



MISSION: EMPOWERING EVERY STUDENT, ENRICHING EVERY MIND, TRANSFORMING EVERY FUTURE
VISION: TO BE A WORLD-CLASS EDUCATIONAL COMMUNITY WHERE ALL STUDENTS ARE PREPARED FOR FUTURE SUCCESS IN COLLEGE, CAREER, AND LIFE

DOCKET OF BUSINESS
September 28, 2026
Klamath Falls City Schools Lucile O'Neill Education Center Boardroom
1336 Avalon Street
Klamath Falls, Oregon 97603
WORK SESSION MEETING OF THE KFCS BOARD OF EDUCATION

For questions about accessibility or accommodations for persons with disabilities, or to request a translator, interpreter, or other communication aids, please contact Tara Bosse at (541) 883-4700 ext. 7123 or bosset@kfalls.k12.or.us

The board welcomes you to the open work session meeting. Public input is welcome and encouraged during the Public Comment segment of this meeting. All those wishing to address the board have previously submitted their comments which have been added into the official record.

1. **PRELIMINARY BUSINESS**
 1. Call to Order
 2. Roll Call
 3. Public Welcome
2. **SCHOOL BOARD VACANCY APPLICANT INTERVIEWS**
 1. Jaynee Coslet

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Klamath Falls City Schools

1336 Avalon Street • Klamath Falls, OR 97603

Phone: 541-883-4700 • district@kfalls.k12.or.us • www.kfalls.k12.or.us

Application for Appointment to the Board of Directors

Zone #1 (Roosevelt)

Applications must be received in the Superintendent's Office by **8:00 AM on Monday, August 31, 2026**.

Submit to: 1336 Avalon Street, Klamath Falls, OR 97603, or by email to district@kfalls.k12.or.us. Applicants must reside within Zone #1 (Roosevelt) and be registered voters in Oregon.

Applicant Information

Name **Jaynee Coslet**

Address (must be within Zone #1 / Roosevelt) **2036 N Eldorado Ave Klamath Falls, OR 97601**

Home Phone

Cell Phone **541-331-4220**

Email **Jaynee06@yahoo.com**

Occupation **Homemaker/VolunteerEmployer**

How long have you resided in this district? (years) **38 Years**

Are you a registered voter in this district? ☒ Yes ☐ No

Do you have children who attend school in the Klamath Falls City School District? ☒ Yes ☐ No

Background and Qualifications

Please describe your educational, professional or vocational background, your prior involvement with the school district, and other civic activities that have led you to seek appointment to the board.

-2006 Klamath Union graduate. -KCC graduate in Early Childhood Ed. -PTO member with leadership roles for the last 9 years. -4 years on the KFCS Budget Committee.-Klamath Chorale leadership roles and communications specialist since 2012. -Klamath Ice Sports Board of Directors since 2024. -Catholic Daughters of the Americas charity work currently as Vice Regent.

Please describe any experience you have serving on a board of directors (school, nonprofit, business, or otherwise).

Over the last 15 years I have served on numerous boards in many capacities, both past and present. I have extensive experience working alongside other community members as a Board of Directors to brainstorm and achieve common goals for our children and greater community.

What skills and qualifications do you have that would prepare you for school board service?

My experience in PTO leadership, nonprofit boards, school budgeting, and community service has prepared me well for school board service. I bring strong communication, collaboration, organization, fiscal responsibility, advocacy, and problem-solving skills, along with firsthand knowledge of KFCS and our community. I also have experience creating and operating 501(c)(3) nonprofit organizations and understanding their governance and responsibilities.

Klamath Falls City Schools applies an Equity Lens when making decisions and taking action. How would you contribute to the district's ongoing conversation on diversity, equity, and inclusion?

I would contribute a perspective grounded in listening, respect, and a commitment to ensuring every student has the opportunity to succeed. As a descendant of two federally recognized tribes, I understand the importance of honoring different cultures, backgrounds, and experiences. My 13 years of involvement in Klamath Falls City Schools and my broader community service have taught me to value diverse perspectives and work collaboratively toward solutions that serve all students and families.

Complete the following statement: "I am a qualified applicant for appointment to the Klamath Falls City Schools Board of Education because ..."

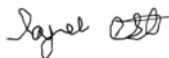
my experiences have given me a broad understanding of the opportunities and challenges facing our schools and our community. I am seeking appointment to the board because I care deeply about Klamath Falls students and families, understand the importance of responsible stewardship of district resources, and want to use my experience, perspective, and long-standing community involvement to help strengthen our schools and support student success.

If selected for this one-year appointment, do you intend to run for election to this seat in the May 2027 election? ☒ Yes ☐ No ☐ Undecided

Certification

I certify that the information provided in this application is true and complete to the best of my knowledge, and that I meet Oregon's eligibility requirements to serve on a school district board of directors (an elector residing within the zone at the time of appointment).

Applicant Signature



Date 8/22/26

Questions? Contact the Superintendent's Office at 541-883-4700 or district@kfalls.k12.or.us.



