

# DAVID B. SCHLOSSER

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*Editing/writing/publishing and strategic communications*

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## AREAS OF EXPERTISE:

- **Editing, writing, and publishing:** Award-winning fiction and non-fiction writer, award-winning editor, publishing and self-publishing advisor, and founding publisher of Equinoctes Media.
- **Strategic communications:** Successful creator and executor of award-winning media, analyst, customer, government relations, internal, community, and political campaigns and initiatives that integrate advertising, marketing, and media and public relations. Award-winning individual contributor and leader on global product and corporate marketing teams of a Fortune 500 corporation.
- **Public, community, media, and analyst relations to inform and influence key audiences:** Seasoned practitioner of public relations, marketing, advertising, and fund raising strategies and tactics across industries including technology, telecommunications, health care, energy and natural resources, and political and non-profit causes and campaigns.
- **Large-scale project management:** Effective balance of business, media, legislative and regulatory, political, and non-profit experience at global, national, state, and local levels.
- **Leadership:** Experienced and productive coordinator of people, financial and material assets, and events in international and national private, public, and non-profit environments.

## EXPERIENCE:

- **Strategic communications advisor, writer, editor, and publisher,** *July 2001 to present.*
- **Third-party candidate for public office:** U.S. Congress, AZ-1 (2006) and Mayor, Flagstaff, Ariz. (2008).
- **Northern Arizona University School of Communication:** Public relations strategy and public relations writing instructor - Flagstaff, Ariz., *Spring 2006.*
- **Advanced Micro Devices, Inc.:** Consultant, manager, and acting director for AMD's Global Communications division - Austin, Tex., *April 2002 to September 2006.*
- **Cohn & Wolfe (formerly Springbok Technologies, Inc.):** High-technology public relations agency senior account executive and people manager - Austin, Tex., *September 2000 to July 2001.*
- **Greg Musil for U.S. Congress:** Manager of \$425,000 political campaign – KS-3, *March to August 2000.*
- **Cerner Corporation:** Senior manager of public affairs for the leading U.S. supplier of healthcare information technology solutions - Kansas City, Mo., *October 1999 to March 2000.*
- **Public Strategies, Inc., representing AT&T (formerly SBC Communications):** Legislative and regulatory strategy and media advisor on political, telecommunications, and corporate merger issues for nation's largest telecommunications company - Washington, D.C., and Little Rock, Ark., *November 1997 to November 1999.*
- **Pete McGill & Associates:** Legislative and regulatory lobbyist for energy, natural resources, telecommunications, information technology, and gaming industries - Topeka, Kan., *October 1995 to November 1997.*
- **Kansas Corporation Commission:** Director of public affairs and consumer protection for utility, transportation, and natural resources regulatory agency - Topeka, Kan., *January to October 1995.*
- **Bill Graves for Governor:** Director and manager of \$2 million political campaign, and administration transition manager - State of Kansas, *May 1992 to January 1995.*

## EDUCATION:

- **M.Public Affairs,** May 1992. Lyndon B. Johnson School of Public Affairs, University of Texas at Austin, Austin, Texas.
- **B.A. Political Science** (History minor, Asian studies concentration), May 1990. Trinity University, San Antonio, Texas.

## STRATEGIC COMMUNICATIONS AND MARKETING:

- **AMD:** Managed international and strategic media relations, including a significant portion of AMD's Web site, between 2002 and 2005; managed end-user reference programs and executive speaking opportunities between 2005 and 2006; integrated with AMD marketing team to manage AMD64 thought leadership platform for senior corporate executives; determined strategic direction and executed media, analyst, public, community, and internal relations initiatives with a projected budget of more than \$1 million.
- **Cerner:** Developed the first integrated communications strategy for the world's largest developer of clinical health care information technology applications and earned legislative and regulatory support for changes that would have required health care providers to adopt Cerner-type solutions.
- **PSI/AT&T (formerly SBC):** Initiated SBC's media relations strategy among national business and telecommunications reporters covering Congress and the Federal Communications Commission and coordinated successful opposition to an Arkansas ballot initiative eliminating an important source of financial support for local telephone service.
- **Pete McGill & Associates:** Created and implemented legislative and public affairs strategies for multiple clients, including media and community relations, drafting legislation, coordinating testimony, and guiding bills through the legislative process.
- **Groundbreaking Press:** Served as executive committee member and vice president of corporate communications for start-up publisher, formerly known as 1<sup>st</sup> World Library, creating and implementing marketing, earned media, and advertising strategies.
- **Graves for Governor:** Managed advertising and polling consultants and conducted media relations during successful statewide primary and general campaigns that raised and spent more than \$2 million.
- **Musil for Congress:** Managed a \$425,000 primary campaign and coordinated key messages, fund raising, polling, broadcast advertising, direct mail, earned media, and the candidate's schedule.
- **Candidate for political office:** Managed all aspects of a third-party Congressional campaign in Arizona's First Congressional District, earning the highest number and percentage of votes among all third-party candidates in competitive Congressional races during the 2006 cycle, and a non-partisan race for Flagstaff Mayor.

