

Professional Experience:

- President – WinSpin CIC, Inc.; Washington D.C.: 2004 - Present
Founded WinSpin CIC (Creative Intelligence Consulting), a public relations, marketing, and change management consulting firm specializing in image building/branding, national press coverage, departmental restructuring and innovative ideas.
www.winspincic.com
- President – World Water Center; Fredericksburg, VA: 2005 - Present
Founder of the World Water Center. Conceived to be a single global place for world water projects in order to promote safe clean water for the world.
www.worldwatercenter.org
- Director of Public Relations – Sorg and Associates, P.C.; Washington D.C.: 1999 - 2004
Single-handedly created a national reputation for a firm known only in the Washington D.C. region five years earlier.
- Public Relations - Artpark & Company, Inc.; Lewiston, New York: 1998
Designed and created all program copy and collateral material for numerous fundraising and educational events, guided and planned all publicity and developed a strategic vision to portray Artpark as more than just a theater. Developed partnership relations to enhance Artpark's public image throughout the region. Personally spearheaded the certification of Artpark as the first New York State Park to become a National Wildlife Federation Backyard Wildlife Habitat, generating enormous national press coverage.
- Author and Lecturer - On Issues of Etiquette; Buffalo, New York: 1989 - 1998
Client base of various universities and corporations. Appeared on national television, including *Good Morning America*. Lectured to large audiences. Wrote column for Business First.
- President - Marilyn Tunkey Caterer, Buffalo; New York: 1980 - 1990
Founder of Western New York's most prestigious independent off-premise catering service, employing a staff of 200 focusing on a corporate clientele.
- Co-Owner - Square One Graphics; Buffalo, New York: 1976 - 1980
Started a public relations and advertising firm known for its innovative and successful approaches to marketing.

Community Activities:

- Architectural Review Board; Fredericksburg, VA.: 2009 – 2011, Board Chair 2010
- Washington Women in Public Relations; Washington, D.C.: 2003 - Present
- The National Press Club; Washington, D.C.: 2003 - Present
Book and Author Committee.
- The Trust for Public Land; Washington, D.C.: 2005 - Present
Advisory Board for the Central Atlantic Region, Chair Public Relations.
- Washington Architectural Foundation; Washington, D.C.: 2005 -2009
Secretary 2005-2008, Board of Directors.
- Natural Partners; Washington, D.C.: 2006 - Present
Advisory Council
- Daughters of the American Revolution; Washington, D.C.: 1998 - Present
Judge Lynn Chapter, Regent 2009-2011, Vice Regent: 2007 - 2009, Treasurer: 2006 - 2008, Chair State Public Relations Committee: 2009 – 2011, National Vice Chairman of Development Committee: 2010 – present

MARILYNN DEANE MENDELL

- Page 2 -

- The Albright-Knox Art Gallery; Buffalo, New York: 1980 - Present
When institutional budget limitations threatened the Feminist Lecture Series, raised the funds to allow the program to continue.
- DCBIA; Washington, D.C.: 2000 - 2008
District of Columbia Building Industry Association, Capital Markets Committee, Program Committee.
- COFPAES; Washington, D.C.: 2003 - Present
Council on Federal Procurement of Architectural & Engineering Services.
- Asia Society, Washington Center; Washington, D.C.: 2001 - 2009
- APGA; International: 1997 - Present
American Arboreta and Botanical Gardens Association, Citizen Science Presenter.
- Washington, D.C. Rotary; Washington, D.C.: 2000 - 2006
Elected to board for 2001-2004. Appointed as Sergeant-at-Arms, Lane Chair Community Service, Co-chair Community Service Awards Committee, Wrote objective guidelines for CSSA committee that gained unanimous approval of the Washington, D.C. Rotary board and the Washington D.C. Rotary Foundation Board. Rear Commander Fleet of the Potowmack. Appointed to Board of Directors Washington, D.C. Rotary Foundation 2005. Chair 2006 Rotary Water Committee.
- University Club; Washington, D.C.: 2000 - 2003
Finance Committee.
- Boys & Girls Clubs of Greater Washington; Washington, D.C.: 2001
Board of Directors.
- Business First; Buffalo, New York: 1990 - 1991
Wrote regular column on Business Etiquette.
- Everywoman Opportunity Center; Buffalo, New York: 1983 - 1999
As a graduate of the program, served on numerous committees, recruited volunteers, supported the Center's mission by interceding in the private sector to hire participants, teaching classes, and participating in numerous advocacy meetings with elected officials. Featured in several television and radio appearances on behalf of the organization.
- The Buffalo Museum of Science; Buffalo, New York: 1996 - 1997
Conceptualized and chaired the International Marchand Horticultural conference, largest fund-raising event in 69 years of museum's history garnering international recognition for a first time effort.
- Artist's Gallery at Essex Street; Buffalo, New York: 1980 - 1987
Board member for seven years, active grant writer, fund-raiser, curator, and volunteer recruiter. Wrote all programs, ad copy and promotional materials. Taught a class on how to start an art collection.
- Buffalo Rotary; Buffalo, New York: 1997 - 1999
- Collectors Club, Burchfield-Penney Art Gallery; Buffalo, New York: 1992 - 1999

