

Learn & Serve America Communicators Institute

Steven Rivelis

Steven Rivelis is an entrepreneur for social change and serves as chief executive officer of Campaign Consultation, Inc. Founded in 1988, Campaign Consultation is “one of the top 100 inner-city companies in the U.S.” – Inc. Magazine

Mr. Rivelis provides consultation to thousands of community leaders across the nation on successful strategies for organizing and mobilizing their communities to advance and sustain social change. In addition, he coaches civic and business leaders from Central America, Africa, the Middle East and post-Soviet nations on tools and techniques for creating a civil society and building democracy using the “Winning Movements” model developed by Campaign Consultation.

Since 1998, Campaign Consultation has been providing training and technical assistance on behalf of the Corporation for National and Community Service. Under his leadership, Campaign Consultation has advanced the CNCS SustainAbility, Specific Learning Communities, Resource and Fund Development, and MLK Day Initiatives; launched the AmeriCorps Promise Fellows Initiative; created the Entrepreneur Corps Briefcase for Success; organized the VISTA National Summit for Healthy Homes and Stronger Communities in Appalachia and the Rural South; and designed and delivered the National Communicators Institute, National ASK to Sustain Institute, and National Resources Now Institute.

In response to Katrina, he led the effort to create the “Ready Kit: for times of community crisis” and the AmeriCorps*VISTA Building Communities Institute – the framework of which is a set of research-based and field-tested strategic factors for building community, known as The Five C’s: Community, Connections, Control, Cash, and Collective Action.

He has served as the “architect” of a meeting between leaders from forty-five national organizations, resulting in a BLUEPRINT: for a National Multi-Disciplinary Prevention Agenda. He created the TOOL BOX for Collaborative Campaigns, in response to that meeting. And, he served as one of the principal developers of the Institute for Partnership Development, as well as the Recipes for Building Community Institute.

Mr. Rivelis has been an Adjunct Professor at the University of Maryland/School of Social Work, where he also received his Masters in Social Strategy, teaching a graduate class on communities; Adjunct Faculty member at Johns Hopkins University Institute for Policy Studies/Third Sector Project; and faculty member to the Supreme Court of Virginia. He has also hosted a political talk radio program based in Annapolis, MD.

Mr. Rivelis has provided marketing and message development assistance to NASA; strategic action planning to Population Action International; diversity training to the International Monetary Fund; learning transfer assistance to Power UP: Bridging the Digital Divide; as well as community and economic development assistance to urban cities, rural towns and native villages.

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Kelita Svoboda Bak

Kelita Svoboda Bak was recently named Vice President, Advancement for Camp Fire USA, a national non-profit youth development organization serving 750,000 boys and girls across the country in more than 100 communities. Ms. Bak is responsible for development and government relations. Ms. Bak has worked in the field of politics and public policy in Washington, DC for over 10 years and was initially hired as Vice President, Government Relations for Camp Fire USA in 2005.

Prior to her work at Camp Fire USA, Ms. Bak served as the Director of Government Relations for Youth Service America. She has also worked for a private consulting firm, as a lobbyist for the 270,000-member American Motorcyclist Association, and as a political media buyer during the 1996 election.

Ms. Bak earned a Bachelor's degree in Political Science from American University and is currently pursuing an Executive Masters in Business Administration from The George Washington University. She is from Lincoln, Nebraska and currently lives in Washington, DC with her husband.

Trevor Best

A graphic designer at Eye Byte Solutions, LLC, Trevor Best holds a Bachelor's degree in Graphic Design from the Maryland Institute College of Art. Mr. Best specializes in creating highly engaging interactive online tools. His experience in brand identity, interactive media, print design, product packaging, advertising, video production and 3-D animation are also essential to the Eye Byte Solutions team.

Mr. Best played an instrumental role in creating the VISTA Campus and the website for the 2008 National Conference on Volunteering and Service.

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Catherine Blinder

Catherine Blinder has worked for over 25 years, as trainer, facilitator and public speaker, with culturally diverse governmental and non-profit organizations – primarily in the fields of message development, media relations, public relations and marketing.

She has worked with the national press corps around international development initiatives in Washington, D.C.

As the Public Relations Director and spokesperson for both Planned Parenthood of CT, and the CT Permanent Commission on the Status of Women, she was often called upon to respond on-camera to critical legislative issues as well as respond to opposing positions.

She has appeared on the Today Show, McNeil – Lehrer News Hour, Sally Jessy Raphael Show, Inside Edition, CNN, and numerous local and state wide broadcast and radio outlets.

