

Rachel Lambert

marketing & advertising



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RACHEL M. LAMBERT

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EDUCATION

Bachelor of Arts in Communications, Susquehanna University, Selinsgrove, PA
Emphasis in Strategic Communications: Advertising & Marketing, Minor in Art History
Summa Cum Laude | GPA: 3.75/4.00

May 2020

RELEVANT EXPERIENCE

Children's Specialized Hospital Foundation, Mountainside, NJ

May 2018 – Aug. 2018 and Jun. 2019 – Present

Marketing and Public Relations Intern

- Write, research, and interview for press releases, maintain a media list and distribute releases to local media
- Publish content on social media through Hootsuite including patient stories, press releases, and upcoming events
- Design email campaigns in Mailchimp, graphics in Canva, and write copy for social media

Her Campus Media, Boston, MA

Jan. 2019 – May 2019

Community Social Intern

- Researched and implemented social media best practices across platforms for a variety of Her Campus community programs including InfluenceHer Collective and Campus Trendsetters
- Launched and managed Instagram account for Campus Trendsetters program, including designing graphics in Canva and re-posting relevant content from the Trendsetters community three times per week
- Wrote copy and designed graphics for Twitter, Instagram, Facebook, Pinterest posts to recruit leaders for new chapters

Her Campus, Susquehanna University, Selinsgrove, PA

Sept. 2017 – May 2020

President/Campus Correspondent, Social Media/Marketing Director, Contributing Writer

- Lead all chapter functions including organizing weekly meetings, planning events, and recruiting/retaining members
- Manage Facebook, Instagram, and Twitter pages to drive traffic to site with 5 posts per platform per week
- Compose one article per week pertaining to any topic, but primarily entertainment/lifestyle

Zeta Tau Alpha Women's Fraternity, Iota Nu Chapter, Selinsgrove, PA

Dec. 2017 – Dec. 2018

Historian-Reporter

- Sustained positive PR for our chapter through social media platforms such as Instagram, Twitter, Facebook, and Tumblr in order to recruit new members, publicize philanthropy events, and showcase the strong character of our chapter
- Provided a written Chapter News Report each semester to the International Office for publication in national ZTA magazine
- Planned all aspects of chapter photoshoots including scheduling a photographer and coordinating logistical details

CAMPUS & COMMUNITY INVOLVEMENT

Career Development Center, Susquehanna University

Sept. 2018 – May 2020

Student Assistant

- Perform clerical duties including writing emails, answering phone, scheduling appointments
- Assist students with questions and manage overall fluency of office

Zeta Tau Alpha Women's Fraternity, Iota Nu Chapter, Selinsgrove, PA

Jan. 2019 – Dec. 2019

Director of Philanthropy

- Collaborate with local organizations to arrange a variety of service opportunities for chapter members
- Lead Think Pink Chair in planning fundraising events that support philanthropy, Breast Cancer Education & Awareness
- Communicate weekly service opportunities to all chapter members and track and report individual service hours
- Earned a chapter award for Excellence in Philanthropy and Community Service during my term

SKILLS

Computer: Proficient in Microsoft Office Suite, Google Suite, Canva, Adobe Photoshop; Experience with Adobe Illustrator, Hootsuite, MailChimp, Adobe InDesign, Adobe Acrobat; Familiar with Google Analytics

Social Media: Proficient with Facebook, Instagram, Twitter; Experience with Snapchat, Pinterest, Tumblr

Language: 7 years of Italian language studies (working knowledge of reading, writing, comprehension, conversational speaking) plus six-week immersive study abroad experience in Florence, Italy in Summer 2019

REFERENCES

Available Upon Request

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1. Jessica Arkel

Marketing Manager
Children's Specialized Hospital Foundation
150 New Providence Road
Mountainside, NJ 07092
Work Phone: (908) 301-5586
Cell Phone: (917) 658-4207
Email: jarkel@childrens-specialized.org

Relationship: **Supervisor** at **Children's Specialized Hospital Foundation** from **December 2017** to **Present**

2. Michaeline Shuman

Assistant Provost for Post-Graduate Outcomes and
Director, Career Development Center
Susquehanna University Career Development Center
514 University Avenue
Selinsgrove, PA 17870
Fisher Hall, Room 211
Work Phone: (570) 372-4146
Email: shumanm@susqu.edu

Relationship: **Supervisor** at **Susquehanna University Career Development Center** from **September 2018** to **Present**

3. Sharon Kaplan

Office Manager
Kaplan Podiatry
346 South Avenue, Suite 2
Fanwood, NJ 07023
Work Phone: (908) 889-1660
Cell Phone: (732) 614-5409
Email: n/a

Relationship: **Supervisor** at **Dr. Warren E. and Adam F. Kaplan Podiatry** from **May 2017** to **January 2019**



writing samples

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PSEG's Power's Central Maintenance Shop Partners with Rehabilitation Technology to Upgrade Patient Equipment

PSEG Power's Central Maintenance Shop (CMS) has been devoted to supporting the kids of Children's Specialized Hospital and the programs of Children's Specialized Hospital Foundation over the last five years. They support our patients by helping to fund the inpatient prom held annually at PSE&G Children's Specialized Hospital in New Brunswick, and during a recent tour of the hospital's New Brunswick site, they were inspired to help fulfill another need that they observed.

Theresa Defosse of Rehabilitation Technology explained during the tour that the footrests on wheelchairs and other pieces on patient equipment get worn out rather quickly due to normal wear and tear. The Rehab Technology team needs to find creative ways to fix the parts, or to adapt the parts to the needs of the patients. That's when Lynn Warner, Tom Vandermark and Gill Furtado of PSEG came up with the idea to build the parts themselves.

As the maintenance facility for PSEG Power sites across multiple states, PSEG's CMS has access to durable materials that when combined with our patient's needs, allows for highly-specialized alterations to patient equipment. Adaptations are not always possible otherwise, because companies simply do not sell parts in sizes most favorable for our patients. **"It's amazing what PSEG is doing for us. Their help significantly improves the day-to-day lives of our kids because they are creating pieces that aren't typically manufactured in the way patients need them,"** expressed Theresa Defosse, Rehabilitation Technology Coordinator at Children's Specialized Hospital.

PSEG has not only built small pieces to repair equipment throughout this partnership but has also crafted metal templates that are much more durable than the original wood structures. These templates allow for efficient, consistent construction and are much more suited for patients' needs. One of the most common issues, for instance, is the size of patient arm braces, which are typically manufactured only for full-size adults. PSEG was able to scale-down the size of the brace, therefore making it better suited for a child's use. **"All I have to do is mention Children's Specialized and it's 'what can we do for you?'"** expressed Tom Vandermark, a Machinist at PSEG Central Maintenance Shop about his colleagues.



Sara Mapes, Director of Sponsorships and Engagement at Children's Specialized Hospital Foundation, presents a thank you from the kids to the employees of PSEG Power's Central Maintenance Shop.

“

We are so grateful for our corporate partners like PSEG, who take the time to truly understand the needs of our patients and families and help us to find ways to continue to deliver the best care possible. This new partnership with PSEG's CMS is one example of a dedicated group of individuals who work with us to find creative solutions that utilize their staff's expertise in an area where we desperately needed help.

”

SARA MAPES

Director of Sponsorships and Engagement
Children's Specialized Hospital Foundation

Q & A with Naz Perez, Founder of Heart Broken Anonymous

I first learned of Naz when I started listening to the I Don't Get It Podcast at the beginning of 2017. I have discovered her to be an incredibly passionate, thoughtful, and intelligent woman that I have looked up to ever since. One of her crowning achievements is that she founded Heart Broken Anonymous, a safe space for people to share their stories of heartbreak. I recently had the privilege of interviewing her, so she could tell more about her own story.

Q: Tell us about yourself! Who is Naz Perez and how did she get to where she is today?

A: I am a TV Producer, an entertainment and sports TV Host, and the founder of Heart Broken Anonymous. I moved to LA to pursue hosting on-camera but started out behind the scenes on The Ellen Degneres Show, E! Entertainment, and then became a producer on ABC's The Bachelor. After 2+ years on the [The Bachelor] I decided to leave and finally try and give on-camera hosting a go. I'm currently a host for the Dodgers, Clevver News (YouTube), The Fumble (YouTube), and The I Don't Get It Podcast on iTunes with my friends Ashley & Lauren Iaconetti.

Q: What is Heart Broken Anonymous? What are its goals?

A: Heart Broken Anonymous is a free support group for people that are heart broken. We meet the second Thursday of every month in LA in the Fairfax district. The meetings are open to anyone, and it's a safe space to come and share your heart break among strangers. The goal of HBA is to create a non-judgmental space for people to share their stories of heartbreak and know they're not alone.

Q: Why did you decide to start Heart Broken Anonymous?

A: Right around the time I left The Bachelor, my neighbor who was somewhat of a stranger to me since I had spent the last 2 years traveling on the show and was never home, knocked on my door in tears. She had broken up with a guy she had been with for over 12 years. I listened to her story and after she was done, she told me she felt SO much better talking to me because I was a stranger. She felt like her family & friends were telling her to move on and get over him (which is ok to do), BUT it's the WORST thing to hear when you're heart broken and not there yet. It was then when I started to think about the concept of putting strangers together to talk about heartbreak. BUT it wasn't until 3 months later when I got my heart really broken for the first time, that I start Heart Broken Anonymous. Funny how the universe works.

Q: How can people share their story? Do they have to be in the LA Area?

A: To come to the meetings you have to be in Los Angeles, however it is my dream to bring pop-up HBA's to other cities in the future. I did one pop-up in New York in November of 2017 and it was incredible. However, if you don't live in LA I've set up a forum on our website where you can share and read other stories of heartbreak to know you're not alone: www.HeartBrokenAnonymous.com.

Q: Tell us about a rewarding moment you've had with Heart Broken Anonymous.

A: Some people come back and others have told me it's saved them. It's insane. I never in a million years thought I could be helping people in this way. It's funny. My love life (or lack thereof) has really become a part of who I am and my brand. It's wild.

Q: What is the future like for Heart Broken Anonymous?

A: My hope is to be able to travel and do HBA meetings in other states.

Q: What's your message to girls going through heartbreak?

A: This goes for guys and girls since heartbreak can happen to anyone: You are not alone, and you will become stronger because of this. You will also grow and learn a lot about yourself through heartbreak.

Q: When is the next meeting and how can people learn more?

A: My next meeting is Thursday, April 12th at Open Space LA 457 N Fairfax Ave LA, CA 90036 at 8PM.

Q: Anything else that you would like to add?

A: Thank you Rachel for sharing my story and helping me spread the word about HBA!

Thank YOU, Naz!