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Applicant Information

Name

Natalie Griffin

Address (must be within Zone #1 / Roosevelt)

547 N Eldorado Ave Klamath Falls OR 97601

Home Phone

541-591-8996

Cell Phone

→

Email

natalievanderpol@gmail.com

Occupation

Employer

Speech-Language Pathologist Tater Tots Pediatric Therapy

How long have you resided in this district? (years)

23 years

Are you a registered voter in this district? ☒ Yes ☐ No

Do you have children who attend school in the Klamath Falls City School District? ☒ Yes ☐ No

Background and Qualifications

Please describe your educational, professional or vocational background, your prior involvement with the school district, and other civic activities that have led you to seek appointment to the board.

I previously worked as an SLP for KFCS for 11 years. My experiences working with children with disabilities and feeling like I have a unique perspective to bring to the table. I also attended KFCS as a child and have a vested interest in its success.

Please describe any experience you have serving on a board of directors (school, nonprofit, business, or otherwise).

I currently sit on the board for Camp More, a nonprofit.

What skills and qualifications do you have that would prepare you for school board service?

I have extensive knowledge of educational policies and procedures. My educational background includes training in education, as well as inclusive education and Talented + Gifted programs.

Klamath Falls City Schools applies an Equity Lens when making decisions and taking action. How would you contribute to the district's ongoing conversation on diversity, equity, and inclusion?

As a person with a disability and a professional who advocates for children with disabilities, I am passionate about DEI. For our community to succeed, equity for all is essential, especially considering the diverse student population.

Complete the following statement: "I am a qualified applicant for appointment to the Klamath Falls City Schools Board of Education because ..." I care deeply about my own children's education, the education of all children in our community, and how it impacts the overall well-being of Klamath Falls.

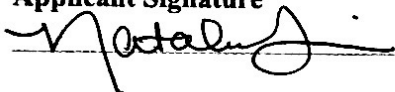
If selected for this one-year appointment, do you intend to run for election to this seat in the May 2027 election? ☐ Yes ☐ No ☒ Undecided

Certification

I certify that the information provided in this application is true and complete to the best of my knowledge, and that I meet Oregon's eligibility requirements to serve on a school district board of directors (an elector residing within the zone at the time of appointment).

Applicant Signature

Date



8/20/24

Questions? Contact the Superintendent's Office at 541-883-4700 or district@kfalls.k12.or.us.



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Applicant Information

Name Amy M Stercho

Address (must be within Zone #1 / Roosevelt) 1001 Loma Linda Drive, Klamath Falls 97601

Home Phone

Cell Phone

Email

707-599-0776

astercho@gmail.com

Occupation

Employer

Business owner/teacher

Self-employed at Juncos and Junipers Preschool

How long have you resided in this district? (years)

13 years

Are you a registered voter in this district? ☒ Yes ☐ No

Do you have children who attend school in the Klamath Falls City School District? ☒ Yes ☐ No

Background and Qualifications

Please describe your educational, professional or vocational background, your prior involvement with the school district, and other civic activities that have led you to seek appointment to the board.

I have my undergraduate degree in Elementary Education from Penn State University, a Masters in Environment and Community from CalPoly Humboldt, and a Montessori Preschool and Kindergarten Teaching Certificate from Montessori Education Center of the Rockies. I have worked in education for 30 years and have co-owned a preschool in Klamath since 2015.

Please describe any experience you have serving on a board of directors (school, nonprofit, business, or otherwise).

I have not served on a board of directors but I have been working in schools for 30 years and have been a business owner for 11 years. I am familiar with challenges and regulations specific to education.

What skills and qualifications do you have that would prepare you for school board service?

Through my Masters I have training in civic function, conflict resolution, and community collaboration. As a business owner I am practiced in organization and planning. Working as an administrator at my school, I develop and implement curriculum, and build strong communities of parents and children. As a parent of a child in the city schools, I am familiar with the unique challenges facing our children. I see the strengths and needs of our school system. As a professional educator and parent, I communicate with a large network of parents and understand families' needs and aspirations for their children.

Klamath Falls City Schools applies an Equity Lens when making decisions and taking action. How would you contribute to the district's ongoing conversation on diversity, equity, and inclusion?

As a female small business owner and mother to a daughter, I would aim to represent specific needs of female students and moms. As a preschool teacher I have worked closely with Early Childhood Intervention to ensure our students are getting the support they need as early in their academic career as possible. Over thirty years, I have observed an increase in the population of children with sensory or neurodivergent issues. I understand that these students have needs beyond the typical child, thus creating unique challenges in the classroom. Conversations on how to best support teachers and all classroom students should be on-going and ever-evolving.

Complete the following statement: "I am a qualified applicant for appointment to the Klamath Falls City Schools Board of Education because ..."

I am a parent, a business owner, and have been a professional educator for over thirty years working in both private and public schools across the country. The importance of a strong community of parents, teachers, and administrators supporting our children is critical and has been foundational in every school in which I have worked. Building strong relationships based on trust and transparency while focusing on shared family values is something I have practiced.

If selected for this one-year appointment, do you intend to run for election to this seat in the May 2027 election? ☐ Yes ☐ No ☒ Undecided

Certification

I certify that the information provided in this application is true and complete to the best of my knowledge, and that I meet Oregon's eligibility requirements to serve on a school district board of directors (an elector residing within the zone at the time of appointment).

Applicant Signature

Amy M Stercho

Date

8/27/2026

Questions? Contact the Superintendent's Office at 541-883-4700 or district@kfalls.k12.or.us.