She has managed political campaigns, issue campaigns, and neighborhood public safety and development campaigns.

Ms. Blinder has also worked with First Nation and Native communities – in the areas of message development, the development of effective press relations, and effective board/staff/advisory committee relationships.

Ms. Blinder is also a published writer.

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Elizabeth Burden

Elizabeth Burden is a Senior Associate at Campaign Consultation with 20 years experience working in and with health, arts and culture-related nonprofit organizations. As a staff person, her responsibilities at each agency included developing programs with community partners, and working as part of the fund development team.

For more than 10 years, Ms. Burden has worked as non-profit consultant in the areas of organizational development, strategic/sustainability planning, program planning, and media/public relations. Since 2001, she has been the executive director of Pan Left Productions, a media arts collective that works with other progressive groups to produce and present video and other multimedia works that advocate for social change.

LaDonna Coy

LaDonna Coy is a prevention and virtual learning specialist committed to putting the power of social media to work for prevention and social change. Her focus is on developing virtual community networks and communities of practice that enable prevention peers to connect in new ways. With experience in prevention and systems change, she promotes leveraging face-to-face events with social media and peer learning environments that connect people, practices and supporting learning systems.

Formerly serving as the Technology Transfer Coordinator for the Southwest Center for the Application of Prevention Technologies (Southwest CAPT) at the University of Oklahoma, Ms. Coy's skills and experience include developing face-to-face and online trainings and events, satellite broadcasts, webcasts and webconferences. Ms. Coy holds a Bachelor's degree in Liberal Studies, a Master's degree in Human Relations from the University of Oklahoma and is a certified prevention specialist and certified distance learning administrator/instructor.

On the lighter side she enjoys reading, digital photography and kayaking on the lake where she lives. Most of all she enjoys playtime with two very special little boys, Dylan and Garrett.

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Lawrence Dark

Lawrence Dark is an Associate of Campaign Consultation, Inc. He has a broad range and depth of knowledge on issues of economic and social justice and equity for children, youth and families in urban, rural and suburban communities. He has more than 15 years experience in the not-for-profit sector and higher education in direct service, advocacy and research as an executive director, consultant, board member and volunteer. Mr. Dark has provided training and technical assistance in the areas of leadership development, resource development, the writing, management, selection and evaluation of grants, strategic planning, diversity, workforce development, community development, organizational development and public policy. He is particularly interested in how his work can make a difference in the issues of environmental justice, HIV/AIDS, juvenile justice, kinship care, welfare-to-work, and Rites of Passage Programs in the faith community.

Mr. Dark's community, consulting and professional experience includes work with the Corporation for National and Community Service, American Red Cross National Headquarters and chapters, several Urban League affiliates, programs of the American Bar Association, American Psychological Association, The Peoples' Community Baptist Church, and Columbia Willamette Area Health Education Center. He has worked as an administrator and adjunct faculty member at colleges and universities in South Carolina, Maryland, Oregon, and Washington, D.C. He served as the first Director of the Council on Human Rights appointed by the Governor of Virginia.

Mr. Dark has received acknowledgement of his work as a W.K. Kellogg Foundation National Leadership Fellow, Salzburg Seminar Fellow, Connecting Communities Fellow of Hope in the Cities, Alumni Citation from Denison University, Distinguished Service Award from the University of Oregon and appointed as one of five state delegates by the Governor of Oregon to the President's Summit for America's Future in Philadelphia, Pennsylvania in 1997.

He received a bachelor of arts in political science from Denison University and attained his law degree from Northwestern University in Chicago, Illinois.

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Jennifer Dorr

Jennifer Dorr has served as the executive director of Washington Campus Compact (WACC) since 1995. WACC, hosted at Western Washington University, is a statewide coalition of college and university presidents who have united to further the civic purposes of higher education by:

- Creating academic and co-curricular service opportunities for students to develop the skills and habits of citizenship;
- Encouraging the engagement of faculty in community-based scholarship that addresses societal concerns; and
- Fostering the development of collaborative partnerships among campuses, and with communities.

Under the leadership of Ms. Dorr, WACC has developed and administered multiple statewide programs in the areas of literacy, service-learning, volunteer generation, and student leadership. WACC has been awarded more than \$12 million in federal and state grants for education initiatives that support students to serve in their communities as part of their higher education experience. WACC has provided extensive training and consultation to thousands of faculty, administrators, students, and community partners. Ms. Dorr has been instrumental in developing a national model for regional collaboration in the field of service-learning and community service.

