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**CONNECTRICHMOND AND CONNECTSOUTHSIDE
ANNOUNCE “ALL-STAR” LOGO SELECTION COMMITTEE**

“Meet” the committee...and submit a design so they can meet you!

ConnectRichmond + ConnectSouthside = *connectva*

Richmond, VA – September 21, 2011 - ConnectRichmond and ConnectSouthside announce the members of their logo contest selection committee, which will not only choose the next official logo and tagline of the new *connectva* (capitalization to be determined by the winning design), but will also work with the winning designer to finalize the design concept! Members of the Central and Southside Virginia communities are invited to get involved and help shape the future of this virtual nonprofit institution.

ConnectRichmond and ConnectSouthside, nonprofit programs known for their popular information-sharing tools and resources, announced exciting progress on the merger and launch of a new, improved, and redesigned website that will enhance services to the community. In anticipation of these new developments, the two programs are hosting a logo and tagline contest open to Central and Southside Virginia residents and workers. In addition to the winning design serving as the official logo and tagline of the new *connectva*, the winner will receive a **grand prize of \$500 cash and \$100 GiveRichmond Giving Card**. The card can be used to make a donation to any charity registered on GiveRichmond.com.

The logo contest is not only a chance for members of the community to feature their work and win a prize, it also represents an opportunity to get involved and shape the future of *connectva*, which will continue to serve the community as ConnectRichmond and ConnectSouthside have for over a decade. The websites have become the “go to” destination for local nonprofit and government jobs, events, messages, and other information resources. In these tough economic times, civic engagement and collaboration are more important than ever, and *connectva* encourages and appreciates your participation!

“All-Star” Selection Committee

Several prominent members of the community have already stepped up to help out. The committee members represent some of the region’s foremost marketing and advertising firms, a creative film studio, nonprofit foundations and organizations, and one of Virginia’s largest

universities. They bring decades of professional expertise, creative thinking, and civic engagement to the process.

“We’re so excited about this talented group of professionals and want you to be too. We’d like you to get to know the committee that has dedicated time and skills to this project. Like most of us, they are a busy bunch and we hope to highlight their interesting stories and community involvement, including some fun facts!” says Wendy Austin, Director of Southside Community Partners, which manages ConnectSouthside.

Michael Whitlow, the selection committee chairman, is Executive Vice President & Corporate Practice Director at **CRT/tanaka**, an international public relations and marketing firm. He sits on the ConnectRichmond Advisory Council and has served as president of Downtown Richmond, Inc. Michael’s latest pet project is the branding of blueberries, where he and his team have created “Little Blue Dynamo” as the new way the U.S. Highbush Blueberry Council will present cultivated blueberries.

Remember those UPS whiteboard commercials? **Andy Azula**, whose work has won him a number of Clio Awards, one of the advertising industry’s highest honors, developed and starred in the UPS commercials after director Errol Morris and focus groups clearly expressed preference for Andy to take the starring role rather than any professional actors. *Saturday Night Live* later aired two parodies of the commercials. Andy is Senior Vice President and Group Creative Director at **The Martin Agency**.

Jeffrey Cribbs serves as President and CEO of the **Richmond Memorial Health Foundation**, which provides financial and intellectual investment in not-for-profit health and health-care related organizations serving the region. He sits on the Board of Directors of the Partnership for Nonprofit Excellence and is a graduate of the inaugural class of *Lead Virginia*, a statewide leadership organization founded in 2005. Jeffrey is a veteran of the United States Air Force.

President of **Barber Martin**, a Richmond-based full-service ad agency, **Robyn Deyo** volunteered on the board of the Richmond Chapter of the American Marketing Association for 10 years and was actively engaged in programming and sponsorships. Later, she served as president and during her term, the chapter won the national Best in Class award. Robyn is a champion diver and tennis player, and ranked #1 in agency ping pong.

Beginning his career as a registered lobbyist and political fundraiser, **Todd Gray** decided to switch gears and moved into nonprofit management, focusing on the integration of marketing and philanthropy. After several successful posts at arts and nonprofit organizations, Todd now is Vice President for Marketing & Communications at the **YMCA of Greater Richmond**. When not at the Y or watching CSPAN, Todd teaches Integrated Marketing Communications at the University of Richmond’s School of Continuing Education as an adjunct faculty member.