Learn more about Heart Broken Anonymous by liking the page on Facebook

<https://www.facebook.com/heartbrokenanonymous/> + follow on Instagram @heartbroken_anonymous

https://www.instagram.com/heartbroken_anonymous/

Visit the website to share your own story and read other's stories: www.HeartBrokenAnonymous.com

Follow Naz on Instagram @nazperez + Twitter @nazperez

<https://www.instagram.com/nazperez>

<https://twitter.com/nazperez>

Sigma Kappa Sorority and the Office of Sustainability's #KillTheCup Challenge Inspires Campus Community to Reduce Waste During Month of April

By Rachel Lambert

The Epsilon Delta Chapter of Sigma Kappa and the Office of Sustainability at Susquehanna University have teamed up to introduce the [#KillTheCup challenge](#) on campus during the month of April. The campaign challenges the campus community to reduce waste through various measures, including refraining from the use of plastic cups. "Our overall goal is to spread awareness and instill a motivation within others to be kinder to the environment," said Sigma Kappa Epsilon Delta's Vice President of Philanthropy, Mary Stebbins.

Stebbins, along with the chapter's Public Relations Chair, Katy Smith, were inspired by a fellow sister, Caity Miller, to bring this challenge to life. "The long-term goal is to develop a new 30-day challenge each month to bring awareness to a variety of causes," said Stebbins. "We want to challenge other student organizations on campus each month to spread awareness of a cause important to them." One of the sorority's philanthropies is "[Inherit the Earth](#)", a cause that calls for citizens to improve their local environments, which was another source of motivation behind the challenge.

Derek Martin from Susquehanna's [Office of Sustainability](#) has been a key partner in the campaign, providing a plethora of fast facts to be shared daily on [Sigma Kappa's Instagram page](#) through the month of April. "The Office of Sustainability has been so helpful, especially Derek Martin. We couldn't have done this without him," said Smith.

Within one week of its launch, the message of this challenge has spread across the country. The national Sigma Kappa organization on Instagram [re-shared a photo](#) related to the campaign, and the comments are filled with members of other chapters inspired to take on the challenge. According to Stebbins, the campaign has certainly sparked a friendly competition within her own chapter, as well.

Stebbins, Smith, and the Office of Sustainability are measuring how many pounds of waste have been eliminated and how many plastic cups have been saved through this challenge and hope to report the numbers next month. Stebbins will soon be stepping away from her role at the end of the semester as she goes to study abroad but hopes that the next Vice President of Philanthropy and Service can follow her lead by challenging another organization to start another 30-day challenge.

It couldn't be easier to take part in the challenge. Reusable cups are only \$3 at the Starbucks right on campus. Plus, Starbucks, Scholarly Grounds, and Charlie's will all happily accept re-usable cups and mugs for your drink. You can also simply help spread the word by sharing your Kill The Cup photos on Instagram with the hashtag #KillTheCup and by tagging @sigmakay_su.

10 Things I've Learned Before My 21st Birthday

They say that your “golden birthday” is the birthday when you turn the age of the date of your birthday. For me, that would make my 21st birthday my golden birthday because I was born on the 21st of December. Make sense? Anyway, I've learned a lot in my 21 years on earth, and although I definitely can't put all of those down on paper (or list them on the internet), I can definitely share with you a few of the lessons that stand out.

In no particular order, here are 10 things I've learned before my 21st birthday:

1. It's okay what you need to do for yourself sometimes.

As much as you want to, you just can't do everything, and that's okay. Sometimes you have to choose yourself over other people and that doesn't make you selfish – it makes you strong. Finding a healthy balance between tending to your needs and tending to other people's needs is essential.

2. You shouldn't let anyone, or anything get in the way of what makes you happy.

Happiness is what everyone on this planet strives for. We all have different things that make us happy and fulfilled, and it's important to tend to those things no matter what outsiders think. I've always been a very independent person, but for others it's not as easy to move past the opinions of others. In the end, it's your life and you should do what fulfills you without judgement.

3. Communicate what you want or need, or you may never get it.

People often get frustrated when they don't get what they want. Of course, not every wish will come true – that's life and it's what helps us grow. But it's important to always ask yourself, how could I potentially fix this or make this situation better? Communication is so important because no one is a mind reader; if you never say what's on your mind, no one will ever know. If there is something you can do to try and better a situation, you should communicate that because what you have to say is important and you never know how it may help someone else, too.

4. Don't be afraid to go at your own pace.

We often get so caught up in comparing ourselves to others. It's such a toxic habit that's hard to get rid of. But the fact of the matter is that every single person has a unique experience which is what makes life so interesting. If everyone went through life at the same pace, the human experience would be so dull. When you want to compare your life to someone else's, remind yourself that everyone lives a different life and what's right for someone else is not always what is right for you at that moment, too.

5. If you're not sure what you're doing – you're not alone.

Even when people seem to have it all together, chances are, they don't. For those who do – I envy you. It takes time to figure things out, so it's okay to not have it all together just yet. That's the beauty of being young. You have so much potential and one day, you'll figure it out.

6. Write about all of your best days and your worst days.

Keeping a journal of sorts is one of the best things I've ever started doing. I've learned a lot about myself and love looking back on my favorite memories. A great way to do this is starting a bullet journal, or you can even just jot down quick notes in your notes app. I don't journal as much as I wish, but I definitely love looking back on the memories I've written about and do my best to do it as often as I can.

7. When in doubt, pray.

Not everyone is religious, but I personally find a lot of comfort in confiding in God. Every night I tell him what I'm grateful for that happened that day, and things I'm hoping to accomplish tomorrow. For those who aren't religious, meditation is also a great way to take a moment to relax or to reflect back on your day.

8. Always make an effort and put in the time.

Time is key to becoming better in many aspects of life. Set aside time to work on yourself as a person. Set aside time to do your schoolwork so you don't stress yourself out doing it all last minute. Set aside time to build relationships with those who mean the most to you. It's easier said than done, but if you make the effort to put in time, you can reach your goals in no time.

9. What you're going through now likely won't be so significant in a year.

When you're going through a hard time, it can be hard to look past it. But you should always know that whatever you're going through now will most likely be very miniscule in a year from now. Keep your head up, and know that things will change down the road.

10. Make sure you always have something to look forward to.

I actively try my hardest to always have something to look forward to. For example, during a dreadful school week I'll make plans with friends for the weekend or tell myself that if I finish an assignment by a certain time, I'll get some ice cream later. Even small things that I can look forward to makes going through life much easier because I know there's a light at the end of the tunnel. Even if you're going through a great period in your life, it's still important to have more to look forward to!

All I can say is that time truly FLIES. I can't wait to learn and grow in my next 21 years and beyond!



cumulative reports

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Campus Trendsetters

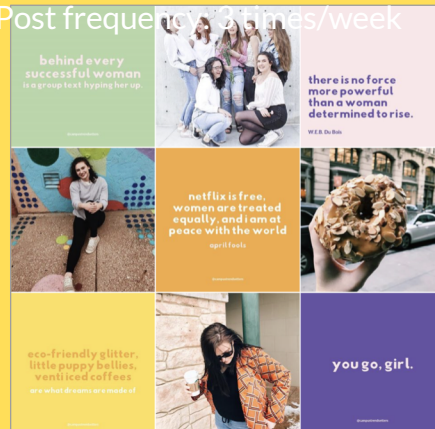
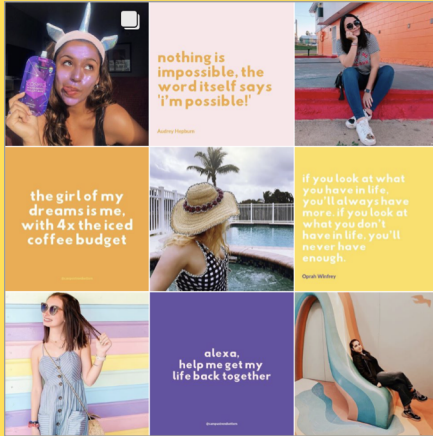
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Instagram Best Practices
Her Campus Media
By: Rachel Lambert
May 3, 2019

Overview

Statistics (as of May 3, 2019)

- Account Launch: March 21, 2019
- Follower Count: 563
- Average likes per post: roughly 80-120
- Post frequency: 3 times/week



Posting Schedule

Post Frequency, Timing, and Organization

- Frequency
 - I posted 3 times/week; Monday, Wednesday, Friday
- Timing
 - I typically posted in the morning (around 8 AM), around lunch time (around 12 PM), or around dinner time (5 PM)
 - i. The logic behind this was to post when people first get up in the morning, when they're on their lunch break, or when they're just leaving or getting home from school/work
 - I found the best time to post was later in the evening, as that is when people seem to be free from school/work obligations and are on their phones.

Post Frequency, Timing, and Organization

- Organizing Posts
 - Using the save feature on Instagram was helpful to gather photos for re-posts, or simply screenshotting posts was useful to return to later.
 - The photos best suitable for re-posting were then put into a Microsoft Excel sheet for greater organization



Account Aesthetic

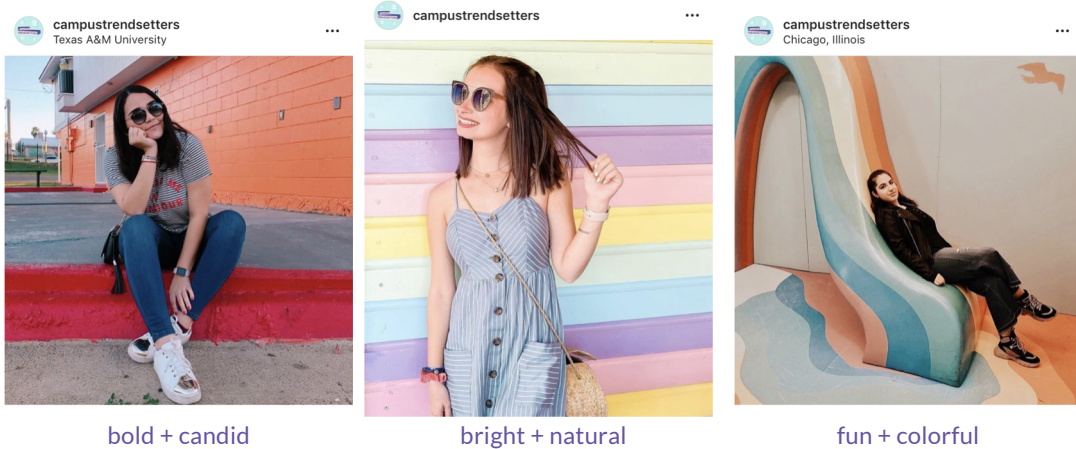
Feed Aesthetic

Bold, bright, fun, upbeat, candid, natural



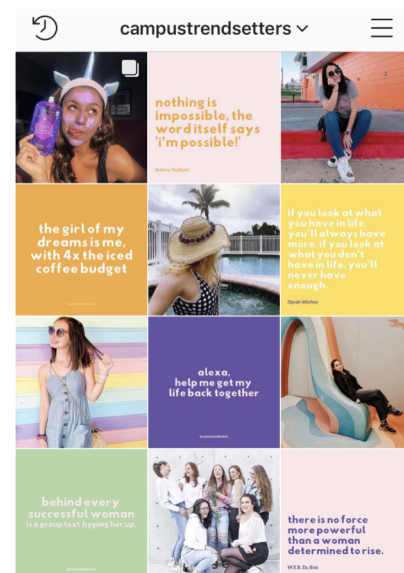
Feed Aesthetic

Examples



Feed Aesthetic

- Feed theme
 - Posts alternate between re-posts from [#campustrendsetters](#) and [@campustrendsetters tagged posts](#), to a graphic that can vary from a relatable statement/meme or a quote
 - i. Try to not post two quotes in a row or two memes in a row
 - ii. When it came to graphics, I posted in the following color order: green, purple, yellow, orange, pink, and then repeated



