

Presenters for the Downtown Institute, October 15

Judy Katsel, Burgess Advertising & Marketing



Judy Katsel is president of Burgess Advertising & Marketing; a 19-person, full-service marketing communications agency in Portland. She provides leadership, manages day-to-day operations, directs new business development, and provides strategic planning and account supervision for the agency's top accounts. Ms. Katsel holds the designation of APR (Accredited Public Relations Professional) from the Public Relations Society of America and has been a speaker for national and local associations, business organizations, and civic groups. She currently serves as Vice Chair of the Cumberland County YMCA, on the President's Advisory Council for Southern Maine Community College and on the Governor's Council for Physical Activity.

Greg Glynn, Nancy Marshall Communications



Greg Glynn joined Nancy Marshall Communications in 2009. Greg has a background in marketing, public relations, and social media. He manages the accounts and websites for the Maine Children's Home for Little Wanderers, the New England Outdoor Center, the Northeast Charter & Tour bus company, and the Maine Beer & Wine Distributors Association. He generated significant coverage of the Maine Children's Home adoption program with an exclusive story as seen on WCSH-TV. He has also been instrumental in implementing the re-branding of the Maine Beer and Wine Distributors Association, including the creation and implantation of their current responsibility campaign with Olympian Julia Clukey. As a local sports broadcaster, Greg's voice is heard in public service announcements or other voiceovers. He is great at teaching clients how to maintain control and deliver good sound bites during a live interview.

Jennifer Geiger, Main Street Bath



Jennifer Geiger lives in Arrowsic, Maine, just outside of Bath, and has been a resident of the state for 25 years. She and her husband moved to Maine as a young couple seeking an alternative to suburban life in the greater New York metro area, and fell in love with the landscape, the people and the lifestyle. They settled in the Bath area and raised their three children there. Mark started his own business as a painting

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contractor, while Jennifer pursued a career in advertising and marketing that allowed her to spend her days promoting the businesses and attractions of Midcoast Maine. She has always had a romantic attachment to Bath in particular, and is delighted to find herself working to preserve and promote the city she loves. Jennifer's three adult children visit but do not currently live in Maine, and one of her goals is to help shape Maine into a place where they will want to settle and raise their own families.

Lisa Jepson Wahlstrom and Amy Anderson, Ovation Fundraising Counsel LLC



Lisa Jepson Wahlstrom, CFRE, has worked in resource development for 20 years, including several years working as Development Director for nonprofit organizations and providing fundraising counsel to nonprofits throughout the State. A native of Maine and founder of Ovation Fundraising Counsel LLC, Lisa provided her professional expertise on feasibility studies, grant writing, capital campaigns, and a wide range of resource development projects to cultural, educational, and human service organizations.

Amy K. Anderson, MSW, has more than 15 years experience in the nonprofit sector. Her professional background includes: fundraising, program development, project management, volunteer development, training, strategic planning and career recruiting/placement. She is well versed in special events, annual appeals, capital campaigns and grant writing, having worked with a variety of large and small nonprofit organizations.