



OREGON CERTIFIED ECONOMIC DEVELOPER TRAINING PROGRAM
“Marketing & Branding for Economic Development”
August 18th & 19th, 2022

PRESENTER BIOS:



Marta Tarantsey, *Regional Development Officer, Business Oregon*

Marta Tarantsey supports Southern Oregon communities and businesses as the Regional Development Officer with Business Oregon. The Rogue Valley’s diverse blend of infrastructure and business development projects has kept her busy since day one in the region in early 2017.

Marta’s work shifted heavily towards economic recovery and response in March of last year, and more so after the 2020 fire season. She continues to support start-up and existing business support ecosystem efforts and is always ready to have a conversation about championing and building out of the Rogue entrepreneurial ecosystem.



Shawn Busse, *Founder, Kinesis, Inc.*

Shawn Busse is the founder and CEO of Kinesis, a Portland-based marketing firm and business consultancy focused on sustainable growth.

A lifelong Oregonian, Shawn founded Kinesis in 2000 to transform how businesses think about brand and culture. His book, *Marketing from the Inside Out*[®], captures his two-decade journey in starting, running, and growing a small business while revolutionizing how leaders think about growth. Shawn has led numerous business transformations over the years, inspiring leaders to shift from competing on table stakes to finding what makes them uniquely remarkable.



Mike Rogoway, *Business Writer, The Oregonian/Oregon Live*

Mike covers the business of technology for the Oregonian. He is an Award-winning reporter responsible for leading the paper’s business coverage, breaking national news on major companies in the state and providing deep enterprise reporting on Oregon corporations and the state’s economy.

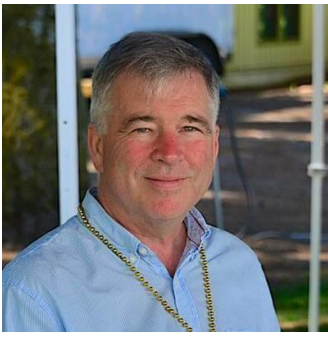
Mike received a Bachelor of Arts degree from Whiteman College and an MBA from the University of Washington, Michael G. Foster School of Business.



Malia Spencer, *Tech Reporter, The Portland Business Journal*

Malia’s career started with traditional print journalism at daily newspapers. First, she was at a large metro then at a smaller daily paper on the California central coast. As the media landscape shifted, she now has one foot still in traditional print and one firmly online.

At the Portland Business Journal, she helps produce award-winning reporting in a weekly print edition as well as daily work online. Malia also edits their technology and entrepreneurs focused newsletter: TechFlash Portland.



Mark Garber, *President and Publisher, Pamplin Media Group*

Mark Garber is President and Publisher of Pamplin Media Group. He received a BS in Journalism from the University of South Carolina in 1977. Since then, he has worked at numerous newspapers and publishing companies both in the eastern US and in Oregon, including those in Gresham, Pendleton, Springfield, and Portland.

As Pamplin's President and Publisher, he oversees all of its operations.



Molly Ishkanjan, *President, Weinstein PR*

Molly thrives on creative collaboration, helping to uncover stories that boost reputations, achieve business goals and spotlight individuals who are powering positive change. Her rich agency experience extends to persuasive messaging, thought leadership, crisis communication and strategic partnerships.

Formerly PR director of R\West for 10 years before starting her own Noteworthy PR practice, Molly joined Weinstein PR as an independent consultant in 2019, and assumed ownership of the agency in the summer of 2021. She has served as an adjunct instructor in public relations at the Art Institute of Portland and is on the marketing board of [SMART](#).



Steven DeAngelo, *Owner, DeAngelo Catering & Events*

Steve DeAngelo is a native of Portland, Oregon. Attention to detail, creative solution's, creating vision and offering the ultimate guest experience are what to expect when hiring DeAngelo's Catering and Events.

Steve is a highly sought-after event management consultant, having presented as Keynote Speaker for organizations across the US, specializing in building sustainable events. He has served as the President of the Tigard Downtown Alliance as well as the Board Chair for Potluck in the Park, an invaluable community event that serves hot meals to those in need.



Rachael Worthington, *Marketer and Graphic Designer*

Rachael has worked in marketing across a variety of industries, crafting email campaigns for a liquor store, performing arts center, financial tech startup, and more. She utilizes her skills in writing and design to create compelling content.



