

CAREER PROFILE

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I. EDUCATION

Ph.D. Communication Arts, University of Wisconsin, Madison. Primary areas of specialization are in the theory and practice of public communication, public persuasion, and shaping public opinion. Extensive research has also been conducted in the areas of organizational and interpersonal communication. In completing the doctoral thesis, special research was conducted at Yale University where the papers of Walter Lippmann (regarded as one of the foremost columnist in the 20th century) are archived. Interviews with *Eric Sevareid*, CBS News, *James Reston*, New York Times; and *Marquis Childs*, St. Louis Post Dispatch were also conducted. Advocacy journalism as a genre of discourse and the role of the political columnist in shaping public opinion and impacting public policy are thoroughly examined.

M. A. Political Science, University of Wisconsin, Madison. Emphasis on government and governing, leadership styles of political leaders, demographic analysis relative to voting behavior, political socialization, and the history of the development of American political thought.

M. A. Communication Arts, University of Wisconsin, Madison. Study of the theory and practice of public persuasion in social movements with a focus on the Civil Rights Movement and Women's Liberation Movement.

B. A. Speech, Millsaps College, Jackson, Mississippi. Substantial course work in mathematics.

Extensive seminar training in Municipal Budgeting. Emphasis on Program and Performance Budgeting and the principles and techniques of Zero-Based Budgeting.

II. CURRENT POSITION

Publisher and Executive Editor, USAonRace.com, (originally launched as USARiseUp.com), 2007-- USAonRace™ is an educational online magazine and website about race and ethnicity. The mission of USAonRace™ is to help bridge racial, ethnic and cultural divisions in American society. The publication and website seek to inform, educate, enlighten, entertain, and inspire its readers. www.usaonrace.com is published by USAonRace, Inc. The website has interactive forums and dialogues to foster sustained conversations on timely topics about race and ethnicity. In 2012, USAonRace, Inc. launched the **RaceReport**, www.racereport.com, a news aggregator, which compiles race relations news and events across the United States and around the world.

Founder and CEO, USA Youth Institute on Race and Ethnicity, Inc, 2011--

The mission of the **USA Youth Institute on Race and Ethnicity**, www.youthonrace.org, is to assist parents and educators in building an awareness and understanding of race and ethnic diversity among children and students. The institute develops and provides educational material for multi-media platforms and distribution, and host forums, dialogues, and discussions primarily online, but will also assist in the facilitation of on-site discussions.

III. PAST POSITIONS

President and CEO, Partnership for Children, July 2000---November 2006

The Partnership for Children is a bi-state nonprofit education and advocacy organization serving the Greater Kansas City metropolitan area. Its mission is to work collaboratively to protect and improve the quality of life for children and youth through advocacy, research, and mobilization. As President and CEO of Partnership for Children, our organization was instrumental in sponsoring, developing and supporting legislation at the city, state and national level that impacts the quality of life for city children and youth in the areas of child care and early learning, health care, and child safety and welfare.

President and CEO, Ellis Management Marketing Group, 1990—2000

Founder of a full-service business consulting firm, Ellis Management Marketing Group (EMMG), to provide marketing and business services to health care organizations and other related businesses. Areas of specialization and expertise included marketing, strategic planning, organization assessment, product line analysis, and client/customer services development.

Director of Marketing, Marion Merrell Dow, 1987—1991

Primary responsibilities included developing and implementing a nationwide marketing and communications plan for pharmaceutical products in a changing healthcare environment. Managed an in-house staff and national accounts sales team and was responsible for multi-millions of dollars of annual revenues.

President and CEO of Milwaukee Community Health Plan, Inc., 1984 - 1986

Developed, from inception, a health maintenance organization (HMO) comprised of community health centers and group practice providers to serve Medicaid and private pay members. During the first 1½ years of operation: Grew subscriber base from 0 - 15,000 members; Generated revenues of \$8.5 Million; Assembled a talented staff of 40.

IV. OTHER PROFESSIONAL EXPERIENCE

Contributing Writer, YouthOnRace.org, July 2011 --

Editorial Writer and Contributing Columnist, USAonRace.Com, June 2008 --

Contributing Columnist, The Kansas City Star, January 2000 - 2004

Contributing Columnist, The Kansas City Call, 1991, February, 2002 - 2007

Contributing Columnist, The Kansas City Globe, January 1989 -2007

Contributing Columnist, The Missouri State Post, January 1999

Columnist, The Milwaukee Community Journal, October 1983 - 1986

Contributing Columnist, The Milwaukee Business Journal, June 1985 - 1986

News Analyst/Commentator, WISN Radio, Milwaukee, WI, 1974 - 1976

Analyzed local, state and national issues of public interest, wrote and delivered a three-minute broadcast daily covering those issues.

Staff Consultant/Budget Specialist, Mayor of Milwaukee, WI, 1976-1984

Developed a municipal budgeting system that gained national and international recognition, and was adopted by the U.S. Conference of Mayors and the National League of Cities as a model for other municipalities to adopt.

