

Sue Densmore

COMMUNICATION STRATEGIES

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EDUCATION

1995
Stanford University, Marketing
Management Program, Graduate
School of Business

1976-1986
**University of Oregon, University of
Tennessee and Southern Oregon State
College** Industry-related coursework

1967-1972
Oregon State University, BA
College of Liberal Arts
Art, Graphic Design, Secondary
Teaching Certificate

EMPLOYMENT

1997 to present
**OWNER, SUE DENSMORE
COMMUNICATION STRATEGIES**,
a full service strategic marketing firm
specializing in product, business, and
non-profit agency development and
governmental relations.

1991 to 1997
**GENERAL MANAGER, ROGUE WASTE
SYSTEMS**. Residential and commercial
recycling and solid waste collection and
disposal, serving Jackson County.

1985 to 1990
**CONSULTANT, Opinion Research
Associates, Inc.** Madison, WN
Research and consultation in tourism
and arts management.

1981 to 1991
**OWNER, SUE DENSMORE
COMMUNICATION STRATEGIES**, a full
service marketing advertising firm
specializing in product and business
development.

1978 to 1980
**DIRECTOR, Rogue Valley Art Association
and Rogue Gallery**

1975 Session, **LEGISLATIVE STAFF**, Oregon
House of Representatives. 2003 Session,
Lobbyist

1972 to 1974
Art and Journalism Instructor
Crescent Valley High School

1970 to 1972
Advertising Sales
Corvallis Gazette Times



PROFESSIONAL AND CIVIC

1999 to present
BOARD MEMBER, PRESIDENT'S BOARD OF
ADVISORS, **Oregon State University**

1998 to Present
Member CLA Advisory Council
Oregon State University

1993 to 1997
**BOARD OF DIRECTORS, Chamber of
Commerce**, Medford and Jackson
County: Vice President 1995, 1996.
Chair Medical Options Committee 1998

1987 to present
MEMBER, Medford Rotary Club,
Chair Public Relations Committee.
1991, 1992, 1996.

1988 to 2003
Founding member, BOARD OF
DIRECTORS, **Medford Urban Renewal
Agency**, Vice Chairman 1989,
Chairperson 1990 to 1991

1991 to 1997
Founding member, BOARD OF
DIRECTORS, **Rogue Valley Civic League**,
Vice Chair 1992, Chairman 1993

1987 to 1993
BOARD OF DIRECTORS, **Oregon Tourism
Council**

1987 to 1990
BOARD OF DIRECTORS, **Private Industry
Council**, Jackson and Josephine
County

1988 to 1989
CO-CHAIR Initial **Regional Strategies
Program** for Jackson and Josephine
Counties. Evaluate opportunities to
better distribute state resources.

1980 to 1990
ADVISORY BOARD MEMBER, **Visual Arts
Resources**, University of Oregon

1976 to 1982
BOARD OF DIRECTORS, **Rogue Valley
Transportation District**, Chairperson
1978-1979

1994 to 1996
SOUTHERN OREGON REPRESENTATIVE.
DEQ Solid waste Advisory Committee.

1994 to 1996
BOARD OF DIRECTORS, **Oregon Refuse
and Recycling Association**

1995
Member, **Task Force on Livable
Communities** for Governor John
Kitzhaber's Transition team

1997
CO-CHAIR, **Oregon Shines II, OREGON
PROGRESS BOARD** Updating Oregon
Strategic Plan

1999
Member of Class XIV - **American
Leadership Forum of Oregon**

1996 - Present
Founding member, BOARD OF
DIRECTORS, **Pathways to Care Network**.
First Chairperson in 1999.

1992 to 1998
Board member, Alumni Association,
Oregon State University

1994 to 2003
Chairperson 2001 to 2003
Presidents Advisory Board
Southern Oregon University

SPECIAL PROJECTS

1984 to 1986
CHAIRPERSON, **Medford Renaissance
Exhibition**. This exhibit led to the urban
renewal agency being formed.

1994 to 1997
CO-CHAIR, Rogue Valley Civic League
**Healthy and Sustainable Community
Project for Jackson and Josephine
Counties**

1997-2002
COACH/COMMUNITY CONSULTANT
• **Unincorporated Community of WHITE
CITY.**

• **GOLD HILL City Council** facilitation
resource planning, community
development.

1989-1996
ROGUE WASTE SYSTEMS, General
Manager Re-engineered all the solid
waste and recycling services in Jackson
County. Improved communication and
cooperation among all the communities
and haulers in the two county region.

1979-2000
**Developed strategies and implemented
campaigns to provide long term funding
for many needed services in Jackson
County.** First RVTD Bus Levy 1979,
Medford Police Levies 1987 and 1990,
Jackson County Libraries Levy 1986,
School District tax base 1989, and
Jackson County Levy and Tax Base 1996.

Sue DeWanor

COMMUNICATION STRATEGIES

My client list has included:

GOVERNMENT/COMMUNITY:

City of Hermiston
City of Gold Hill
White City Community Improvement Association
White City/Jackson County Urban Renewal Agency
SORED/SOTTC
Jackson County Juvenile Justice Levy
Healthy and Sustainable Community Project,
Rogue Valley Civic League
Gold Hill Community Development Organization

ENVIRONMENTAL/TIMBER:

Umpqua Land Exchange Project
Fire Resource Plan • O & C Counties
Dry Creek Landfill
FSC Labeling
Rogue Waste Systems
Rogue Disposal and Recycling, Inc.
South Stage Landfill

MEDICAL:

Providence Hospital
American Medical Response • Northwest
Associates for Oral and Maxillofacial Surgery
Schmiesing Eye Surgery Center
Medford Women's Clinic
Michael Baker, Optometrist
Asante • Spaces from the Heart

SHOPPING CENTERS:

Harry & David Bear Creek Stores
Cobblestone Village
Main Street Market
Bear Creek Plaza

SERVICE AND PROFESSIONAL:

TCI Cable
Falcon Cable
KAS and Associates
Medford Steel
People's Bank of Commerce
Security Insurance
Travel Made Easy
Commercial Property Management
Windsor Square
John Hilts, Attorney
Interiors at the Livery Stable

NON-PROFITS:

Center for the Nonprofit Legal Services
K.I.D.S. Discovery Center
Public/Private Partnership:
Rogue valley Transportation District
Medford School District
Medford Arts Commission
Table Rock Preserve
Women Entrepreneurs of Oregon

WHOLESALE: Design and Consultation

Heartprints Cards & Posters
Kichatna Designs

RETAIL:

Heather's
Placesetters
Flowers by Susie
McGee on Main
Cookie Connection
M. Kaufman

POLITICAL CAMPAIGNS:

Jackson County Library Levy
Medford Police Levy 1987 to 1990
Rogue Valley Transportation Levy
549C Tax Base 1989
Jackson County Tax Base • Jackson '96
Jackson County Levy • Jackson '96

In-house productions and events:

SUSA PRODUCTIONS

Wholesale Flags and Banners
Stanford
SMU
Oregon Arts Commission
Medford Centennial
FAO Schwartz

DESIGN AND PRODUCTION

50 Cities, Local Government and the Arts
St. Louis Strategic Cultural Plan

RESEARCH AND CO-AUTHORED

Oregon Tourism Division
Marketing Plan, 1987-1989

SPECIAL PROJECTS:

Medford Renaissance Exhibition