Color Scheme and Fonts

Fonts

hussar bold

Orange
Hex Color
#F5AA41

Purple
Hex Color
#6552A4

Yellow
Hex Color
#FFDE59

lato heavy

White
Hex Color
#FFFFFF

Pink
Hex Color
#FCE8EA

Green
Hex Color
#B6D7A8

Helpful Tools

Useful Apps

- **Organizing**
 - Canva: creating a template, duplicating each week, multiple designs in one document
 - Microsoft Excel: links for re-posts, writing copy, and tracking when photos have been posted for future reference
 - Pinterest: create a board with quotes and memes to reuse
- **Scheduling**
 - I did not schedule posts ahead of time, I just picked from the Excel sheet the post that would look best on the feed at the time. However, I have used Planoly in the past to plan posts that go best with the feed's aesthetic
- **Instagram Stories**
 - Canva is always my favorite, although Unfold is also a popular app to easily design

Hashtags and Locations

- **Develop a core hashtags list**
 - #campustrendsetters (625 posts), #HCXO (36.7K posts), #collegeblogger (139K posts), #collegecontentcreators (2.8K posts), #collegeblog (19.1K posts), #girlswahoblog (41.2K posts)
- **Develop a secondary hashtags list**
 - #studentblogger (31.9k posts), #studentblog (10.5K posts), #smallblogger (35.3K posts), #bloggersunder5k (7.7K Posts), #bloggersunder10k (9.7K posts), #discoverunder2k (152K posts), #discoverunder500 (50.1K posts), #liketoknowit (456K posts)
- **Use locations when possible to target different colleges/areas**
 - When re-posting, try to use the location of the creator's school (look in their bio or original post)

Community Characteristics

- The members of the Campus Trendsetters community are...
 - Eager to participate and seek opportunity
 - Looking to grow following and establish their personal brands
 - Want to partner with brands and actively participate in programs
 - Value and appreciate exposure
 - Re-posting accounts with lower numbers of followers (mirco-influencers) I have found to be more valuable; they are excited to be featured and often have a more personal following
 - This is a key differentiator between InfluenceHer Collective's Instagram and Campus Trendsetters'

Peer and Aspirant Accounts

Peer Accounts



@collegetgirl

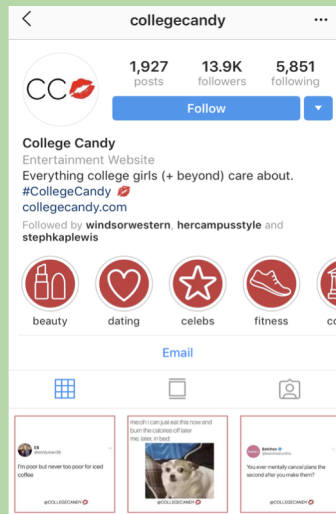
Followers: 512

Post Frequency:
roughly 3x/ day, every
three days

Content: quote and
inspiration graphics, re-
posts from
#collegetgirl

Post performance:
approx. 40-80 likes per
post

IG Stories: takeovers



@collegecandy

Followers: 13.9K

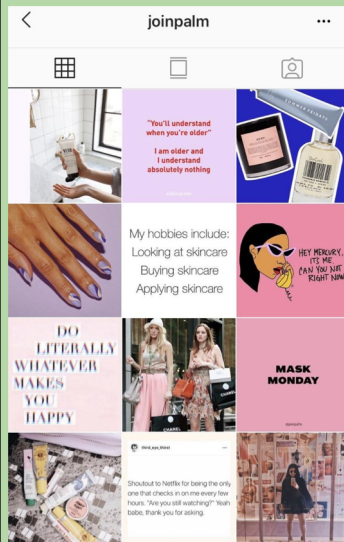
Post Frequency:
roughly once or
twice a day, every
day

Content: relatable
memes/tweets,
some are animated

Post performance:
approx. 175-215
likes per post

IG Stories: swipe-up
articles on a variety
of topics

Aspirant Accounts



@joinpalm

Followers: 15.1K

Post Frequency:
approx. five times a
month (very irregular)

Content: memes,
quotes, aesthetic
photos

Post performance:
approx. 800 likes per
post (irregular)

IG Stories: polls,
giveaways,
collaboration
opportunities,
advice/tips for



@cfashionista

Followers: 77.1 K

Post Frequency:
roughly twice a day

Content: purely
community member re-
grams

Post performance:
approx. 1500-2500
likes per post

IG Stories: fill-in
templates, testimonials
from community
members, style,
interior design,
wallpapers career
advice, beauty

Final Notes and Recommendations

Future Goals

- Utilize Instagram Stories
 - Takeovers - day in the life on different college campuses
 - Weekly discussions on current topics with college students (have people submit videos to contribute)
 - Trends of the week (themes: fashion, lifestyle, entertainment)
- Increase engagement
 - Leave comments on posts in #campustrendsetters and on tagged posts
 - DM people who may be a fit for the community
 - Help people to feel more connected to the Trendsetters program
- Instagram for Business Account
 - Utilize these analytics to more accurately assess performance and establish new goals

Future Goals

- Re-post more content during campaigns
 - Give Trendsetters this incentive to continue to participate in partnerships
- Build relationships within the Trendsetters community
 - Establish a way for members to connect through Instagram
 - Instagram engagement groups are becoming popular
 - Reply to comments on @campustrendsetters posts

This Instagram and the program has SO much potential! Looking forward to seeing how it grows and thrives! HCXO



creative samples

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Up to 50% off
everything
in store!

SPRING SALE

Bring in this flyer to receive a 10% discount.

