



#### [President \(term ends July 1, 2018\) - Kelley Dennings](#)

After graduating from North Carolina State University with a degree in Natural Resources, Kelley Dennings worked in the recycling industry for 15 years. During that time, she conducted various behavior change, social media and traditional advertising projects. Kelley then worked in the conservation field for 3 years fostering landowner behavior change for goals such as building wildlife habitat, placing a conservation easement or climate change mitigation. Currently Kelley works for Action Research, a community-based social marketing agency and is the Founding President of the Social Marketing Association of North America. In 2018 Kelley earned a Master of Public Health from the University of South Florida, along with a certificate in social marketing. She enjoys integrating her environmental background with public health issues to bring about social change. Kelley's case studies have been published or presented in Resource Recycling, Social Marketing Quarterly, The Handbook of Persuasion and Social Marketing and at various state and national conferences.



#### [President Elect – Sandra Parades](#)

Sandra Paredes is a health communications specialist at Westat. As a researcher and mission-driven problem solver, she designs solutions for high-profile and complex problems fueled by a deep belief that health and well-being are a basic human right. Sandra works with Federal health agencies to develop health communications campaigns using social marketing and design thinking. As a native Spanish speaker, she develops Spanish-language health education materials. Sandra graduated from Cornell University with a bachelor's in psychology and minor in Spanish literature and holds a master's degree in communication from Johns Hopkins University with a concentration in health communication.



#### [Vice President - Brian Biroscak](#)

Brian Biroscak is an Assistant Professor in the Department of Emergency Medicine at Yale University. He considers emergency medicine to be an integral part of public health--a field in which he has extensive experience dating back to the year 2000. Brian contributes to violence- and injury prevention research through public health surveillance and -research activities. He also has a strong interest in system dynamics modeling. As social improvement ultimately boils down to influencing the behavior of individuals (e.g., violent perpetrators, community members, policymakers), Brian's experience in social marketing is particularly valuable. He continues to participate in social marketing research and education with the Florida Prevention Research Center at the University of South Florida, where he received his PhD in Public Health in 2014.



#### [Treasurer - Andrew Lentini](#)

Andrew is an experienced sustainability coordinator with a demonstrated history of working in the higher education industry. He is skilled in nonprofit organizations, event management, volunteer management, public speaking, and graphic design. He is a strong community and social services professional with Bachelor's and Master's degrees in education and a graduate certificate in Development and Management of Non-Profit Organizations. In his current role in the Office of Sustainability at the University of Georgia, Andrew is responsible for communications and outreach for the office as well as programs having an outward facing component serving the community. Andrew is formerly the recycling coordinator for the University and has represented UGA on the boards of the College and University Recycling Coalition, the Georgia Recycling Coalition, the US Zero Waste Business Council College and University Technical Committee, and as an ex-officio member of the Recyclemania board. Andrew is married and has 4 children who love to do fun things.



### [Amy Cabaniss](#)

Amy is a long-time environmental educator and communicator, having dedicated 30 years to fostering environmentally-responsible behavior. A part-time lecturer at Southern Connecticut State University in the College of Business, MBA Program, Amy teaches Business Ecology and Sustainability, and The Research Project. She also serves as Outreach Coordinator for the Office of Sustainability at the University of Rhode Island. Amy has a PhD in Environmental Studies with applied research in conservation psychology and community-based social marketing, an MBA in Management and Organization, and a Professional Certificate in Graphic Arts. She is Editor of the *Handbook on Household Hazardous Waste* (2008; 2018), and has been an active member and board member of the North American Hazardous Materials Management Association (NAHMMA), including serving as NAHMMA Northeast Chapter President.



### [Dulce Espelosin](#)

Dulce is the Spanish-language senior trainer for “Campaigning for Conservation” at Rare, which is a 10-day social marketing workshop for conservation solutions adoption across a spectrum of geographies and threats. Dulce has been working in the conservation area for 14 years, with nine years at Rare, managing Spanish and English online and offline innovative communications for teaching and strengthening skills. She has created four online trainings focused on research and audience behavior techniques, three conservation themes motions, and a skills transference toolkit for training techniques. Dulce enjoys working with people in communities and teaching them effective social marketing concepts and technologies that benefit them and make an impact in greater social well-being.



### [Catalina Garcia](#)

Catalina is currently the AB InBev Global Director of External Affairs and Social Marketing, with a track record of achievements in multinational companies in the consumer goods, mining, technology, petrochemical industries and PR & Communications consultancy in different countries and in country, region and global roles. She leads the development and implementation, across 5 regions (Africa, Asia, Europe, Latin America, and North America), of one of the AB InBev’s sustainability pillars (Healthier World) designed to influence social norms and individual behaviors towards Smart Drinking, to reduce harmful use of alcohol, and thus help deliver the company’s Dream: Bringing People Together for a Better World. In addition, she represents AB InBev in the Together for Safer Roads (TSR) road safety private sector global coalition. She was selected as a member of “Stars” in 2015, an exclusive circle of 100 international “Leaders of the Next Generation” from business, but also from science, politics, culture, NGOs and the media. She is a co-author of “How business can drive inclusive growth and development”, a report published by the Harvard Kennedy School. She is a winner of the Top Women in PR Awards from 2017. Catalina is an Industrial Engineer from Javeriana University Colombia and lives in New York City.