Ashley Cates, *Chief Marketing Officer, Travel Medford*

Ashley Cates serves as the Chief Marketing Officer for Travel Medford & The Chamber of Medford & Jackson County. Ashley brings unparalleled hospitality, tourism and small business experience from multiple countries to the forefront of her responsibilities as CMO. Ashley has a Bachelor's degree from University of Oregon and is a graduate of Oregon Tourism Leadership Academy as well as holds a gold certification from Oregon Restaurant and Lodging Association. She currently serves as the Vice President of the Rogue Valley Vintners and was past president of the Upper Rogue Wine Trail as well as served two years on the Board of Directors for the Eagle Point Chamber of Commerce. Ashley's passion for the Rogue Valley and small business exudes through everything she does.



Tory Banford, *Project Manager, City of Salem*

Tory Banford manages urban renewal projects in southeast Salem and West Salem for the City of Salem where he has worked since 2009. His role also includes coordinating with regional economic development partners to leverage resources to grow businesses. Prior to working in a public agency capacity, Tory was a regional representative for large manufacturing corporations.

He completed the Certified Economic Developer program in 2018 and he has been helping OEDA with the trainings since 2019.



Anna Marum, *Marketing & Communications Manager, Greater Portland Inc.*

As Greater Portland Inc's Marketing & Communications Manager, Anna takes pride in marketing the Portland region to the world. Before starting at GPI.

She spent five years as a reporter at The Oregonian, where she covered business and state politics, among other beats.

Anna is a proud graduate of Washington State University.

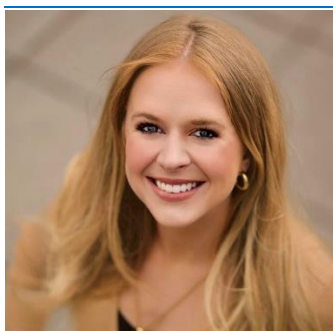


Melissa Rogers, *Senior Business Development Manager, PGE*

Melissa started with PGE in 2002. She currently serves as their Senior Business Development Manager, having previously worked as an Economic Development Coordinator for the Oregon-based company, working closely with state, regional and local organizations to help businesses thrive and grow in the greater Portland and Salem metro areas.

In her current role, Melissa collaborates with stakeholders to further economic development and develop customer base while keeping page with current marketing and technology knowledge in an ever-changing market.

Melissa has been an active member of OEDA and is the former Chair of the Marketing & Communications Committee.



Kelsey Lucas, *Prineville/Crook County Director, EDCO*

Kelsey is going on four years with Economic Development for Central Oregon (EDCO) as the Prineville/Crook County Economic Development Director. She helps businesses in her community move, start, and grow in the community.

Originally from Michigan, her education is in Marketing and Market Research, and she comes to Oregon from NYC, where she worked for the family investment company of the New York Jets Owner.

She completed her Oregon Certified Economic Developer courses in 2021 and currently co-Chairs the OEDA Marketing Committee.



Mary Norton, *Marketing Coordinator, Business Oregon*

Mary Norton joined the Business Oregon marketing and communications team in 2019. Her work includes designing and implementing marketing campaigns and the creation and maintenance of marketing assets and content created to help support Business Oregon's programs.

Prior to working at Business Oregon, Mary worked in marketing and communications for healthcare management companies and as an editor in broadcast journalism.



AJ Foscoli, *City Manager, Falls City*

AJ was appointed by the City Council in November 9, 2020. AJ was most recently employed by the City of Dallas as Director of Economic Development and previously worked as a Business Retention and Expansion Manager for SEDCOR.

AJ has been an active member of OEDA for many years and is a valued member of the Professional Development Committee in charge of producing the OCED Training Program.



Caitlyn Q., *Executive Director, Oregon Economic Development Association*

Caitlyn Q. has more than a decade of community engagement and leadership experience in Oregon and has led key projects that provided Tualatin-area businesses with critical support during the pandemic.

In her previous role as the Tualatin Chamber's interim CEO, she identified grant and tax credit opportunities, including Washington County's Business Recovery Center Grant, and built strong relationships with community partners and public officials at the local, county, and state levels.

Caitlyn was appointed as OEDA's Executive Director in April of 2022.