

# RESUME'

## G. Harvey Gail, MBA

### Education

- MBA, Willamette University, Atkinson Graduate School of Management, 1988
- BA, University of Oregon, Psychology, 1985
- Study abroad, University of Guadalajara, Jalisco, Mexico, 1981

### Titles (present)

- President/Owner, Spire Management, LLC
- President/Owner, VanNatta Public Relations, Inc. (5 employees)
- Executive Director, Financial Planning Association of Oregon & SW Washington
- Executive Director, Oregon Hearth Patio & Barbecue Association
- Lobbyist, Oregon Hearth, Patio & Barbecue Association
- Association Events Manager, Oregon Dental Hygienists' Association
- Association Manager, Heat Green Council

### Work Experience

- Public Relations and Marketing Executive, 1994 - present
- Association Management, Association Executive, 1994 - present
- Lobbyist, Oregon State Capitol, 1994 - present
- Business Manager, VanNatta Public Relations, 1994 - present
- Business Manager, Spire Management LLC, 2002 - present
- Sales Associate, K/P Corporation, 1988 - 1994
- Travel Agent, Sales Associate, 1985 - 1986

### Associations, Community Involvement

- Rotary International, member, West Salem Rotary, former board member, Paul Harris Fellow
- Boy Scouts of America, Den Leader, Pack Committee Chair, 2000 - 2009
- Salem Area Chamber of Commerce, member
- Salem Economic Development Corporation, member
- Oregon Society of Association Management, member
- Public Relations Society of America, Salem Capital Chapter, member and treasurer on board
- Oregon Capitol Club, member (association of lobbyists)

### Public Speaking, Presentations (partial list)

- "Social Networking for Associations and Nonprofits," Financial Planning Association, National Leadership Conference, Denver, CO (2008, 2009)
- "Media Relations," Candidates Academy, Salem Area Chamber of Commerce, (2010)
- "Salem's Hedgehog Concept," City of Salem, "Good to Great" Conference, Salem (2009)
- "Media Training for Financial Advisors," Financial Planning Association (2009)
- "Marketing on a Shoestring," Chamber Business Women, Oregon Hearth Patio and Barbecue Association (2009)
- "Association Management Options," Financial Planning Association, Denver, CO (2008)

### Interests

- Bluegrass band member, lead banjo player, Baxter Hill Bluegrass Band

- Worship team, guitar player, Our Savior's Lutheran Church
- Member, Salem Rowing Club, sculling and sweep rowing
- Scuba Diving, PADI Open Water certified, 2009
- Skiing, downhill and cross country
- Oil painting
- Golf

### **G. Harvey Gail, Bio**

Harvey is married to Mary VanNatta-Gail and has two boys, Caleb (12) and Ryan (15). They live in South Salem.

G. Harvey Gail grew up in Newberg, Oregon and as the son of a Navy doctor, spent a portion of his childhood in the Philippines. Harvey is President of VPR, and holds a MBA from Willamette University. Gail was Willamette's American Marketing Association Student of the Year and served as Chair of the Conference on Entrepreneurship. He completed his undergraduate degree at the University of Oregon in Psychology with an emphasis in organizational behavior, which is the study of leadership and motivation in organizations. While at U of O, he was a departmental research assistant in the Psychology Department, conducting studies on Workplace Stress and the Decision-making Process of Juries. He was also part of the Honor Society for Social Sciences.

Gail worked as a sales representative for K/P Corporation, in which he used his marketing background to work with advertising agencies and companies to create marketing and promotional materials. During that time he was involved in the company's move towards TQM (total quality management).

In 1994 Gail joined VanNatta Public Relations, Inc. and now serves as President. He specializes in marketing, PR and association management for member based and non-profit associations. He is a frequent presenter and facilitator, recently returning from the National Financial Planning Association Leadership Conference in Denver. He has also presented to the Salem Area Chamber of Commerce, Oregon Dental Hygienist Association, Hearth Patio and Barbecue Association among others. He was instrumental in the founding and serves as Executive Director of Heat Green Council, which is a national organization headquartered in Salem.

Off the clock, he enjoys playing bluegrass banjo, acoustic and electric guitar, rowing, skiing, fishing and more recently, scuba diving.