

## Department of Communication National Advisory Board

**Tanjuria Anderson,**  
*Publisher of CONNECT Magazine*

Leadership and entrepreneurship are quintessential for Chicago native Tanjuria Anderson. A graduate of North Carolina A&T State University with a degree in electrical engineering, Tanjuria worked at the prestigious Westinghouse Electric Corporation as Plant Systems Engineer in the nuclear division. She migrated to Atlanta, GA, to work as an IT Engineer for Bellsouth and created The Catering Consultants (TCC), a service-oriented business which located qualified chefs and caterers for small and large companies. After observing that her clients needed other service information, Tanjuria developed a concept and started CONNECT Magazine, a general market service publication informing consumers about things going on in and around the city. The publication debuted in about 25 locations with a distribution of 5,000 copies. After the first anniversary, the budding quarterly publication grew to over 200 distribution locations in metropolitan Atlanta, including the airports plus subscribers in 5 states. Within 14 months, CONNECT's distribution has expanded to an astounding 20,000 copies per quarter. CONNECT Magazine is now a premier resource publication for Atlanta.

**Elenora Andrews**  
*General Assignment Reporter for WSB-TV Channel 2 Action News*

You can catch Elenora Andrews five days a week, filing reports for the Channel 2 Action News Nightbeat. She also anchors the Sunday edition of the CNN/Headline News Cable Updates. Before coming to Atlanta in 2005, Elenora was anchor and News & Health reporter for WCMH-TV NBC in Columbus, OH. Her passion for news has evolved and been recognized through honors from federal and state agencies and groups. Most recently, Elenora received the most prestigious award to a civilian from The U.S. Marshals for her work featuring the four most wanted fugitives in Ohio. She has also received awards for being the first reporter to break news of international terrorism plots, a proclamation from the state of Ohio for her combined civic concern and dedication, and an award from the Ohio Optometric Association for bringing new vision technology to the Buckeye State. Elenora has more than a decade's worth of on-air experience. She has brought perspective to stories from behind the desk as an anchor. As a reporter, Elenora is known for asking the tough questions, digging deep to uncover corrupt actions, and then holding people and organizations accountable; bringing change to the community, one story at a time. She holds a B.A. in Broadcast Journalism from Western Kentucky University.

**Kelvin Davis**  
*Senior Director of Sales and Affiliate Relations at Cable News Network*

Kelvin Davis is responsible for creating and maintaining partnerships between CNN and broadcasting partners and affiliates for video content, news coverage and programming. He is also responsible for negotiating contract renewals of the CNN Services with affiliated partners. Prior to joining the Sales and Affiliate Relations team in 2005, Kelvin spent the previous 17 years at CNN working in a variety of roles in the CNN newsroom. His most recent position was as Senior Director of Editorial Operations, where he was responsible for managing the Atlanta based executive producers and producers for CNN USA. During his years working in the CNN newsroom, Kelvin has worked on CNN's coverage of several large news events such as the first Gulf War, the Oklahoma City bombing, the 1992, 1996 2000 presidential elections, and CNN's 9/11 coverage. He is an active member within CNN's affinity group, with the CNN Diversity Committee and within the broadcast television industry. Mr. Davis holds a B.A. in Journalism & Marketing from Stephen F. Austin State University.

Jay Dillon

*Director of Communication for Cobb County Public Schools*

Jay Dillon was born in Atlanta, GA, and attended the Westminster Schools in Atlanta and Hampden-Sydney College in Virginia, where he earned a B.A. in English in 1990. He began his career in journalism, working as a reporter for the *Marietta Daily Journal* newspaper, and became News Editor for the MDJ in 1995. Jay joined the Cobb County School District as Director of Communications in 1997. In 10 years, he has served as spokesperson for the second-largest school system in Georgia through numerous high-profile events. In addition, he has overseen the introduction of technology to enhance and expand the District's communication efforts. Jay is a member of the National School Public Relations Association, the Georgia School Public Relations Association.

