

**RANDY K. FERGUSON**  
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## **EDUCATION**

Pennsylvania State University  
B.A. Communications, 1994

## **PROFESSIONAL EXPERIENCE**

***President/Owner: January 2001 – Present***

**Aspen Communications**, Greenville, PA ([www.aspencommunications.com](http://www.aspencommunications.com))

Provide full-service communication consulting, including: copy writing (press releases, newsletters, brochures, speeches); media contact management/cultivation; layout and design (newsletters, print advertising, flyers, brochures, business cards); editing; photography; public speaking/corporate representation; resume writing and consulting; crisis communications consultation; event planning and promotion; internal/employee communications; government relations.

***Director of Marketing and Public Relations: August 2009 – July 2011***

**Edgewood Surgical Hospital**, Transfer, PA ([www.edgewoodsurgical.com](http://www.edgewoodsurgical.com))

Primary public and media representative. Responsible for all internal and external communications, media relations, marketing initiatives and community relations. Work with clinical hospital directors and the CEO to plan, prioritize and manage strategic marketing initiatives, including branding and positioning, acquisition, retention, events, interactive and related product marketing. Direct all public and community relations activities, cultivating and maintaining strategic relationships within the community.

***Director of Public Relations & Marketing: March 2008 – August 2009***

**Jameson Health System**, New Castle, PA ([www.jamesonhealth.org](http://www.jamesonhealth.org))

Served as primary spokesperson for the health system; planned, developed, budgeted and contracted all advertising and marketing; directed all internal communications activities; represent health system on volunteer boards and agencies; managed health system website; managed activities of Foundation; supervised staff of three FTEs and 150 volunteers.

***Director of Communications: November 1995 – March 2008***

**Channellock, Inc.**, Meadville, PA ([www.channellock.com](http://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.

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## **COMMUNITY & PROFESSIONAL INVOLVEMENT**

**Active Member, Greenville Area Chamber of Commerce: 2008–present**  
Member, Marketing Committee

**Director, Greenville Area Leisure Services Association (GALSA): 2009–2010**

**Director, Lawrence County Chamber of Commerce: 2008-2009**

**Director, Meadville-Western Crawford County Chamber of Commerce: 2006-2008**  
Membership Development Committee Member  
Public Relations Committee Member  
*Junior Achievement* Youth Business Education Program Consultant & Guest Speaker

**Director, Crawford County School-to-Work Partnership: 2001-2008**  
Chair, Steering Committee (2003-2006)  
Interagency Committee Member  
Educator in the Workplace Committee Member

**Director, United Way of Western Crawford County, Inc.: 1996-2008**  
Founder, United Way Pro-Am Bass Classic Team Tournament  
Chair, Pro-Am Bass Tournament Committee  
Vice-President, Communications Division, 1997-2003  
Member, Executive Committee, Personnel Committee and Nominating Committee  
Recipient, 2008 Community Service Award

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

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

**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 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.