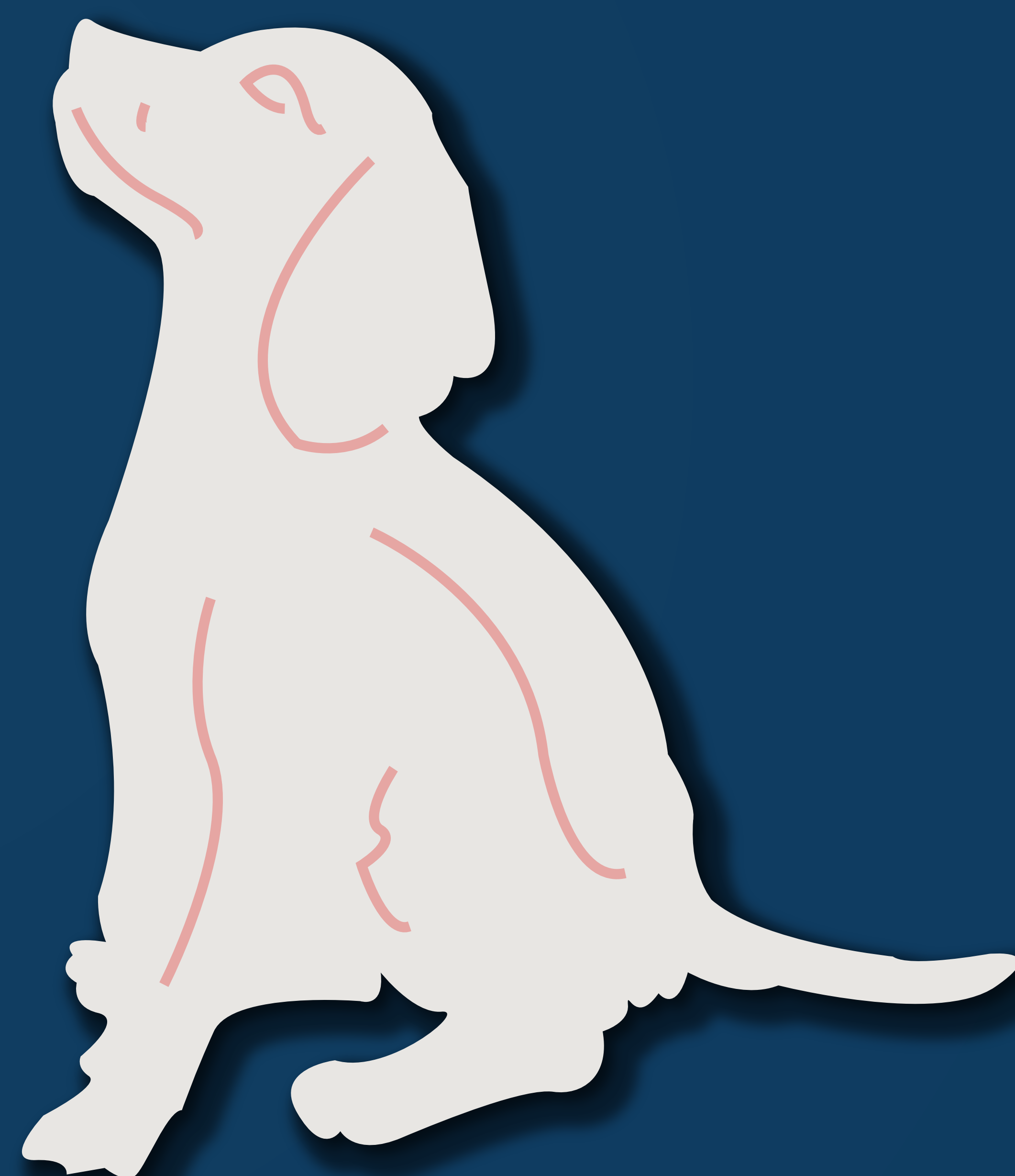
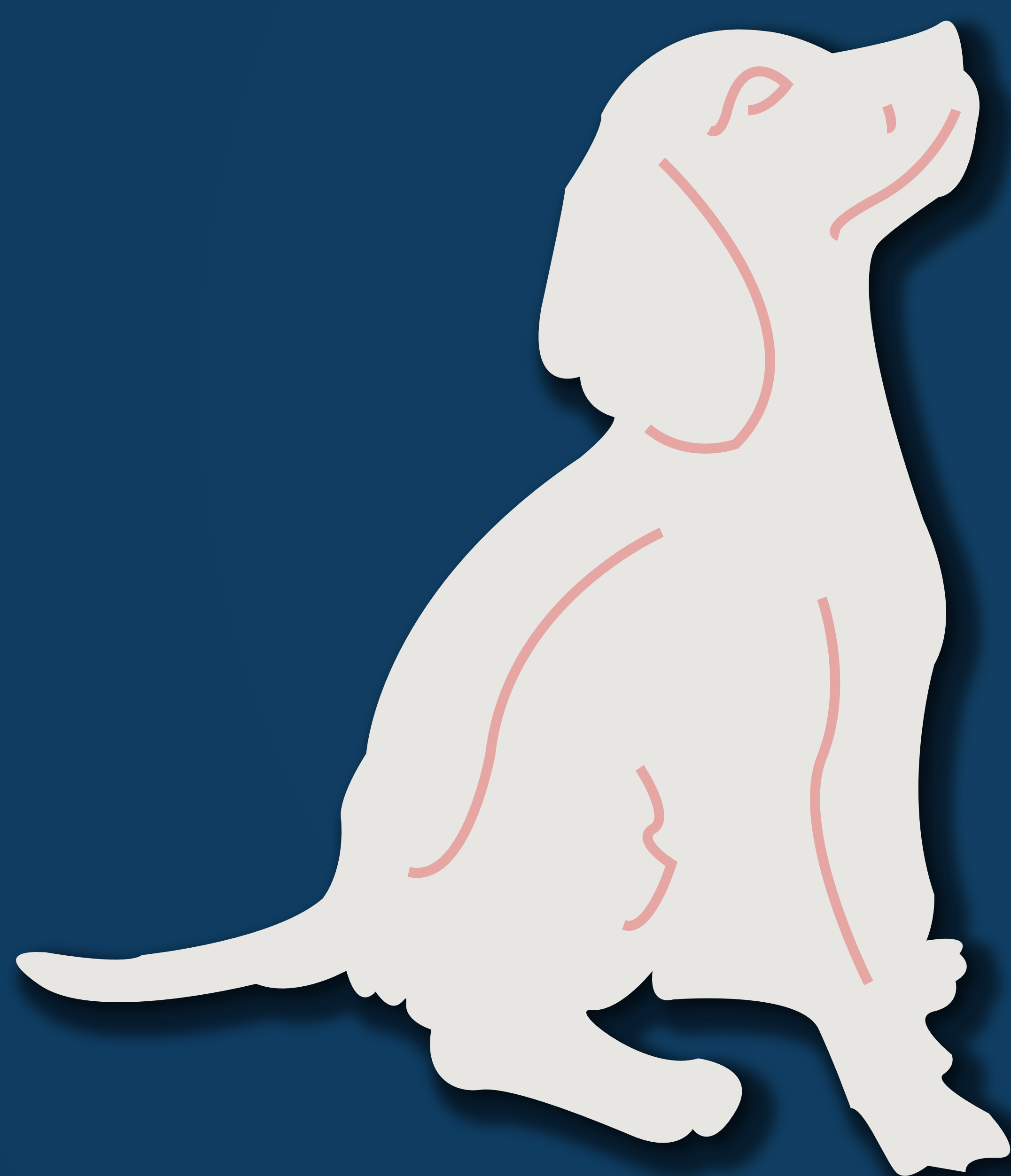
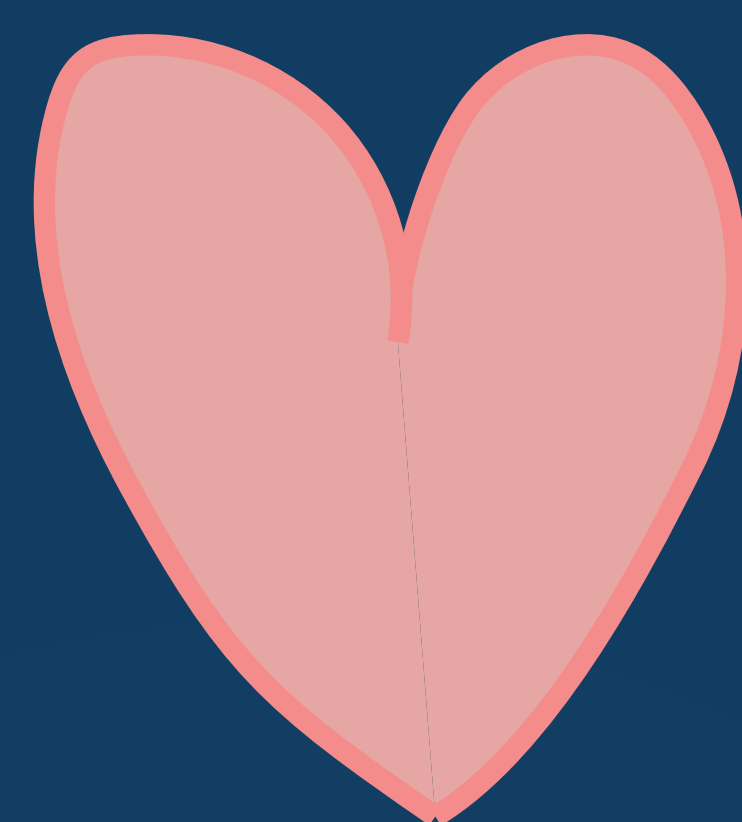


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Kennels



The Weekly Wag

Volume I Issue V



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Paw-Friendly Pool Opens

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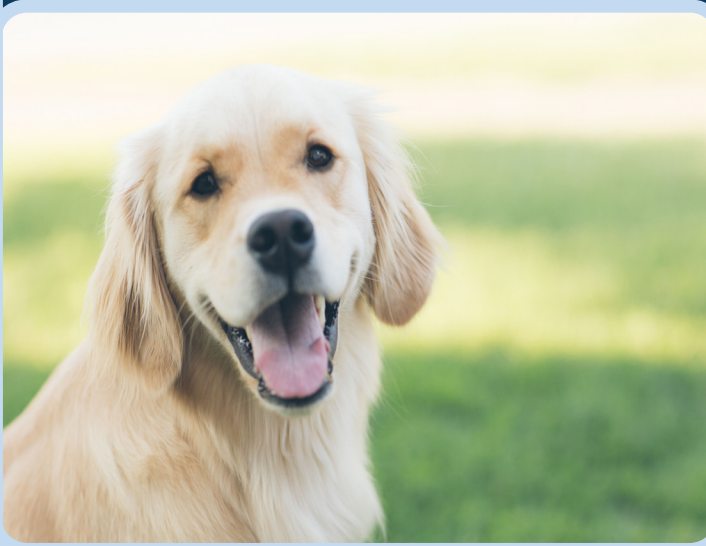
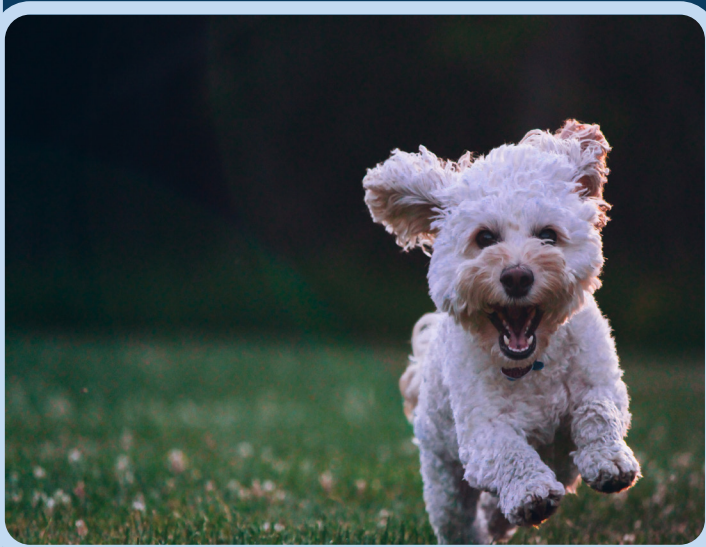
JOIN US FOR A SWIM

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SPLASHES & SMILES

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Our Newest Friends

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CONSTRUCTION

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**OUR NEW CAFE HAS
"EXCEEDED EVEN OUR
OWN LOFTY HOPES" SAYS
DANIEL SCOTT, GOOD AT
HEART OWNER**

THE OPENING

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YOU ARE truly MAGICAL

Points of Light and the History of National Volunteer Month

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WHAT YOU
THINK
YOU BECOME

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kindness
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Set
Goals
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THEM

college is about the friends you make, not the classes that you take.

@HCSUSQUEHANNA | FEATURED ARTICLE

I AM CONSTANTLY INSPIRED
BY THE WOMEN
AROUND
ME.

thank u,
next.



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nothing is
impossible, the
word itself says
'i'm possible!'

Audrey Hepburn



the girl of my
dreams is me,
with 4x the iced
coffee budget

@campustrendsetters



if you look at what
you have in life,
you'll always have
more. if you look at
what you don't
have in life, you'll
never have
enough.

Oprah Winfrey



alexa,
help me get my
life back together

@campustrendsetters



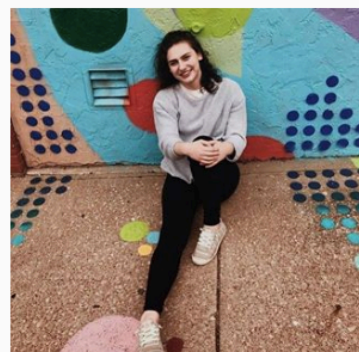
behind every
successful woman
is a group text hyping her up.

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there is no force
more powerful
than a woman
determined to rise.

