

Ted.

OUR ASSOCIATES

ALBARELLA MEDIA

Educational Programs and Technology

Albarella Media is a multimedia content consulting firm based in Buffalo, New York. The Firm offers more than 25 years of media experience and is known for a high level of client service, creativity and affordability. Albarella Media is small by design and one that uses a hands-on team approach to developing communications projects. The business is based on the premise that direct communication between clients and the people who work on their projects is the best way to produce a job that is creative, cost-effective and the client's marketing and business objectives.

For more than thirty years, Albarella Media has created award-winning programs for Fortune 100 corporations, education institutions, and television networks. Some of the awards that the Firm has received included seven National Telly Awards for Documentary and Broadcast work, the New York State Broadcasters Award and the National Garden Writers Association Award.

Some of the not-for-profit clients include NYS Center for Excellence in Bioinformatics and Life Sciences, Buffalo & Erie County Historical Society, University at Buffalo, the Educational Opportunity Center, The Belle Center and the King Center Charter School.

www.albarellamedia.com

TOTAL FUNDRAISING SOLUTIONS, LLC

Fundraising and Institutional Advancement

Total Fundraising Solutions, LLC is a full-service fundraising firm. Our mission is to build a solid financial future for non-profit organizations through evaluation, education, and implementation. We offer personalized fundraising strategies that create immediate results and position clients for long-term success. We don't just advise from afar, we develop a solid relationship with your charity through a complete understanding of its needs and goals. Then we apply that knowledge by creating real solutions to your organization's funding needs. We believe any non-profit can achieve, and even exceed its goals with the proper guidance.

totalfundraisingsolutions.com

MY EXECUTIVE COACH

Leadership and Training

Geri Grossman is founder and president of My Executive Coach, a national consultancy that supports established and emerging leaders to achieve greater effectiveness in their leadership roles. Geri's clients include leaders in manufacturing, technology, retail, broadcasting, health care and in not-for-profit organizations. Geri is a seasoned coach with a deep understanding of leadership behaviors and how those behaviors can be improved upon to build trust, to improve individual and team performance, and to create an environment where people can do their best work.

www.myexecutivecoach.com

KATHLEEN ROONEY COMMUNICATIONS

Communications and Public Relations

Kathleen Rooney Communications was launched in May of 2011, offering more than 25 years of public relations and marketing experience - from integrated promotional campaigns to product launches, crisis communications, public affairs and destination marketing - to a statewide roster of clients. That list includes the Alzheimer's Association of Rochester & the Finger Lakes, New York State Podiatric Medical Association and Unshackle Upstate. While at Travers Collins from 1998 – 2011, Rooney was a member of the management committee and, as senior vice president, supervised an account team that serviced nonprofit organizations and national brands including American Red Cross, Taste of Buffalo, Medaille College, Buffalo Niagara Enterprise, Upstate New York Transplant Services, Visit Buffalo Niagara, Buffalo Niagara Partnership, Unshackle Upstate, Meals on Wheels, Catholic Health, Burchfield Penney Art Center, and many more.

Over the course of her career, Rooney's work has received numerous awards from the Public Relations Society of America, including several Best of Show; multiple awards from the Advertising Club of Buffalo; a GOLD ACE Award for Communications Excellence from the International Association of Business Communicators' New York Chapter; and a Telly Award.

KRooney.PR@gmail.com

WHITE BICYCLE

Branding and Design

Formed in the winter of 2005, White Bicycle is a design studio specializing in brand building and strategic marketing. White Bicycle is built on a two person core — Brian Grunert and Kyle Morrissey — that expands to include additional specialists as needs arise. This allows us to be nimble, and as circumstances demand, to assemble a team tailored to make the most any marketing opportunity.

Versatility is a hallmark of White Bicycle. Strategic marketing, print and web design, packaging, branding and identity development, animation and web video, advertising and online communications, are all areas of direct strength.

With deep experiences working with cultural organizations, not-for-profits, retail establishments, and other businesses, White Bicycle has played an integral role in shepherding brands such as the Burchfield Penney Art Center, Righteous Babe Records, Buffalo Olmsted Parks Conservancy, Visit Buffalo Niagara, Ted's Hot Dogs, Trautman Associates, among many others.

www.whitebicycle.com