

**Professional Experience:**

- President – Win Spin CIC, Inc.; Washington D.C.: 2004 - Present  
Founded Win Spin 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](http://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](http://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:**

- 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 - Present  
Secretary, Board of Directors.
- Natural Partners; Washington, D.C.: 2006 - Present  
Advisory Council.

**MARILYNN DEANE MENDELL**

-page 2-

- Daughters of the American Revolution; Washington, D.C.: 2000 - Present  
Judge Lynn Chapter, Treasurer, Vice Regent, Chair State Public Relations Committee.
- 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 - Present  
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 - Present
- 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.
- 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
- Boys & Girls Clubs of Greater Washington; Washington, D.C.: 2001  
Board of Directors.
- Collector's Club, Burchfield-Penney Art Gallery; Buffalo, New York: 1992 - 1999
- AABGA; International: 1997 - Present  
American Arboreta and Botanical Gardens Association, Citizen Science Presenter.
- University Club; Washington, D.C.: 2000 - 2003  
Finance Committee.

## MARILYNN DEANE MENDELL

-page 3-

### Honors and Awards:

- 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, 1<sup>st</sup> Place: Special Events Marketing, Strategist
- The Zweig A/E Marketing Letter Marketing Excellence Awards 2008, 1<sup>st</sup> 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, Hickok Cole Architects Brand Announcement, Strategist
- 2006 American Inhouse Design Awards, Hickok Cole Architects Identity System, Strategist
- 2006 American Inhouse Design Awards, Hickok Cole Architects Logo, Strategist
- 2006 American Inhouse Design Awards, Hickok Cole Architects 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, Special Event Piece, 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
- *Good Morning America* – 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:

- AIA CEU, September 24, 2008  
Washington, DC, “Get The Most Out of Product Sales Reps”
- 24th Annual Build Boston, November 19, 2008,  
Boston, MA, “Marketing for a very small firm: twenty steps to realize your goals”
- 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 Chicago 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
- 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, 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”
- 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 Misc Introductions for visiting guest speakers
- Various Colleges & Universities 1993-1997: On Issues of Etiquette: “Business Etiquette”

**Articles by Marilynn:**

- Glass Magazine, “Capital Curtain Wall: Columbia Center Glazing Changes the Face of Washington D.C.”, October 2008
- 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
- 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

**MARILYNN DEANE MENDELL**

-page 5-

- 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

**Articles About Marilyn:**

- The Noble Architect, “Meet Marilyn Deane Mendell”, Washington, DC, August 4, 2008
- 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.