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PROFESSIONAL EXPERIENCE:

President/ Owner	PowerStone Communications	Chicago, IL	7/01 - Present
Contract Consultant	Strategic Planning and Marketing Communications Verio Inc. Andersen Consulting Motorola College of American Pathologists	Chicago, IL	8/98 – 7/01
Introduction to The Forum Leaders Program And Community Manager	Landmark Education Corporation	Chicago, IL	1996 - 1998
President/Owner	Canterbury Consulting, Inc.	Kansas City, MO	1993 - 1996
Senior Associate	Gilbert, Christopher & Associates	Kansas City, MO	1992-1993
Senior Account Executive	Rumrill-Hoyt, Inc.	Rochester, NY	1989 - 1991
Director, Public Relations	Bonsib Inc. Marketing Services	Fort Wayne, IN	1986 - 1989
Branch Director	Arthritis Foundation	Fort Wayne, IN	1985 - 1986

PROFESSIONAL SKILLS:

Contract Consultant

Demonstrated expertise and skills joining marketing communications teams at senior level and achieving notable success within extraordinarily short timeframe. At Verio, (the world’s largest provider of Internet services), responsible for a number of top tier branding initiatives, such as the research, development and launch of a wholesale/third-party brand, and the development of a company-wide brand education program. At Accenture (formerly Andersen Consulting), functioned as senior contractor in Recruitment Marketing (1-12/2000). Spearheaded agency selection and transition, Recruitment Marketing’s first Internet media campaign, developed and launched the firm’s external webcasting capability, and achieved approval for the use of “cookie” technology – a first for the firm. At Motorola, was key lead for National Solutions Sector alliance marketing with partners such as Cisco Systems. In addition, developed and globally launched Motorola’s Internet Protocol (IP) training program for company’s sales and marketing personnel, a pivotal step in backing Motorola’s key launch of Aspira – all within 3 months. Program was so successful, it was immediately institutionalized by Motorola University and purchased by Cisco Systems. Accountabilities span team and project management, Internet campaigns and initiatives, branding, alliance marketing, agency liaison and management, training and development, collateral development, media relations, e-initiatives, and more.

Strategic Planning

During 3.5 years of building and managing Canterbury Consulting, Inc., worked with small- to mid-sized companies with a commitment to strategic marketing communications. This included managing the overall launch of cohesive communications for a holding company's acquisition of seven companies, thus establishing strategic, effective communications that brought all transitioning entities together. At Gilbert, Christopher, spearheaded strategic development of agency accounts, with particular emphasis on agency's largest (multi-million dollar) account. Designed account management procedures that were adopted agency-wide. Similarly, at Bonsib and Rumrill-Hoyt, was lead person for strategic planning and account development.

Public Relations

In-depth experience in consumer and business-to-business publicity with clients such as SmithKline Beecham, Marion Merrell Dow, Eastman Kodak Company, Du Pont Company, and Apple Computers, Inc. Plans included a video news release achieving 40+ million impressions; a feature placed on the AP wire service reaching 20+ million; consumer special events that drew premier media; and award-winning advertorials and newsletters. Markets have ranged from computers, chemicals, and clothes to pharmaceuticals, film, financial planning, and fast food. Functioned as idea person for existing and new clients. Excellent writing abilities including speeches, features, newsletters, case histories, brochures, and radio and television scripts.

Management

For Canterbury Consulting, Inc., managed a minimum of five freelance writers, account personnel, and designers and handled all account management and financial operations of firm. At Gilbert, Christopher, supervised minimum of four staff professionals, plus freelancers, on agency's largest account. At Bonsib, supervised growing department of in-house and contract employees. Responsible for income forecasts, profitability, and budget management. Spearheaded major Rumrill-Hoyt team that focused on enhancing internal cooperation and services to primary client. Built a large volunteer organization to support Arthritis Foundation's fund raising and program efforts.

New Business

Participated as point person on new business pitches to top fortune 100 companies including Eastman Kodak Company and Du Pont Company. New business pitches featured presentations integrating public relations with advertising and direct marketing. At Bonsib, was directly responsible for developing a public relations department that grew from \$0 to \$200,000 in billings and included three national accounts.

Leadership/Training

While at Landmark Education Corporation (LEC), built and was responsible for the largest leadership training program in the world. In addition, in a volunteer capacity, served as one of approximately 375 seminar leaders in the world approved to lead LEC seminars and reached the highest distinction as an Introduction to the Forum Leader. At LEC, primarily worked in area of training and developing leaders within the distinctions of LEC technology, yielding unprecedented effectiveness in presentation, results, and interpersonal effectiveness.

Crisis Management

Developed and implemented crisis management strategies dealing with issues ranging from animal rights and the environment to food safety and hospital care. Led media training for key spokespeople. Enacted ongoing post-crisis communications programs.

Adjunct Faculty

Taught Marketing at Avila College (Kansas City, Missouri) in 1993 as well as Promotional Writing for nationally-renowned fine arts college, Rochester Institute of Technology (Rochester, NY), in 1991.

EDUCATION:

Bowling Green State University; B.S. in Journalism, 1984

Two Majors: Public Relations and Magazine

One Minor: Interdisciplinary/Marketing

SELECTED PROFESSIONAL HONORS:

President, Northeastern Indiana PRSA, 1988

Two Silver Quill Awards (IABC) for newsletters, 1987, 1988

Harvey Award (Pulp and Paper Industry), 1990

Three Addys, 1987, 1988 (2)

Bronze Quill Award (IABC), Wildcard Promotion category, 1988

SELECTED CLIENT LIST:

Accenture (formerly Andersen Consulting)

Motorola

SmithKline Beecham

Du Pont Company

Eastman Kodak Company

Marion Merrell Dow

College of American Pathologists

Apple Computers, Inc.

American Bar Association

Verio Inc.

Champion Sportswear

Patton Electric

John O. Butler Company

Hewitt Associates

Rockhurst College