



OFFICE OF THE MAYOR  
CITY OF CHICAGO

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CONTACT:

Mayor's Press Office

312.744.3334

[press@cityofchicago.org](mailto:press@cityofchicago.org)

**MAYOR'S OFFICE ANNOUNCES INDEPENDENT ADVISORY COUNCIL TO  
GUIDE MUNICIPAL MARKETING INITIATIVE**

*Team of marketing, architectural and finance experts tasked with protecting City's integrity and visual appeal while ensuring effort's revenue goals are met*

Chicago, IL - Mayor Rahm Emanuel and Chief Financial Officer Lois Scott today announced the formation of an independent Advisory Council to ensure the municipal marketing effort launched as a part of the 2012 budget meets its financial goals without diminishing the integrity and character of the city's landscape and appeal. Comprised of experts from several relevant fields including marketing, advertising, academia, architectural preservation and the visual arts, the Advisory Council will guide the Chief Financial Officer and participating city departments as they move forward with their pursuit of municipal marketing opportunities.

"As public servants we must continue to strive for innovative solutions and new partnerships to address our economic challenges. The Advisory Council will serve as the guiding compass to ensure the city's municipal marketing initiative meets these goals responsibly and in the best interests of taxpayers," said CFO Scott. "The City is honored to have such an incredible team of experts guiding us to ensure we implement municipal marketing opportunities that preserve the City's character and generate these corporate dollars in order to avoid reductions in critical city services."

The Advisory Council, which begins meeting this month, includes the Council's Chairman Justine Fedak, Senior Vice President and head of marketing for BMO/Harris bank; Lee Bey, Executive Director of the Chicago Central Area Committee and former architectural critic for the Chicago Sun Times; Jane Anne Campbell, Independent Marketing Consultant; Paula Froehle, Executive Vice President and Academic Dean of Tribeca Flashpoint Academy; Susan Goodenow, Vice President of Branding and Communications for the Chicago Bulls; Tony Karman, President and Director of EXPO CHICAGO; Delores Kunda, founder and CEO of Lapid, the Hispanic advertising division of Leo Burnett; and Jana O'Brien, Owner of The Right Brain Consumer Consulting.

Established during the 2012 budget process, the City's municipal marketing initiative aims to generate \$25 million in the next year. Like the CTA and Chicago Park District, the City of Chicago will be seeking advertising and sponsorship opportunities to generate new revenues.

*Additional background information on the Advisory Council members is below.*

**Justine Fedak, Senior Vice President of Marketing and Customer Strategies, BMO Harris Bank**

Justine Fedak, senior vice president and head of Marketing and Customer Strategies for BMO Harris bank, is responsible for brand positioning, advertising, promotional activities and customer experience creation for the personal, commercial and wealth management businesses in the United States. She works closely with product areas in new product development and with the management team to ensure all activities align with business strategy.

In 2007, Fedak joined BMO Harris from its parent company, BMO Financial Group, where she most recently held the position of vice president and head of Corporate Sponsorships and Events, with responsibility for both Canada and the United States. She joined BMO Financial Group in 1992 in Public Affairs working in media relations, corporate sponsorships, and corporate marketing. Four years later, Fedak was appointed Director of Investore, a pilot program BMO launched to bring wealth management to a retail client base through storefront offices. In 2001, she was named vice president, Marketing and Client Strategy for the Private Client Group (PCG) and Investment Banking Group. In 2003, she was named director and head of PCG Marketing and Client Strategy, North America, a role she held until 2007. Fedak earned a bachelor's degree in sociology from the University of Toronto and an MBA from Dalhousie University.

**Lee Bey, Executive Director, Chicago Central Area Committee** Lee Bey is executive director for the Chicago Central Area Committee (CCAC), a civic group composed of business and cultural leaders devoted to improving the architecture, transportation, cultural life and urban design of downtown Chicago. He is also a writer, lecturer and critic specializing in architecture, urbanism, and the role politics play in the creation of the built environment. He writes and photographs a blog on architecture for WBEZ radio and does weekly segment on the station discussing architecture and urban design. Most recently, he was on-air architecture contributor for Fox News Chicago and writes an architectural blog called "Lee Bey's Chicago" for public radio station WBEZ.