Honors and Awards:

- 2011 NAIOP NOVA Award of Merit, Firm Marketing, Strategist
- 2011 Society of Marketing Professional Services National Communications Award, 1st Place: Special Event, Strategist
- 2011 Society of Marketing Professional Services National Communications Award, 1st Place: Promotional Campaign, Strategist
- 2010 American Inhouse Design Awards, Announcements, Invitations & Cards, Strategist
- 2010 Society of Marketing Professional Services National Communications Award, 1st Place: Special Event, Strategist
- 2009 Society of Marketing Professional Services National Communications Award, 2nd Place: Special Event, Strategist

MARILYNN DEANE MENDELL

- Page 3 -

- 2009 American Inhouse Design Awards, Announcements, Invitations & Cards, Strategist
- 2009 Society of Marketing Professional Services National Communications Award, 2nd Place: Promotional Campaign, Strategist
- 2008 Society of Marketing Professional Services Washington, DC, VA and Chesapeake Chapters, Best Special Event Marketing, Strategist
- 2008 Woman of the Year, Washington Women in Public Relations, Washington, DC
- 2008 American Inhouse Design Awards, Newsletters, Strategist
- 2008 American Inhouse Design Awards, Announcements, Invitations & Cards, Strategist
- The Zweig A/E Marketing Letter Marketing Excellence Awards 2008, 1st Place: Special Events Marketing, Strategist
- The Zweig A/E Marketing Letter Marketing Excellence Awards 2008, 1st Place: Feature Writing, Strategist
- The Zweig A/E Marketing Letter Marketing Excellence Awards 2008, Honorable Mention: Direct Mail, Strategist
- 2007 American Inhouse Design Awards, Announcements, Invitations & Cards, Strategist
- 2007 American Inhouse Design Awards, Announcements, Invitations & Cards, Strategist
- 2006 Society of Marketing Professional Services National Communications Award, Corporate Identity, Strategist
- 2006 Society of Marketing Professional Services National Communications Award, Best Corporate Identity/Branding Program, Strategist
- 2006 NAIOP MD/DC Award of Excellence, Best Marketing Program, Strategist
- 2006 American Inhouse Design Awards, Brand Announcement, Strategist
- 2006 American Inhouse Design Awards, Identity System, Strategist
- 2006 American Inhouse Design Awards, Logo, Strategist
- 2006 American Inhouse Design Awards, Stationary System, Strategist
- 2006 Finalist, Woman of the Year, Washington Women in Public Relations, Washington, DC
- 2005 Society of Marketing Professional Services National Communications Award, 1st Place: Special Event Piece, Strategist
- 2005 Society of Marketing Professional Services National Communications Award, 3rd Place: Holiday Card, Strategist
- 2005 American Inhouse Design Awards, Holiday Card, Strategist
- Rookie of the Year, Washington, D.C. Rotary – 2001
- Buffalo Ambassador, The Greater Buffalo Convention & Visitors Bureau – 1997
- Phi Beta Kappa Society, SUNY at Buffalo – 1995
- Mary C. Whitman Award for scholarly excellence, SUNY at Buffalo 1994 - 1995
- Golden Key National Honor Society, SUNY at Buffalo – 1993
- Woman Entrepreneur of the Year, New York State Department of Labor – 1988
- Elizabeth B. Hopkins Award and Woman of the Year – 1988
- Scholarship, Cornell University School of Hotel Administration – 1984