## MANAGEMENT:

- **AMD:** Occasional acting director of 25-person communications and event management department; supervised in-house contractors, public relations agency staff, projects, and budgets; indirectly managed more than 20 public relations professionals based outside the United States.
- **Springbok Technologies:** Managed day-to-day activities of public relations account teams of various sizes and values that developed communications strategies, initiated news events, responded to media inquiries, and developed and maintained media and industry analyst lists and databases of trade shows and events, editorial calendars, and awards opportunities.
- **Kansas Corporation Commission:** Supervised and evaluated seven employees and participated in state budget process, including defining objectives and designing strategies to meet and evaluate them.
- **Musil for Congress:** Managed consultants, staff, and volunteers during a \$425,000 primary election campaign.
- **Graves for Governor:** Managed statewide paid and volunteer staff and national consultants; created and maintained information systems and office, tax, and accounting procedures for successful \$2 million campaign; and, organized multiple fund raising events earning from \$750 to \$30,000.
- **Gubernatorial transition advisor:** Coordinated review of budget, personnel, and policy issues in Kansas' 12 cabinet-level agencies and 27 boards and commissions.

## MEDIA AND PUBLIC RELATIONS:

- **AMD:** As a consultant and PR manager in the microprocessor business unit,
  - Managed global customer reference program, including case studies and white papers, and speaking opportunities for AMD's enterprise initiative;
  - Created executive presentations and supporting materials for internal and CXO briefings and for delivery at industry, customer, analyst, and end-user events;
  - Managed AMD's strategic media relations campaign and international public relations in conjunction with employees, contractors, and agencies around the globe;
  - Oversaw AMD's media- and analyst-relevant presence on the Internet;
  - Scripted the most successful launch events in AMD's 30-year history, the global product launches for the AMD Opteron (view web cast at [http://www.amd.com/us-en/0,,3715\\_9040,00.html](http://www.amd.com/us-en/0,,3715_9040,00.html)) and AMD Athlon 64 processors ([http://www.amd.com/us-en/0,,3715\\_9651,00.html](http://www.amd.com/us-en/0,,3715_9651,00.html));
  - Wrote articles for national and international print and online media to appear under executive bylines, including placement in technology and business publications around the world;
  - Conducted media and analyst briefings with managers and executives;
  - Developed executive briefing materials for public relations initiatives and news events, including talking points, Q&A documents, and background information about audiences and individuals targeted by various marketing and public relations initiatives; and,
  - Managed annual Forum64 roundtable at COMDEX, featuring reporters, editors, analysts, and executives from leading hardware and software companies to promote AMD's key message of pervasive 64-bit computing based on AMD64 technology.
- **Springbok Technologies:** For business-to-consumer and business-to-business technology clients, developed and executed strategic communications campaigns that integrated media and analyst outreach, news releases and events, marketing and advertising, trade show and speaking opportunities, collateral materials, and placement of white papers, case studies, and contributed articles.
- **Strategic communications consultant:** Launched and successfully operate sole-practitioner agency that develops strategic communications initiatives; write and edit fiction and non-fiction work, scientific and engineering presentations and journal submissions, news releases and articles, editorials, speeches, books, business plans, case studies, white papers, and event scripts; draft advertising copy; generate various forms of marketing materials for clients in technology, telecommunications, computer hardware, enterprise software and supply chain management, publishing, transportation, construction, and consumer/retail, industries; and, conduct media and analyst relations and executive training.
  - Client list includes AMD, AT&T, HNTB, Inquisite, Parker Communications Group, Pioneer-Standard, and Public Strategies, Inc.; additional details and representative work samples available at <http://www.analects-ink.com>.
- Maintain ongoing relationships with reporters, editors, analysts, and other opinion leaders to earn consistently favorable media coverage in mainstream and industry-specific news and business publications such as *The Wall Street Journal*, *The New York Times*, *USA Today*, Associated Press, Bloomberg News, Reuters, CNET News.com, *EE Times*, and *Telecommunications Reports*.
- **Cerner:** Coordinated government, media, investor, and community relations resources as part of the health care information technology company's first integrated marketing, public relations, and advertising program.
- **PSI/AT&T (formerly SBC):** Conducted public and political affairs, including execution of federal and state legislative and regulatory plans, media relations, and coordination of public relations, survey and polling, marketing, and advertising strategies.
  - Helped develop and implement strategies that earned regulatory approval for the country's second-largest merger, SBC's acquisition of Ameritech, and entry of SBC into long-distance markets.
- **Kansas Corporation Commission:** Following four years of inactivity, initiated coordination of all external communications with the public and local, regional, national, and trade media regarding complex and controversial utility and natural resource conservation issues.
- **Northern Arizona University School of Communication:** Taught two public relations courses, PR371/Case Studies and Research and PR372/Public Relations Writing.
- **Graves for Governor:** Conducted all local, state, and national media relations and designed publicity materials, issue papers, and direct mail and fund raising letters.
- **Musil for Congress:** Initiated an advertising and media relations effort that earned local, national, and international attention from broadcast, print, and online media.