Please describe your educational, professional or vocational background, your prior involvement with the school district, and other civic activities that have led you to seek appointment to the board.

I am a lifelong resident of the Klamath Basin, a graduate of Klamath Falls City Schools, and attended Oregon Tech, where I studied Communication with an emphasis in Corporate Management. Currently, I am the owner of AAA Property Management, where I oversee operations for approximately 600 rental properties in Klamath and Lake Counties.

Since 2019, I have been actively involved with Klamath Falls City Schools as a parent and volunteer. I currently serve as President of the Ponderosa Middle School PTO and Vice President of the Roosevelt Elementary PTO. My involvement has also included serving on the Principal Hiring Committee for Ponderosa Middle School, participating in the Roosevelt Elementary Playground Renovation Project, and managing three Roosevelt Elementary Destination Imagination teams.

Outside of the district, I serve on the Board of Directors for Friends of the Children, a national nonprofit organization providing professional mentoring to children in the Klamath Basin.

Please describe any experience you have serving on a board of directors (school, nonprofit, business, or otherwise).

When my daughter started school in 2019, I became involved in PTO leadership and have since served as Communications Chair, Vice President, and President.

My involvement outside of the school district also began in 2019 when I became an Ambassador for Friends of the Children - Klamath Basin. I served in that role for seven years before being invited to join the Board of Directors, where I currently serve.

What skills and qualifications do you have that would prepare you for school board service?

My qualifications for school board service are grounded in business ownership, nonprofit board service, and years of active involvement in our local schools.

Professionally, I am responsible for policy development, regulatory compliance, conflict resolution, project management, human resources, financial oversight, and organizational decision-making. These responsibilities require sound judgment, accountability, fiscal responsibility, and the ability to make difficult decisions with both immediate needs and long-term goals in mind.

My roles in leadership have also made me accustomed to accountability and public scrutiny. I understand that difficult decisions will not always be popular, and I am comfortable standing behind the decisions I make, discussing them openly, accepting criticism, and considering differing perspectives without allowing public pressure to dictate my judgment.

My service with nonprofit organizations and the PTO has provided numerous opportunities to serve as a community leader, engage in collaborative problem-solving, manage resources within

the unique needs of our community, and participate in organizational governance and decision-making.

Finally, and most importantly, years of involvement in our schools have given me the opportunity to work directly with educators, administrators, community partners, families, and, of course, our students. Being an involved parent has given me firsthand insight into how decisions made at the leadership level affect the people they are intended to serve and, more importantly, the lasting impact those decisions can have on students, families, staff, and the broader school community.

Klamath Falls City Schools applies an Equity Lens when making decisions and taking action. How would you contribute to the district's ongoing conversation on diversity, equity, and inclusion?

The purpose of a school board member is to represent the community while keeping students at the center of every decision. Approaching any decision without considering the diversity of our students, ensuring equity among all students, and being inclusive would be a disservice to the board position. Equity is most effective when it is proactive rather than reactive. Our responsibility is not simply to respond when inequities become apparent, but to consider how the decisions we make today may impact equity in the future.

Applying an Equity Lens means recognizing and addressing bias, discrimination, and barriers to opportunity. This requires listening to our school community and considering perspectives and experiences that are different from our own, while also recognizing and advocating for the needs of families who may not be willing or able to speak up. Some of the students and families most affected by inequity may also face the greatest barriers to having their voices heard.

My contribution will be to consistently ask the question that keeps equity at the forefront of our decisions: Are we making this decision in a way that gives every student the opportunity to succeed?

Complete the following statement: “I am a qualified applicant for appointment to the Klamath Falls City Schools Board of Education because ...”

I am a qualified applicant for appointment to the Klamath Falls City Schools Board of Education because my understanding of this community comes from being actively involved in it. I know our strengths, I see our challenges, and I am willing to ask difficult questions and make difficult decisions to ensure our students have every opportunity to succeed.



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Applicant Information

Name

Kali Carter

Address (must be within Zone #1 / Roosevelt)

841 Pacific Terrace, Klamath Falls, OR 97601

Home Phone

541-591-7062

Cell Phone

541-591-7062

Email

kali@aaapropertymgt.com

Occupation

Property Management

Employer

AAA Property Management

How long have you resided in this district? (years)

10 years

Are you a registered voter in this district? ☒ Yes ☐ No

Do you have children who attend school in the Klamath Falls City School District? ☒ Yes ☐ No

Background and Qualifications

Please describe your educational, professional or vocational background, your prior involvement with the school district, and other civic activities that have led you to seek appointment to the board.

See additional pages.

Please describe any experience you have serving on a board of directors (school, nonprofit, business, or otherwise).
See additional pages.

What skills and qualifications do you have that would prepare you for school board service?

See additional pages.

Klamath Falls City Schools applies an Equity Lens when making decisions and taking action. How would you contribute to the district's ongoing conversation on diversity, equity, and inclusion?

See additional pages.

Complete the following statement: "I am a qualified applicant for appointment to the Klamath Falls City Schools Board of Education because ..."

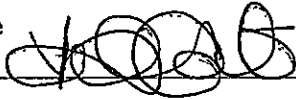
See additional pages.