Speaking Engagements:

- Society for Marketing Professional Services (SMPS), Virginia Chapter, Summer Social, August 11, 2011
Norfolk, Virginia, "Today's Networking: How to Navigate from Elevator Pitches to Social Media"
- AIA CEU, August 3, 2011
Washington, DC, "Today's Networking: How to Navigate from Elevator Pitches to Social Media"
- DCBIA, DLD Foundations Luncheon Lunch Series, June 14, 2011
Washington, DC, "Today's Networking: How to Navigate from Elevator Pitches to Social Media"
- AIA CEU, February 23, 2011
Washington, DC, "Professional Practice: Formal Business Event Etiquette"
- AIA CEU, December 16, 2010
Washington, DC, "Stop Writing in Code: Translating Architect Speak (Klingon) into English"
- NEO CON East, October 28, 2010
Baltimore, Maryland, "3 Ways to Strategically Market Out of a Recession" co-presented with Sarah Barr
- ZweigWhite, September 1, 2100
Webinar, "How to Stay Ahead in a Down Market"
- AIA Design DC, August 4, 2010
Washington, DC, "Marketing Before the 1st Sketch: A case Study of Blackboard, Inc." co-presented with Sean Wayne
- AIA Design DC, July 15, 2009
Washington, DC, "Stories Help Leaders Win"
- AIA Design DC, July 14, 2009
Washington, DC, "Is Fellowship Your Future" co-presented with Kathryn Prigmore
- "Getting the Most From Your marketing Team", Washington, DC June 25, 2009
Co-presented with Marsha Miller
- The Rotary Times, Public Access Television, Falls Church, VA – One Hour Interview of Marilyn Mendell, President of WinSpin CIC, Inc. March 2009
- Fletcher Prince PR Agency, Various Interviews with Marilyn Mendell 2009 YouTube
- 24th Annual Build Boston, November 19, 2008,
Boston, MA, "Marketing for a very small firm: twenty steps to realize your goals"
- AIA CEU, September 24, 2008
Washington, DC, "Get The Most Out of Product Sales Reps"
- Garden Writers Association 60th Annual Symposium, September 21, 2008
Portland, OR, "The Everywhere Approach to Building a Brand or Changing an Image"
- AIA Design DC, July 8, 2008
Washington, DC, "Marketing for a Very Small Firm"
- AIA Design DC, July 9, 2008
Washington, DC, "The Way to FAIA" co-presented with Kathryn Prigmore
- NEO CON National, June 10, 2008
Chicago, IL, "How to Help the Client and Increase Sales"
- Zweig White, Marketing Summit, April 2008
Coral Gables, FL "Small Firms Can Market & Brand like Big Firms on a Small Budget using Charts, Budgets, and Inexpensive Tools that are readily Available"
- SMPS South East Regional Conference, March 2008,
Birmingham, AL "Everywhere Approach to Marketing"
- NEO CON East, October 2007
Baltimore, MD "Re-Branding Your Firm" co-presented with Sarah Barr

