

2016 ST. JUDE - TRI DELTA LEADERSHIP WEEKEND

Emily Callahan Chief Marketing Officer ALSAC/St. Jude Children's Research Hospital



As Chief Marketing Officer for ALSAC/St. Jude Children's Research Hospital, Emily Callahan oversees the development of marketing strategies for ALSAC and provides strategic direction in the promotion and protection of the St. Jude brand as a leading brand worldwide. Her team of more than 200 are responsible for brand marketing; marketing research; corporate communications; public relations; crisis communications; entertainment marketing; patient relations; interactive marketing, including web, email, social media; creative services and marketing operations. Under Emily's leadership, St. Jude has been named the Health Not-for-Profit Brand two years in a row by Harris Interactive and was cited in 2015 as having the top quality of any brand in a survey of over 36,000 U.S. consumers about more than 1,400 for-profit and non-profit brands. St. Jude has also been named the number one place millennials want to work in the U.S. for two years straight, and the St. Jude brand is one of the top three most engaged brands in social media.

Prior to joining ALSAC, Emily was the Senior Vice President of Global Marketing and Networks for Susan G. Komen for the Cure, the world's largest breast cancer organization. At Komen, Emily led the marketing team that included communications, brand marketing, interactive marketing, events and multicultural marketing. She also served in an executive operations role, leading a global network team responsible for oversight of Komen's 125 independently incorporated affiliates and 50-plus network partners around the globe. She was a member of the eight-person executive team at Komen responsible for the vision and operation of the organization, and she was the driving force responsible for redefining Komen's brand in accordance with the 25th anniversary and the development of Komen's marketing strategy. Prior to joining Komen, Emily was a supervisor at Edelman Public Relations, the world's largest independent PR firm where she developed expertise in reputation management, consumer technology and business communications for a number of Fortune 500 companies.

Emily received her bachelor's degree from Baylor University in journalism/public relations and her master's degree from The University of North Texas in marketing/management. She has served as an adjunct professor in the graduate journalism program at the University of North Texas. She currently serves as a board member for the Memphis Public Library Foundation and the Ronald McDonald House of Memphis. She is also a member of the steering committee working to shape the brand for the city of Memphis. She has received a number of accolades including the Non-Profit PR Director of the Year and Corporate Responsibility Co-Executive of the Year by *PR News* and the *Dallas Business Journal's* and the *Memphis Business Journal's* Top 40 Under 40 awards as well as the *Memphis Business Journal's* Super Women in Business distinction.

A native of Oklahoma, Emily and her husband, Jason, have two children.

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Shawn Kelly

Director, Creative Media Services

ALSAC/St. Jude Children's Research Hospital



As Director of Creative Media Services, Shawn oversees and motivates a group responsible for inspiring the world with authentic video moments and stories from St. Jude Children's Research Hospital.

Earning a degree in Audio Recording Technology (yes there is such a thing) led him to audio for documentaries, which led him to producing documentaries, to children's television, to freelance and corporate video production...and now he's here! His goal coming to St. Jude was to build the best production team in the city. Admittedly, he set his sights too low – he now has one of the best in-house production teams in the country.

Prior to his time at St. Jude, Shawn was a producer on the PBS show "Barney & Friends" for 2 seasons and had an immense time there. He even wrote a few Barney tunes which still get played on the syndicated shows. Shawn also produced a local children's show in Memphis called "Hello Mr. Chuck!" – which won an Emmy Award and a Parents' Choice Award.

He is also a musician and songwriter, playing guitar and piano. He currently plays keyboards for the Mighty Electric St. Jude Band, a group of employees and volunteers from ALSAC and St. Jude who donate their time and expense to play gigs and give all the money they make to St. Jude. "It satisfies the weekend rock-n-roller in us."

Shawn also enjoys public speaking, hosting and emceeing events. His favorite is his neighborhood's 4th of July Parade. "I know it sounds like small potatoes, but it's a 65 year tradition now and I am honored to host this little piece of America."

