

Professional Experience:

- President – WinSpin CIC, Inc.; Washington D.C.: 2004 – Present
Founded WinSpin CIC (Creative Intelligence Consulting), a public relations, marketing, and growth strategy consulting firm specializing in image building/branding, national press coverage, departmental restructuring, and innovative ideas. www.winspincic.com
Author: *Elbow Grease + Chicken Fat: Business Advice that Sticks to Your Ribs*
- Adjunct Professor: Georgetown University, George Mason University, University at Buffalo
Teaching marketing, business development, strategic thinking, entrepreneurship, and change management.
- Author and Public Speaker 1989 - Present
National conferences. Appeared on national television, including ABC-TV *Good Morning America*. Written numerous articles for national and regional periodicals.
- President – World Water Center; Fredericksburg, VA: 2005 - 2012
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.
- President - Marilyn Tunkey Caterer, Buffalo; New York: 1980 - 1998
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 – 2012
Board Chair.
- 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 - 2012
Advisory Board for the Central Atlantic Region, Chair Public Relations.
- Washington Architectural Foundation; Washington, D.C.: 2005 -2009
Secretary 2005-2008, Board of Directors.

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- 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 Chair Development 2000-2013, Recording Secretary Capital Chapter 2013 - Present
- Natural Partners; Washington, D.C.: 2006 - Present
Advisory Council
- SMPS; Washington, D.C.: 2000 - 2013
- 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. Life member.
- DCBIA; Washington, D.C.: 2000 - 2014
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 - 2010
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.
- Buffalo Rotary; Buffalo, New York: 1997 - 1999
- Collectors Club, Burchfield-Penney Art Gallery; Buffalo, New York: 1992 - 1999

Honors and Awards:

- 2014 Best Marketing Campaign Award NAIOP Maryland/DC
Provided Concept & Art Direction for HCA 25th Anniversary GO! Campaign
- 2014 National: The Zweig Marketing Letter Marketing Excellence Awards
First Place Integrated Marketing Campaign

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Provided Concept & Art Direction for HCA 25th Anniversary GO! Campaign

- 2014 National: The Zweig Marketing Letter Marketing Excellence Awards
First Place Special Event
Provided Concept & Art Direction for HCA 25th Anniversary GO! Campaign
- 2014 National: American InHouse Design Award, Graphic Design USA Magazine,
Promotional Campaign
Provided Concept & Art Direction for HCA 25th Anniversary GO! Campaign
- 2014 Society of Marketing Professional Services Marketing Communications Award,
Washington, DC Chapter First Place, Promotional Campaign
Provided Concept & Art Direction for HCA 25th Anniversary GO! Campaign
- 2014 Society of Marketing Professional Services National Communications Award,
Second Place, Promotional Campaign
Provided Concept & Art Direction for HCA 25th Anniversary GO! Campaign
- 2013 Society of Marketing Professional Services National Communications Award,
First Place, Special Event, provided Art Direction & Concept
- 2013 Zweig White A/E Marketing Letter Marketing Excellence Awards, First Place,
Integrated Marketing Campaign, provided Concept & Art Direction
- 2012 Zweig White A/E Marketing Letter Marketing Excellence Awards, First Place, Special
Event Marketing Campaign, provided Concept & Art Direction
- 2012 Graphic Design USA Magazine American Graphic Design Award, Promotional
Campaign, provided Art Direction & Concept
- 2012 Society of Marketing Professional Services Washington DC Chapter, Best Marketing
Campaign, provided Art Direction & Concept
- 2012 Society of Marketing Professional Services National Communications Award,
Second Place, Special Event, provided Art Direction & Concept
- 2012 Society of Marketing Professional Services National Communications Award,
Second Place, Promotional Campaign, provided Art Direction & Concept
- 2012 Zweig White A/E Marketing Letter Marketing Excellence Awards, Second Place,
Integrated Marketing Campaign, provided Concept & Art Direction
- 2012 American InHouse Design Award, Promotional Campaign, provided Art Direction,
Concept
- 2012 NAIOP Maryland/DC, Best Marketing Program, provided Art Direction & Concept
- 2011 Web Marketing Association Award Outstanding Achievement in Web Development,
provided Art Direction & Concept
- 2011 Graphic Design USA Magazine American Graphic Design Award, New Years Card,
provided Art Direction & Concept
- 2011 Society of Marketing Professional Services National Communications Award,
First Place, Promotional Campaign, provided Art Direction & Concept
- 2011 Society of Marketing Professional Services National Communications Award,
First Place, Special Event, provided Art Direction & Concept
- 2010 Society of Marketing Professional Services National Communications Award,
First Place, Special Event, Art Direction & Concept
- 2010 American InHouse Design Award, Client: Hickok Cole, Holiday Card, Art Direction,
Concept
- 2010 American InHouse Design Award, provided Art Night Invite, Art Direction, Concept
- 2009 American InHouse Design Award, provided Art Direction, Concept
- 2009 Society of Marketing Professional Services National Communications Award,
Second Place, Special Event, Strategist
- 2009 Society of Marketing Professional Services National Communications Award,
Promotional Campaign, provided Concept & Art Direction

