIMES Executive Director Cleveland, OH 2001-2003

- Created and implemented a complete turnaround in Board structure by recruiting and training a new board of diverse top community leaders
- Decreased expenses by \$50,000 through strong plan and execution of donations and streamlining projects.
- Leadership, problem solving and creativity led to the securing of beneficiary events, which led the division to year over year consistent growth.

March of Dimes Director of Development - Cleveland, OH 1999-2001

- Led the Cleveland WalkAmerica to a revenue increase of \$119,000.
- Executed Golden Mile event budget \$35,000 actual \$148,000
- Testimonial event results: Budget \$80,000 actual \$204,000.
- Re-established MOD relationship with Medical Mutual and handled all arrangements for Joe Namath.
- Created and executed the first Akron Golden Mile recruited William Considine - CEO, Children's Hospital Medical Center as Honoree, Budget \$30,000 actual \$65,000.
- Decreased WalkAmerica direct donor benefit expenses by 40%.
- Secured Anthem for \$90,000 1998-2000 golf sponsor.

Director, WalkAmerica, Corporate Sponsorship - NE Ohio Chapter 1998-1999
Youngstown, Cleveland, Akron, Mansfield, Toledo, Canton, New Philadelphia and all areas surrounding these cities.

- Created a local roundtable concept producing 62 new teams and \$32,000 in new WalkAmerica revenue.
- Created and executed Board Walk for Babies, a mission education street fair, this project has been nationally recognized.
- Increased revenue by 20% while keeping the event expenses fewer than 4% cost ratio in Star Chefs event.
- Created a national model for WalkAmerica using amusement park location to increase revenue and minimum donation.

Director, WalkAmerica - Metro Division 1996-1998

Counties of Summit, Medina, Stark, Cuyahoga, Wayne, Lake, Geauga and Lorain.

- Recruited 20 youth walkers to form our chapter's first chain reaction group. Led this group to plan a program project that won a national youth award.

- Secured cell phones from Verizon 1996 to present time (this is an average \$30,000 donation per year)
- Secured \$140,000 in sponsorship including chapter wide sponsorship.

Director, WalkAmerica - NE Ohio Chapter

1993-1996

Youngstown, Cleveland, Akron, Mansfield, Toledo, Canton, New Philadelphia and all areas surrounding these cities.

- Led Phonathon campaign to an increase of 45% in revenue.
- Worked to secure Meridia as a WalkAmerica sponsor of \$ 90,000 over three-year period.
- Recruited Progressive Insurance, Uniroyal Goodrich & Century Products as a National WalkAmerica teams.
- Created and executed our chapters first Leadership Breakfast for all industries. Since 1995, the event has recruited an average of eight new teams resulting in an average of \$10,000 in new revenue yearly.
- Created and executed our chapters first banking breakfast hosted by William McDonald CEO, National City Bank. The event and training led to \$40,000 in new revenue.
- Recruited the Metro Divisions first WalkAmerica sponsor in Finast, securing \$150,000 in sponsorship from 1993-1997.

Director - East Central Division

1990-1993

Counties of Summit, Stark, Tuscarawas, Medina and Wayne.

- Created and executed the first March of Dimes Firestone Celebrity Golf Outing with Gordie Howe.
- Created, planned and recruited speakers for Grant writing workshop.
- Executed and helped to create a community health forum "The ABC's of Healthy Childbearing "in Medina and Tuscarawas counties.
- Under my leadership, the division had an average of a 45% increase in revenue per year.

Director - Western Reserve Division

1989-1990

Counties of Lake, Ashtabula and Geauga.

- Established a new division with division board and secured office space.
- Exceeded the Phone-a-thon budget by 20%.
- Jail n Bail Budget was tripled.

Publications, Public Speaking and Presentations

Discovering your Dawn published by Advantage Media

Katherine Anne Miracle is a professional speaker on topics including power of a positive attitude, motivation, networking, leadership development, organization and event planning, life balance and mentoring. Katherine's voiceover work

has been featured in commercials and cd's showcasing client's products and services.

www.katherinemiracle.com

**Katherine Miracle presents the following to college students:
Overcoming Stress and Preventing a Personal Crisis**

Katherine shares the mistakes she made during a time of tragedy in an effort to help others prevent personal crisis. Using real life examples, she makes her experience one that others can relate to. This presentation impacts college students because it is about the loss that she experienced when two of her close friends and sorority sisters were murdered.

Why this presentation is important for students: College Students report feeling increased stress and sometimes will not ask for help in times of crisis. Student audience testimonials show that students listen to a speaker/college instructor who has survived tragedy and can help them prevent a crisis.

The topics in the presentation include:

- Creating your own personal/professional code of ethics
- Dealing with relationship issues
- Eliminating pride
- Eliminating the fear of success
- Moving away from negativity
- Not recognizing the danger of jealousy
- Preventing stress from controlling your life
- Recognizing emotional abuse and verbal abuse
- Releasing dependence on others
- Stopping self doubt
- Study tips for stressed out students
- The dangers of accepting others view of what is beautiful
- Understanding addiction
- Understanding guilt

Katherine's hope is to help college students through her book, public speaking and sharing the Code of Personal Ethics that she developed for her life during a time of tragedy.

Katherine's speaking client list includes:

Akron Chamber of Commerce

Ashland University
Cleveland State University
COSE
Cuyahoga Falls Chamber of Commerce
Degussa
Deloitte
First Merit Bank
GNC
Hitchcock Center
Holiday Inn Management Group
Huntington Bank
Kendal
Key Bank
Know- Knowledge for women
Mannatech
Mount Union College
National City Bank
Senior Center Directors Association
Northwestern Mutual
Ohio State Realtors
Sandusky Community Foundation
Stem Tech
University of Akron
US Bank
Virginia Marti College of Art and Design

Honors and Awards

Selected to the 1999 Strategic Planning Committee for National WalkAmerica
(one of 70 employees out of the entire company)

Selected to the year 2000 National WalkAmerica Strategic Implementation
Committee (one of only 50 employees selected out of the entire company)

Selected and Honored by the March of Dimes Nationally for the Staff Excellence
Award for Volunteer Development

Honored as a top ten star performer for WalkAmerica revenue 1994, 1995, 1996,
1997 and 2000.

Recruited to Speak on Special Events Fund-raising at Cleveland State University
2001

University of Akron Alumni Award from University Park Development Corporation
2004

Selected as the Most Valuable Networker by International Referral Network 2005

Professional Memberships

- **National Society of Fundraisers (AFP)** 1997-Present
- **Association of Fund-raising Professionals (AFP)** Active member 1999-Present Board Member and Membership Chairperson
2000-Elected Vice President Membership Services created "Member Night", mentor program and serving as job coordinator for the membership (Placing over 20 members in high level positions)
- **Council of Small Enterprises (COSE) member and featured speaker**
- **Cleveland Bridge Builders:** Board member 2000 to 2006 , member of class of 2002, member of CBB from 2000 to present
- **Board member Virginia Marti College of Art & Design Foundation**
- **Member of Akron AM Toastmasters and Toastmasters International**