

RANDY K. FERGUSON

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EDUCATION

Penn State University
B.A. Communications, 1994

PROFESSIONAL EXPERIENCE

Director of Public Relations & Marketing: March 2008 – present
Jameson Health System, New Castle, PA (www.jamesonhealth.org)

- Member, senior management team
- Serve as primary spokesperson for the health system
- Plan, develop, budget and contract all advertising and marketing initiatives
- Direct all internal communications activities
- Represent health system on volunteer boards and agencies
- Manage health system website
- Manage activities of Jameson Health Care Foundation
- Manage staff of three FTEs and 300 volunteers

Executive Director: July 2008 – present
Greenville Fitness, Greenville, Pa. (www.greenville-fitness.com)

- Manage all business development, marketing and public relations for full-service fitness center.

Director of Communications: November 1995 – March 2008
Channellock, Inc., Meadville, PA (www.channellock.com)

- Directed all marketing communications functions, public, government and labor relations
- Coordinated corporate functions, including service awards and management dinners, corporate picnics, NASCAR Busch Series hospitality and National Hardware Show employee trips
- Administered nationally recognized employee enrichment and recognition program
- Oversaw PR activities of contracted agency
- Wrote and edited corporate newsletter, website text
- Managed Company Store and two direct report clerks
- Represented the corporation to charitable/civic organizations
- Served as liaison between Board of Directors and USWA bargaining unit

Community Relations Assistant: June 1995 - November 1995
Meadville Medical Center, Meadville, PA

- Wrote copy for publications, advertisements, public and media relations
- Assisted with all internal communications functions
- Coordinated speakers bureau for community groups
- Assisted in organization of community health initiatives

Managing Editor: August 1994 - June 1995
Beaver Pond Publishing and Printing, Greenville, PA

- Directed all editorial functions including article procurement, editing, layout, design, advertising, public relations, contributor contact and database management.

COMMUNITY & PROFESSIONAL INVOLVEMENT

Active Member, Greenville Area Chamber of Commerce — *August 2008 – present*

- Marketing Committee Member

Director, Greenville Area Leisure Services Association (GALSA) — *June 2009 – present*

Director, Lawrence County Chamber of Commerce — *January 2009 – present*

Director, Meadville-Western Crawford County Chamber of Commerce — *2006-March 2008*

- Membership Development Committee Member
- Public Relations Committee Member
- *Junior Achievement* Youth Business Education Program Consultant & Guest Speaker

Director, Crawford County School-to-Work Partnership — *2001-March 2008*

- Chair, Steering Committee (2003-2006)
- Interagency Committee Member
- Educator in the Workplace Committee Member

Director, United Way of Western Crawford County, Inc. — *1996-March 2008*

- Chair, Pro-Am Bass Tournament Committee
- Vice-President, Communications Division, 1997-2003
- Member, Executive Committee, Personnel Committee and Nominating Committee

Member, Strategic Planning Cmte., Crawford County Career & Technical Ctr. — *2007-2008*

Member, PENNCREST School District Business Advisory Committee — *2003-March 2008*

Hunters Sharing The Harvest™ (*Statewide Venison Donation Program*) — *2003-present*

- Area Coordinator, Crawford and Mercer Counties in Pennsylvania

Director, Penn State Erie – The Behrend College Alumni Society — *1996-2002*

- Past Co-Chair, Membership & Communications Committee
- Past Executive Committee Member

Active Member, Public Relations Society of America — *2006-present*

Freelance Outdoor Writer/Photographer — *1992 - present*

Published credits include *Pennsylvania Magazine, Hunting & Fishing Digest, Pennsylvania Game News, Fish and Field Report, Pennsylvania Afield, Bowhunter, Keystone Outdoors, The Business Journal, Greenville Record-Argus, Meadville Tribune, Erie Times-News* and *Civility in Business and Professional Communication*. Troester, Rod and Sargent-Mester, Cathy. New York: Peter Lang, 2007.

CONTINUING EDUCATION

- Time Management and Organizational Skills – Pittsburgh, PA – December, 2005
- Adobe Photoshop Fundamentals – Erie, PA – January, 2005
- Microsoft Excel Level 2 Training – Meadville, PA – June, 2004
- Microsoft Outlook and Excel Training – Erie, PA – December, 2003
- Worldwide Lessons in Leadership Teleconference – Erie, PA – November, 1999
- How to Be a Better Communicator – Erie, PA – May, 1997
- Managing Multiple Projects, Objectives and Deadlines – Erie, PA – November, 1996