

SUNSHINE TEAM LEADER BIOGRAPHIES

CATHERINE "CJ" REYNOLDS – President/Owner

After 20 years of leading business development, marketing and PR initiatives for international companies, industry trade associations, nationally recognized brands in the veterinary, agriculture, food and food safety industries, CJ Reynolds is lending her expertise to companies and organizations in the organic agriculture, environmental and renewable energy sectors.

CJ currently serves on The Mayor's "Citizen/TECO Energy Conservation Task Force" which will provide City of Tampa Mayor Iorio with recommendations for energy conservation, renewable energy, and climate change initiatives for implementation by the City, Tampa Electric Co. and the general public. She is also a member of the planning committee for the 2009 Campus and Community Sustainability Conference and Green Expo, hosted by the University of South Florida in Tampa.

CJ provides clients with expertise drawn from her extensive national consumer and business media relations experience. She started her career at the John Volk Company, in Chicago, where she was responsible for the consumer and business to business PR campaigns for veterinary products sold by Merck and Ralston Purina. She became enchanted with the Southeast while on a 20-city media tour to educate pet owners on proper pet health care.

As the Director of Consumer PR for the National Cattlemen's Beef Association, she managed annual PR programs for science, business and lifestyle reporters in 30 U.S. markets. She produced video news releases and was the primary contact to CNN, FOX, and other TV networks and the *Wall Street Journal*. In 1995-96, the PR campaigns on food safety and nutrition generated more than 200 million consumer impressions.

CJ is well-known for developing integrated marketing programs that support multiple goals, and for defining/forging successful alliances with associations,

government agencies and corporations to create and market new products. She has served on the consumer food safety taskforce with the USDA, and developed joint consumer education programs for food retailers, public health departments and the American Heart Association.

CJ advises clients on business-to-business marketing based on her extensive expertise gained as Director of Marketing and Business Development, for Silliker, Inc, one of the world's leading independent food safety company. She led the development of the company's first website and e-commerce capabilities, and marketing programs for Silliker's five divisions targeting food manufacturers and scientists. She also developed the company's brand "primer", led the process of redefining the brand identity and created sector specific campaigns to promote relevant products from each division to key industry segments.

As Director of the Education Services Division for Silliker, she was responsible for professional training services for clients. She oversaw the development, implementation and financial performance of Silliker's classroom, videos and DVDs.

She created partnerships to establish e-learning services, agreements with universities, and recruited sponsors to offset production costs. An active proponent of market research and employee training, Reynolds created, presented and moderated numerous presentation for industry. In 2007, she received the *President's Award for Volunteer Contributions* from the Refrigerated Foods Association.

CJ has a Bachelor of Science degree in Journalism from Northern Illinois University and is currently studying Environmental Science and Policy at USF. She is a member of the American Solar Energy Society and the Florida Climate Action Alliance.

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SUSAN GLICKMAN – Strategic and Technical Advisor – Energy/Climate Sector

Susan brings extraordinary experience gained during her 25 year career in environmental issue advocacy and political campaigns, at the federal and state level. A gifted communicator and educator, Susan has helped numerous organizations, companies and government agencies achieve their goals.

Most recently, Susan was the U.S. Southern Region Director for the Climate Group, an organization that works with corporations to assist and accelerate their climate change leadership through investment in low carbon solutions. She has been a consultant to the Natural Resources Defense Council Climate Center and the Southern Alliance for Clean Energy.

Her Government Relations experience includes: serving on the Government Policy Technical Working Group of Florida Governor Charlie Crist’s Climate Action Team, the Climate Change Task Force of the Florida Energy Commission and as a Delegate to the Century Commission’s recent Water Congress.

She has prepared position papers and testimony on climate and energy, and provided expert testimony to the Florida state legislature and the Florida Public Service Commission.

Previously, Susan worked in renewable energy program marketing for both Tampa Electric Company (TECO) and the Florida Solar Energy Center.

She also worked for the Collaborative on Health and the Environment, the Union of Concerned Scientists on federal energy legislation, and with Breakthrough Technology Institute, an advocacy group which promotes fuel cells. In addition, Susan has worked for The Campaign for Tobacco-Free Kids and The Trust for America’s Health, educating Congress on the-need to track illness and its links to environmental hazards.

She has worked on numerous campaigns for Congress and the Florida state legislature, was the founding chair of The

Florida Commission on the Status of Women, and has trained candidates and grassroots political organizations in 45 states and in the former Soviet Union. Susan is on the board of the Florida Volunteer Foundation.

Susan graduated from The Academy of the Holy Names in Tampa, FL and has a B.S. in Speech Communications from The University of Texas at Austin.

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TOM PALMER – Creative Services Director

Tom brings three decades of multi-dimensional creative expertise. He has been a professional graphic designer, advertising art director, interactive marketing communicator and photographer. Tom has produced award-winning work for leading brands at top national advertising agencies.

