



Van Carpenter's Board, Teaching and Training Experience 1975-2019

Community, Church and Board Involvement

- ◆ Wake County Keep America Beautiful – Member, Chair of Publicity Committee, Chair of Board
- ◆ Cary Greenway Commission – Chair and member
- ◆ Cary Planning and Zoning Board - Member
- ◆ Wake Education Partnership – Chair of Marketing committee, member
- ◆ Community Learning Centers – Volunteer of the Year Award
- ◆ Raleigh Housing Authority Scholarship Fund – Chair of Marketing Committee
- ◆ Planning & Zoning Board of Cary - Member
- ◆ NC Information Highway Public Relations Committee Member,
- ◆ Public Relations Advisory Member of Southeast US Trade delegation to Japan
- ◆ Friends of the Page Walker Hotel Restoration Project – Fund raising and promotion committee
- ◆ Swift Creek Navy Advocacy Group – Public Relations Committee Chair & Board member
- ◆ Cary Chamber of Commerce – Chair of the Mayor's Award of Excellence Program – Conceived, produced and delivered first program for Chamber
- ◆ Raleigh Chamber of Commerce – Small business Advisory Board, Future 30 Event coordinator, Chair of Opportunity Raleigh Program, marketing committee.
- ◆ Public Relations Society of America – NC Chapter Board Member, University Advisor
- ◆ Greenwood Forest Baptist Church – Deacon, Long-range staffing committee, Communications & PR committees, Pastoral transition committee.
- ◆ Macedonia Baptist Church – Sunday School Teacher, Chair Strategic Planning Committee, PR Committee and The Children's Place Advisory Board
- ◆ St. Francis Brass Band – Member and Advisory Board
- ◆ NIFac (National Institute of Facilitation) Board Member
- ◆ Hope Community Church – Small Group leader and Drama Team
- ◆ Greenwood Forest Baptist Church – Deacon in charge of Outreach, Sunday School Teacher and Vice Chair of Strategic Planning Committee
- ◆ Advisory Board and Coach for Entrepreneurial MBA students at UNC School of Business
- ◆ Board Member and Marketing Advisor for Akili Software, Inc.
- ◆ Board Member for BridgeCare Technologies, Inc.
- ◆ Advisory Board Member for the Cary Innovation Center
- ◆ Advisory Board member for the Carolina Veterans Support Group (CVSG)
- ◆ Advisory Board for the Triangle American Marketing Association, Volunteer of the Month
- ◆ BORN Toastmasters Club Executive Board & President
- ◆ Mt. Moriah Baptist Church – Chair of the Strategic Planning Committee

Academic Teaching

Adjunct Professor – Campbell University Communications Department

- ◆ Instructed courses in Advertising, Advertising copy writing, Creativity in Advertising, Campaign Production and Promotion, Media Buying, and Public Relations. Taught for roughly seven years until more faculty was hired full time.

Adjunct Professor – NC State University Communications Department

- ◆ Instructed courses in Audio Visual Scripting and Video Production for three years.

Adjunct Professor – Peace College Communications Department

- ◆ Instructed courses in Intro to Advertising curriculum – one year



Adjunct Professor – Wake Technical Community College

- ◆ Instructed Courses in Marketing Basics, Small Business Management and Business Planning. Over Three years

University of North Carolina MBA School.

- ◆ Served as a coach and mentor to graduate entrepreneurial students guiding them through the building and pitching of a potential business.

Campbell University Public Information Officer

- ◆ Taught workshops on conflict resolution and media relations to University staff and Police department.

University of South Carolina Graduate Student – Media Arts Department

- ◆ Taught courses in scripting, “Teaching as a Performing Art”, Audio Production, Multi-media production, and managed MBA Television studio in Business School.

Training Companies

American Research Institute

- ◆ Wrote and developed “Communications Essentials” Course and “Leadership Development” course. Instructor in areas of communication, sales, marketing, leadership, and organizational development topics

Global Knowledge Industries – Course Director & Instructor

- ◆ Developed course as SME entitled “Communication Skills for IT Professionals.” Also taught course and managed other instructors on a national basis

Keller Williams Training – ONE Thing Certification workshops & seminars.

Corporate & Entrepreneurial Presenting & Education Experience

Overview

- ◆ Have written and presented 400+ seminars, workshops and keynotes on the subjects of innovation & creativity, small business management, marketing management, marketing communications, sales development, sales promotion and management, channel enablement, strategic partnering, public relations planning and account management, event planning and execution, change management, personal development, time management, audio-visual production, video production, and personal development.

Triangle Chapter of the American Marketing Association

- ◆ Director of Training and Webinars. As a volunteer, I have planned and deployed over 10 workshops and 3 webinars in support of member education and personal development. Led one workshop on the ONE Thing.
- ◆ Featured Presenter at the High 5 Conference

Really Why NOT Creative & Advisory Group

- ◆ Since 2015, I have been positioning myself as a business advisor, communications consultant and change catalyst. I have presented seminars on business change and change management and business marketing. Working on a curriculum for Corporate Executive Communication Skills and a leadership communications course for entrepreneurs and business leaders.