William Haley

*Supplier Diversity Program Manager at AFLAC Insurance*

William Haley is responsible developing and managing Aflac's supplier diversity program designed to offer business opportunities to diverse suppliers. This initiative engages diverse suppliers and support organizations in developing business structures and management processes that help these suppliers enhance their potential to be successful suppliers of products and services to major corporations like Aflac. Aflac and other major corporations benefit from this pool of suppliers who now compete to be providers and those communities represented by these suppliers benefit from economic development. William has over 20 years of procurement experience with corporations and government agencies such as BellSouth (AT&T), the Atlanta Housing Agency, Dekalb County, and Aflac. He currently serves as a board member on the Georgia Women's Business Council (GWBC) and chairs the supplier certification committee. He is Aflac's corporate representative at the Georgia Hispanic Chamber of Commerce (GHCC), the US Pan Asian American Chamber of Commerce (USPAACC), the Georgia Minority Supplier Development Council (GMSDC), and contributes as a corporate mentor in the Governor's Mentor/Protégé, and the University of Georgia's Small Business Development Center small business mentoring programs. Mr. Haley is a Certified Purchasing Manager and holds a B.A. in Mathematics and M.S. in Economics.

Tim Henschel

*Public Relations Manager for Heidelberg USA*

Tim Henschel has held the position as Public Relations Manager since joining the company in 2006, which includes responsibility for all of the company's public relations and internal and external company communications within the US. Before his time with Heidelberg, Tim worked as the Corporate Communications Manager for Lanier Worldwide, a wholly owned subsidiary of Ricoh Corporation, a manufacturer of office automation equipment and electronics; a Public Relations Manager with Agilysys, Inc., a reseller and distributor of enterprise hardware and software; and as a Senior Account Executive with Ketchum Public Relations, where he was responsible for strategic counsel, writing and media relations for a variety of high-tech accounts. He holds a bachelor's degree from Georgia Southern University, majoring in Communications with an emphasis in public relations. He resides in Woodstock, Georgia.

Ted Lehne

*Senior Manager of Online Training Programs for Delta Airlines*

Ted Lehne is a former broadcaster, video producer, tourism development official and local elected official. He has held leadership positions at the local, state and national level. He is currently a manager on the Delta Air Line's Learning Strategy team and manages Delta's corporate university, Delta U. He has served on the Board of Directors of the National League of Cities and on advisory boards for many organizations, including the American Council on Education CREDIT program. Ted is the 2007 President of ASTD Atlanta. He is published and regularly presents at national conferences. He has an MS in Industrial Administration from Carnegie Mellon University in Pittsburgh, Pennsylvania, and a BA from Wesleyan University in Middletown, Connecticut. He is an adjunct professor of marketing for two online universities.

## Mark Liu

### *Corporate Procurement for Coca-Cola Enterprises, Inc.*

Mark Liu has been working in procurement at various corporations for over 10 years. His responsibilities include global strategic sourcing, supply chain management, eProcurement system design as well as implementation, sourcing and procurement process improvement, in addition to supplier diversity. Mark is currently part of supplier diversity team at Coca-Cola Enterprises (CCE). He has been working on system evaluation, selection and implementation; spend analysis; process development and improvement; as well as selection and adoption of suppliers, especially diverse suppliers. He also concentrates his efforts on Asian supplier development. Mark serves as the vice chair at US Pan Asian American Chamber of Commerce (USPAACC), Southeast Chapter, and served on the advisory board of USPAACC Southwest Chapter. He is a member of Diversity Committee of Institute of Supply Management, too. He also served on the board of directors of National Association of Chinese Americans, Atlanta Chapter from 2004 to 2005. Before joining CCE, Mark has worked with PricewaterhouseCoopers as a management consultant in the areas of eProcurement system implementation and strategic sourcing. Mark earned his first degree from the Mathematics Department of Beijing University in 1980 and his masters degree in System Analysis in 1985, then went into an MBA program at Long Island University after he arrived at New York in 1989.