If selected for this one-year appointment, do you intend to run for election to this seat in the May 2027 election? ■
Yes ☐ No ☐ Undecided

Certification

I certify that the information provided in this application is true and complete to the best of my knowledge, and that I meet Oregon's eligibility requirements to serve on a school district board of directors (an elector residing within the zone at the time of appointment).

Applicant Signature



Date

8/28/2026

Questions? Contact the Superintendent's Office at 541-883-4700 or district@kfalls.k12.or.us.



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Applicant Information

Name

Holly Stork

Address (must be within Zone #1 / Roosevelt)

1984 Terrace Avenue, Klamath Falls, Oregon 97601

Home Phone

541-882-4578

Cell Phone

541-281-4577

Email

holldoll63@gmail.com

Occupation

Integrated Corporate Communications Consultant

Employer

Ignited Ideas
(Marketing, Advertising, PR, Sales Promotion, Content & Event Creation)

How long have you resided in this district? (years)

23 years

Are you a registered voter in this district? ☒ Yes ☐ No

Do you have children who attend school in the Klamath Falls City School District? ☒ Yes ☐ No

2 sons who graduated in 2010 & 2012 --- two who graduated from Henley in 2021 & 2023

Background and Qualifications

Please describe your educational, professional or vocational background, your prior involvement with the school district, and other civic activities that have led you to seek appointment to the board.

Please see my 3-page resume and Client List, attached.

Please describe any experience you have serving on a board of directors (school, nonprofit, business, or otherwise).

I have had the privilege, opportunity and responsibility of serving on dozens of boards & task forces in leadership capacities.

What skills and qualifications do you have that would prepare you for school board service?

Please refer to the cover letter provided with this application.

Klamath Falls City Schools applies an Equity Lens when making decisions and taking action. How would you contribute to the district's ongoing conversation on diversity, equity, and inclusion? By sharing my experience, knowledge and insight of service on SMART Reading's statewide equity team for half a decade.

Complete the following statement: "I am a qualified applicant for appointment to the Klamath Falls City Schools Board of Education because ..."

Please refer to the cover letter provided with this application.

If selected for this one-year appointment, do you intend to run for election to this seat in the May 2027 election? ☐ Yes ☐ No ☒ Undecided

Certification

I certify that the information provided in this application is true and complete to the best of my knowledge, and that I meet Oregon's eligibility requirements to serve on a school district board of directors (an elector residing within the zone at the time of appointment).

Applicant Signature



Date

8/30/2026

Questions? Contact the Superintendent's Office at 541-883-4700 or district@kfalls.k12.or.us.

Holly Wilkins Stork
1984 Terrace Avenue
Klamath Falls, Oregon 97601

Klamath Falls City Schools District
ATTN: Board of Education Selection Committee
1336 Avalon Street
Klamath Falls, Oregon 97603

Sent Via Electronic Communications Submission:

Dear Honorable Members of the Selection Committee,

Please accept my application for consideration for the opening to serve representing the Roosevelt District on the Klamath Falls City Schools Board of Education.

I would direct you primarily to the qualifications listed in my three-page, attached resume and accompanying client listing. Additionally, there are a few points of connection and heartstrings to the district that I believe have value and give you a window into my investment in the Klamath Falls City Schools. I believe these entries complete the following statement: "I am a qualified applicant for appointment to the Klamath Falls City Schools Board of Education because..."

- I have two sons who graduated from Klamath Union. They were leaders, academics and ambassadors for Klamath Union earning statewide honors in athletics and national honors in DECA. They served in many leadership capacities, and both have made their homes in the Basin continuing to serve the community they love. One in education and one in economic development.
- All four of my sons have attended both Roosevelt Elementary and Ponderosa Middle School.
- I was active in Boosters, PTO and in many school special projects at Roosevelt, Ponderosa and Klamath Union High School.
- As the former Area Director of SMART Reading, I served all Klamath Falls City elementary schools annually for 18 years providing services, books, program training, and implementation of this early literacy partner to the district.
- Our family created the May Math Madness Program for Ponderosa Middle School as an effort to help math skills flourish while fostering friendships and family engagement.

- Our family created and underwrote for many years the '50s Family Sock Hop at Roosevelt Elementary School. This was an event conceived and designed to warmly welcome and integrate families when some students from Altamont and Fairview Elementary Schools merged into the Roosevelt district. The event continues annually and is an example of wholesome, inclusive family fun.
- In conjunction with Kelly Caleb (who at the time was the ASB Advisor), we created the Mr. Pelican Pageant, which celebrated its 20th anniversary this year last year. For a number of years, I showed up daily during the Pageant launch and preparation to teach and prepare the class for the production. This included instructional development on many facets of production from the inception of sponsorships, advertising, screening and recruiting contestants, securing judges, authoring a script, marketing the event, procuring items, and running a silent auction, selecting a beneficiary and ensuring adherence to standards of event execution to be proud of.
- Helped promote Pelican Pete's Pals. The senior project was developed by our son, Alex Stork, who is now an educator and coach in the Klamath County School District. Its intention was to connect the elementary schools with high school experience through event attendance and opportunities for unique and family-oriented engagement with the high school's many offerings, concerts, games, and opportunities for participation.
- When KU teacher, Marvin Dykstra, had an accident several years ago, I taught the ASB Class for what we thought was to be one-to-three weeks and ended up being three months. This was done as a gift to the district and because I was invested in wanting to see the program flourish and succeed in his absence. I took over all marketing, teaching, special events, including KU's Homecoming Week and Fall football games, fundraisers, assemblies, and dances.
- I have mentored more than two dozen senior projects of students at Klamath Union High School. Some of my mentees are now teaching in the community, earned full-ride scholarships to the colleges of their choice, one attended the Air Force Academy, and many won countless awards for our shared project work (including the Oregon Governor's Award) for innovation and impact on community.