## PUBLICATIONS, PRESENTATIONS, AWARDS, AND HONORS:

- Panelist for “Hired Help: Exploring the Relationship Between Author and Editor” at *Association of Writers & Writing Programs* Annual Conference, Seattle, Wash., February 2014.
- Instructor, “The Art of Mystery” at *Bellevue College*, Bellevue, Wash., January-March 2014.
- Presenter of “Nuances of Editing for a Global Audience” at *Northwest Independent Editors Guild’s Red Pencil in the Woods* conference, Kenmore, Wash., October 2013.
- Moderator of roundtable discussion “Editing for Science, Technology, Engineering, and Math Concepts” at *Northwest Independent Editors Guild’s Red Pencil in the Woods* conference, Kenmore, Wash., October 2013.
- Co-host and co-organizer of *Mystery Writers of America University*, Seattle, Wash, August 2013.
- Moderator of “Polishing Silver and Panning for Gold: Finding Treasure through Revision” at *Killer Nashville* writers’ conference, Nashville, Tenn., August 2010.
- Author, *The CT Method: Revision and Editing Techniques for Authors of Fiction and Creative Nonfiction* (ISBN 978-1-4524-0122-5), March 2010.
- Panelist on “Spit and Polish: The Craft of Self-Editing” and “Writing and Selling Short Stories” at *Killer Nashville* writers’ conference, Nashville, Tenn., August 2009.
- Writing workshop, “Clockwork Chaos,” presented at *American Creativity Association* annual conference, Philadelphia, Pa., March 2009.
- 2008 *Sun Sounds of Arizona* Volunteer of the Year.
  - Weekly newspaper reader and regular speaker on behalf of *Sun Sounds of Arizona*, promoting the information access broadcast service for people who have lost the ability to read printed material.
- Speech on “The Top Ten Things Business can Learn from Politicians,” *Flagstaff Communicators*, Flagstaff, Ariz., September 2007.
- Speech on the topic of emerging trends and ethics in public relations, *Public Relations Society of America*, Phoenix, Ariz., September 2006.
- Speech on the topic of globalization, *Flagstaff Communicators*, April 2006.
- Presentation and publication of paper, “Confessions of a Monkey Boy,” at the James Randi Educational Foundation’s *The Amazing Meeting 3*, Las Vegas, Nev., January 2005.
- Editor of *Through My Eyes – A Retrospective* by John Mora, winner of [The Mariposa Award](#) at The Latino Book Awards, given to the writer who has achieved excellence with his/her first book, June 2004.
- Liaison Resources ACE award, August 2003.
- AMD Vice-President’s Spotlight award, April 2003 and October 2003.
- AMD In Sync award, July 2002 and March 2003.
- Monthly utilities columnist in *Kansas Business Report*, Topeka Capital-Journal, 1995.
- Participant in *The 1994 Election: A Roundtable*, University of Kansas, November 1994.
- “Foreign Direct Investment: Federal and State Roles,” *LBJ Journal of Public Affairs*, Spring 1992.
- Lyndon B. Johnson School of Public Affairs merit fellowship, 1990 to 1992.
- Trinity University Alumni Association Student Service Award, 1990.
- Award for and publication of “On Competitiveness,” *Business Today* essay competition, Spring 1989.
- Who’s Who Among American College and University Students, 1990.