## Mart Martin

### *Director of Branding Initiatives & Creative Services Group for Jackson-Spalding Public Relations*

Mart provides vision and direction for Jackson Spalding's client branding initiatives while overseeing JS Creative. A 20-year veteran of The Coca-Cola Company and former director of public and media relations for its North America division, Mart's creative and strategic abilities touch clients and teams across the spectrum of sectors and marketing disciplines. During his career at Coca-Cola, Mart led publicity efforts for many of the company's major brands and initiatives, including product, package, promotion and advertising launches (for brands including Coca-Cola, Diet Coke, Sprite, and others); sports sponsorships (including the Olympic Games, FIFA World Cup, NASCAR, and the Super Bowl); and community outreach programs (for The Coca-Cola Foundation, Special Olympics, and multi-cultural events). Prior to Coca-Cola, Mart was director of Media and Public Relations for the 1985 United States Olympic Festival, and the 1983 Special Olympics World Summer Games, both held in Baton Rouge, La. Mart also held positions with Heritage Publishing Company in Little Rock, Ark., and Mississippi Special Olympics. A dedicated advocate for the arts, Mart serves as Vice-Chairman of the Board for the Theatrical Outfit theater company, advisory board member for University of Southern Mississippi's College of Arts and Letters, and on the worship arts team at Dunwoody Community Church. He also serves on the Brand Atlanta Campaign communications committee. Mart graduated with honors from The University of Southern Mississippi with a Bachelor of Science in Advertising with an emphasis in Marketing.

## Jim Miller

### *President, Producers International Media, Inc.*

Jim Miller is the Founder and President of Producers International Media, Inc. For 17 years he was a Senior International/National field producer for CNN and Turner Broadcasting based at CNN's World Headquarters in Atlanta. During this time Jim was responsible for supervising, producing, and providing coverage for both daily and major news events around the world. This experience helped him start Producers International Media in October of 2000. Jim is the Creator and Executive Producer of "When the Balloon Goes Up!!!," an internationally produced Crisis Media Seminar, that assists governments, business, and media around the world more effectively work with each other in times of crisis. He has covered more than 20 war zones and crises around the world. From the 1989 Chinese Student Uprising in Beijing to the Drug Wars of Colombia and Military Coups in Haiti, Jim has been there on the front lines, "making television" as he is apt to say. He has an extensive resume in National and International Politics, producing special event coverage, and documentaries and has produced several feature productions focusing on Americana. Jim has been awarded three EMMYS from the National Academy of Television Arts and Sciences. He is a veteran of the U.S. Air Force. He frequently speaks to Businesses, Governments, Military Organizations, Colleges, and Civic Groups on issues concerning the Media, the Military, and World Affairs. Jim holds a BA from the University of West Florida in Pensacola.

## **Mike Neumeier**

### ***Principle, Arketi Group***

Mike Neumeier, APR has more than 15 years of proven experience in public relations, marketing and analyst relations. A specialist in counseling clients on the best means to effectively convey business messages to market and media influencers, Mike has built an enviable record of creating and delivering plans that result in building the bottom line. This record earned him a coveted spot on the PR News 2003 15-to-Watch list. Previously Mike served as director of media and analyst relations for Interland, a web hosting and online services provider. Mike has also served as a PR and marketing executive for two large independent marketing agencies, as the director of news services for Mercer University, and as a writer at the University of Florida's Health Science Center. Mike has earned the distinction Accredited in Public Relations (APR) and more than 36 industry awards, including a 2002 PRSA Bronze Anvil for architecting a demand-creation program resulted in a \$13 million increase in sales. Mike is the immediate-past chair of the University of Florida's Public Relations Advisory Board, secretary for the GA|PRSA chapter, and has served on numerous national Public Relations Society of America committees. Mike has earned a BS from the University of Florida in Public Relations and is currently completing his master's in mass communications.

## **Nichole Robinson**

### ***Realtor, Prudential Georgia Realty***

Nichole Robinson graduated from Kennesaw State University in 2003 and is currently a Realtor with Prudential Georgia Realty. Licensed to sell real estate since 2001, Nichole has been an active Realtor for four years. This year she is the alternate Federal Political Correspondent (FPC) for Congressman Gingrey, and next year she will be the FPC for him for the National Association of Realtors. Nichole has served on the Board of Directors for the West Georgia Board of Realtors and the Georgia Association of Realtors since 2005 and will begin a new two-year term next year. Politics, education and community service are her passions, and she has been fortunate to serve and/or chair committees closely related to these areas. Relay for Life with the American Cancer Society is another important event she has helped with the past three years and plans to continue working with them as long as they will keep her! For Paulding County Relay, Nichole co-chaired the publicity committee and was a team captain. She writes articles on Real Estate for "The Post" magazine. Over the past few years, Nichole has humbly received awards for performance and community service projects. In her free time, she performs improv with CAST.