W.E.B. Du Bois



**alexa,
help me get my
life back together**

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**there is no force
more powerful
than a woman
determined to rise.**

W.E.B. Du Bois

**the girl of my
dreams is me,
with 4x the iced
coffee budget**

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SUSQUEHANNA UNIVERSITY

MEN'S RUGBY

Saturday March 23, 2019

1PM at Sass Field

SUSQUEHANNA UNIVERSITY BASEBALL



SUSQUEHANNA VS. ELIZABETHTOWN BASEBALL

Landmark Conference
Home Game

SATURDAY, APRIL 6
AT 12:30 PM
HAROLD BOLINGER FIELD



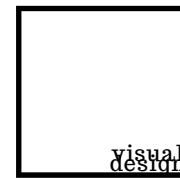
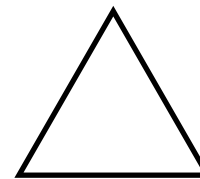
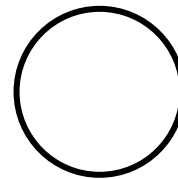




BYMERS EN

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4 poster | 6 infographic | 8, 9, 10 website



visual
design



POSTER

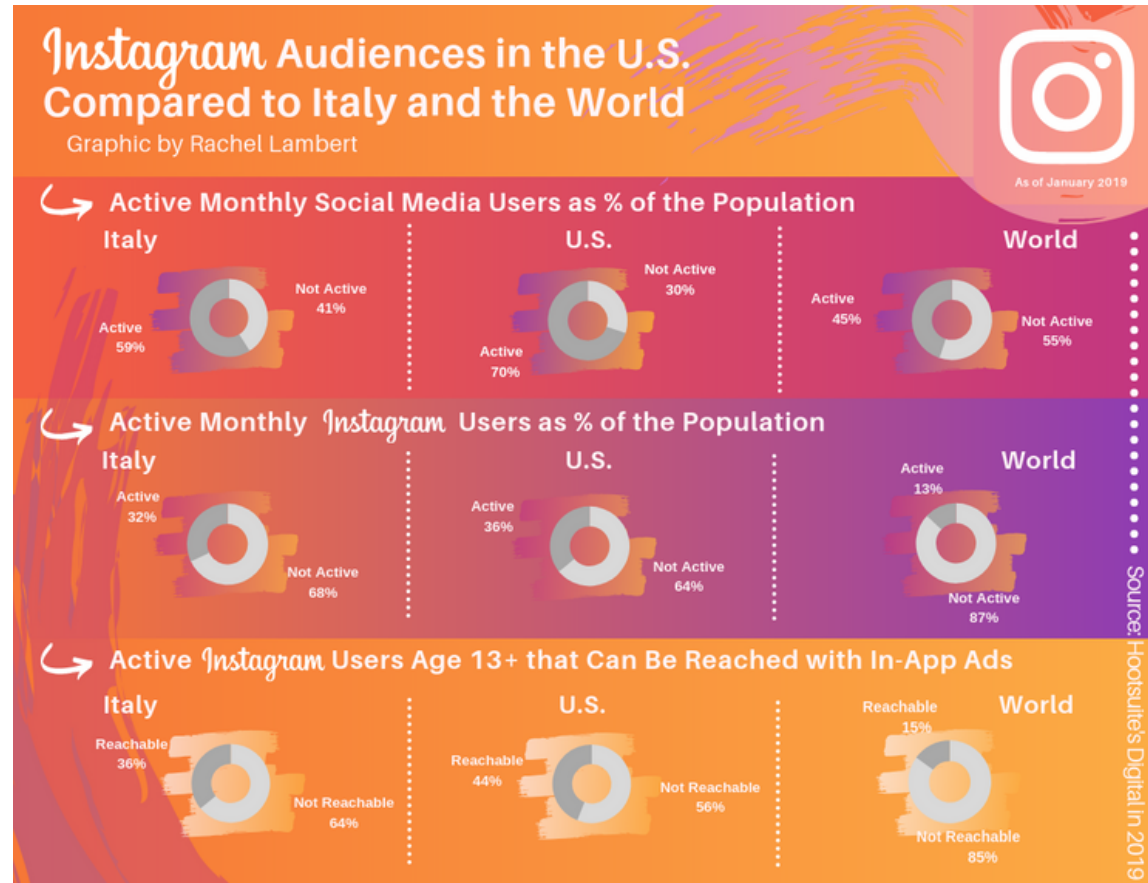
poster



instructions: to design a poster based off of a quote, poem, or phrase as an exercise with typography.
here exhibits the font **LEAGUE GOTHIC**, a thick-stroked, sans-serif typeface that creates a bold emphasis.

project two

NO BARRIER



infographic

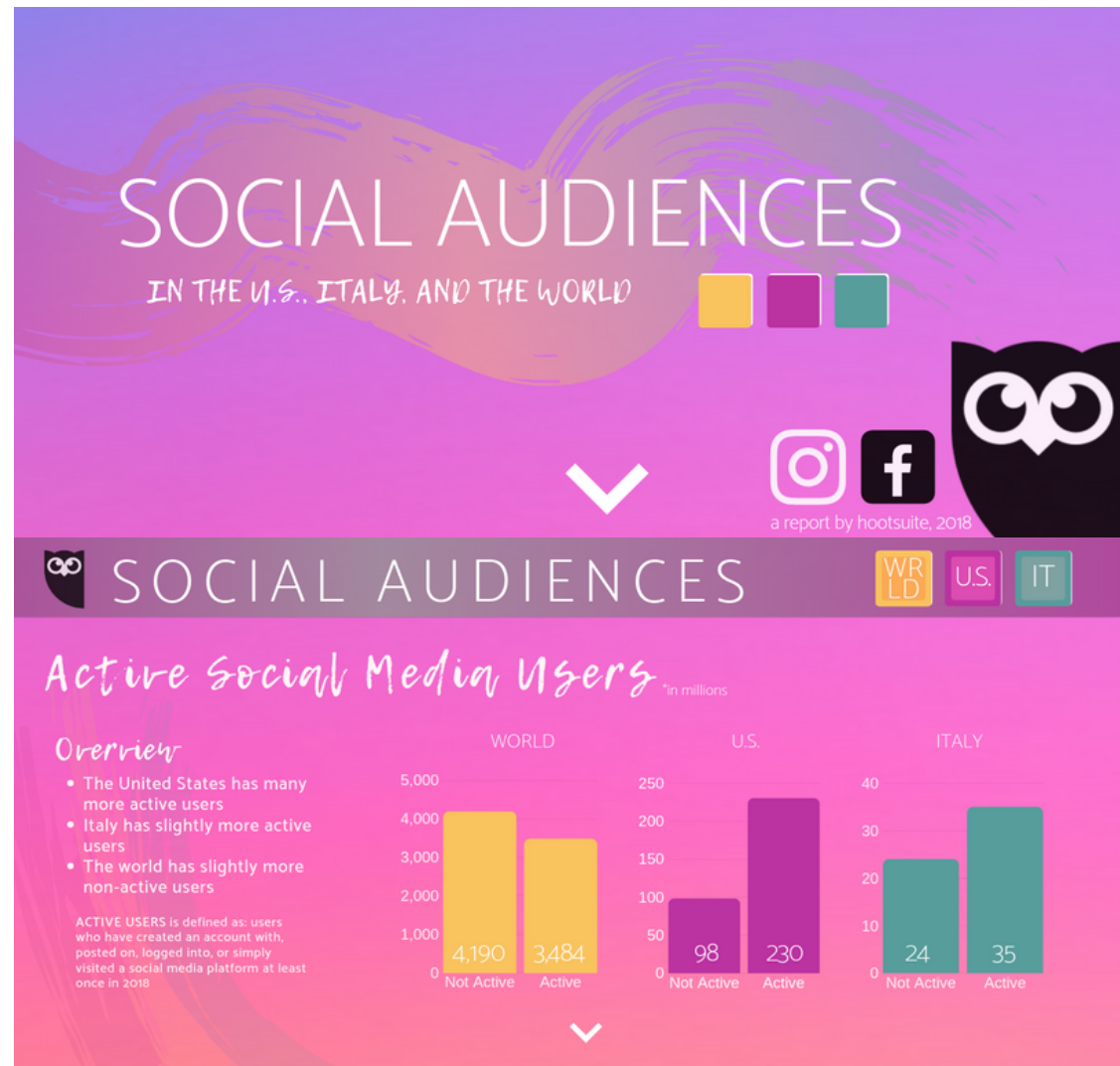
instructions: to design an infographic on any topic to practice condensing information into a visual format.
this graphic summarizes and compares social media audiences in the united states, italy, and in the world.

project three

WEBSITE

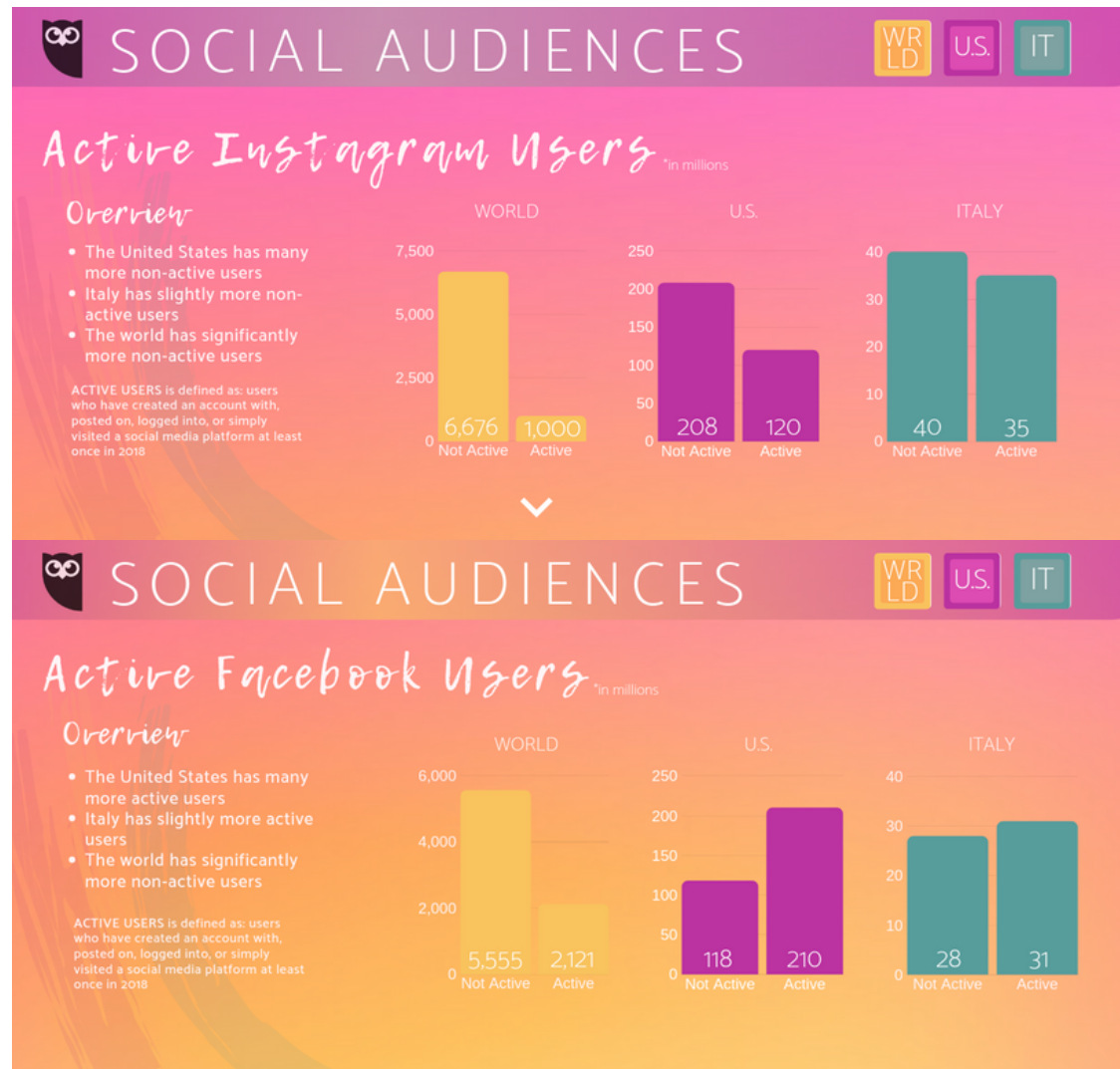
website

instructions: to design a website based on the previously made infographic. shown above is the site's landing page and the beginning of the scrollable homepage, comparing statistics by location within a category.