Tom was one of the early leaders in interactive digital marketing. As Manager of Interactive Information Technologies at DDB Needham Chicago (2nd largest ad agency in the U.S. at the time), Tom evaluated interactive forms of digital communications for their advertising potential. He made recommendations to the Account and Creative teams as to how clients and Agency departments could utilize these systems and integrate them into their overall marketing efforts.

While he was at J. Walter Thompson Chicago (3rd largest U.S. ad agency at the time), Oscar Mayer asked the agency to develop a new website consistent with the company's historic marketing strategy. Tom was chosen to be the project's Interactive Designer due to his combined experience and understanding of traditional advertising creative strategy, interactive information design, and digital media production techniques.

Also at JWT, Tom played a major role in the strategic planning and development of the Heinz Petfoods website, an ambitious assignment that required the creation of a unified brand that showcased 10 distinct pet food lines.

During the first decade of his career, Tom worked as an Art Director for various advertising agencies in Kansas City and Chicago supporting business- to-business and consumer marketing campaigns. There, he developed print communications materials, including logos, brochures, magazine ads, posters, direct mail kits and package design.

Tom's experience spans a wide variety of industries including: automotive, medicine, agriculture, human and pet nutrition, and real estate. Tom's clients have included: Heinz Petfoods, Oscar Mayer and Kraft Foods, McDonald's, Ralston Purina and Helene Curtis (hair care), Ameritech (communications), Wisconsin Energy, Leitz (surveying equipment), Caterpillar (construction vehicles), Dayco (automotive parts), CardioDynamics (health equipment), Sandoz and Merck (pharmaceuticals).

Tom also brings top photography experience and has developed his website www.fantasticplaces.com – which features his location and architectural photography, and has developed number of internet tourism guides. He also produced and oversees the official website for noted technology historian James Burke and is part of Mr. Burke's Knowledge Web development team.

Tom received a Bachelor of Fine Arts degree in Graphic Design from the University of Kansas.

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CAMERON DILLEY – Creative Services Director

Hailed as "a Bay Area legend" by *Tampa Bay Business Journal*, Cameron Dilley is renowned for the power, originality and effectiveness of his creative solutions. His concepts, copywriting and creative direction have contributed to the success of some of Florida's and the nation's most recognizable brands, including McDonald's, Cadillac and the numerous media clients.

Since 1994, Cameron he has provided freelance branding, marketing, creative direction, broadcast production and copywriting services for numerous ad agencies and clients in the technology, tourism, restaurant, travel, media, and real estate industries, as well as not-for-profit, public service, and educational organizations such as the Florida Humanities Council and University of Tampa.

While at Earle Palmer Brown, Cameron led creative efforts on behalf of clients such as the St. Petersburg-Clearwater Convention & Visitors Bureau and the Florida Lottery, whose award-winning campaigns were ranked as the "most memorable advertising in the state."

His other award-winning creative work included energy-saving campaigns for Tampa Electric Company (TECO) and clients such as McDonald's, Cadillac and Publix.

Cameron's experience includes public and commercial radio, TV and video production. In 1979, he helped found Tampa's non-commercial community radio station, WMNF 88.5 FM, where he still hosts a weekly music program. In 1982 he produced the PBS TV jazz documentary and performance series, *Orange Blossom Bebop*, and remains active in video, TV and radio production for a variety of clients.

Cameron's work has received honors from the CLIOS; New York International Film Festival; New York Art Director's Annuals; PRINT Regional Design Annuals; ShowSouth; *Adweek* magazine; OBIE's; ADDY's; Creative Club of Tampa Bay; Florida Magazine Association; and the real-estate industry's Excel awards. He was elected President of the Creative Club of Tampa Bay in 1995 and re-elected in 1996.

Cameron holds a Bachelor's Degree in Philosophy from Thomas Jefferson College at Grand Valley State University in Michigan.

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Internet & Database Services

Nancy Zurbuchen – Website/Database Project Management

Nancy Zurbuchen provides the expertise for strategic website development and programming, and the database functions that drive traffic to and support your website.

She also oversees development and implementation of online ad management strategies, promotional email outreach campaigns, and integrated social networking initiatives to build your brand's awareness and drive traffic.

During her 24 years as an entrepreneur, Nancy has earned her reputation for innovation and outstanding business performance. She has remained at the forefront of technology in her field, being an early adopter of interactive training, CD-ROM development, and 3-D animation for video.

Nancy's company, Motional Multimedia, provides website and database development, consulting, and project management to Sunshine State Strategies clients.

Nancy has won local and national awards for her work in developing interactive programs and promotional campaigns.

Nancy Zurbuchen earned a bachelor's degree in Education in 1979 from Kansas University. More recently, Nancy again graduated from KU with a Master of Arts in Communication Studies degree in 2005. Her thesis topic and research concerned innovation and cultural transformation in small business.

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