It is important to note that I will be teaching "Professional Wednesdays," at Klamath Union High School this forthcoming school year. It will be as a 1099-Misc. independent contractor. I taught in the spring of 2026 for the Advanced Media Design Class sharing instruction on the following as per my agreement:

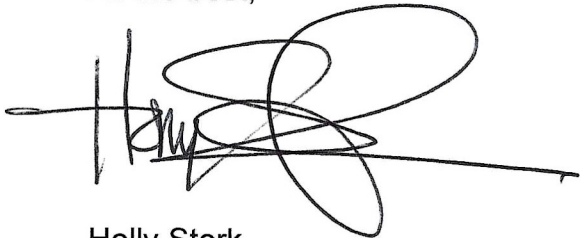
Services included but were not limited to: Professional Development, Storytelling to Sell Ideas, Audience Engagement, Preparing for Pitch Presentations, Teamwork & Collaborative Processes, Elevator Speech Creation, Research Methods for Client Development, Clear & Concise Communications to Build Culture with Clients and Community.

This year the instruction will be for many more class periods with a curriculum I have authored, building in some of the CTE tenants. I will remain an independent contractor as I have my own consulting firm, Ignited Ideas. I do not intend to become, nor have I ever been, a district employee. I will also be running a non-profit organization, the Do Good Gang, founded to inspire young people to become lifelong community changemakers. The program gives teens meaningful, hands-on service experiences that build leadership, empathy, responsibility, character, and confidence.

If given this independent contractor status, the district deems me to be ineligible for this position, I respectfully withdraw this application as my commitment to supporting the students and impacting their trajectory through the instruction and the curriculum I have developed would be the priority.

Thank you very much for your time, consideration, and the opportunity to continue to serve our Klamath Falls City Schools with energy, effort, experience, and enthusiasm.

All the best,

A handwritten signature in black ink, appearing to read 'Holly Stork', with a large, stylized loop at the end.

Holly Stork

HOLLY ANN WILKINS STORK

1984 Terrace Avenue, Klamath Falls, Oregon 97601
holidoll63@gmail.com / ignitedideaswork@gmail.com
hstork@smartreading.org

Home 541.882.4578
Cellular 541.281.4577
Work 541.281.8008

EDUCATIONAL BACKGROUND

Bachelor of Arts Degree, The University of Iowa

Major: Journalism and Mass Communications

Major: Communication Studies

Minor: Theater Arts

Master of Arts in Strategic Communications (MASC), Presently Pursuing, The University of Iowa



JOB OBJECTIVE

To impact an organization through innovative, effective and creative contributions. To set a standard of excellence in the efficient integration of corporate communications strategies and sound business solutions.

PROFESSIONAL EXPERIENCE

AREA DIRECTOR FOR SOUTH CENTRAL OREGON

July, 2007-Present, SMART Reading, Klamath & Lake Counties, Oregon

Part of a team of eight Area Directors working across the state of Oregon. Supervise program staff members and responsible for overseeing the implementation of the SMART Reading Program in Klamath & Lake Counties, Oregon. Build relationships with 29 schools, eight preschools, and five Head Start Programs to achieve SMART Reading, an early literacy organization's program standards. Raise funds through corporate solicitations, individual fundraising and grant writing. Develop and build the public visibility and credibility of SMART Reading in Oregon through the development of statewide marketing campaigns and initiatives. SMART's vision is an Oregon where all children can realize their full potential through reading and we are making equity a top priority. Implement, annually, an area development plan to reach fundraising goals. Employ fundraising efforts including; local events and promotions, corporate contributions, major donor development and legacy giving. Support and supervise the training, recruitment and managing of more than 400 volunteers serving 1647 students, selected for program participation. Create and foster strong, enduring relationships with school districts and educational leaders. Maintain the visibility of SMART Reading through positive relationship building amongst community stakeholders and media appearances.

PRESIDENT & OWNER

February 1994-Present, Capstone Creative, Ignited Ideas, and Write Stuff, Klamath Falls, Oregon

Own and operate a full-service corporate communications and marketing agency. Client base is comprised of some of the most prestigious law firms, manufacturing, insurance and trade association clients. Concept, produce and implement programs to enhance companies' images in their respective marketplaces. Create marketing plans and client service campaigns earning clients both national and regional recognition. Possess specialty knowledge of agriculture, community awareness, construction, health care, environment, energy, insurance, investor relations, hospitality, manufacturing, crises and issues management, destination marketing, strategic and event planning, promotions and special events.

PRESIDENT & OWNER

August, 1994-2005, Legal Marketing Consortium, San Diego, California, West Des Moines, Iowa and Klamath Falls, Oregon

Created a marketing consulting firm to support and sustain business development efforts of law firm partners and associates in firms ranging from 1 to 100 attorneys. Wrote individualized marketing plans to assist attorneys in their efforts to build client bases and specialty practice niches. Supplied training instruction to attorneys who need to refine or re-define their client relations skills, positioning within practice area, and/or create overall proficiency in business development techniques.