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- 2008 Society of Marketing Professional Services, Washington, DC,VA and Chesapeake Chapters, Marketing Communications Award Cascade Award, Best in Show, Strategist
- 2008 Woman of the Year, Washington Women in Public Relations, Washington, DC
- 2008 American Inhouse Design Awards, Newsletters, Concept & Art Direction
- 2008 American Inhouse Design Awards, Announcements, Invitations, & Cards, Strategist
- The Zweig A/E Marketing Letter Marketing Excellence Awards 2008, 1st Place: Special Events Marketing, Concept & Art Direction
- The Zweig A/E Marketing Letter Marketing Excellence Awards 2008, 1st Place: Feature Writing, Author and Concept Direction
- 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, First Place, 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
- 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:

- NEOCON National, Chicago, Illinois, June 2017
"An Accountant, A Lawyer, and A Marketing Expert... Provide Sage Advice as Experienced Professionals to Help You Start or grow a Successful Enterprise"
- AIA WNY Emerging Professionals, Buffalo, New York, October 2016
"A Foundation Full of Case Studies That Provides a Structure for Successful Visibility"
- Winchester Rotary, Winchester, Virginia, September 2016
"Build a Business and a Brand"
- AIA Design DC Conference, Washington, DC, August 2016
"How to Build a Brand from Scratch"

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- Washington-Lewis Chapter DAR, Fredericksburg, Virginia, April 2016
“How to Document a Legacy Collection for Posterity”
- Jay Massad YMCA Annual Campaign Conference, Fredericksburg, Virginia, March 2016
Keynote Speaker: “How Incorporating Change, Giving & Appreciation Will Drive Success
- AAUW District 2 NYS Conference, Bath, New York, October 2015
Keynote Speaker: “Most Things Can Be Learned. We are Born a Blank Slate”
- Chamber Network of Enterprising Women, Fredericksburg, Virginia, September 2015
Keynote Speaker: “How to Start a Business and Evolve as You Go”
- Georgetown University Fall 2015, Washington, DC
"12 Keys to successful Business Practice"
- North Stafford Rotary, Stafford, Virginia, August 2015
Book Talk and Signing
- UMW Leadership Colloquium, Fredericksburg, Virginia, May 2015
“Women and Entrepreneurship”
- NEOCON National, Chicago, Illinois, June 2015
"Integrated Marketing"
- LightFair International Conference, New York, New York, May 2015
"Winning More Work & Gaining Brand Visibility"
- Washington Lewis Chapter, NSDAR, Fredericksburg, Virginia, December 2014
Guest Speaker/Book Signing Event
- Talking Leaves Books, Buffalo, New York, November 2014
Book Signing Event
- Wallace Library, Fredericksburg, Virginia, November 2014
Book Signing Event
- University at Buffalo, Buffalo, New York, November 2014
"Integrated Marketing Produces the Largest Results for Small Firms"
- Salem Church Library, Fredericksburg, Virginia October 2014
Book Signing Event
- England Run, Library, Fredericksburg, Virginia October 2014
Book Signing Event
- AIA National Convention, Chicago, Illinois, June 2014
"Change Management: How a Company Transforms to Gain New Business"
- Georgetown University Fall 2014, Washington, DC
"12 Keys to successful Business Practice"
- AIA National Convention, Chicago, Illinois, June 2014
"Change Management: How a Company Transforms to Gain New Business"
- Architecture Boston Expo, November 21, 2013
Boston, MA “Architectural Photography: Shoot Your Project and Get Published” with Anice Hoachlander
- George Mason University, November 1st & 8th, 2013
Fairfax, VA “ Business Development: 5 Key Principles”
- WPA (Washington Project for the Arts), September 19, 2013
"Working the Room: How to Network Effectively and Sell Your Art"
- Georgetown University, Fall 2013
Washington, DC "Leading the Charge to New Business" serving as Adjunct Professor
- NYU-DC, August 30, 2013
Washington, DC "How to Navigate from Elevator Pitches to Social Media"
- KCCT Architects, July 9, 2013
Washington, DC "Improve Interview Skills" AIA CEU Course
- AIA National Convention, Denver, Colorado, June 21, 2013
"Leading the Charge! 10 Essential Steps to Business Development" Live video feed of presentation, 10:30 am, June 22