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Tom Shadyac

Director, Producer and NYT Bestselling Author



Tom Shadyac is one of Hollywood's all-time leading comedy directors with his films, *Ace Ventura: Pet Detective*, *The Nutty Professor*, *Liar, Liar*, *Patch Adams*, and *Bruce Almighty* grossing nearly 2 billion dollars of box office. In 2010, Tom switched gears and wrote and directed his first documentary, *I AM*, which explores two fundamental questions – What's wrong with our world, and what can we do about it?

But Tom is much more than a film director. For the past few years, he has been speaking to sold out audiences, inspiring young and old alike with his

impassioned style and unflappable belief in the human spirit.

He has appeared on numerous national television shows, including *The Oprah Winfrey Show* and *The Ellen Degeneres Show*. In 2013, Tom wrote his first book, *Life's Operating Manual*, which promptly hit the New York Times Bestseller list.

Alicia Huettel, MSN

Director of Family-Centered Care

St. Jude Children's Research Hospital

Alicia Huettel is the director of family-centered care at St. Jude Children's Research Hospital. As director, her responsibility is to oversee the family-centered care program, which serves to enhance partnerships between parents and St. Jude staff. In her position, she works closely with parental advisory boards and communicates the needs and suggestions of the patient parents. She has been integral in implementing several institution improvements, designed to best support and comfort patient families and the highest standards of care.

Alicia began working at St. Jude in 2000, and also serves as the director of the patient family education program and the Linda R Hajar Family Resource Center. She is from Memphis, Tennessee, and received her Masters of Nursing from the University of Memphis in 2006.

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Sue Harpole

Deputy Chief Development Officer ALSAC/St.
Jude Children's Research Hospital



Sue Harpole currently serves as Deputy CDO for ALSAC/St. Jude Children's Research Hospital. Under Sue's leadership as the Senior Vice President of the Gift Planning Department, the Gift Planning team pursues the department's mission to provide funding for the unsurpassed patient care and pioneering research of St. Jude by providing a personal experience to some of our most dedicated donors who support the hospital through major gifts, bequests and foundations.

Sue joined the ALSAC Gift Planning team in 2007 and served in various roles leading up to her promotion to Senior Vice President in 2012. Through her leadership, working with an extraordinary group of professionals, ALSAC's bequest program has grown to become the second largest in the U.S.

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Melanee Hannock

Senior Vice President, Marketing
ALSAC/St. Jude Children's Research Hospital



As Senior Vice President of Marketing, Melanee Hannock leads the Marketing Operations, Innovation and Interactive Groups for the Marketing division. She has been providing leadership on St. Jude.org, more than 20 microsites, online promotional activity and emerging programs like social media and mobile devices. Since joining ALSAC in May 2007, she has built and continues to lead a team of interactive professionals who have worked holistically with operations and fundraising teams to grow online revenue 200% in a four-year time span.

Melanee has more than 20 years as a marketing professional with significant consumer marketing and interactive gaming experience. Throughout her career, she has worked on top-tier brands such as St. Jude Children's Research Hospital, Disney, Atari and Hasbro Interactive and led marketing teams handling multi-million dollar integrated campaigns. She has helped to position, build and launch 45+ interactive games and launch 80+ downloadable games on multiple platforms and online for major brands including Disney, The Lion King, Pirates of the Caribbean, Aladdin, Kim Possible, Tonka, Thomas the Tank Engine, Barney, Nickelodeon, Spongebob Squarepants, NSYNC and Backyard Sports.

While at Disney, Melanee was a part of the team that managed internet incubation projects, online subscription gaming products and created the business plan that led Disney into the downloadable games business. During her tenure at Atari, she managed the #1 kid's computer gaming franchise – Backyard Sports and helped to grow the sales over 400%.

Melanee has a B.S. in marketing from Rochester Institute of Technology and an MBA from the University of Massachusetts. She is also active in the entrepreneurial community in the Memphis, Tennessee metropolitan area.