- ◆ Also I am a Certified trainer for Keller Williams “ONE Thing” workshop and coaching. I have conducted seminars and half day workshops for entrepreneurs, the Cary Innovation Center, First Citizens Bank and the NC STBDC.
- ◆ Delivered entrepreneurial training to over 20 clients and non-profit groups.
- ◆ Working on a Hubspot Social Media Certification program.

Cary Innovation Center

- ◆ Developed an entrepreneurial training and innovation curriculum labeled as the IDEAL program. Put on collaboration lunch and learns, webinars and workshops to help members learn more about innovation and start up skills for entrepreneurs. Worked also to refer members to other schools, programs and universities for further educational opportunities. Also administered and taught an entrepreneurial curriculum of 60+ courses available for member organizations. Acted as facilitator for the volunteer Board.

Big Think, Inc.

- ◆ Served as this consulting groups’s Chief Innovator. Together with partner,we developed courses on Open Business Canvas, Lean Startup, Event Planning, Revenue Generation and Corporate Innovation. Conducted over 30 workshops, seminars and keynotes in a year. Also developed a curriculum for teaching innovation to corporate executives.

Vonage

- ◆ Wrote and delivered a Leadership Course for Senior Management at Vonage HQ. The course was delivered in three 2-day sessions and was delivered for over a year.

SmartCore Consulting Group

- ◆ Wrote and presented a Consulting Training Program for SmartCore – a Business Consulting Group. This 6 session workshop trained all the consulting partners on how to build business, network, clarify their differentiators and close business.

Jones Insurance Group

- ◆ Developed and delivered a two-day workshop on telephone skills and customer service for the Insurance industry.

Epley Associates Public Relations

- ◆ Taught account managers workshops in Creativity and script writing
- ◆ Taught APR classes to new account managers to help them receive their accreditation
- ◆ Taught PR classes to college PRSA members

Biz Doctor Coaching

- ◆ Developed and delivered over 25 seminars and workshops on business marketing, communication and innovation as the Biz Doctor. Delivery ranged from Chamber of Commerce Presentation to featured speaker at Trade shows. Over 150 Direct presentation to Small Business Owners and related organizations.

BNI International

- ◆ Instructed for BNI (Business Networking International) courses in Business Networking, Leadership Training and Chapter Management for last seven years at local Executive level.

GN Consulting, LLC

- ◆ Developed and instructed an ongoing course/seminar entitled “Professional Selling in a Competitive Environment” designed to provide advanced skill training for sales professional. Director of Training on contract.

Action Coach Business Coaching



- ◆ Actively presented on topics of business management, strategic planning, goal setting, marketing & sales and systems development for small business over a period of two years as a franchise owner. Direct presentation to small business owners in over 150 situations

ADZoo Internet SEO Direct Marketing

- ◆ Wrote sales presentation and process and trained affiliates for this multi-level marketing company

Doing Good Network

- ◆ Served as Director of Sales and marketing for this startup. Wrote pitch and presented to over 50 investors. Built an online fund-raising support for non-profits and promoted it with a "band" competition and American Idol voting model.
- ◆ Ongoing warfare and Public relations training in Reserve Units

Fujitsu, IBM and Cooper Industries

- ◆ Within the scope of my marketing and public relations positions, designed and taught courses on sales communications, marketing and marketing communications, strategic partnering and strategic business and communication planning.
- ◆ At IBM designed and taught alliance marketing courses for SAP and 5 other ISV companies.
- ◆ At Cooper Industries taught sales personnel on techniques for better marketing, utilization of marketing communications and strategic communications for RFP proposals.

US Naval Reserve

- ◆ National Director of the 75th Anniversary of the Naval Reserve. Did media training and spoke at over 30 nationwide events. Coordinated 650 volunteers in year-long celebration. Taught courses on leadership, peer management, public affairs, senior officer media training for Commander in Chief Atlantic Fleet, technical warfare subjects and Command excellence training for prospective Commanding Officers.

Electronic Media Experience

- ◆ Conceived, wrote and produced a cable TV show entitled "Building Your Business" where we interviewed community leaders and developed tips and techniques to assist the small business owner. The show ran for three years. Developed a character for the show "The Front Porch Philosopher" to deliver humorous and thoughtful keynotes and seminars on marketing, sales, leadership, innovation and personal development. Delivered over 25 custom presentations to business and civic groups. Have produced over 150 training videos and interactive media presentations for corporate clients. Have hosted and emceed over 30+ telethons, charity events, and sales sessions.
- ◆ Currently working on a podcast for Why Not Creative Group to talk about Business Change and Creative Communications.
- ◆ Developed 7 Characters for online training and promotion of my services and offerings.