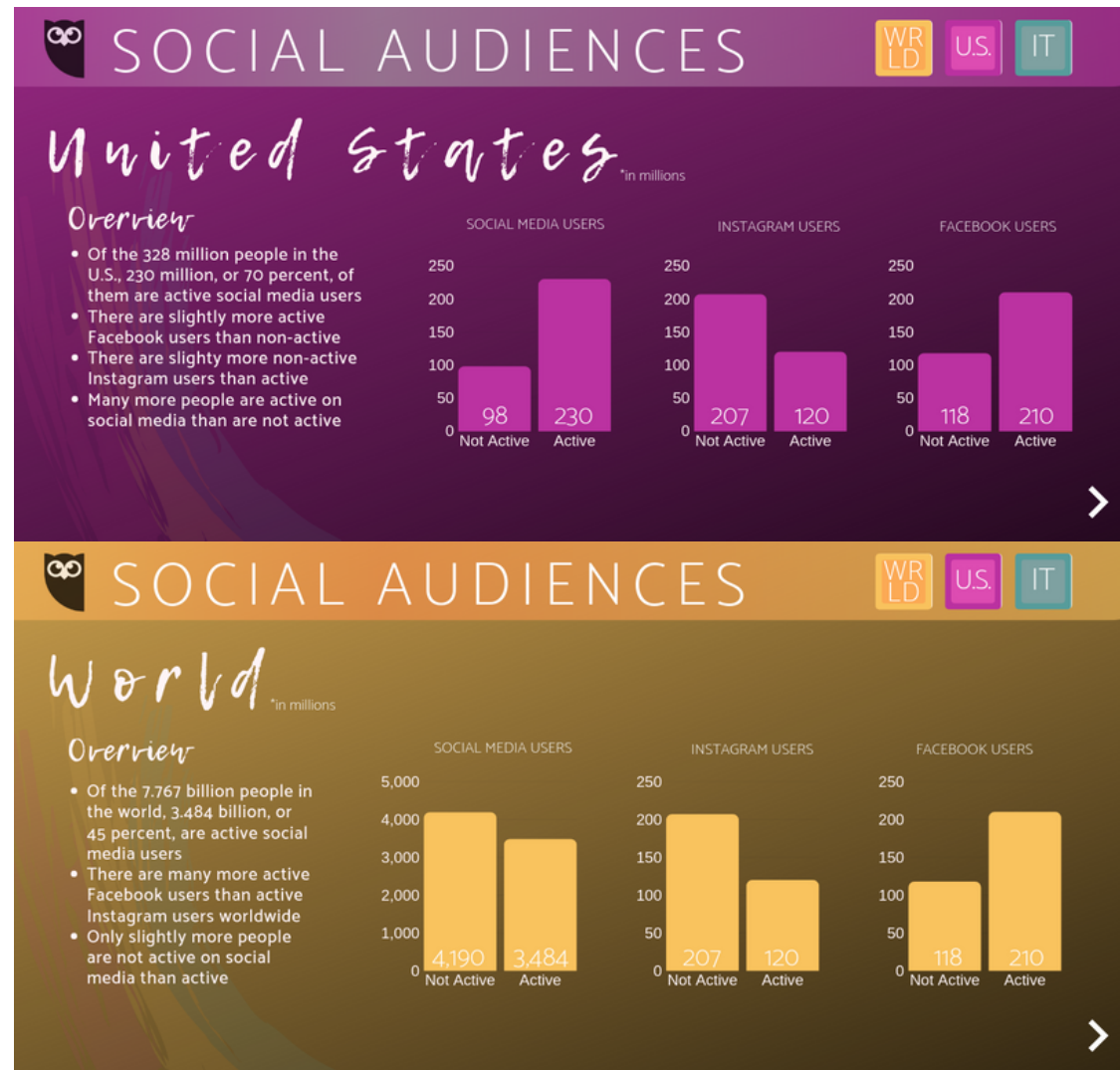
website

instructions: to design a website based on the previously made infographic. shown above is the continuation of the scrollable homepage, comparing statistics by location within a category.



website

instructions: to design a website based on the previously made infographic. shown above are two of the three pages sorted by location, which can be navigated to using the colored squares at the top of the site.



Marketing Materials for Children's Specialized Hospital Foundation

92.7 WOBM Radiothon - Internal Website Display Ad



92.7 WOBM Radiothon - Website Banner Ads



Marketing Materials for Children's Specialized Hospital Foundation

92.7 WOBM Radiothon - Email Hero Images



92.7 WOBM Radiothon - Hospital Lobby Screen



Marketing Materials for Children's Specialized Hospital Foundation

Walk n' Roll - Website Promotional Pop-Ups



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September 15
Johnson Park
Piscataway, NJ

childrens-specialized.org/walk



September 15

Johnson Park
Piscataway, NJ



There's still time to register!

childrens-specialized.org/walk

Marketing Materials for Children's Specialized Hospital Foundation

Extra Life Campaign - Facebook Event Cover Images



Marketing Materials for Children's Specialized Hospital Foundation

Balloon Icon Campaign – Facebook Event Cover Images



**Balloon Icon Campaign
at Great Clips**
October 1-31

Marketing Materials for Children's Specialized Hospital Foundation

Grateful Patient Update Email – Quotes

Melissa is just one patient with a story
but every patient has their own story.

As someone who has experienced Children's Specialized Hospital, you know first-hand the life-changing impact that it has. Please help to ensure patients like Melissa have the promising future they deserve. Your support of any amount can help ensure a brighter future for children and adolescents facing special health challenges. Please donate today and your generous gift will help provide innovative, compassionate care for over 37,000 patients treated each year at Children's.

“I am here because of Children's Specialized Hospital - they never gave me limits to what I could or couldn't accomplish. I am that difficult case that makes you cry happy tears. I am one of the many, many success stories of Children's Specialized Hospital.”

-Melissa Elmer



press releases

rachel lambert
16rlambert@gmail.com



MEDIA RELEASE

Date: October 13, 2019

For Immediate Release

Contact: Rachel Lambert

lambertr@susqu.edu

908-217-4779



Zeta Tau Alpha Raises over \$1,000 to Support Breast Cancer Education and Awareness

Carbs for a Cure is a fundraising event held annually in the fall by Zeta Tau Alpha Iota Nu chapter at Susquehanna University to financially benefit the organization's philanthropy.

SELINGROVE, PA – The Iota Nu chapter of Zeta Tau Alpha hosted their annual Carbs for a Cure philanthropy event on the evening of Friday, October 4, 2019 and raised over \$1,000 in support of the Zeta Tau Alpha Foundation, which benefits causes surrounding Breast Cancer Education and Awareness. Carbs for a Cure is an event where a spaghetti dinner, complete with side dishes and dessert is served with the purchase of a \$5 ticket. This year, the meal was donated by the food catering company, Aramark.

The sisters of Zeta Tau Alpha Iota Nu highly anticipate this event every year. Brynn Crawford, Think Pink Chair of the chapter, explained: "Carbs for a Cure went even better than I imagined thanks to the support of attendees, donors, and my sorority sisters. The event brought together many people who believe in fighting this devastating disease and I'm proud that we were able to pass our \$1,000 fundraising goal."

The event, previously simply known as "Spaghetti Dinner", was held in Susquehanna University's Degenstein Campus Center and fundraised over \$1,000 through ticket sales, general donations, and a variety of raffles for gift baskets from local businesses. The dinner makes a culmination of Zeta Tau Alpha's Think Pink Week, held annually in the month of October to raise awareness and funds for the fight against breast cancer.

All profits from the philanthropy event will be donated to beneficiaries of the Zeta Tau Alpha Foundation such as Bright Pink, the American Cancer Society, and the National Football League's Crucial Catch campaign. The Think Chair leads the chapter in fundraising events and is overseen by the chapter's Director of Philanthropy who plans community service projects both related and un-related to philanthropy. Think Pink has been a registered trademark for Zeta Tau Alpha since 2004 and represents the overall theme of the organization's philanthropic efforts.

Zeta Tau Alpha Iota Nu currently plans on hosting Carbs for a Cure again next year in early October. Follow [@ztaiotanu](https://www.instagram.com/ztaiotanu) on Instagram to stay up to date with the chapter's upcoming events.

Zeta Tau Alpha's national philanthropy is Breast Cancer Education and Awareness. One in eight women in the U.S. will be diagnosed with breast cancer in her lifetime, so this cause is personal. Breast cancer touches many lives. Through local and national partnerships, campus and community initiatives, and the distribution of millions of pink ribbons since 1992, ZTA collegiate and alumnae members are dedicated to our philanthropy. By spreading the message of breast cancer education and awareness, ZTA sisters are determined to diminish this disease.

Zeta Tau Alpha Women's Fraternity was created to make a difference in the lives of our members by developing the potential of each individual. We foster strength of character by emphasizing leadership development, service to others, academic achievement and continued personal growth, with a commitment to friendship and the future. The Iota Nu Chapter at Susquehanna University was chartered in 1985 and has 72 active collegiate members as of April 2019. More than 257,000 women have been initiated into the sisterhood of Zeta Tau Alpha Fraternity since its founding on Oct. 15, 1898, at the Virginia State Female Normal School (now Longwood University) in Farmville, Virginia.



Photo by McKenna Schreck

CAPTION: Attendees of ZTA's Carbs for a Cure event are all smiles while eating their pasta dinner. The annual event fundraised over \$1,000 this year for Breast Cancer Education and Awareness.

###

MEDIA RELEASE

Date: December 5, 2019

For Immediate Release

Contact: Rachel Lambert

rlambert@childrens-specialized.org

P: (908) 301-5567



Children's Specialized Hospital Addresses Adverse Childhood Experiences for Children with Autism Spectrum Disorder Thanks to \$90,000 Grant from the Healthcare Foundation of New Jersey

MOUNTAINSIDE, NJ – The Healthcare Foundation of New Jersey recently awarded Children's Specialized Hospital Foundation \$90,000 in support of a new program at Children's Specialized Hospital. The goal of this project, which is a partnership between Children's Specialized Hospital and Rutgers Robert Wood Johnson Medical School, is to identify and support children with autism spectrum disorder (ASD) in the Newark area who have faced adverse childhood experiences.

"Adverse childhood experiences (ACEs) have been linked to numerable poor health outcomes, including early mortality," explained Dr. Malia Beckwith, Section Chief of Developmental Behavioral Pediatrics at Children's Specialized Hospital, as a co-clinical lead of the program. "Children with Autism Spectrum Disorder (ASD) are at increased risk for ACEs; but there has been little work to date to address ACEs in this population. Through the support of the Healthcare Foundation of New Jersey, we will be initiating an exciting new process at our Newark location to screen and identify children with ASD and their families who are experiencing ACEs, and to connect these families to appropriate community supports. Through this action, we aim to improve overall health for our children with ASD."