In 1996, Ms. Dorr was appointed by former Governor Mike Lowry to serve on the Washington Commission for National and Community Service—a commission that oversees state-based national service programs. In 1999 and again in 2002, she was reappointed by former Governor Gary Locke to continue serving on this commission; she has served in a variety of leadership roles including chair of the strategic planning committee. She has served on the national board of Campus Compact.

Before joining WACC, Ms. Dorr had extensive experience consulting with businesses to strengthen management and organizational structures and also worked in the nonprofit sector. She holds a Bachelors of Arts degree from the University of Washington and a Masters Degree from Antioch University Seattle.

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Jonathan Estrin

Jonathan Estrin is the President of the Constitutional Rights Foundation, in charge of its strategic direction and responsible for its wide range of civics, history, service learning and law-related educational activities. Immediately prior to this he ran a consulting practice in education, entertainment, and new media opportunities for nonprofit organizations. He was the Executive Vice-President of the American Film Institute, where he oversaw their programs in education, film exhibition, preservation, and new technologies. Before that he was the Dean of the College of Media Arts & Design at Drexel University, where he dramatically expanded the offerings, facilities and enrollment of the college.

Mr. Estrin has been a TV writer-producer, and has created over 100 hours of award-winning television series, movies and miniseries for various broadcast and cable networks. His credits include CAGNEY & LACEY, the HBO film BETWEEN FRIENDS (starring Elizabeth Taylor and Carol Burnett), the Showtime movie JASPER, TEXAS (starring Jon Voight and Lou Gossett Jr.) as well as such series as EZ STREETS, AMAZING GRACE (with Patti Duke), DELLAVENTURA (with Danny Aiello), FAMILY LAW, the pilot SISTERS, and an adaptation of Pat Conroy's novel THE WATER IS WIDE for the Hallmark Hall of Fame/CBS.

Mr. Estrin is also Chairs the Board of Operation USA, an LA based international medical relief and development agency that was named by Worth Magazine as one of America's Top 100 Charities.

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Donna Gourd

Donna Gourd is a graduate of Northeastern State University with a Bachelor of Arts in Communication. Her early career was spent with management and public relations firms in Tulsa, Oklahoma, and Kansas City, Missouri, respectively where she gained experience in advertising, publicity, event planning and promotions. After returning to her home town of Tahlequah, Oklahoma, Ms. Gourd was employed by the Cherokee Nation and has since served her tribe in both Health and Education outreach.

Since 2002, Ms. Gourd has administered the Learn and Serve Program at the Cherokee Nation, making sub-grants to public schools for service-learning projects and supporting a number of special initiatives including curriculum development and youth leadership events.

Brian Heinrich

Brian Heinrich has been with Washington Campus Compact since 2004. His background includes political campaign management, nonprofit fundraising, and public relations. Mr. Heinrich currently works with over 30 colleges and universities in implementing programs, and helping to tell their stories of service and civic engagement. Originally from Colorado, Mr. Heinrich's hobbies including skiing, cycling, and climbing as well his unrelenting search for a good book.

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Charlotte Jones-Ward

Charlotte Jones-Ward is a consultant for the Ohio Department of Education and the Program Director for Ohio's Learn and Serve Program. She has worked with the Learn and Serve program for the past 15 years and has focused on building a strong network of programs locally that are national leaders in the field of service-learning. Many of Ohio's programs have been recognized nationally and statewide for their expertise, receiving awards such as the National Service-learning Leader Schools Award, the Redbook Award, Business Week Award, JC Penney Golden Rule Award, AARP Elder Award and the Ohio's Best Practice Award to name a few. Ohio's comprehensive training program has been used as a model to train folks in many states as well as internationally. Several of Ohio's programs have been invited to other countries to work with teachers and present at international conferences. What's been key to Ohio's success has been the focus on quality service-learning practice, ongoing professional development and utilizing the expertise of successful practitioners to expand service-learning programs in Ohio.

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Cathryn Berger Kaye, M.A.

Cathryn Berger Kaye, M.A., a former classroom teacher and International Service Learning Consultant, is the author of *The Complete Guide to Service Learning: Proven, Practical Ways to Engage Students in Civic Responsibility, Academic Curriculum, & Social Action* and a new interactive workbook series, *Free Spirit's Service Learning for Kids: How to Take Action*. Her new curriculum, *Strategies for Success with Literacy: A Learning Curriculum that Serves*, is an innovative research-based approach to drop out prevention by addressing literacy, social-emotional development, and civic engagement. Ms. Kay has been assisting groups with and developing varied group processes to increase effectiveness and communication. She lives in Los Angeles and can be reached at cbkaye@aol.com.