## SEMINARS, CONFERENCES, AND DEVELOPMENT:

- Member, Northwest Independent Editors Guild, 2013 to present.
- Member, Editorial Freelancers Association, 2012 to present.
  - At-large Member of the Board of the Directors, 2013 to present.
- Mystery Writers of America University, Seattle, Wash., August 2013.
- Mystery Writers of America University, New Orleans, La., October 2011.
- Writers' Police Academy, Guilford Technical Community College And Public Safety Training Academy, Jamestown, N. Carolina, September 2011 and September 2010.
- Judge, *Writer's Digest* International Self-Published Book Award, 2011.
- Donald Maass' Breakout Novel Intensive, Charlotte, N. Carolina, September 2010.
- Writer's Digest Editors Intensive, Cincinnati, Ohio, June 2009.
- New York State Summer Writers Institute, Skidmore College, Saratoga Springs, N.Y., July 2007.
- *Flagstaff Leadership Program*, Flagstaff, Ariz., 2006-07.
- Julia Cameron's *The Artist's Way* workshop, Sedona, Ariz., February 2006.
- Volunteer, James Randi Educational Foundation's *The Amazing Meeting*, January 2006 and 2007.
- *Situational Leadership*, Center for Leadership Studies, Austin, Tex., April 2005
- *Managers and Employment Law and Sexual Harassment for Managers*, AMD corporate development, Austin, Tex., March 2005.
- Edward Tufte's *Presenting Data and Information*, Austin, Tex., October 2004
- Dan Poynter's *Why Publish?* conference, Austin, Tex., September 2004.
- David Freeman's *Beyond Structure* screenwriting workshop, Dallas, Tex., February 2004.
- *Leadership Greater Topeka* Chamber of Commerce leadership development program, 1996-97.
- *State of Kansas Supervisor Training*, Topeka, Kan., June 1995.
- *Basics of Regulation and Rate Making*, New Mexico State University's Center for Public Utilities/National Association of Regulatory Utility Commissioners, Baltimore, Md., May 1995.
- *Preparing Texans for the Workplace: The Tech-Prep Initiative*, Austin, Tex., October 1991.
- *Universal Telecommunications Service in Texas*, Austin, Tex., April 1990.
- *Southwest Association of College and University Housing Officers Supervisory Skills*, Denton, Tex., November 1990.
- *Mortar Board National Leadership Conference*, Columbus, Ohio, July 1989.

## ACTIVITIES:

### *Leadership activities:*

- Elected to EFA Board of Governors, 2013 to present.
- Director, Book Club of Washington, 2013 to present.
- Trinity University Pacific Northwest alumni chapter president, 2013 to present; board member, 2012 to present.
- Chairman, Coconino County Libertarian Party, January 2007 to January 2009.
- Secretary, Arizona Libertarian Party, January 2007 to January 2009.
- Trinity University National Alumni Board member, 2004 to 2009.
- Trinity University Alumni Association, Austin, Tex., chapter board of directors, 2001 to 2005 (president, 2003-2005).
- Austin Public Library Friends of the Library board of directors, 2001 to 2002.
- Austin, Tex.-area LBJ School of Public Affairs Alumni Association board of directors and treasurer, 2000 to 2004.
- Kids Voting Kansas, member of the board of directors, 1997.

### *Community service activities:*

- News reader, Sun Sounds of Arizona (broadcast information service for people with visual disabilities), December 2006 to December 2009.
- Member, Flagstaff Rotary Club, February 2007 to January 2009.
- Volunteer, United Way of Northern Arizona communications committee, 2007 to January 2009.
- Flagstaff Community Foundation grants reader, 2007.
- Volunteer, Northern Arizona Book Festival, April 2007.
- Creative writing instructor, City of Flagstaff Parks and Recreation “*Youth Celebrate Art and Culture – Artist-Led Workshops*,” March 2006.
- Judge, Flagstaff, Ariz., *Assets in Action* teen writing competition, 2005.
- Judge, Austin, Tex., *American-Statesman/Newspapers in Education Excellence in Writing Scholarship Competition*, 2004 and 2005.
- Trinity University Alumni Association student recruiter, 2004 to present.
- Volunteer advisor to Congressional redistricting campaign, TX-10, 2004.
- Nelson-Atkins Museum Young Friends of Art, Kansas City, Mo., 1999 to 2000.
- Smithsonian Institution Young Benefactor’s membership and marketing committee, Washington, D.C., 1998 to 1999.
- Fund raiser, Topeka Civic Theater capital campaign, Topeka, Kan., 1997.
- Member, Topeka South Rotary Club, Topeka, Kan., 1997.
- Boy Scouts of America, Law and Politics Explorer Troop Leader, Topeka, Kan., 1997.
- Instructor, *Practical Public Participation* adult education class, Countryside United Methodist, Topeka, Kan., 1996.

## COMPUTER EXPERIENCE:

Extensive experience on Internet-based applications and databases, and on Windows-based and Macintosh computers and networks with Microsoft Office suite, Publisher, and Access; Adobe Creative Suite and other design and layout software; Filemaker Pro; WordPress and other Internet and weblog development software; and, other applications, spreadsheets, and databases.

*REFERENCES ON REQUEST*