

Resume

LYNN ELIZABETH GROSZ

Summary

Experienced in designing, managing and marketing professional development and communications programs within the telecommunications and organizational development sectors.

Employment History

Communications and Management Consultant, *Learning Systems Unlimited*, 1998 to present. Provide project management and consulting services to the *Nelson County Community Development Foundation* and its partners. Project purpose: garner community support and raise money to build a community center offering social, education and training services to county citizens. Currently managing final site development planning and developing a business plan designed to attract local donors and to guide government grant proposal writing.

Significant projects, 1997-98:

- Restructured course materials developed by the Cable Industry Public Affairs Training Program into self-learning booklets on communication, public affairs and management skills for the *Cable Telecommunications Association*;
- Wrote, edited and designed self-learning modules on best management practices for the U.S. Agency for International Development (USAID) under contract to *Management Systems International*;
- Wrote, designed and managed development of two web sites: *The Gift of Art*, an online catalog specializing in arts and crafts from the Central Virginia Blue Ridge; and *Learning Systems Unlimited* home page; and
- Developed and published the *Nelson County Business Directory* and “*business developments*” – a quarterly newsletter for the local Chamber of Commerce.

Vice President for Industry Training, *Cable Telecommunications Association*, 1991 through 1996. Established training department to provide professional development services to the cable industry. Developed and managed Cable Industry Public Affairs Training Program to improve community relations and public affairs skills of local-level cable system managers. The Program delivered 456 events in six years to 5000 cable company managers. Developed the program and budget; supervised program staff and consultants selected to conduct the training; facilitated an advisory group of industry experts. Managed program promotion and served as spokesperson for the program at conferences and trade shows and with the media.

Director of Business Development, *Training Resources Group, Inc.* 1987 to 1991. Established the marketing function for this consulting firm. Managed and coordinated all business development efforts including writing and editing proposals, writing and publishing promotional and public relations materials, making formal and informal presentations, and managing a direct mail promotional campaign. Developed the firm’s desktop publishing capabilities; edited, designed and managed production of white papers, articles and reports for TRG clients; advised facilitators on the design and production of their training materials.

Communications Consultant, 1984 to 1987. Provided consulting services to nonprofit, government and private sector organizations in the U.S. and overseas. Staff consultant for the *Ruhengeri Resource Analysis and Management Project*, Kigali, Rwanda. Edited consultants' reports; prepared necessary tables, graphics and bibliographies; designed and produced the final, 150-page project summary report.

Communications consultant to *Total Business Systems*, Poynette, Wisconsin, a firm specializing in computer hardware/software/training packages for small businesses. Wrote and designed promotional materials, designed and edited their training manual, and advised them on marketing research activities.

Free-lance writing assignments included a history of the USAID mission in Kigali, Rwanda for *USAID/Kigali*, and an informational booklet on their African Program for the *National Cooperative Business Association*, Washington D.C.

Marketing Coordinator, *Warzyn Engineering, Inc.*, Madison, Wisconsin, 1982 to 1984. Conducted public relations activities for this environmental engineering and consulting firm composed of 20 senior engineers and scientists. Coordinated and supervised preparation of proposals; wrote, edited and designed a quarterly newsletter; prepared project descriptions, and the firm's qualifications and experience statements. Designed conference displays and videotaped presentations and coordinated professional workshops and seminars.

Short-term Training Consultant, *Farm Family Development Program*, Ministry of Agriculture, Central Region, Jamaica, 1982. Responsible for a project designed to improve the organizational, communication and extension skills of the Ministry's female extension agents. Conducted a needs-assessment of the extension staff and headed a committee of senior officers to design and implement the workshop. Produced a five-day workshop in dissemination techniques for a group of 30 extension agents.

Early Experience

- **Copywriter/Layout Artist**, *J. MacLachlan & Associates*, Appleton, Wisconsin. 1976-77.
- **Magazine Production Artist**, *Countryside Publications, Ltd.*, Waterloo, Wisconsin. 1972-76.
- **Senior Personnel Clerk**, *Exchange National Bank*, Colorado Springs, Colorado. 1970-72.
- **Assistant Editor**, *Institute for Research on Poverty*, Madison, Wisconsin. 1968-70.
- **Peace Corps Volunteer**, *U.S. Peace Corps*, Sasstown, Liberia. 1963-65.

Education

MS, Development Communications, 1985, University of Wisconsin, Madison
BA, English, 1963, University of Wisconsin, Madison
Facilitator Training Program, 1985, Training Resources Group, Alexandria, Virginia
Presentation Skills for Executives, 1992, Speak Easy, Atlanta, Georgia
Creating the Learning Organization, 1995, Peter Senge, Washington, D.C.
Peace Corps Volunteer Teacher Training, 1963, Syracuse University, New York

Professional Associations

American Society for Training and Development
National Business Incubator Association
Board member, Nelson County Chamber of Commerce