

ERLEICHDA CONSULTING

ideas flashes insights transformations

Resume

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President of Erleichda Consulting, a results-focused collective of individuals with over 20 years experience specializing in services for the non-profit sector that include brand identity and development, from concept to creative to final product; community and public relations for new and established organizations; grant research, writing and procurement; project and capital fundraising campaigns; board, executive and staff training and development, including leadership, mission statements and strategic planning, and direct and project marketing for events, promotions, etc.

Education

University of Toledo College of Law, Juris Doctor Degree.

Michigan Technological University, B.S. in Business Administration, with majors in Economics and Marketing. Graduated with Honors.

Professional Experience

2006-Present: (1995-2005 Part-Time) President and Principal of Erleichda Consulting. I direct a freelance collective of artists, designers, illustrators and writers who provided development, grant writing and research, management, design and creative services to non-profits. I personally have extensive experience in grant research, development and procurement, media consulting, branding and naming, corporate identity, design & promotions. Clients have included Share Our Strength, The Timberland Company, J. M. Lexus Foundation, Love Thy Neighbor Fund, Inc., The Arts Project, City Link Magazine, Project God, Inc., Share-A-Pet, Lori Gold Consulting, LLC, Community Leadership Consulting, the Center for Nonprofit Empowerment and Hispanic Unity of Florida, Inc.

1996-2006: Group Publisher, Director of Development, Marketing and Promotion, City Link Magazine. I directed all marketing, development, cultural and community events and promotions and public relations, as well as editorial content, for a lifestyle weekly with readership of over 150,000 in South Florida, published by the Tribune Company.

Previous:

- Visiting Professor of Marketing, Promotion and Electronic Design at IFAC, the International Fine Arts College, Miami, Florida.

- Creative Director, XS/City Link Magazine. Under my direction, XS/City Link received over 40 awards for editorial, design and illustration from state and national organizations, including the Florida Press Club and the Society of Newspaper Design. Senior member of the American Institute of Graphic Arts (AIGA).

- President of Write Angles, a full-service advertising, design and marketing firm specializing in print and radio advertising. Products included brochures, catalogues & mailers, signage, point-of-purchase displays and creation of custom content. Clients included Blockbuster Video, Comedy Magazine, and The Furniture Source.

Social Enterprise

Founding director and President of End Childhood Hunger, a South Florida non-profit consulting group that advocates for childhood hunger and nutrition solutions, raises funds for micro-grants and coordinates local volunteer services to benefit local emerging, niche and start-up non-profits.

Chairman of the National Advisory Board of Share Our Strength, the nations leading anti-hunger, anti-poverty organization.

Member of the board of directors of Florida Impact, the statewide legislative public policy advocacy organization. I direct their South Florida initiative, funded nationally by Share Our Strength, the Food Resource and Action Center (FRAC) and the UPS Foundation, to develop and implement a pilot plan in 2009 to end childhood hunger in Florida.

Member of the Steering Committee of the Broward County Million Meals Committee, a collaboration of over sixty public and private agencies working on a united front to eradicate hunger in Broward County and increase hunger awareness through, advocacy, support, understanding, information, networking, and year-round action.

Member of the board of trustees of Siena Heights University, a Catholic University founded in 1919 and sponsored by the Adrian Dominican Sisters, sister college to Barry University, Miami, Florida.

Cultural

Served on the boards of directors of the Museum of Art, Fort Lauderdale, the Hollywood Art & Culture Center, the Fort Lauderdale International Film Festival, the Demetrius Klein Dance Company and ArtServe, the Broward County-funded Cultural Arts Incubator, where I served as Chairman for four of my nine years on the board. During my tenure at ArtServe, I helped develop and direct the strategic growth plan for the organization from a membership of approximately 35 organizations to over 150 within four years.

Founding Director and Vice-Chairman of MoNA, the Museum of New Arts, now located in Denver, Colorado.

Served for fifteen years, four years as co-chairman, of the Broward/South Palm Beach committee of "Taste of the Nation," a nationally recognized culinary charity event that has raised over 1.5 million dollars for hunger relief in South Florida.

Community

Since 2003, I have worked regularly with Habitat for Humanity, the RGV Food Bank, the Hope Medical Clinic and the South Texas Civil Rights Project in the Colonias (migrant colonies) of the Rio Grand Valley, Texas, as well as assisting in the rebuilding of the Hope Medical Clinic, the Martin Luther King Magnet School, the Lake Forest Elementary School, the Lower 9th Ward Health Clinic, and the Culinary Corps for Katrina Relief Project in New Orleans, Louisiana. Erleichda Consulting also has coordinated a number of service projects on behalf of the Timberland Company, working with schools, migrant families & children in Immokalee, Florida.

I work closely as a volunteer and consultant with a wide variety of South Florida charity and hunger relief groups, including The Cooperative Feeding Program, Love Thy Neighbor, Inc., the Daily Bread Food Bank, FLIPANY, the Florence Fuller Child Development Centers, Kids in Distress, Women in Distress and the Broward Partnership for the Homeless.

Recognitions and Awards

1999: Tribune/Sun-Sentinel Senior Management Award.

2001: Heart For The Hungry Award, presented by the Cooperative Feeding Program and the American Culinary Federation, for South Florida hunger activism.

2001: Encore Award, presented by ArtServe, for outstanding contributions to the South Florida cultural community.

2002: National Leadership Award for Organizing Excellence from Share Our Strength.

2005: National Humanitarian of the Year Award from Share Our Strength.

References upon request.