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www.oscheworks.com

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Accomplished Public and Government Relations Professional and Non-Profit Executive

Proven record of leadership, relationship management, outstanding communication, strategic thought, coalition building, and development skills. Established relationships in local, state and federal government, education, chambers of commerce, economic development, workforce development, non-profit, emergency management and faith-based sectors.

Professional Experience

United Way of Butler County – Butler, PA

June 2001 to December 2014

Executive Director of community based organization of the world's largest privately supported charity.

- Increased and diversified charitable giving from \$1.1 million to over \$2 million.
- Led strategic transformation from a transactional to a community impact and outcomes-based organization, building public accountability and trust.
- Manage and direct staff of six including development of job descriptions, implementation of performance measures, development and management of benefits.
- Serve, manage, and lead a 27-member Board of Directors and multiple volunteer committees.
- Launched first national campaign management project with **Westinghouse and MSA**, including implementation of web-based resource development software tool.
- Program development – **launched the Butler County Emergency Relief Initiative and the United Way Women's Leadership Council "Women United", generating an additional \$50K per year.**
- Wrote, secured and managed grants from PA Fund for Workforce Development.
- **Launched PA2-1-1 Service in Southwest PA**, working collaboratively with regional United Ways, the PA Public Utility Commission and the CEO of Peoples Natural Gas.
- Launched first County VOAD (Voluntary Organizations Active in Disaster).
- Public policy advocacy and government relations at local, state and federal levels.
- **Testified before Congressional Ways and Means Committee** on charitable tax deductions.
- Finance and budgeting including fund accounting, audit compliance, transparency, and reporting.

Lifesteps, Inc. – Butler, PA

September 1998 to June 2001

Vice President, Development and Community Relations for one of the top 25 non-profits in Southwest PA, serving families and individuals with intellectual disabilities.

- Donor and sponsor relations including service clubs and organizations.
- Produced golf outings in multiple counties, growing Butler outing from a \$30,000 to a \$100,000 event.
- Development, design, and implementation of marketing and mail campaigns, newsletters, etc.
- Media and crisis communication.

St. Barnabas Health System – Gibsonia, PA

October 1988 to November 1989

Director, Public Relations for a large regional long-term care and retirement organization including nursing homes, retirement villages, and medical center.

- Designed and implemented marketing and public relations campaigns for all system divisions integrating television, radio, newspaper, magazine and special publications and outlets.
- Managed and directed the **"Presents for Patients"** Campaign matching thousands of regional nursing home patients with individual donors for holiday gifts, including operational design, public relations and marketing, recruitment and volunteer management.
- Planned Leadership Conference hosting business, government, education, and non-profit leaders.

Butler County Chamber of Commerce – Butler, PA

September 1987 to October 1988

Assistant Director & Director of Tourism for leading business membership and advocacy association and county tourist promotion agency.

- Government relations - organized and led advocacy trips to Harrisburg, including identifying, researching, and preparing issue briefs, business leader education, and relationship building with elected officials and various state departments.
- Membership development for both chamber and tourism organizations.
- Media relations and marketing of events, including development and design of brochures and publications.
- Organized “FAM” tours to familiarize dignitaries, officials, and tour companies with Butler County attractions and historical sites and attended travel and trade shows to promote the County.

Three Rivers Arts Festival – Pittsburgh, PA

January 1985 to September 1987

Director, Public Relations for city's largest 17-day event attracting over 200,000 visitors and thousands of visual and performing artists from around the world.

- Writing, design, and production of publications including newspaper tabloid, art catalogs, and flyers.
- Promotions and media relations including scheduling artists for media appearances and interviews.
- Sponsor and artist relations including receptions, design and placement signage in Pittsburgh venues.
- Organized opening event in PPG Plaza.
- Produced first Poetry Festival.

Education

DUQUESNE UNIVERSITY, Pittsburgh, PA

B.A. Journalism & Public Relations - 1986

Minor, Honors English

Leadership and Community Service

- Chairman, Board of Directors, United Way of Pennsylvania State Association with a focus on public policy and member relations
- Member
 - Rotary Club of Butler
 - **XTO Energy, Inc.** Community Advisory Panel
 - Leadership Butler County Board of Directors
 - **Criminal Justice** Advisory Board
 - Butler Collaborative for Families Advisory Board
 - Public Relations Committee of **CDC (Community Development Corporation)**
 - **Community Action** Advisory Board
 - Endowment for Butler County
- 25-Year Member Trinity Lutheran Church – Capital campaign, Church Council, Sunday School teacher.
- Meridian Elementary School – Former PTO leader & chair of playground fundraising and installation.
- **Meridian Volunteer Fire Department** – Former President, Ladies Auxiliary.

Awards

- 1999 Distinguished Service Award for Butler County *presented by Rotary Club of Butler.*
- 2002 International Athena Award *presented by National City Bank and the Butler County Chamber of Commerce.*
- 2007 Women of Legacy Award *presented by the Butler Health System Foundation.*
- 2010 Soroptimist Woman of Distinction Award *presented by Soroptimist of Butler County.*