MARKETING COMMUNICATIONS STRATEGIST/CONSULTANT

August 1998-April 2001, Holmes Murphy & Associates, Inc., West Des Moines, Iowa

Provided innovative marketing strategies and solutions to Holmes Murphy & Associates, the 19th largest private insurance brokerage agency in the country. Implemented programs and processes to ensure Holmes Murphy maintains its recognition as one of the most effective business communicator companies and sales leaders in the insurance field. Through active marketing communication efforts, direct mail and elaborate proposals, assisted Holmes Murphy in earning endorsements and relationships with trade associations and key client accounts spanning all industries and fields of specialization.

CORPORATE COMMUNICATIONS CONSULTANT

November 1997 to May 1998, LaMair-Mulock-Condon Co. Insurance, Des Moines, Iowa

Accepted a special six-month consulting position of working "in-house" for a select client of my marketing agency. Trained the individual producers within the organization in relation to communication techniques, image enhancement, sales strategies and personal selling. Served as advisor to senior management and contributed counsel in posturing the image and identity issues pertaining to LaMair-Mulock-Condon's merger/acquisition of an influential employee benefits company.

DIRECTOR OF MARKETING AND CLIENT SERVICES

August 1992 to February 1994, The Law Offices of Thomas E. Miller, Del Mar, Palm Desert, Orange County, Los Angeles and San Francisco, California

Served as the principal client and community contact while designing and directing all marketing efforts for five law offices (Los Angeles, Orange County, the Greater Inland Empire, Del Mar and Palm Desert, California). Developed the Public Relations Department including the creation of all policies and procedures for efficient, consistent internal and external communications. Constructed and administered a Construction Defect Litigation Seminar/Workshop Circuit. Created and produced an array of promotional and supplemental materials for the imagesetting of the firm. Designed strong presentation programs to educate existing and prospective clients with respect to construction defect litigation; efforts resulted in the firm's expansion into two new markets and acquisition of significant new cases. Represented law offices at monthly trade shows throughout the state of California. Each trade show exhibit earned reward and recognition for its innovative conceptualization and educational value. Guided a comprehensive and elaborate advertising campaign heralding the publication of a legal textbook which earned national acclaim.

DEPARTMENT HEAD/COMMUNICATIONS DIVISION—VICE PRESIDENT OF ADVERTISING AND PUBLIC RELATIONS

September 1988–December 1991, Motels of America, San Diego, California

Developed and managed regional communications promotions and programs for 113 economy lodging properties in 30 states. Supervised and managed a \$3.8 million annual advertising budget. Acted as principal communications liaison with executive branch, operations staff, regional and property managers. Credited with novel concepts and creative approaches to the creation of marketing materials which included: brochures, mailings, flyers, rack cards, guest surveys, and guest room directories. Designed a methodology for measuring promotional programs' success. Researched and wrote press releases of acquisitions, company developments and industry trends. Responsible for print media buys in ten major U.S. markets. Streamlined departmental tasks to ensure quality and timely completion of administrative and promotional programs and materials.

WRITING AND EDITORIAL EXPERIENCE

EDITOR

Conceptualized and authored the Super 8 Motel State Brochure and Travel Guide Program available to over 850 Super 8 Motels nationally and throughout Canada. Created and wrote Sales & Marketing Briefs, a monthly newsletter for a readership of 2,500 Motels of America employees. The newsletter's premise was to educate and excite field staff about industry trends and public relations "how to's." The newsletter further served as a vehicle to recognize exceptional employees and their performance in sales and marketing efforts.

NEWSPAPER CORRESPONDENT

Reported and wrote both feature and investigative stories for the award-winning Daily Iowan, North Iowa Globe Gazette, The Lake Report, The Des Moines Register, The Herald and News, Miami Herald, Carmel Valley News, The Business Record.

FREELANCE WRITER

Wrote more than 700 full-length feature articles in addition to numerous research and report assignments. Traveled extensively in pursuit of feature material. Article subjects ranged from environmental issues to fashion fads, and personal profiles to historic perspectives.

CONTRIBUTING FEATURE WRITER—ART DIRECTORS ASSOCIATION OF IOWA (ADAI)

Wrote feature, interview-style articles for newsletter series showcasing various companies and people in the design industry across the state of Iowa.

RECOGNITION AND ACCOMPLISHMENTS

MISS IOWA—USA OF 1986

Represented the state of Iowa on the nationally-televised Miss USA Pageant. Appointed to the Board of Tourism and Development, the Council for Educational Advancement, and the Friendship Abroad Committee. Served as a spokeswoman on behalf of many industries and worthwhile organizations. Gained experience in state-level budgeting and promotional activities. Served as a "Goodwill Ambassador" at Iowa events and made presentations at hundreds of civic meetings. Conceptualized and created a statewide program to accentuate the strong scholarship, leadership and community service aspects of pageant participation.

MAYOR'S COMMISSION ON YOUTH AFFAIRS

Selected from 1500 candidates to join the mayor in surveying business, academic and government agencies to assess community needs for youth. Planned, organized and implemented constructive, stimulating activities to combat crime, school absenteeism, and alcohol abuse by the teen population in Mason City, Iowa.

