



KATHERYN SHIELDS

JACKSON COUNTY EXECUTIVE

JACKSON COUNTY COURTHOUSE
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EXECUTIVE ORDER # 05-17

**TO: MEMBERS OF THE LEGISLATURE
CLERK OF THE LEGISLATURE**

**FROM: KATHERYN J. SHIELDS
JACKSON COUNTY EXECUTIVE**

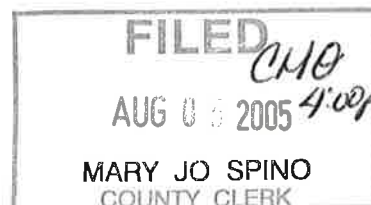
DATE: AUGUST 5, 2005

**RE: APPOINTMENT TO THE KANSAS CITY AREA
TRANSPORTATION AUTHORITY**

I hereby appoint Will Gregory to the Kansas City Area Transportation Authority for a term to expire October 13, 2006, occasioned by the resignation of Jack Cardwell. A copy of his resume is attached.


Katheryn J. Shields, County Executive

Date: August 5, 2005



Will Gregory

2612 SW Wintercreek Dr. Lee's Summit, Missouri 64081 816-246-0588

will@willgregorypr.com

Summary of qualifications

Outstanding foundation of professional and creative writing skills. Forward and outside-the-proverbial-box thinking. Internally and externally brand conscious. Consistent/constant relationship builder.. Keen on cross-pollination of messages in all mediums. Results oriented. Can maneuver politically and fiscally. A guy that likes a lot on his plate. Unflappable team/project leader with "adapt and overcome" problem solving ability.

Work experienceFebruary 2005 – Will Gregory Public Relations**President**

- Public relations
- Events
- Consulting

willgregorypr.com
816.645.6116

July 2002 – January 2005 The Fairmont Kansas City at The Plaza**Director of Public Relations**

- Media relations (releases, pitches, idea generation, press maintenance)
- Branding for previously unknown entity at local level
- Top-tier partnership building to assist with branding effort and position company as top-tier player in the industry/community
- Relationship management
- Event creation/management/promotion
- Big ideas

Jan. 2001 – July 2002 Mid America Health**Public Affairs/Web Communications Supervisor**

- Media relations for regional HMO/PPO
- Corporate writing (annual report, ghost writing for CEO, etc.)
- Misc. lobbying on behalf of company
- Managed all content/look and feel aspects of company inter and intranet
- Public affairs

April 1999 – Jan. 2001 Federal Reserve Bank of Kansas City**Senior Writer Public Affairs Content Group Supervisor**

- Supervisor for the Bank's team of internal and external publications writers
- Oversight of the Bank's intranet news and features
- Copy and project management for print projects
- Responsible for content portion and much of aesthetics for redesign of Bank's intranet and external website
- Writer/editor/digital photography for Bank's publications and intranet
- Idea generation, rhetorical writing and project management for special publications
- Writer/project manager for annual report
- Facilitated surveys and focus groups and coordination for District

communications

June 1998 – April 1999 Kansas City Public Library

Community Affairs Supervisor

- Public relations for 10 facilities: releases, pitches, editorials
- Website content provider and team member for redesign
- Grant and award nominations for recognition and funding purposes
- Community marketing including event and volunteer management
- Library media contact

Aug. 1995 – June 1998 Downtown Saint Louis Partnership

Special Events and Marketing Manager

- Created and executed event marketing strategies for local and regional markets
- Established and implemented downtown special events and festivals
- Liaison between media, sponsors, vendors and the Partnership
- Assisted outside organizations in planning and marketing events in St. Louis
- Maintained comprehensive budget and reported results to Board of Directors
- Supervised project coordinator and college interns

Education

University of Missouri – St. Louis

B.A. English

University of Kansas

Masters Degree in Journalism (Complete Spring '05)

Integrated Marketing Communications – School of Journalism

Technology

Excellent PC and software skills including MS Word, PowerPoint and Frontpage, very basic Dreamweaver. Experienced digital photographer. Expert Googler.

Dedicated to disseminating messages in electronic mediums to maximize exposure.

Activities

Mayor's Corps of Progress (member)
 PRSA – PRISM Awards Committee (member)
 IABC (member)
 Friends of the Kansas City Public Library (past board member)
 Committee for County Progress (executive committee)
 Leukemia Lymphoma Society (board member)
 Kansas City Press Club (member)
 Kansas City Chamber Missouri State Affairs Committee
 Highwoods (Plaza Merchants) Marketing Committee
 Friends of the Kansas City Zoo (member)
 Young Friends of Art - Nelson-Atkins Museum (member)

**Impeccable
References**

Available upon request