Co-lead of the program, Dr. Manuel Jimenez a Developmental and Behavioral Pediatrician at Children's Specialized Hospital and an Assistant Professor of Pediatrics and Family Medicine and Community Health at Rutgers Robert Wood Johnson Medical School added: "this proposal will help us implement a team model where physicians, advanced practice nurses, and social workers work together to help begin the healing process for families and address their needs in a holistic manner."

The program, to begin in October, represents the continuation of a rich relationship between Children's Specialized Hospital and Healthcare Foundation of New Jersey. In 2013, the Healthcare Foundation of New Jersey provided a half-million dollar gift that helped fund the opening of Children's Specialized Hospital's Newark location.

"The generosity of the Healthcare Foundation of New Jersey will allow Children's Specialized to address a prevalent need in the local community," said Philip Salerno, III, President and Chief Development Officer at Children's Specialized Hospital Foundation. "We are so appreciative of their support, which will help children with autism spectrum disorder and their families confront challenges throughout their journey to better overall health."

“The Healthcare Foundation of New Jersey is proud to support this very important work”, said Marsha Atkind, the Foundation’s Executive Director/CEO. “Our experience has taught us about the impact of ACES on both the physical and mental health of all children. Those with special needs have more and different challenges that this program will now address.”

Children’s Specialized Hospital, a nonprofit organization, is leading the way into a brighter future for children and adolescents facing special health challenges – from chronic illnesses and complex physical disabilities like brain and spinal cord injuries, to developmental and behavioral issues like autism and mental health. **Children’s Specialized Hospital Foundation** supports the programs and services of the hospital and all donations go directly to helping us pioneer new specialized care and serve more children in need. **To help, or for more information: visit www.childrens-specialized.org; find us on Facebook – www.facebook.com/childrensspecialized, or follow us on Twitter [@ChildrensSpecNJ](https://twitter.com/ChildrensSpecNJ).**

About the Healthcare Foundation of New Jersey

The mission of the Healthcare Foundation of New Jersey is to improve the health and well-being of vulnerable, underserved populations in greater Newark and the Jewish community of MetroWest NJ, elevate the quality of community healthcare, reduce disparities in access, and promote the infusion of compassion and humanism into our healthcare system.

###



PRESS RELEASE

Date: July 3, 2018
For Immediate Release

Improving lives. Changing futures. **Contact: Rachel Lambert**
rlambert@childrens-specialized.org
P: 908-301-5567

CHILDREN'S SPECIALIZED HOSPITAL FOUNDATION CELEBRATES A COOL COMEBACK FOR NATIONAL ICE CREAM MONTH

*95.5 PLJ FM and Applegate Farm Ice Cream bring back two favorite flavors - Sea Salt Caramel
Chocolate Chunk and S'mores Fluff-A-Nutter - to help children facing devastating illness and injuries*

MOUNTAINSIDE, NJ – Summer is finally here and we're screaming for ice cream! July is National Ice Cream month and Children's Specialized Hospital Foundation is teaming up with 95.5 PLJ-FM and Applegate Farm Ice Cream (616 Grove Street, Montclair, NJ) to bring to life two flavors chosen by listeners of Todd & Jayde in the Morning. Now through Labor Day, a donation of 95 cents will be made to Children's Specialized Hospital Foundation for every scoop of the two flavors, Sea Salt Caramel Chocolate Chunk and S'mores Fluff-A-Nutter, that are sold.

"We're excited to partner with Applegate Farm and 95.5 PLJ again this year. We hope everyone will take a break from the summer heat to enjoy these two ice cream flavors and help give back to children and families with special health care needs," said Philip Salerno, III, president and chief development officer at Children's Specialized Hospital Foundation.

Additionally, on Wednesday nights now through August 1, Applegate Farm will be hosting Family Fun Nights featuring live music, a magician, movie showings and of course, ice cream. The DJ starts playing music at 6:30 p.m., magician begins at 7:45 p.m. and movies start at 8:30 p.m.

Movie schedule is as follows:

July 11 – Despicable Me 3
July 18 – Coco
July 25 – Jumanji 2
August 1 – Cars 3

Be sure to snap a selfie with your Sea Salt Caramel Chocolate Chunk and S'mores Fluff-A-Nutter ice cream and share it on social media with #PLJFlavors to be entered to win an ice cream party for 25 from Applegate Farm. Sea Salt Caramel Chocolate Chunk is vanilla ice cream, infused with a sea salt caramel ripple and dark chocolate chunks, while S'mores Fluff-A-Nutter is chocolate graham cracker ice cream with peanut butter and marshmallow fluff ripple and dark chocolate chunks.

Since 1848, people have enjoyed fresh dairy products from Applegate Farm. Located fifteen minutes west of New York City, families from Northern New Jersey and New York have travelled miles to enjoy the nostalgia and charm that Applegate Farm offers.

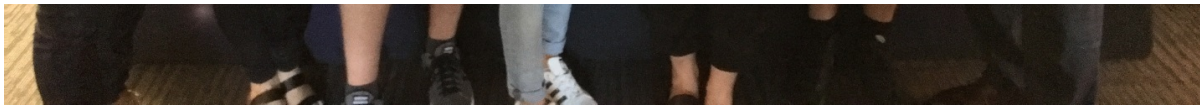
Children's Specialized Hospital, a nonprofit organization, is leading the way into a brighter future for children and adolescents facing special health challenges – from chronic illnesses and complex physical disabilities like brain and spinal cord injuries, to developmental and behavioral issues like autism and mental health. Working with parents and families, our award-winning doctors, researchers and pediatric specialists depend on the generosity of donors to discover new and innovative ways to help more children

overcome their health challenges. All donations go directly to helping us pioneer new specialized children's care and serve more children in need. To help, or find more information: visit www.childrens-specialized.org; find us on [Facebook](https://www.facebook.com/childrensspecialized) - www.facebook.com/childrensspecialized, or follow us on Twitter [@ChildrensSpecNJ](https://twitter.com/ChildrensSpecNJ).



Children's Specialized Hospital is teaming up with 95.5 PLJ and Applegate Farm Ice Cream in Montclair, NJ to bring two ice cream flavors chosen by listeners of Todd & Jayde In The Morning – Sea Salt Caramel Chocolate Chunk and S'mores Fluff-A-Nutter. Now through Labor Day, a donation of 95 cents will be made to Children's Specialized Hospital for every scoop of these two flavors sold.





Children's Specialized Hospital is teaming up with 95.5 PLJ and Applegate Farm Ice Cream in Montclair, NJ to bring two ice cream flavors chosen by listeners of Todd & Jayde In The Morning – Sea Salt Caramel Chocolate Chunk and S'mores Fluff-A-Nutter. Now through Labor Day, a donation of 95 cents will be made to Children's Specialized Hospital for every scoop of these two flavors sold.

###



PRESS RELEASE

Date: July 5, 2018
For Immediate Release

Improving lives. Changing futures. Contact: Rachel Lambert

rlambert@childrens-specialized.org

P: 908-301-5567

Over \$830,000 Raised for Children's Specialized Hospital Foundation During Miracle Balloon Campaign Thanks to Costco Wholesale

The annual Miracle Balloon Campaign is the primary fundraising effort made by Costco Wholesale in partnership with Children's Miracle Network Hospitals.

MOUNTAINSIDE, NJ – For Children's Miracle Network Hospitals, every month is for making miracles. During the month of May, however, dedicated community partners like Costco Wholesale are especially keen to support the making of miracles at Children's Specialized Hospital by leading fundraisers such as the Miracle Balloon Campaign.

"We are so grateful for Costco Wholesale's partnership," said Nicole Hudson, Director of Fundraising and Operations at Children's Specialized Hospital Foundation. "They are our single largest corporate partner and their longstanding support has helped to ensure that New Jersey's children with special health care needs receive the best possible care at Children's Specialized Hospital."

During the month-long Miracle Balloon Campaign, members of Costco Wholesale are invited to make a donation to Children's Miracle Network Hospitals at the time of checkout. CMN balloon icons are granted to donors and are often displayed at the front of the warehouse in appreciation. The annual Miracle Balloon Campaign is the primary fundraising effort made by Costco in its partnership with Children's Miracle Network Hospitals.

"Here at Costco North Plainfield, the Children's Miracle Network month of May is an exciting time for our employees and our members," said Mike Freeman, General Manager at Costco Wholesale in North Plainfield. "We love it! Bringing the awareness and community spirit of contributing to such a great cause is easy and so rewarding. Specifically mentioning Children's Specialized Hospital gets an immediate positive reaction! So many of our members and our team know about and respect the hospital either from personal experience or that of friends or family. I myself have brought my own child to this great hospital. The tours that Nicole and the team hold each year really refreshes how important it is for our employees and shows you the great work and unfortunate need and really lights the fire to launch our campaign every May! We are already getting ideas for next year!!!"

The Miracle Balloon Campaign is a part of the annual *May is For Miracles* fundraising campaign. All proceeds from *May is for Miracles* campaigns in Northern and Central New Jersey support Children's Miracle Network Hospitals' local beneficiary Children's Specialized Hospital. This year, this campaign is projected to raise over \$830,000 by year end. Regional golf tournaments, a corporate match and other creative fundraising activities increase the fundraising total.

Children's Specialized Hospital, a nonprofit organization, is leading the way into a brighter future for children and adolescents facing special health challenges – from chronic illnesses and complex physical disabilities like brain and spinal cord injuries, to developmental and behavioral issues like autism and mental health. Working with parents and families, our award-winning doctors, researchers and pediatric specialists depend on the generosity of donors to discover new and innovative ways to help more children overcome their health challenges. All donations go directly to helping us pioneer new specialized children's care and serve more children in need. To help, or find more information: visit www.childrens-specialized.org; find us on Facebook - www.facebook.com/childrensspecialized. or follow us on Twitter @ChildrensSpecNJ.

About Children's Miracle Network Hospitals

Children's Miracle Network Hospitals® raises funds and awareness for 170 member hospitals that provide 32 million treatments each year to kids across the U.S. and Canada. Donations stay local to fund critical treatments and healthcare services, pediatric medical equipment and charitable care. Since 1983, Children's Miracle Network Hospitals has raised more than \$5 billion, most of it \$1 at a time through the charity's Miracle Balloon icon. Its various fundraising partners and programs support the nonprofit's mission to save and improve the lives of as many children as possible. Find out why children's hospitals need community support, identify your member hospital and learn how you can Put Your Money Where the Miracles Are, at CMNHospitals.org and facebook.com/CMNHospitals.



Caption: Costco Wholesale employees and customers across the state of New Jersey teamed up with Children's Miracle Network Hospitals to participate in the Miracle Balloon Campaign. This year, the campaign raised over \$830,000 for children with special healthcare needs at Children's Specialized Hospital locations throughout the state.