DO GOOD GANG

Awarded The Oregon Governor's Award for the development of the Do Good Gang and its impact on Oregon. Concepted, created, and founded the Do Good Gang, an organization (501(c)3) devoted to fostering the contributions of youth in the betterment of our community and nation. Its primary focus is to immerse youth, at an early age, in non-profit and charitable causes in the hope that this involvement will develop their overall character, sense of responsibility to community, awareness of the needs of others, and leadership in organizing, overseeing and assisting, with hands-on participation, in community volunteerism. Routinely there are as many as a dozen different projects, initiated by the Do Good Gang, taking place at any given time, throughout the community.

KLAMATH COUNTY VOLUNTEER OF THE YEAR

Won the United Way's, "Klamath County Volunteer of the Year Award of Excellence" in the Adult Division for leadership, service and community commitment in working with multiple causes in Klamath County, Oregon in 2007, 2009, and 2012.

MAY MATH MADNESS

Recognized by the Oregon Department of Education for its imagination and innovation, the May Math Madness program, was the creation and brainchild of one of my sons and I. A middle-school math competition merging an affection and connection to sports and math proved to be a hit for inspiring friendship, leadership and bolstering math skills. It was based upon the bracketing system of the NCAA basketball Final Four Tournament. The development of the idea was to create math for the masses, and have it be an all-comers event for grades sixth-eighth. The event drew hundreds of participants earning corporate sponsorships and high praise from educators, parents and students.

LEADERSHIP CAPACITIES**BOARD OF DIRECTORS—SCIENCE CENTER OF IOWA, 2001-2005**

Elected to an eight-year term as a board member with a goal of creating a unique, powerful, viable and sustainable Science Center that reflects and meets the needs of Iowa in informal science learning. In conjunction with board colleagues, responsible for securing a \$60 million Vision Iowa grant to build new Science Center which opened April, 2005, as well as earning a highly-coveted national museum accreditation for the Science Center of Iowa.

BOARD OF DIRECTORS—BALLET IOWA, 1996-1998

Elected by leaders in the cultural and arts community to a two-year board term for Iowa's only professional ballet company and school. Jurisdiction and responsibilities of oversight encompassed the professionals within the ballet company, the ballet school, costume production and set display divisions of Ballet Iowa. The School's instructors were recruited from the renowned Bolshoi Ballet. Their training and tutorial set the gold standard for other ballet schools within the midwestern United States.

BOARD OF DIRECTORS—THE NATIONAL LAW FIRM MARKETING ASSOCIATION (NALFMA), 1993-1997

Elected by professional colleagues to serve a three-year term on NALFMA's Board of Directors. Formed to provide members with professional support and education as well as opportunities for intellectual and practical information exchange. NALFMA's objectives include meeting the needs of those involved in legal services marketing through encouraging and providing continuing education and professional development for members, establishing criteria and maintaining professional standards of conduct and performance and educating the legal community and other marketing professionals about the role of marketing professionals and marketing's function within the legal industry.

BOARD OF DIRECTORS—SAN DIEGO CHILDREN'S MUSEUM, 1994-1996

Served two-year term on Museum Board. Initiatives included site selection, fundraising and purchase of new building, membership campaign creation, staff development coordination and shaping future of Museum through five-year advance plan of exhibitions.

CHAIRWOMAN—COMMUNITY ASSOCIATIONS INSTITUTE (CAI) MEDIA RELATIONS COMMITTEE, 1992-1994

Served as a spokesperson for the dialogue between CAI and trade media, membership and legislature for this non-profit educational and resource organization serving 5,700 homeowners associations throughout Southern California.

ADVISOR TO KAPPA KAPPA GAMMA CHAPTER PHILANTHROPY PROJECTS, 1989-1995

Devised and organized philanthropic services for community and charitable causes throughout the Greater San Diego area. A 20-member committee operated under my jurisdiction at the University of California-San Diego (UCSD).

UNIVERSITY OF IOWA'S VIRGIL M. HANCHER AUDITORIUM'S ADVISORY COUNCIL, 1985-1987

Earned high accolades for the coordination, budgeting and evaluation of three seasons of artistic and cultural events and performances for this regional theatre.

CIVIC & PHILANTHROPIC COMMITMENTS**PAST**

AMERICAN CANCER SOCIETY MARKETING TASK FORCE
AMERICAN HEART ASSOCIATION PR COMMISSION
BLANK CHILDREN'S HOSPITAL GUILD
DES MOINES ART CENTER COUNCIL-YOUNG ARTIST SERIES
DES MOINES SYMPHONY "A FABULOUS FUTURE" EVENT
CREATOR & COORDINATOR
INSTITUTE FOR CHARACTER DEVELOPMENT-"CHARACTER
COUNTS" MENTOR
JUNIOR ACHIEVEMENT OF CENTRAL IOWA CLASSROOM
INSTRUCTOR
JUNIOR GREAT BOOKS PROGRAM LEADER
OREGON SCHOLASTIC CHESS FEDERATION BOARD OF DIRECTORS (OSCF)
ROSS RAGLAND THEATRE BOARD OF DIRECTORS & EXECUTIVE
COMMITTEE