V. OTHER NOTED ACHIEVEMENTS

- A. **Candidate for mayor of Kansas City, MO** in February 2007, finished 6th in a field of 12 in the primary election; and in 1999, was a candidate in a field of seven, losing the primary election by a very small margin, about 1%.
- B. January 2000—December 2002, developed and produced a 60-second radio educational program, ***“Building a Better Financial Future,”*** which aired AM & PM drive time on two of the top three Arbitron rated radio stations serving the metropolitan area of Kansas City.
- C. April 1985. Founder of **REACH FOR THE STARS**, a teen pregnancy prevention program with volunteer role models. The program focused on developing self-esteem, and career development. It received national attention and was featured in five (5) national publications, national and local television and radio programs. After its inception, requests to start similar programs were received from 107 cities across the country.
- D. Developed a new budget system for the city of Milwaukee. ADAP (Allocation/Decision-Accountability/Performance) is a budget system that uniquely combines performance and program budgeting with aspects of zero-base budgeting. It received national and international attention and was presented at an international symposium in Bonn, West Germany. In 1982, authored the article published by the U.S. Conference of Mayors and the National League of Cities, and distributed to municipalities 30,000 population and over. Assisted with the development of major city programs and city legislation.

VI. RECOGNITIONS

- 1. **SILVER BEAVER AWARD**, November 2003, for distinguished service to youth, Boys Scouts of America, Heart of America Council highest honor
- 2. **CAREER FOCUS**, November 1998
- 3. **“Kansas City 100 Most Influential” Award**, Kansas City Globe, 1996
- 4. **CAREER FOCUS**, November/December 1989
- 5. **“Black Achiever in Industry Award,”** Kansas City, KCLC, 1989
- 6. **MILWAUKEE MAGAZINE**, “The 86 Most Interesting People in Milwaukee,” January 1986
- 7. **ABC’S GOOD MORNING AMERICA**, February 1986
- 8. **JET MAGAZINE**, March 1986
- 9. **READER’S DIGEST**, April 1986
- 10. **HOSPITAL’S MAGAZINE**, April 1986
- 11. **ESSENCE MAGAZINE**, “In the News,” May 1986
- 12. **BLACK ENTERPRISE MAGAZINE**, “In the News,” May 1986
- 13. **WOMEN IN COMMUNICATIONS**, Headliner Award for Service to the Community, June 1986
- 14. **ESQUIRE MAGAZINE**, “Men and Women Under Forty Who Are Changing the Nation,” December 1986
- 15. **WITI-TV 6**, Jefferson Award Nominee, 1986
- 16. **TIME MAGAZINE**, December 9, 1985
- 17. **THE CHRISTIAN SCIENCE MONITOR**, December 1985

VII. PUBLICATIONS

1. **RaceReport.com™**, 2012 – an online news aggregator covering race relations, racism and discrimination news and events across the United States and around the world.
2. **YouthOnRace.org™**, 2011—an online educational magazine to assist educators and parents to improve understanding across race, culture and ethnicity at the high school level.
3. **USAonRace.com™ (formerly RiseUp™, the Sunday magazine insert for newspapers, and USARiseUp.com™**, the online counterpart) 2008 – an online magazine dedicated to improving and increasing understanding across racial and ethnic groups.
4. **Compliance Monitor**, 1995 - 1998, a bi-monthly publication on Disease Management
5. **Rx Dialogue**, 1993-1995, A Quarterly publication on Managing the Drug Benefit
6. Series of articles written for **Pharmaceutical Representative 1994**
 - “Maximizing Physician Calls in Managed Care”
 - “What Is an IMS”
 - “You Are in the Contract Selling Business Now”
 - “How Formularies Impact Your Sales”
4. “Drugs As a Cost-Efficient Resource,” **Medical Interface**, September 1988 Reprinted, 1992
Product Management Today
5. “Making a Match with Managed Health Care,” **Pharmaceutical Executive**, August 1988

VIII. COMMUNITY SERVICE AND ORGANIZATIONAL MEMBERSHIPS

Currently: Chairman of the Advisory Board, CHARACTERplus Education, Greater Kansas City Metropolitan areas, working with school districts to incorporate character education programs; serve on the national board of Voices for America’s Children, Washington, D.C. a national child advocacy organization; and the Mayor of Kansas City Project Rise Advisory Board. Member of the National Coalition of Dialogue and Deliberation, Washington, D.C., the American Sociological Association, and the National Association of Professional Women.

Past appointments include: the Women’s Leadership Council of Greater Kansas City United Way; Mayor of Kansas City Collaborative on Education Improvement; Prep-KC Regional School Reform Initiative; Aspen Roundtable on Education to Get it Right; Mayor of Kansas City Commission on Violent Crime; Partners in Quality for Early Learning; Maternal and Child Health Coalition; Greater Kansas City Women’s Political Caucus; Kansas City Affiliate Susan G. Komen Foundation; Friends of the Zoo; Alliance for Children & Families; Alliance of United Way Agencies; Children’s Peace Pavilion; Partnership for Children; Governor’s (under Governor Bob Holden) K-16 Task Force to Close the Education Achievement Gap, and Member of the Missouri State Board of Accountancy.