## **Eric Seidel**

### ***CEO of The Media Trainers, LLC***

Eric is the owner and head of The Media Trainers™, LLC, a professional communications training and consulting business with an international client roster. He has extensive broadcast news and programming experience in radio and TV. Eric covered the Supreme Court for CNN, and he worked as an anchor and reporter for CBS Radio in Philadelphia. At WGST Radio, Atlanta, as news director he assembled the Southeast's largest and, at the time, most honored radio news staff. Several of his newspeople moved on to network jobs. And, as WGST's station manager, Eric hired and developed syndicated talk hosts Sean Hannity and Clark Howard. Both on air and as a manager, he has covered and/or directed the coverage of every type of event from major "breaking" news stories to the Centennial Summer Olympic Games in Atlanta. His work in preparing his station and staff for those Games led to WGST being named the "Official Olympic Radio Station" by the Atlanta Olympic organizing committee. Eric graduated from the School of Journalism at the University of Missouri, often recognized as the best J-School in the USA.

## **Natalie Springfield**

### ***Marketing & Communications Manager for Brasfield & Gorrie General Contractors***

Natalie Springfield is a former television news reporter and the current Marketing & Communication Manager for the Atlanta office of Brasfield & Gorrie General Contractors.

Eric Turner

*Associate Director of Operations at IMPACT 360*

Following graduation from Kennesaw State University, Eric Turner worked for the International Mission Board as a video producer. For ten years Eric traveled the globe shooting and producing documentaries on missionaries, medical volunteers and disaster relief efforts. During his time at the International Mission Board, Eric served as the Director of eMedia, responsible for all video and internet communication. Currently, Eric is the Associate Director for Operations at IMPACT 360, a gap-year program sponsored by the family that owns Chick-fil-A. At IMPACT 360 Eric develops the communication strategy as well as coordinating the month-long international experience for the students.

Neal Wells

*Vice President, Southeast Region for Business Wire*

Neal Wells is Vice President, Southeast Region for Business Wire, A Berkshire Hathaway Company. The company electronically disseminates full-text news releases simultaneously to global news media, online services, databases, the Internet and the investment community. Neal joined Business Wire over sixteen years ago and, prior to that, had over 13 years of sales, marketing and public relations experience in the high tech industry. He was Director of International Sales for NewCo Technologies in Columbia, South Carolina and later served as Director of Investor Relations for the same firm. Neal earned a BA in Journalism from the University of South Carolina where he majored in Advertising and Public Relations. He is actively involved in many local area professional organizations including Public Relations Society of America (PRSA), International Association of Business Communicators (IABC), Atlanta Press Club and the National Investor Relations Institute (NIRI), where he served on the local Board for 4 years.

Ashlie Wilson

*Senior Producer for Georgia Public Broadcasting Television*

Ashlie M. Wilson is a Senior Producer for Georgia Public Broadcasting Television in Atlanta. During her tenure at GPB, Ashlie has produced nine seasons of live, nightly coverage of the Georgia General Assembly, the "Lawmakers" program. She is currently the Executive Producer of "Lawmakers" and the "Georgia Traveler" series. Ashlie wrote and produced "This Old Movie Palace: Fixing the Fox", "Michelangelo at the High" and various other documentaries and live broadcasts. In 2004, she created and produced Emmy-nominated election coverage for "Georgia Week in Review". She co-produced "The Fabulous Fox" and the "Georgia's Civil War" documentary series. Ashlie has also been a segment producer for "State of the Arts" and the "Success Track" business series. Programs that Ashlie has produced at GPB have won regional Emmy Awards, awards from the Society of Professional Journalists, Telly Awards and Gabby Awards from the Georgia Association of Broadcasters. She holds a BS in Communication from Kennesaw State University and is a native of Marietta, Georgia.