PRESENT

EARLY LEARNING HUB ADVISORY COUNCIL
FIRST PRESBYTERIAN CHURCH ELDER
HENLEY HIGH SCHOOL FOOTBALL BOOSTERS
KLAMATH COUNTY LIBRARY FOUNDATION BOARD OF DIRECTORS
KLAMATH COUNTY SPORTS COMPLEX BOARD OF DIRECTORS
KLAMATH PROMISE STEERING COMMITTEE
LINKVILLE THEATRE/PELICAN PLAYERS BOARD OF DIRECTORS
SMART READING STATEWIDE EQUITY TEAM

PROFESSIONAL DESIGNATIONS & AFFILIATIONS**AD PROS**

AMERICAN MARKETING ASSOCIATION (AMA)
ART DIRECTORS ASSOCIATION OF IOWA (ADAI)
NATIONAL ASSOCIATION OF WOMEN IN CONSTRUCTION (NAWIC)
NATIONAL LAW FIRM MARKETING ASSOCIATION (NALFMA)

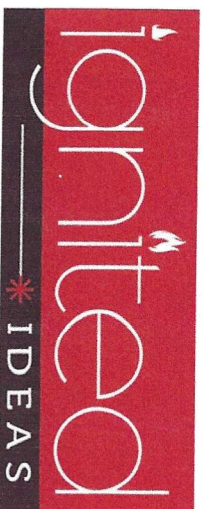
NATIONAL ASSOCIATION OF WOMEN BUSINESS OWNERS (NAWBO)
PUBLIC RELATIONS SOCIETY OF AMERICA (PRSA)
SOROPOTIMIST INTERNATIONAL OF KLAMATH FALLS
WOMEN IN COMMUNICATIONS INDUSTRIES (WICI)

REFERENCES

Furnished upon request.

write stuff

words to captivate, cultivate & celebrate!



I have enjoyed and appreciated the opportunity to work with an interesting and dynamic array of clients and companies. Together we have created marketing programs, materials, promotional efforts, business development strategies, extraordinary events, and advertising campaigns that earned local, regional, and national recognition, many of which today remain unrivaled in their respective marketplaces..

It would be a privilege to place your respected company's name alongside this listing of my valued client colleagues.

Holly Wilkins

Holly Wilkins Stork

CLIENT LIST

Owner | Optimist | Creative Connection

- Adkins Consulting Engineers
- AGC-Associated General Contractors of Iowa
- AJ Allen Mechanical Contractors
- Alside Aluminum Distributors, Inc.
- Arthur J. Gallagher & Co.
- Bailey Roofing Contractors, Inc.
- BeBe Bella Boutique
- Brown Winick Attorneys-at-Law
- CACM-California Association of Community Managers
- Capstone Snowboard Bindings
- Condo Management Magazine
- Construction Update Plan Room Network
- Contempo Builders of California
- Des Moines Symphony
- Deschutes Ready Mix
- Dicks & Coglianese, Construction Defect Lawyers
- Michael D. Dicks Companies
- DCI-Diversified Contractors, Inc.
- Dowling High School
- First Presbyterian Church of Klamath Falls
- Golden Rule Insurance Ltd.-Bermuda
- Grado Rogde Clinics-Centers for Excellence in Prostate Brachytherapy
- Grady & Dicks, P.C.
- Grandy, Pratt, McCoy, Rosenberg & Associates
- The Grady Law Firm
- Hair Company & More
- Harvard Business School
- Hawkeye Bank
- Heart of America Restaurants & Inns
- Heartland Group
- Henley High School Football Program
- Herald and News Newspaper
- Holmes, Murphy & Associates, Inc.
- Innovative Captive Strategies, Inc.
- Iowa City Chamber of Commerce
- Iowa-YPO, Young Presidents Organization
- ISU Con-E Program, Iowa State University Construction Engineering Department
- Jeld-Wen, Inc.
- Johnny's Italian Steakhouse
- Keystone Property Management
- Klamath County Chamber of Commerce
- Klamath County Library Foundation
- Klamath Falls City Schools
- Klamath Living Magazine
- Klamath Union High School's Mr. Pelican Pageant
- Krause Gentle Corporation
- Kum & Go Convenience Stores
- La Mair, Mullock & Condon
- Ladco Development
- Law Offices of John Chai, APC
- Law Offices of Thomas E. Miller
- Liberty Bank, FSB
- MBI-Master Builders of Iowa
- McGladrey & Pullen, LLP
- Miami Herald Newspaper
- Motels of America
- Miss USA/Universe Corporation
- National Golf Course Owners Association (NGCOA)
- Orange Coast Building Services, Inc.
- Orchard Roofing
- Pingel & Tempier, Attorneys-at-Law
- Professional Community Management
- Rollex Windows
- Royal Touch Boutique
- Science Center of Iowa
- Shearer, Tempier, Pingel & Kaplan, APC
- SkyLakes Medical Center
- SMART-Start Making A Reader Today
- SmithBates MacComm Solutions
- South Valley Bank & Trust Co.
- Super 8 Motel Chain
- Taylor Ball Commercial Construction
- Teamwork Acres
- University of Iowa
- University of Iowa Employment Policy Group
- Venter Spooner, General Contractors
- W.A. & Nancy Krause
- Wakonda Club
- Wood Magazine (A Meredith Publishing Company)
- Zmariks Noodle Bowl

3. ADJOURNMENT