MARILYNN DEANE MENDELL

- Page 5 -

- AIA CEU, August 2007
Washington, DC, “Chickenman Approach to Marketing”
- AIA Design DC, July 2007
Washington, DC “The Chickenman Approach to Marketing”
- AIA Design DC, July 2007
Washington, DC “The Way to FAIA” co-presented with Kathryn Prigmore
- Zweig White, Marketing Summit, March 2007
Las Vegas, NV Keynote Speaker: “The Chickenman Approach to Marketing”
- Washington Women in PR, 2006
Washington, DC, Nominated Woman of the Year Speech “Start with Nothing and Fulfill Your Dreams”
- Rappahannock Rotary, 2006
Fredericksburg, VA, “The World Water Center and Rotary Water Projects”
- AIA Design DC, 2006
Washington, DC “Branding Your Firm” Co-presented with Sarah Barr
- SMPS, May 20, 2005
Washington, DC “How to Win Awards”
- Washington, DC Rotary 2005
Washington, DC “Rotary in Russia-Cold War Healing”
- Washington, DC Rotary 2004, Washington, DC,
"Water and Rotary around the Globe”
- Judge Lynn Chapter DAR 2004
Washington, DC “Protecting Yourself from Identity Theft”
- Good Morning America, 1997
New York, NY, “Corporate Etiquette” 15 minute segment
- WKBW – TV Buffalo, 1983 – 1997
Buffalo, NY, Various segments
- ArtPark, July 1997
Lewiston, NY “Cool Meals for Hot Days”
- Buffalo Historical Society 1991
Buffalo, NY, “Burt Green on Greens”
- Buffalo Automotive Show & Conference, 1995
Buffalo, NY Keynote Speaker “Business Etiquette & Sales”
- New York Department of Labor, October 1988, New York, NY
Honored Woman of the Year Speech
- Everywoman Opportunity Center, May 1988
Buffalo, NY, Keynote Speaker “Go Through Fear & Grab Your Dreams”
- The National Press Club, Washington DC,
Miscellaneous introductions for visiting guest speakers
- Various Colleges & Universities, 1993-1997
On Issues of Etiquette: “Business Etiquette”
- University of Buffalo, Black Mountain, 1983
Non-Silver Photography

Articles by Marilyn:

- Marketing Now, “How to Stay Ahead in a Down Market,” June 2010
- Principal's Report, “On Issues of Ethics”, May 2010
- Glass Magazine, “Capital Curtain Wall: Columbia Center Glazing Changes the Face of Washington D.C.,” October 2008 – Cover Story
- The Zweig A/E Marketing Letter, “Transition to Management,” July 7 2008
- The Zweig A/E Marketing Letter, “How Small Firms Can Market Like Big Ones,” May 19, 2008

MARILYNN DEANE MENDELL

- Page 6 -

- A/E Rainmaker, "A Star-Gazing, 3D Branding Campaign Delights Clients," April, 2008
- The Zweig A/E Marketing Letter, "Guest Speaker: Building Effective Safety Nets," January 7, 2008
- PSMJ, "Branding the Small Firm: Part 2," December 2007
- PSMJ, "Branding for the Small Firm: Part I," November 2007
- AIA/DC News, "The Marketing Lunch," January 2005
- AIA/DC News, "Thank You: The Why and How," December 2004
- Business First Buffalo, NY, "Thank-You is in the Dictionary is it in Your Vocabulary?" February 11, 1991
- Business First Buffalo, NY, "No Teeth Picking and Other Formal Dinner Rules," 1991
- Business First Buffalo, NY, "Bad Phone Manner Fail to Ring in new Business," 1991
- Business First Buffalo, NY, "Don't Throw Away Manners When You Throw a Party," 1991

Articles About Marilynn:

- The Noble Architect, "Meet Marilynn Deane Mendell," Washington, DC, August 4, 2008
- The Free Lance Star, "Local Artist Designs "Fredericksburg" Bow Tie," June 7, 2004
- The Free Lance Star, "Men With Local Ties Graduate from Prestigious Program," 2004
- Business First of Buffalo, "ArtPark Officials Seeking Wildlife Habitat Certification," Buffalo, NY, 1996
- National Wildlife Federation, "Wild Birds Unlimited Staff Go Wild in Their Own Backyards," Washington, DC, 1996
- Canisius College Chronicle, "Etiquette Luncheon: Crash Course in Good Manners," Buffalo, NW, 1991

Education:

- SUNY at Buffalo Bachelor of Arts degree in Philosophy, Magna cum Laude: 1995
- The Culinary Institute of America Professional Chef's Program: 1982-1984
- Cornell University School of Hotel Administration
Center for Professional Development: 1984
- SUNY at Buffalo, Fine Arts Department: 1976-1980
- University of Wisconsin, Fine Arts Department: 1965-1967

Greatest Achievement: Three wonderfully successful sons.