

Resume of Lisa R. Hooker

Education

The Ohio State University, 1984, Bachelor of Arts in Journalism

Work Experience

The Write Words, Ltd.

1989 - Present

A full-service freelance writing company formally established in 2000.

- Published in *Columbus C.E.O.* and *Columbus Monthly* magazines, published by CM Media, Inc., Columbus, Ohio.
- Regular contributor to *Business First* newspaper, the Columbus, Ohio affiliate of American City Business Journals.
- Regular contributor to *Over the Back Fence* magazine, Chillicothe, Ohio.
- Published in Ohio Farm Bureau Federation's *Our Ohio* and *Buckeye Farm News* publications.
- Published in numerous Ohio Rural Electric Cooperative's statewide sections of *Country Living* magazine.
- Earned a 2001 Award of Merit from the Ohio Bankers Association for the advertising campaign "Just What Lancaster Needs...The Community Bank."
- Write advertising and travel text for a number of Ohio Chamber of Commerce and Visitors Bureau publications through Back Fence Publishing, Chillicothe, Ohio.
- Author of local history books *Fairfield County Treasures*, Volumes I & II. More than 4,000 sold.
- Create various marketing pieces and articles for regional businesses, civic groups and governmental agencies.
- Former media relations coordinator for the Decorative Arts Center of Ohio.

South Central Power Company, Lancaster, Ohio

1997 - Present

Ohio's largest electric cooperative, with 108,000 customers in 24 counties

Director of Communications and Government Relations

- Earned 'Certified Cooperative Communicator' designation from the National Rural Electric Cooperative Association, 1998.
- Elected to the Certified Cooperative Communicator national Board of Directors. Two-year term commences July 2005.
- President of the Ohio Member Services and Communications Association, 2002-2003.
- Earned a 2004 Award of Merit from the Council of Rural Electric Communicators for Best Feature Story.
- Lobby state and federal elected officials on issues of importance to the cooperative and the electric cooperative industry
- Write and layout four pages of consumer, feature and industry-related articles for the cooperative's monthly customer magazine, *Country Living*.
- Create, write and layout the monthly employee newsletter and monthly bill insert.
- Design, write and layout the annual report.
- Create and place all news releases and newspaper, radio and billboard advertising.
- Manage the employee recognition program.
- Created and managed the cooperative's former Internet website.

First Service Federal Credit Union, Groveport, Ohio 1996 - 1997
A \$35 Million community credit union providing a full range of retail financial products
Director of Marketing

- Create, place and distribute print advertising, direct mail pieces and news releases.
- Write and edit monthly newsletter and product brochures.
- Plan and conduct community relations events, employer presentations and member sign-ups.

NBD Bank, Columbus, Ohio 1995 - 1996
Acquired by Fifth Third Bancorp in February 1996
Banking Officer and Supermarket Retail Banking Manager

- Responsible for three branch offices with \$7.1 million in deposits and \$1.3 million in loans.
- Supervise and develop three managers with a combined staff of 18.
- Attain sales and budget goals, strengthen aisle visitation and in-store merchandising.

Huntington National Bank, Columbus, Ohio 1994 - 1995
An \$18 Billion regional bank which emphasizes technological delivery systems
Assistant Vice President

- As Supermarket Banking Development Manager, developed and coordinated supermarket banking initiatives in new geographic markets.
- As Business Development Manager for Huntington Direct, managed seven sales managers and the daily activities of a full-service call center with 175 employees.

Fairfield National Bank, Lancaster, Ohio 1988 - 1994
A \$135 Million affiliate of Park National Corporation, Newark, Ohio
Administrative Officer and Marketing Director

- Member of Senior Management Group of the bank.
- Management responsibility for two Supermarket Branch Offices with a combined staff of 12, \$7 million in deposits, \$2.5 million in loans; and a 900-member Mature Market Club.
- Responsible for sales training and sales management; creation and placement of print, radio, cable television advertising; public relations events; press relations and media relations; writing and editing of three newsletters and all brochures; product development.
- Selected as corporate trainer to facilitate Kenneth Blanchard's "Situational Leadership" series; presented to executive, senior and middle management personnel of subsidiaries.

WHOK, Incorporated, Lancaster, Ohio 1984 -1988
Radio News Reporter and Talk Show Hostess

- Responsible for news writing, interviewing, editing and production of daily broadcasts.

Professional Schools

Curriculum for Certified Cooperative Communicator: 1998
School of Bank Marketing, University of Colorado, Boulder: 1994 (With Honors)
Thesis rated in top five percent and accepted into Bank Marketing Association's Information Center.
Ohio School of Bank Marketing, Miami University, Oxford, Ohio: 1988
American Institute of Banking: 1988 - 1992; Served as Instructor: 1991

Relevant Skills

Quark Express. Microsoft Word. Proficient with a 35 mm camera.

Civic and Professional Activities

Lancaster Fairfield County Chamber of Commerce: Member

Women's Division Chairman: 1992

Fairfield Leadership Tomorrow: 1986 graduate

Quality Union of Business, Industry and Community (QUBIC): 1990 graduate

Fairfield Heritage Association: Member

Fairfield Medical Center Auxiliary Twig 14: Member

Fairfield Medical Center Intertwig: Represent Twig 14 in this umbrella organization since 1998.

Cameo League (support organization for The Lancaster Festival, Inc.): Member and former Secretary

Historic Lancaster Commission: Member and former Secretary

Ohio State University Fairfield County Alumni Chapter: Member and former Vice President

Fairfield County United Way: Board of Trustees 1989 - 1994

Fairfield County Visitors and Convention Bureau: Board of Directors 1988 - 1994

Lancaster Rotary Club: Member, 1988 - 1994

Fountain Square Restoration Committee: Chairman 1986 - 1989

Family Y of Fairfield County: Former Vice President and Board of Directors Member

Public Speaker throughout Central Ohio

First United Methodist Church: Member

References available upon request.