

MARILYNN DEANE MENDELL
125 CAROLINE STREET, FREDERICKSBURG, VIRGINIA 22401

Professional Experience:

- President - WinSpin CIC, Inc., Fredericksburg, VA: 2004 - Present
WinSpin CIC (Creative Intelligence Consulting) a strategic growth consulting firm specializing in public relations, marketing, image building/branding, departmental restructuring and innovative ideas. Clients include architectural firms, authors, actors, corporations, and non-profits. Winner of many national awards.
- Adjunct Professor - Georgetown University, Washington, DC: 2012 – Present
- Author and Lecturer - 1980 - present
Client base – universities and corporations. Appeared on national television, including *Good Morning America*. Lectures to large audiences. Wrote column for Buffalo, New York *Business First* (1990-1999) along with numerous national and local articles elsewhere. Author of *Elbow Grease + Chicken Fat, Business Advice that Sticks to Your Ribs*.
- President - World Water Center, Fredericksburg, Virginia: 2005-2012
Founder internationally recognized charitable organization, 501c(3) to unite all world water projects and develop a best practices/certification system.
- Director of Public Relations - Sorg, 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 - 1999
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.
- President - Marilyn Tunkey Caterer, Buffalo, New York: 1980 - 1990
Founder of Western New York's most prestigious independent catering service, focusing on a corporate clientele. Appeared on numerous Channel 7 cooking shows, produced image and branding campaign. Woman Entrepreneur of the Year 1988 New York Department of Labor.
- 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.: 2004 - Present
- Architectural Review Board; Fredericksburg, VA: 2009 - 2011 Board Chair
- The Trust for Public Land; Washington, D.C.: 2006 - 2009
Advisory Board for the Central Atlantic Region, chair Public Relations Committee
- Washington Architectural Foundation; Washington, D.C.: 2005 - 2009
Secretary, Board of Directors, PR Chair, Rebranded and developed new corporate identity package along with comprehensive strategic marketing plan.

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- Natural Partners; Washington, D.C.: 2006 - Present
Advisory Council, Advise on collateral materials and public relations.
- DCBIA; Washington, D.C.: 2000 - 2009
District of Columbia Building Industry Association, Capital Markets Committee, Program Committee
- COFPAES; Washington, D.C.: 2003 - 2006
Council on Federal Procurement of Architectural & Engineering Services
- 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.
- Daughters of the American Revolution; Washington, D.C.: 2000 - Present
- The Albright-Knox Art Gallery; Buffalo, New York: Life Member
When institutional budget limitations threatened the Feminist Lecture Series, raised the funds to allow the program to continue.
- 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. Woman of the Year 1988
- 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

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- Asia Society, Washington Center; Washington, D.C.: 2001 - 2005
- APGA (Formally AABGA); International: 1997 - 2002
American Arboreta and Botanical Gardens Association, Citizen Science Presenter
- University Club; Washington, D.C.: 2000 - 2003
Finance Committee

Honors and Awards:

- WWPR, Woman of the Year, Honoree 2006
- SMPS, Corporate Identity, National, Strategist 2006
- SMPS, Corporate Identity, Washington, DC Chapter, Strategist 2006
- SMPS, National, Corporate Rebranding,, Strategist 2006
- SMPS, Corporate Event, National, Strategist 2005
- SMPS, Holiday Card, National, Strategist 2005
- 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
- Excellence in Scholarly Achievement, 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

Education:

- SUNY at Buffalo Bachelor of Arts degree in Philosophy, Magna Cum Laude: 1995
- SUNY at Buffalo, Fine Arts Department: 1976-1980
- University of Wisconsin, Fine Arts Department: 1965-1967
- Numerous Culinary Institutions including the CIA

Greatest Achievement:

Three wonderfully successful sons.

