

## Comments about Lisa Desatnik

“Lisa was an increasingly important core member of the planning team for our Inclusion Leadership Awards Event, the area’s largest inclusive event. In 2006 and 2007, she had even more responsibilities. She brought a lot of creativity, management, and people skills to the table that were invaluable to us in producing an Event that stimulates interest and excitement in the broad community surrounding issues of inclusion. Lisa goes the extra mile to get the job done and does it with a positive attitude and a strong conviction. Equally important to us, she is not afraid to voice a concern or make a recommendation to ensure our work really accomplishes its intended goal. Lisa truly understands our values and mission, and applied those principles in her job assuring our featured speaker, presenters, honorees, videos, written stories, and graphic elements all accurately reflected our message. She has proven to be very effective in all aspects of her relationship with us and I highly recommend her.”

\* **Peg Gutsell, Inclusion Network former director**

“Lisa has successfully promoted the Appalachian Festival and the Appalachian culture in a very positive way. She has been the Festival’s main contact with the local media for many years, and now is incorporating social media into the mix, also working closely with me and the Festival committees. As a result of her dedication, the Festival has gotten outstanding local media coverage in print, radio, and television. We’ve spent very little money on advertising because the public relations has been so effective. I’ve enjoyed working with Lisa. It’s so assuring to work with a competent, professional, and personable individual like Lisa. She has a way about her to get what she wants and gets the job done. She’s also helped our volunteers to become more professional spokespeople.”

• **Allison Raisor, Appalachian Festival coordinator**

“Lisa works as a communications consultant and contractor for the YMCA of Greater Cincinnati. I have been most pleased with the quality of her work and quantitative outcomes it yields. Since Lisa has managed the publicity for our special events, we have received extensive media coverage...the most I have witnessed in my three years with the YMCA. She is helping us raise awareness and ultimately dollars through her expertise in effectively communicating our mission. I would highly recommend Lisa for all your communication needs.”

• **Stephanie Brooks, (former) YMCA associate director of development**

“Lisa’s public relations was indispensable to our Hidden Treasures CD project. Our media coverage as a result of her work was unbelievable. The relationships she created with the musicians were the basis for them coming to and performing at (for free!) the release party. The event’s attendance exceeded even our high expectations, and was another example of how effective she was.”

• **Breta Cooper, Manuel D. and Rhoda Mayerson Foundation director, operations and new programs**

“When we purchased a new building and were relocating our downtown offices, it was crucial to keep our members informed every step of the way. Lisa was instrumental in helping make this happen. Her detailed communications plan outlining strategies to inform our members about our move and its tangible benefits to them made it a smooth and positive transition.”

• **Carol Branch, (former) Cincinnati Bar Association former director of communications**

"Lisa is a highly productive and personable public relations professional. She understands the fine points of local media and respects those who work in the field. These skills make her extremely successful at promoting her events and showcasing her clients on television and the web."

- **Monna Morrow, community affairs director for WCPO**

"Lisa has a tremendous attitude, is always positive and upbeat. She is well connected, not by an exchange of business cards, but rather a true love of people. She is highly creative as well as generously encouraging to the ideas of others; quickly grasping the underlying concept as well as the subtle details. Lisa demonstrates a passionate belief in the basic good of people and is actively engaged in shining a light on and furthering the interest of those people and organizations that positively impact the lives of others. Lisa does great work for good reason."

- **Dori Gehling, WAMBOO founder & CEO, former Coldwell Banker/West Shell branch manager**