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973-669-0600 direct/fax 973-518-3040 mobile

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*Business Development through Public  
Relations, Communications Strategies,  
Marketing, Media and Training.*

A Simon Says, LLC creates and facilitates proactive and reactive communications plans, business and policy development, community relations management, presentation and media training and production for business and organizations, public persons, policy initiatives by for-profit and not-for profit agencies, public and private service agencies, education and the arts.

***President, A Simon Says, LLC*** 2002-present

Specializing in Public and Community Relations, Advocacy and Public Affairs, Marketing, Media Management, Social Media, Radio and Television production, Media and Presentation Training, Crisis Management and Crisis Communications.

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***NJ State Legislative Aide*** 2004-2012

Assemblyman John F. McKeon D27

Communications, Women/Minority, Community Relations, Environment, Arts

***Council Member, New Jersey State Council on the Arts*** 2008 -2011

Arts Education Committee Chairwoman

***Communications Director, West Orange, NJ*** 2002- 2007

Public Information Officer/ Communication Director,

Township of West Orange, West Orange Police Department, West Orange, New Jersey

***Council Member -Arts Builds Communities*** 2009 -2011

Council, Rutgers Bloustein School of Planning and Public Policy.

**Founder & Vice Chair - New Jersey Arts Incubator** 2006- present  
In the business of art in New Jersey [www.njai.org](http://www.njai.org)

**Education:** BA Empire State College, State University of New York  
Graduate Level Certificate of Accreditation, National Shakespeare Company  
Conservatory, NYC

**Certifications:** Incident Command for Executives, ICS 17, Incident Response to  
Terrorist Bombings, Community Emergency Response Team and the State of NJ  
Department of Law and Safety Public Information Officers Course, FEMA IS 00700  
NIMS.

**Affiliations:** Public Relations Society of America, Association of Women in  
Communications, National Information Officers Association, New Jersey Association of  
Women Business Owners, US Women's Chamber of Commerce, Association for Women  
in Communications, 3-CMA city, county marketing association, West Orange Chamber  
of Commerce, New Jersey Chamber of Commerce, Women Advocating for Good  
Government NJ, Women's Fund of New Jersey, Essex County Democratic Women's  
Caucus, Women's Political Caucus, Screen Actors Guild of America.

**Boards and Commissions:** Founder and Vice-Chairwoman New Jersey Arts  
Incubator; Former Member NJ State Council on the Arts, Consultant Member, Arts  
Builds Communities Council, Rutgers Bloustein School of Planning and Public Policy,  
Founder and Past Chairwoman – West Orange Valley Neighborhood Preservation  
Program, Founder, Trustee Emeritus Valley Community Watch and Civic Association,  
Women Advocating for Good Government, NJ.

**Awards and Citations:** New Jersey State Jefferson Award, 2008, New Jersey  
Monthly, "The List" 2/08, 2008 New Jersey's Best 50 Women in Business, New Jersey  
Association of Women Business Owners, Teal Heart Award and Superstar Award,  
Oskar Schindler Performing Arts Center Honors Award, Congressional Certificate of  
Recognition Hero of Tomorrow, Congressional Certificate of Recognition Volunteer  
award. 2010 Shirley Chisholm Award for Arts and Entertainment by NJ State  
Speaker Sheila Oliver.

## ***References include:***

Governor Brendan T. Byrne

Carella, Byrne, Bain, Gilfillan, Cecchi, Stewart & Olstein, (973) 994-1700 x 573

Assemblyman John F. McKeon

NJ 27<sup>th</sup> District, (973) 275-1113

Assemblywoman Mila Jasey

NJ 27<sup>th</sup> District Vice- Chair Education (973) 762-1886

The Honorable Robert Parisi –

Mayor of West Orange (973) 669-3150

James Quinn

Managing Director, Allen & Company (212) 339-2548

Louis La Salle

VP External Affairs, St. Barnabas Health Care Systems (973) 322-4315

Laura Lab

West Orange Board of Education member and past president (201) 247-2742

Megan Brill

West Orange Board of Education member/current vice- president (973)-725-0308

## ***Client List: Present and prior***

West Orange Board of Education

Green Hill, Inc.

E3, Excellent Education for Everyone

E3 Action

Ask For Alchemy, LLC

Community Health Law Project

PKF Mark III Inc.

Stone Crest Realty

The Honorable Brendan T. Byrne

The Honorable John F. McKeon

The Honorable Mila Jasey

The Honorable Robert Parisi

The Honorable Patricia Spango

The Shauger Group, Inc.

Township of the City of Orange, NJ

Township of West Orange

Wendy Robinson Photography

Women Advocating For Good Government – NJ

Core Fitness Training;

Gulla Design, Inc.

New Jersey Arts Incubator  
Oskar Schindler Performing Arts Center

***Author, Television Host and Producer, Radio Host and producer –  
list available at request.***

### ***Skills and Services:***

Press conferences, community meetings, events, video production, audio production, advertising layout, integrated social media and traditional communications plans, branding, publishing, newsletters, brochures, post cards, banner ads, web design, commercial production, speech writing, media training, presentation development, presentation training, management training, social media content development, photography.

State of New Jersey Lobbying services, crisis communications strategies, protocols, Office of Emergency Management communications training, Office of Emergency Management communications planning.

Microsoft Word, Excell, Power Point, Adobe Elements, Photoshop, Final Cut Pro, IMovie, IPhoto Outlook, Publisher, Page Maker, Word Press CMS, Skype, Facebook, Twitter, Instagram, You Tube, Constant Contact, Mail Chimp