### [Tracey Haldeman](#)

Tracey wanted to make a difference in the world. Her role as President and owner of Pinnacle Communications has allowed her to do just that. She has been a practitioner in the field of social marketing, brand development, advertising and communication for 28 years. Tracey has a deep understanding of designing and implementing strategies for campaign success. Her most recent projects include smoking cessation and prevention, reduction of infant mortality, diabetes prevention and control, binge drinking prevention, opioid misuse and abuse prevention, and environmental protection and sustainability. In 2009 she contributed to Social Marketing Quarterly with her article “Implementing a Community-Based Social Marketing Program to Increase Recycling”. Tracey holds a master’s degree in Communication, Culture & Technology from Georgetown University and lives in Baldwin, MD with her husband Brian, three daughters, and six goldfish (who have now expanded to live in an outside pond).



### [Jay Kassirer](#)

Jay is a seasoned social marketing consultant and trainer, a global expert on community-based social marketing approaches, a founding and current Director of both the International Social Marketing Association (iSMA) and the Social Marketing Association of North America (SMANA), and the driving force behind the Tools of Change website and webinars. He has 27 years of professional social marketing experience focused on environment, health and sustainability. As President of Cullbridge Marketing and Communications, Jay has contributed to the development of enduring outreach programs such as the Green Communities' home energy audit and well aware programs, BC Hydro's Power Smart program, Canada Mortgage and Housing Corporation's Healthy Housing and Sustainable Community Planning initiatives, and the American Forest Foundation's family forest conservation programs, and co-led the formation and growth of Canada's multi-stakeholder Healthy Indoors Partnership. He is an Editorial Board member for Social Marketing Quarterly, and was awarded the Outstanding Contribution to Social Marketing Award at the World Social Marketing Conference in 2017.



### [Meghan Kelly](#)

Meghan is an environmental behavior change consultant with over 10 years of experience in the environmental sustainability, education, and behavior change fields. Meghan founded [Green Motivate](#) in 2014, where she works with organizations to design, implement, and evaluate outreach programs with a goal of encouraging environmental action. She specializes in behavior change research design and strategy, community-based social marketing, effective communication and messaging, and providing professional development workshops on environmental behavior change. Meghan has an M.S. in Natural Resources and Environment from the University of Michigan and previously was an environmental projects specialist for the City of Oakland, California. She also served as Board Co-President for Young Women Social Entrepreneurs - San Francisco and was a Block Leader for Empowerment Institute's Cool Block program. Meghan lives in San Francisco and spends her free time birding and hiking with her husband, dog, and new baby.

### [Karyn Madore](#)

Karyn Madore, MEd, CCPH has over eighteen years of experience managing public health projects and creating and implementing social marketing efforts and has facilitated strong network of contacts within the media landscape to implement communication strategies that reach a wide range of populations. Ms. Madore leads the JSI-NH Health Communication Team, which brings together a wide range of talents, health communication, graphic design, formative research, creating and implementing social marketing campaigns and evaluation. MS. Madore also leads a variety of public health Branding and Communication projects, which have been recognized nationally.

No picture available



### [Jim Mintz](#)

Jim is the Managing Partner of the [Centre of Excellence for Public Sector Marketing](#). He is also Program Director of the [Professional Certificate in Public Sector and Non-Profit Marketing](#) at the Sprott School of Business at Carleton University. Jim previously taught at Sprott, the University of South Florida, and the University of Ottawa. His non-profit work includes: School of Public Health; University of Alberta; Canadian Public Health Association; and the American Marketing Association (AMA) International. He has published numerous articles, workbooks and [blogs](#) on public sector/social marketing. He was featured in [Effectively Engaging People](#) as one of the top twenty experts in social marketing. Jim has had a long career in the private and public sector as a senior executive and innovator in the field of marketing which includes over 20 years as the Director of Marketing and Corporate Communications at Health Canada. He has a varied academic background in the fields of marketing, advertising and public administration, and has provided marketing advice, consultation and education across the globe.



### [Brooke Sadowsky](#)

Brooke spent nearly a decade working in commercial advertising, helping clients such as British Airways, Pfizer, and American Express reach key consumer audiences to build brand awareness, change preferences, and sell products. In 2007, Brooke joined the non-profit organization Rare and spent nine years designing and implementing behavior change campaigns that inspire communities around the globe to adopt more environmentally sustainable behaviors. She worked on projects in Mongolia, Thailand, Lao PDR, Bahamas, Madagascar, Guam, the Philippines, and held positions centrally as Rare's global lead for behavior change and social marketing. Currently, Brooke runs her own consulting business helping mission-driven brands motivate their audiences to take action by designing effective communication strategies that incorporate true audience insights.



### [Kacey Wetzel](#)

Kacey joined the Chesapeake Bay Trust in 2007 and now leads an incredible team of people that work on the Trust's Capacity Building, Community Engagement, and Environmental Education grant programs and initiatives. Kacey works with funding partners, non-profit organizations, and community leaders to identify and develop projects that improve both community and environmental well-being. A native of Baltimore, Maryland, Kacey graduated from Rollins College with a B.A. in Environmental Studies and holds an M.S. in Environmental Science and Policy from Johns Hopkins University, and a CPH in Social Marketing from the University of South Florida. Kacey has studied water and waste management in the Dominican Republic and environmental sustainability in Costa Rica. Prior to her work with the Chesapeake Bay Trust, she worked as an environmental scientist with SAV Engineers.