- NeoCon, Chicago, Illinois, June 10, 2013
"Leading the Charge for New Business: 5 Essential Steps to Business Development"
- Georgetown University, Washington, DC Adjunct Professor Spring 2013
Business Development for Residential and Commercial Real Estate
- NYU-DC, January 31, 2013
Washington, DC "How to Navigate from Elevator Pitches to Social Media"
- Hickok Cole Architects, October 10, 2012
AIA CEU Course, "Professional Practice: Business Etiquette"
- RAND Construction Corporation, Alexandria, Virginia, July 31, 2012
"Today's Networking: How to Navigate from Elevator Pitches to Social Media"
- NEO CON, Chicago, June 11, 2012
The Win-Win Promotional Campaign Advantage" with Noel Carson
- Georgetown University, Washington, DC Adjunct Professor Spring 2012
"Business Development for Residential and Commercial Real Estate" With Tom Daley
- Howard University, Washington, DC April 4, 2012
"Chickenman: From the Beginning. A basics of Marketing, PR, and Business Development."
- KCCT Architects, Washington, DC, October 13, 2011
"Today's Networking: How to Navigate from Elevator Pitches to Social Media"
- Society for Marketing Professional Services (SMPS), Virginia Chapter, August 11, 2011 Summer Social
"Today's Networking: How to Navigate from Elevator Pitches to Social Media"
- Hickok Cole Architects, August 3, 2011
AIA CEU Course, "Today's Networking: How to Navigate from Elevator Pitches to Social Media"
- DCBIA, DLD Foundations Lunch Series, June 14, 2011
Washington, DC "Today's Networking: How to Navigate from Elevator Pitches to Social Media"
- Howard University, Washington, DC, April 4, 2011
Washington, DC , "Chickenman: From the Beginning. A basics of Marketing, PR, and Business Development."
- Hickok Cole Architects, February 23, 2011
AIA CEU course, "Professional Practice: Formal Business Event Etiquette"
- Hickok Cole Architects, December 16, 2010
AIA CEU course, "Stop Writing in Code: Translating Architect Speak (Klingon) into English"
- NEO CON East, October 28, 2010
Co-presented with Sarah Barr
Baltimore, Maryland, "3 Ways to Strategically Market Out of a Recession – Back to Basics"
- Zweig White, September 1, 2010
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

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- 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
- 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”
- ABC TV 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:

- Metal Architecture, “The Value of Story Telling” January 2015
- The Zweig A/E Marketing Letter, “On The Topic of Surveys” November 2014
- The Zweig A/E Marketing Letter, “Blind Spots” June 2014
- The Zweig A/E Marketing Letter, “Smile You Are on Camera” April 2014
- Metal Architecture, “Relationship Networking 101” April 2014
- The Zweig A/E Marketing Letter, “Strategic Planning Step One” March 2014
- Multi-Housing News Guest Blog, “Business Development 101” Part 4. November 2012
- The Zweig A/E Marketing Letter, “Embrace Creative Intelligence” October 2012
- Multi-Housing News Guest Blog, “Business Development 101” Part 3. November 2012
- Multi-Housing News Guest Blog, “Business Development 101” Part 2. September 2012
- Multi-Housing News Guest Blog, “Business Development 101” Part 1. August 2012
- The Zweig A/E Marketing Letter, “What I Learned From Teaching BD” June 2012
- The Zweig A/E Marketing Letter, “Technology Campaign” with Noel Carson March 2012
- The Zweig A/E Marketing Letter, “Business Etiquette: The Silent Path to Marketing and BD Success” October 2010
- The Zweig A/E Marketing Letter, “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
- 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

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Articles About Marilyn:

- University at Buffalo, Featured Author Book Review January, 2015
- The Free Lance Star, "Local Woman Whips Up Tasty Business Book," November, 2014
- Professional Services Marketing Journal (PSMJ), Book Review October, 2014
- Zweig Group, Featured Author Book Review July, 2014
- The Noble Architect, "Meet Marilyn 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, NY, 1991

Education:

- SUNY at Buffalo Bachelor of Arts degree in Philosophy, Magna cum Laude: 1995
- The Culinary Institute of America Professional Chefs 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.