Lee is a director of the Woods Fund of Chicago, a socially-conscious foundation. He sits on the Green Ribbon Committee of the Chicago Climate Action Plan and was a member of the five-person Navy Pier "Pierscape" design advisory team. Before joining the CCAC, Bey was director of governmental affairs for Skidmore Owings & Merrill's Chicago office. In this role, he served as chief governmental expert and an in-house consultant on urban design issues. He was also deputy chief of staff to Chicago Mayor Richard M. Daley and advised the mayor on architecture and urban planning while helping shape the administration's position on development, lakefront protection, park construction and architectural preservation. Previously, Lee was architecture critic for the Chicago Sun-Times. His weekly full-page column examined architecture, preservation, urban planning—and the accompanying political and civic pressures—in Chicago and the Midwest.

**JaneAnne Campbell, Independent Marketing Consultant**

JaneAnne Campbell is a marketing professional with significant expertise in paid media and integrated marketing communications. She began her career at Leo Burnett, U.S.A. in 1988, following her graduation from the University of Notre Dame, and has spent the bulk of her professional life developing communication solutions for her clients at Leo Burnett and Starcom MediaVest Group. JaneAnne has managed a multitude of clients over her 20-year career, including consumer and business-to-business marketers, political candidates and not-for-profit organizations. She is highly effective in leading cross-discipline teams and creating marketing programs which incorporate paid media, public relations and

promotions. Not-for-profit work is an integral part of JaneAnne's personal and professional life. In addition to her many years as a volunteer at churches, schools and charitable organizations, she spent three years as the Associate Director of Development at St. Francis Hospital in Blue Island. Currently, JaneAnne is an independent marketing consultant focused on not-for-profit and small business. She lives in Oak Park with her husband and two children.

**Paula Froehle, Executive Vice President/Academic Dean Tribeca Flashpoint Media Arts Academy**

As Academic Dean of Tribeca Flashpoint Academy, Paula Froehle has been integral in the development of an intensive, immersive educational program in Filmmaking, Recording Arts, Game Design, VFX/Animation and Broadcast Media. The first college to be started in Chicago in 50 years, Flashpoint takes a revolutionary approach to training in the media arts, through a fast-paced two-year program that emphasizes collaboration across disciplines, and hands-on immersive training. In January 2010 Flashpoint was awarded Degree-Granting Authority from the Illinois Board of Higher Education, a milestone that acknowledges the quality of the program.

In addition she is a director, writer and producer, as well as a visual artist. She recently premiered "The Show Must Go On," a feature-length documentary on The Flying Wallendas circus family, reviewed in the New York Times, and she has directed 13 short films in the past 20 years. Her films have been funded by numerous arts organizations, including the IFP Midwest, the Illinois Arts Council, the National Endowment for the Arts and The Experimental Sound Studio Chicago. They have screened and received awards at many festivals including the London Int'l Film Festival, the New Zealand Film Festivals, Tampere Int'l Film Festival, the Toronto International Short Film Festival, Cinequest Film Festival, the Mint Museum of Art, and the Humboldt Film Festival.

**Susan Goodenow, Vice President of Branding and Communications, Chicago Bulls**

Susan Goodenow is responsible for developing and managing the team's branding strategy, coordinating all team communication, and growing the team's philanthropic efforts. Susan oversees public and media relations, corporate communications, creative services, community relations, Chicago Bulls Charities and digital media, and plays key roles in the Bulls' advertising and broadcasting efforts.

A veteran of more than 18 years in communications and sports, Susan spent the previous four years with the Boston Red Sox, most recently as Senior Vice President/Public Affairs & Marketing, where she was responsible for all aspects of the team's public relations and marketing. During this time, she also supported the communications and marketing efforts of the team's parent company, Fenway Sports Group, and its other holdings, including Fenway Sports Management, Fenway Park, and Liverpool Football Club. Prior to her time in Boston, Susan served as Vice President/Business Public Relations with Major League Baseball/Office of the Commissioner, where she was responsible for the communications strategy for Major League Baseball's business units and charitable groups. Previously, she worked for the American Red Cross as an officer in the Corporate Partnerships and Cause Marketing division, as well as for the Washington, DC-based public affairs firm Sanderson Strategies Group, where she advised a variety of environmental, corporate and sports industry clients including MLB, the Chicago White Sox and Chicago Bulls. Susan graduated from the University of Georgia with a degree in journalism and received a Masters in American Studies from Georgetown University.