Jesse Randall started his career in advertising in 1998 by founding his own design firm as a sophomore in college before interning and accepting positions at various ad agencies. He is now an Art Director at **Elevation Advertising**, where he has worked on such not-for-profit clients as Lewis Ginter Botanical Gardens, Metropolitan Richmond Sports Backers, The Children’s Museum, and Gateway Homes. While away from work, Jesse enjoys hiking, kayaking, and camping. His favorite mountain to hike is Old Rag Mountain in Shenandoah National Park.

Best known as Aunt Vivian from the hit comedy, “The Fresh Prince of Bel Air,” **Daphne Maxwell Reid** is co-founder and a principal partner of **New Millennium Studios**, the first full-service film studio in Virginia. There she serves as COO and as a producer on various projects. Daphne can be heard on Public Radio’s “Art On the Air,” which she co-produces with the Virginia Museum of Fine Arts (VMFA). She also sits on various university, foundation, and other nonprofit boards. Daphne is an avid photographer of doors from around the world. Her collection, entitled “Fresh Prints,” is being exhibited throughout the east coast and is also available as note cards at the VMFA.

Making things, working with people, and having a laughing good time while doing both has been a constant in **Peyton Rowe**’s life and career. After almost a decade as a university professor in South Carolina and working at Riggs Partners, a “creative marketing consultancy” that develops “cross-channel brand communication programs for socially conscious companies and nonprofit organizations,” Peyton arrived at **Virginia Commonwealth University**’s School of Mass Communications, where she is an associate professor. She is founder and director of CreateAthon onCampus, a program that since 2007 has served 46 Richmond-area nonprofits, mobilized 264 volunteers, and created over \$770,000 worth of pro bono work—all to help nonprofits do their jobs better.

Risha Stebbins is Senior Program Officer & Coordinator of Communications at **The Cameron Foundation**, whose mission is to improve the health and quality of life for people living in Southside Virginia through both grant and non-grant funded initiatives, with a special emphasis on supporting capacity-building for the region’s nonprofit sector. She has worked for both business and nonprofits and is currently pursuing a master’s degree in Public Administration through Central Michigan University.

Your Design = *connectva*’s Vision

The individuals on the selection committee come with diverse, interesting backgrounds and experiences, from companies and foundations to nonprofits and universities. Their personal lives are as rich and varied as their professional lives. But one thread they have in common is dedication to their local community and commitment to service.

“We want our new logo to symbolize our mission to be a virtual nonprofit and civic hub that strengthens individuals, advances organizations, and builds community by sharing information and facilitating relationships that drive positive and sustainable change. Your design submissions and the work of the committee represent a key part of our efforts. As a nonprofit

online community, we've always depended on the active participation of our members for mutual success," notes Melissa Hough, Executive Director of the Partnership for Nonprofit Excellence, which manages the ConnectRichmond Program.

Wendy Austin adds, "When people think of us and see our new logo, they should share our vision of a strong nonprofit community working successfully in cross-sector collaboration and contributing to a thriving region."

The programs' staff notes that team submissions are welcome so that individuals with no or limited design experience can partner with others to contribute their ideas. Furthermore, the presumed winning individual or team will have the opportunity to work with the selection committee to finalize the design concept, a fantastic opportunity for the winner. Up to five finalists will be invited to meet and present their design to the committee.

For more information about the ConnectRichmond and ConnectSouthside logo contest, including the design brief and contest rules, please visit <http://bit.ly/njBrxd>. The submission deadline is September 30, 2011.

About ConnectRichmond and ConnectSouthside

ConnectRichmond is a program of the Partnership for Nonprofit Excellence (PNE). ConnectSouthside is operated by Southside Community Partners (SCP), a program of the Appomattox Regional Library System. PNE and SCP are regional nonprofit organizations committed to helping increase operational and leadership excellence across the nonprofit sector. For more information, please visit the websites below.

www.connectrichmond.org

www.connectsouthside.org

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