Amy Kincaid

An Associate of Campaign Consultation, Inc., Amy Kincaid is part of a select group of nonprofit professionals specializing in training, group facilitation, fundraising, and business development. She has assisted in developing curriculum for the Resources Now Institute for the Resource & Fund Development Initiative of the Corporation for National & Community Service.

Ms. Kincaid works with arts, international, and entrepreneurial organizations, small business owners, and through Campaign Consultation, national services agencies. A dynamic trainer and trusted consultant, she facilitates strategic and fundraising planning, provides one-on-one coaching and technical assistance, and works with staff and boards. Her work emphasizes empowerment, capacity-building, and sustainability in fundraising and management.

A former executive director, development director, non-profit sector career advisor, publisher, grantmaker and lobbyist, Ms. Kincaid has developed programs and raised well over \$65 million for nonprofits and has advised staff and volunteers in hundreds of organizations. She understands the real-life pressures of directing an organization and knows how to raise money for good groups, even with limited resources and capacity.

On the faculty of the Institute for Policy Studies' Social Action and Leadership School for Activists, Ms. Kincaid taught at the USDA Graduate School, and writes occasionally for *Foundation News & Commentary*.

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Suzanne Knizner

Suzanne Knizner is an experienced event and project planner. In her role as Project & Corporate Coordinator, she coordinates all aspects of workshop/training development and delivery; conducts research for proposals and programs, including research for distance learning products; and ensures that tasks are on schedule, budgets are on target, and events run smoothly.

Prior to joining the Campaign Consultation team, Ms. Knizner worked for The Archdiocese of Baltimore Division of Catholic Schools Marketing Office, where she served as the lead agent for multiple large events and created numerous publications.

Ms. Knizner holds a B.A. in Communication from McDaniel College and is currently a member of the St. Rose of Lima School Board and McDaniel College Alumni Council Outreach Committee.

Abby Mott

Abby Mott has worked for over 11 years in the field of creative design. Her experience ranges from hand-drawn signage to branding strategies to cutting-edge web development for various Non-Profit, Corporate, and Government agencies.

Ms. Mott's work has helped distinguish such groups as Sheppard Pratt Health Systems, Habitat for Humanity, The Maryland Food Bank, The Corporation for National and Community Services, The Latin American Youth Center, among others.

She has worked with AmeriCorpsVISTA to develop a wide range of campaigns and products, including the VISTA Campus, launched on July 4, 2008.

In her role as Creative Director, Ms. Mott also successfully led the creation of the registration website for this year's National Conference on Volunteering and Service in Atlanta, GA.

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Danita Rodriguez

Danita Rodriguez is an Associate of Campaign Consultation. She has secured over \$20.5 million in successful grant competitions from private foundations, federal, state and local governments for educational institutions, tribal organizations and not for profit organizations over the last 8 years.

Her expertise includes researching grant and contract opportunities to identify those most likely to succeed. In addition to helping nonprofits streamline the grantwriting process, she coaches staff in the skill and art of writing successful proposals to private foundations and government agencies. Ms. Rodriguez shares her expertise at identifying partners and developing collaborations to increase the likelihood of successfully obtaining foundation and government funding.

Ms. Rodriguez has developed training materials focused on the grants development process which are currently in use by Rural Community Development and Minority Serving Institutions/Organizations supported by the US Department of Education.

Corporately, Ms. Rodriguez is a CEO of a small business and knows the mindset of profit-making entrepreneurs. She has been on the receiving end of solicitation calls and is able to relay firsthand knowledge of what works and what doesn't work in a request for funding. In addition, her company promotes economic stability through important employment for women in her community.

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Stephanie Ross

Stephanie Ross has extensive experience working within the World Wide Web, with a special emphasis on Web 2.0 initiatives. Her primary focus: building online communities and improving usability of social networking tools.

Ms. Ross serves as an e-Project Specialist at Campaign Consultation, working out of our Silicon Valley office. She is responsible for managing the Emerging Technology - National Expert Team [ET-NET]; creating community development and sustainability distance learning products [GIZMOS]; advancing e-driven mobilization, branding and outreach campaigns; as well as Web Watch – an initiative to enhance the capacity of state-wide and community-based organization websites for fund development, volunteer management, business partnerships, and media relations.