**Tony Karman, President/Director, EXPO CHICAGO**

Tony Karman has been active in the civic, business and cultural communities of Chicago for nearly 30 years. Working with select institutions, associations, government organizations, producers of special events and corporations, he has guided numerous projects from concept to conclusion. Currently, he is President | Director of EXPO CHICAGO, The International Exposition of Contemporary | Modern Art and

Design, debuting at Navy Pier, September 19-23, 2012.

Originally from Rock Island, Illinois, Karman attended Augustana College and Kansas State University, where he obtained a Bachelor of Fine Arts degree. He has traveled extensively and to establishing numerous professional alliances and relationships throughout the world. He is a long-time resident of Chicago, where he lives with his wife Sondra. Karman currently serves on several non-profit boards and civic committees.

**Dolores A. Kunda, Founder/CEO, Lápiz**

Dolores A. Kunda is the President and CEO of Lápiz, one of the largest Hispanic agencies in the United States. She is also the President of Leo Burnett Puerto Rico in San Juan, Puerto Rico. Both entities are part of the Leo Burnett Group, the Chicago-based advertising company. Dolores has more than 25 years of experience in marketing and advertising domestically, internationally, and for the past 19 years, to the U.S. Hispanic market.

Dolores supports the advertising community through her work with the American Advertising Federation (AAF), where she is a member of the multicultural Mosaic Committee. Dolores is a current member of The Chicago Network, an organization of Chicago-based women leaders. She also serves on the board of Indiana-based athletic retailer, Finish Line, Inc. (NASDAQ:FINL), where she serves on the Compensation and Governance committees. Dolores previously served on the board of the Association of Hispanic Advertising Agencies (AHAA). She has also held board positions with Chicago-based organizations: El Valor, the YWCA and Casa Central. Dolores has received awards for achievement from various organizations: the AAF, Chicago United, the Chicago Advertising Federation (CAF), *Hispanic Business* magazine, *Crain's Chicago Business* magazine, and most recently she was named the 2011 YWCA Outstanding Leader in Communications and received a Smith College Medal from her Alma mater for "exemplifying the true purpose of a liberal arts education."

Dolores is a graduate of Smith College in Massachusetts, and she earned an MBA in Marketing from Northwestern University. Born in Washington, DC of Puerto Rican and Ukrainian heritage, Dolores is bilingual and bicultural. She resides in the City of Chicago.

**Jana O'Brien, Owner, The Right Brain Consumer Consulting, LLC**

Jana O'Brien is a 32-year veteran of the advertising and marketing research industry. She is owner of The Right Brain Consumer Consulting, LLC, an independent consumer research and brand/media strategy consultancy. Jana founded The Right Brain in 2009 after retiring from 28 years at Chicago's Leo Burnett agency and its Starcom MediaVest Group media arm, where she led insight and strategy work on such major global brands as Coca-Cola, Hallmark, McDonald's, Nintendo, Reebok, and General Motors. She created and directed SMG's Consumer Context Planning discipline and served on the SMG Board and Global Product Committee. At Burnett, Jana rose to EVP/Managing Account Planning Director and Executive Director of Burnett's quantitative research group.

Jana was elected a 2002 Media Maven by industry news source *Advertising Age* and named one of the "Media 100" in 2005 by *Media Magazine*. In 2006, she was also named an Outstanding Alumnus by Michigan State University's College of Communication Arts and Sciences. In addition to her work with the City of Chicago, her pro bono work includes board work and strategic planning consulting for Michigan State's public media stations, Oak Park and River Forest's school districts, Lincoln Park Village virtual seniors' community, Chicago's St. Paul's United Church of Christ, and the Chicago Theological Seminary. Jana and her husband live in Oak Park, and she has two sons and two stepdaughters.

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