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Regina Watson

Interim Vice President, Gift Planning
ALSAC/St. Jude Children's Research Hospital



Regina Watson is currently the Interim Vice President of the Gift Planning Department for ALSAC/St. Jude Children's Research Hospital. She is responsible for leading the Gift Planning team in fulfilling the department's vision to build, nurture and honor personal connections with our most generous and dedicated supporters, establishing a stream of continuous financial support through planned and major gifts, for the support of the lifesaving mission of St. Jude.

Previously as the Executive Director and number two on the senior leadership team for Gift Planning, Regina provided leadership and strategic decision-making for a wide variety of fundraising activities that support cultivation, solicitation, and stewardship of donors who support St. Jude through major gifts, bequests and foundations.

Regina joined ALSAC-St. Jude in 1999 and has served in various roles throughout her tenure including leadership roles within Gift Planning and the National Direct Marketing Department, where she developed ALSAC's first bequest mail campaign.

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Shelby Anderson

Executive Director, Field Program Development
ALSAC/St. Jude Children's Research Hospital



As Executive Director, Shelby Anderson leads national fundraising programs for the development division of Field Operations, providing leadership on development strategies, creation of a youth platform, more than 12,000 events across the country and focusing on innovation and emerging programs and initiatives for the organization. Since joining ALSAC in August 2012, she has built and continues to lead a team of fundraising professionals who have worked holistically with marketing and community based teams to grow revenue and advance the mission.

Shelby has more than 18 years as a fundraising professional with significant experience with revenue generation, infrastructure development and strategic planning of non-profit networks. Throughout her career, she has worked with top-tier charities such as St. Jude Children's Research Hospital and Susan G. Komen for the Cure and managed multi-million dollar programs.

Shelby is a Texan with a B.A. in political science from Texas Christian University (TCU) and a Phi Lambda member of Delta Delta Delta fraternity. She is also active in the alumnae chapter in the Memphis, Tennessee metropolitan area.

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Juanita Ortiz

**Executive Director, International Development
ALSAC/St. Jude Children's Research Hospital**



Juanita brings over 17 years of experience in the international nonprofit arena, working with grass root non-profits, intergovernmental organizations and one of the largest, mainstream non-profits in the United States. As the Executive Director for International Development at ALSAC/St Jude Children's Research Hospital, Juanita is responsible for providing the direction and strategy for the organization's international development efforts and humanitarian support to partner foundations.

Prior to joining ALSAC/St. Jude Research Hospital, Juanita served as the Director of International Capacity Building for Europe and India at United Way Worldwide (UWW). She was responsible for designing and implementing models, processes and procedures to help build and strengthen the capacity of United Way Worldwide's international members. Juanita has also spearheaded several regional programs and projects that have spanned the Amazon Basin, the Andean Subregion, Central Europe and parts of Asia.

Juanita holds a Bachelor of Arts in International Relations from Brown University, a Master in Business Administration from Georgetown University's McDonough School of Business as well as a Certificate in Non Profit Management from Georgetown University's Center on Policy.

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Diane Mershon Heyman

Senior Vice President of Human Resources

ALSAC/St. Jude Children's Research Hospital



Diane is an accomplished Human Resources professional with a wide range of experience and demonstrated leadership. She has more than 20 years of experience in Human Resources, including employee relations, benefits, compensation, information systems, administration, recruitment, training and diversity. Her career has primarily focused on the hospitality industry, but most recently has been geared towards bringing a new level of strategic leadership to the non-profit industry.

Currently, Diane holds the position of Senior Vice President of Human Resources at ALSAC/St. Jude Children's Research Hospital in Memphis, Tennessee. Diane and her team are responsible for providing strategic oversight that helps position

ALSAC to meet the growing needs of the organization. Her responsibility includes oversight of all areas of the Human Resources division including compensation, benefits, learning and organization development, employee relations, talent acquisition, HR Technology, payroll and administration. Prior to her time at ALSAC/St. Jude Children's Research Hospital, Diane was Senior Vice President of Compensation and Benefits at Hilton Worldwide.

An alumna of Kansas State University, Diane received her Bachelor's Degree in Business Administration and Marketing. Actively involved in the Society of Human Resource Management (SHRM), Diane has served on the Memphis board of directors and is a past president, and as Chairperson of the Executive Roundtable. She also served as Area Board member and Secretary on the Tennessee SHRM state council.