Her expertise has been an instrumental component in leading two startup companies from inception to multi-million dollar powerhouses in their fields. Within these efforts, Ms. Ross has worked with eBay, Facebook, Twitter, The Ellen DeGeneres Show, The Grammy Foundation, Good Morning America, Oprah, Warner Brothers, and UNICEF.

In her spare time, you can find her researching new online social networking sites, attending social media events, and contemplating how she can make a huge impact on the world. Some would say she has a slight obsession with the online world. She just enjoys being the “girl geek” that she is. Nothing excites her more than finding new ways to connect with others ... with the goal to literally change the world.

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Liberty Smith, Ph.D.

Liberty Smith, Ph.D., has served as program manager of Learn and Serve America's National Service-Learning Clearinghouse since September 2006. She is responsible for daily operations including staff supervision and development, fiscal management, marketing, outreach, partnership development, and collaboration with the Director on the creative development of the website and Clearinghouse services.

Dr. Smith received her M.A. and Ph.D. from the University of California, San Diego in Literature - Cultural Studies (2003). As well as her recent research in service-learning on trends in and the disciplinary/interdisciplinary makeup of the field, she continues to conduct research and publish on her Ph.D. subject of the relationship between personal relationships, artistic and intellectual collaborations, and political impact in U.S. and Latin American women's and gay, lesbian, bisexual, and queer culture. She has taught on these subjects and in composition at UCSD, Southern Connecticut State University, and Quinnipiac University.

More recently, she completed a master's degree in library and information science at the University of Wisconsin, Milwaukee (2006) and has provided a range of library services at the San Diego County Public Law Library and UCSD. Dr. Smith holds a bachelor's degree in English and Latin American area studies from Kenyon College (1994).

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Arthurine Walker

In her role as Project Specialist for Campaign Consultation, Inc., Arthurine Walker works to advance community development and organizational capacity building, within the national and community service field. Her current projects include the development of two more Communicators Institutes for Learn and Serve America grantees; the expansion of the Martin Luther King Day of Service Initiative; and an e-Tool for AmeriCorps outreach.

Ms. Walker has used her facilitation skills with the Building Community Institute for VISTAs and at the Forum on College Student Volunteering for national service and community organizations. She was part of the development and training team for two Communicators Institutes for a general national service audience and specifically for AmeriCorps programs. Ms. Walker completed a national outreach project for AmeriCorps to identify potential new grantees for the program and worked on the development of an online presentation for Senior Corps programs regarding fundraising compliance with OMB Cost Principles.

She brings to Campaign Consultation twenty years of experience working with non-profits and government, including directing the outreach efforts of the Corporation for National and Community Service for four years. She has experience in community organizing, strategic action planning, program management and replication, facilitation and training. Prior to joining Campaign Consultation Inc., Ms. Walker was an independent consultant doing work as diverse as youth development; professional development; teacher education; cultural exchange and fund raising.

She holds a Bachelor of Business Administration from Baruch College, CUNY and a Master of Arts in Intercultural Management from the School for International Training.

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Kate McPherson

Kate McPherson has over thirty-five years experience and expertise in the field of education and service-learning development. Beginning as a classroom teacher, Ms. McPherson later co-developed the “Walkabout” Program of the New York State Bureau of Cooperative Educational Services. The program was recognized by the National Institute of Education as one of the top forty experiential programs in the country and included internships, community service, life skills and self-directed learning.

Following her work with the “Walkabout” Program, Ms. McPherson elevated her program-development experience by fully designing programs and providing consulting assistance to schools and organizations including Washington DC’s Adopt-a-School; Maryland’s Gifted and Talented Mentorship Program; and Virginia’s 4-H Leadership Program. Ms. McPherson then began providing facilitator training based on the Kettering Foundation’s School Improvement Process and has since trained over 180 School Improvement facilitators in planning, implementing and evaluating school-based improvement efforts.

Ms. McPherson served as the Interim Director of Puget Sound Educational Consortium, where she coordinated the development of a strategic plan for twelve districts and the University of Washington’s College of Education to improve teacher and administrator preparation.

Most recently, Ms. McPherson founded Project Service Leadership in 1988, which provides resources, training and support towards enriching communities and schools through service-learning. The focus is on integrating service-learning into district and school instructional improvement efforts and developing partnerships with social-profits, civic and business organizations. Ms. McPherson is currently a lead trainer and coach for Coalition of Essential Schools Northwest’s Service-Learning Exchange:
www.cesnorthwest.org/servicelearningexchange.