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Emily S. Greer

Chief Administrative Officer

ALSAC/St. Jude Children's Research Hospital



As Chief Administrative Officer for ALSAC/St. Jude Children's Research Hospital, Emily Greer is responsible for leading the day-to-day administrative operations for ALSAC and serves as the No. 2 executive behind the Chief Executive Officer. She works closely with the CEO and senior leadership team to establish enterprise strategies, ensure the efficient execution of strategic objectives and evaluate organizational structure and operating systems for process improvement. Leadership and cultural development issues also fall under her purview. Emily's operations responsibilities include Business Continuity, Merchandise Marketing, Human Resources, Event Marketing and Logistics. She also handles Corporate Compliance and Audit issues on behalf of the CEO. She serves on a number of community boards in her role, including Christian Brothers University, the Economic Development Growth Engine (EDGE), and the Memphis Chamber Advisory Council. She is also a

proud member of Delta Delta Delta Fraternity.

Throughout her more than 23-year tenure with ALSAC, she has served in various management roles including Senior Vice President of Human Resources and Chief of Staff prior to becoming Chief Administrative Officer.

Emily came to ALSAC with a human resources and retail management background in corporate administration having worked at Goldsmiths and Delta International Machinery.

She graduated cum laude from Christian Brothers University with a BS in Marketing and Management, earned her certification as a Senior Professional in Human Resources (SPHR) through the Society of Human Resources Management (SHRM), and in 2006, earned her Executive MBA from the University of Memphis, where she received the Dean's Award for Academic Excellence and was inducted into the Honor Society of Phi Kappa Phi.

Emily is married to her husband, Jarvis, and they have two children, McKenzie and Jarvis Junior.

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Jeff Pearson

Chief Financial Officer

ALSAC/St. Jude Children's Research Hospital



Jeff Pearson has been with ALSAC/St. Jude Children's Research Hospital over 19 years. He has served as Chief Financial Officer since June 2006. Prior to June 2006 he served as Senior Director of Finance and Controller.

Jeff's responsibilities include managing accounting, cash management, budgeting, internal/external financial reporting, internal/external audit functions, office management, long-term financial planning, all banking relationships and the travel services provided to the ALSAC staff. Jeff is also the primary liaison to the board Audit and Finance Committees.

During his time at ALSAC, Jeff has raised the level of service provided from the Finance department and level of technology used in the Finance department to support the organization. He has worked with the external agencies (i.e. Charity Navigator, Better Business Bureau, Combined Federal Campaign) to improve their understanding of our organization and recently led Charity Navigator in a change of the way they analyze ALSAC/St. Jude that improved our rating. Jeff initiated and led a process to evaluate and change ALSAC's primary merchant bank provider that increased the level of service ALSAC received, improved our security compliance and reduced overall costs of merchant banking to the organization. Jeff transitioned the organization's travel services and company car fleet to a more reliable and more cost effective solutions. Jeff led a review of the Dream Home program and led a Regional Task Force charged with improving the work life balance of our regional staff. Jeff was also very instrumental in the development and success of the St. Jude Memphis Marathon. He was responsible for the entire registration process for the first seven years of the marathon, which included developing the registration process from scratch and ultimately transitioning the registration to a web-based, fully automated system.

Jeff began his career with Arthur Andersen & Co in the audit division. While at Arthur Andersen, Jeff worked on clients in various industries including Financial Services, Real Estate, Manufacturing and Hospitality. Prior to coming to ALSAC, Jeff worked six years at ServiceMaster serving in various positions of increasing financial responsibility and finally as the Controller of one of the ServiceMaster companies.

Jeff graduated Magna Cum Laude from the University of Memphis with a degree in accounting in May 1986 and passed the CPA exam in May 1986.

Jeff continues to develop and refine the organization's budgeting and planning process, making it a more strategic process with a long-term view.

Jeff and his wife, Mindy, have been married 26 years and they have two children, Hannah and David.