Caption: Costco Wholesale's Miracle Balloon Campaign helps children like Isabel Rita (pictured), this year's Children's Miracle Network Hospitals Champion who is recovering from a spinal cord tumor. The campaign raised over \$830,000 this year for children with special healthcare needs at Children's Specialized Hospital.



Caption: Costco Wholesale employees and customers across the state of New Jersey continue to participate eagerly in the Miracle Balloon Campaign. This year, the campaign raised over \$830,000 for children with special healthcare needs at Children's Specialized Hospital.

###

MEDIA RELEASE

Date: July 11, 2018

For Immediate Release

Contact: Rachel Lambert

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P: (908) 301-5567



CHILDREN'S SPECIALIZED HOSPITAL PATIENTS LEARN ESSENTIAL HEALTHY COOKING SKILLS TO HELP MANAGE CHRONIC ILLNESS

Wakefern Food Corp.'s \$25,000 donation heats things up for the Let's Cook for Wellness Program

MOUNTAINSIDE, NJ – Wakefern Food Corp., the merchandising and distribution arm for ShopRite supermarkets, recently granted Children's Specialized Hospital Foundation \$25,000 in support of *Let's Cook for Wellness*, a collaborative educational program between Children's Specialized Hospital and Elijah's Promise in New Brunswick, NJ. This unique program provides culinary training and nutrition education for patients in the hospital's Chronic Illness Management Program helping them to manage their chronic illness better and maximize quality of life.

For many young adults suffering from a chronic illness, like diabetes, requires drastic lifestyle changes in order to regain control of their lives. Approximately two-thirds of children and adolescents who have chronic illnesses are non-adherent to their prescribed regimens putting them at greater risk for complications and additional health problems. Diabetes, specifically, affects over 200,000 children and adolescents in the United States and that number is on the rise.

Launched in 2006, Children's Specialized Hospital's Chronic Illness Management program is a comprehensive four to six-week inpatient program for children and adolescents, who struggle to manage their chronic condition. The program provides tools and resources geared specifically towards teens and young adults. From weekly outings to local restaurants, exercise, shopping, counseling to help deal with the emotional aspects of managing their diseases and cooking experiences through the *Let's Cook for Wellness* program, patients are better equipped to manage their chronic illness.

Ayana Hamilton, Patient Care Navigator, Chronic Illness Management Program at Children's Specialized Hospital, has witnessed first-hand the impact of the *Let's Cook for Wellness* program. "Patients learn skills essential to healthy management of their illnesses in real-life settings," said Hamilton. "Parents are also encouraged to take part in the program, and often are ecstatic to see the immediate impact in their child's life."

Karen Meleta, Vice President of Corporate Communications, Wakefern Food Corp., stated, "Wakefern is proud to support Children's Specialized Hospital and their extraordinary commitment to children who face special health challenges. The *Let's Cook for Wellness* program compliments the efforts of our ShopRite Dietitians, who work every day to help families learn about healthy foods and make more nutritional choices."

"Working with community partners such as Wakefern Food Corp. and ShopRite allows us to have a direct impact in helping children with chronic illness learn about proper nutrition and develop the healthy lifestyle they need to live the most productive life possible," said Philip Salerno, III, president and chief development officer at Children's Specialized Hospital Foundation. "The *Let's Cook For Wellness* program is critical to their success."

Children's Specialized Hospital, a nonprofit organization, is leading the way into a brighter future for children and adolescents facing special health challenges – from chronic illnesses and complex physical disabilities like brain and spinal cord injuries, to developmental and behavioral issues like autism and mental health. **Children's Specialized Hospital Foundation** supports the programs and services of the hospital and all donations go directly to helping us pioneer new specialized care and serve more children in need. **To help, or for more information: visit www.childrens-specialized.org; find us on Facebook – www.facebook.com/chidrensspecialized, or follow us on Twitter [@ChildrensSpecNJ](https://twitter.com/ChildrensSpecNJ).**

About ShopRite

ShopRite is the registered trademark of Wakefern Food Corp., a retailer-owned cooperative based in Keasbey, NJ, and the largest supermarket cooperative in the United States. With more than 270 ShopRite supermarkets located throughout New Jersey, New York, Pennsylvania, Connecticut, Delaware and Maryland, ShopRite serves more than six million customers each week. Through its ShopRite Partners In Caring program, ShopRite is dedicated to fighting hunger in the communities it serves. Since the program began in 1999, ShopRite Partners In Caring has donated \$43 million to food banks that support more than 2,100 worthy charities. As a title sponsor of the ShopRite LPGA Classic Presented by Acer, ShopRite has donated \$30 million to local organizations, hospitals and community groups. For more information, please visit www.shoprite.com.



Jay Evangelista, a patient of Children's Specialized Hospital's Chronic Illness Management Program, learns cooking skills at Elijah's Promise. This opportunity was funded by Wakefern Food Corp./ShopRite's \$25,000 grant to the *Let's Cook for Wellness* program partnership between Children's Specialized Hospital's Chronic Illness Management Program and Elijah's Promise.



President Joe Sheridan (far right) and Executive Vice President Chris Lane (far left) of Wakefern Food Corp. grant a check for \$25,000 to the *Let's Cook for Wellness* program at Children's Specialized Hospital. The check was presented at the 2018 LPGA Community Luncheon in Galloway, NJ.

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MEDIA RELEASE

Date: June 5, 2018

For Immediate Release

Contact: Rachel Lambert

rlambert@childrens-specialized.org

P: (908) 301-5567



Contact: Jessica Arkel

jarkel@childrens-specialized.org

P: (908) 301-5586

CHILDREN'S SPECIALIZED HOSPITAL FOUNDATION BOARD WELCOMES ANGELIQUE CARBO

MOUNTAINSIDE, NJ: In support of the largest pediatric rehabilitation health system in the United States, Children's Specialized Hospital Foundation and its trustees work to ensure financial stability so the Hospital can continue to expertly care for children facing devastating illness and injury. To that end, the Foundation is pleased to announce the appointment of Angelique Carbo to its Board of Trustees.

"The success of the Foundation is considerably impacted by the enthusiasm, leadership, and support of our trustees," said Philip Salerno, III, president and chief development officer, Children's Specialized Hospital Foundation. "I am immensely proud of the work we do together and thankful for their dedication to creating better lives for the children and families who benefit from that work."

Angelique Carbo is formerly the Executive Vice President, Chief Human Resources Officer at Selective Insurance Group, Inc. Previously, Ms. Carbo served as the Senior Vice President at ABM Industries. She is a Certified Public Accountant who received her Bachelor's Degree in Accounting from Georgetown University and her MBA in Human Resources and Organizational Behavior from the Kellogg Graduate School of Management at Northwestern University. In 2017, Ms. Carbo was recognized as one of Black Enterprise's 300 Most Powerful Executives in Corporate America. She was appointed to the Foundation's Board of Trustees on February 27, 2018.

Children's Specialized Hospital, a nonprofit organization, is leading the way into a brighter future for children and adolescents facing special health challenges – from chronic illnesses and complex physical disabilities like brain and spinal cord injuries, to developmental and behavioral issues like autism and mental health. **Children's Specialized Hospital Foundation** supports the programs and services of the hospital and all donations go directly to helping us pioneer new specialized care and serve more children in need. **To help, or for more information: visit www.childrens-specialized.org; find us on Facebook - www.facebook.com/childrensspecialized, or follow us on Twitter [@ChildrensSpecNJ](https://twitter.com/ChildrensSpecNJ).**

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Date: June 5, 2018

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CHILDREN'S SPECIALIZED HOSPITAL FOUNDATION WELCOMES JOHN R. BLASI TO BOARD OF TRUSTEES

MOUNTAINSIDE, NJ: In support of the largest pediatric rehabilitation health system in the United States, Children's Specialized Hospital Foundation and its trustees work to ensure financial stability so the Hospital can continue to expertly care for children facing devastating illness and injury. To that end, the Foundation is pleased to announce the appointment of John R. Blasi to its Board of Trustees.

"The success of the Foundation is considerably impacted by the enthusiasm, leadership, and support of our trustees," said Philip Salerno, III, president and chief development officer, Children's Specialized Hospital Foundation. "I am immensely proud of the work we do together and thankful for their dedication to creating better lives for the children and families who benefit from that work."

John R. Blasi is an Attorney-at-Law at Lindabury, McCormick, Estabrook & Cooper, P.C. in Westfield, NJ. As a former member of the Board of Trustees for the Robert Wood Johnson Healthcare Cooperation and RWJ Health Network, and a current member of the John F. Byrne Foundation, The Humming Board Foundation, Inc., the Elizabethtown Foundation, as well as Children's Specialized Hospital, Blasi brings extensive experience to the Foundation's Board. Furthermore, Blasi is highly involved with the community as the former President of many local organizations including the Rotary Club in Westfield, NJ, Crestview Tennis and Swim Club in New Providence, NJ, the Summit, NJ Police Athletic League, and the American Red Cross, New Jersey Chapter. Blasi, Children's Specialized Hospital's appointee, was elected to the Foundation Board on February 27, 2018.

Children's Specialized Hospital, a nonprofit organization, is leading the way into a brighter future for children and adolescents facing special health challenges – from chronic illnesses and complex physical disabilities like brain and spinal cord injuries, to developmental and behavioral issues like autism and mental health. **Children's Specialized Hospital Foundation** supports the programs and services of the hospital and all donations go directly to helping us pioneer new specialized care and serve more children in need. **To help, or for more information: visit www.childrens-specialized.org; find us on Facebook - www.facebook.com/childrensspecialized, or follow us on Twitter [@ChildrensSpecNJ](https://twitter.com/ChildrensSpecNJ).**





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academic honors& misc.

rachel lambert

16rlambert@gmail.com



THE 2018-2019 HER CAMPUS CHAPTER AWARD FOR...

BEST FEATURE - CAMPUS EVENTS/NEWS

IS AWARDED TO

HC SUSQU - 2ND PLACE

**"SIGMA KAPPA AND SUSTAINABILITY'S #KILLTHECUP CHALLENGE
INSPIRES CAMPUS COMMUNITY"**

BY RACHEL LAMBERT

UNDER THE DIRECTION OF

EMILY HOPF & NIKKI BORGEL

SIGNED 
.....
LEXIE MIKULA + JULIANNE SKRIVAN
ASSOCIATE, CAMPUS COMMUNITY

DATE JUNE 11, 2019
.....



RACHEL LAMBERT

Student at [Susquehanna University](#) majoring in Advertising & Marketing, minoring in Art History

EDUCATION


[Susquehanna University](#)

[Scotch Plains Fanwood High School](#)

RACHEL IN THE NEWS


[Lambert Named to Spring Dean's List](#)

Rachel Lambert , of Fanwood , N.J. , was named to Susquehanna University's dean's list for the spring 2019 semester. The dean's list recognizes students who achieve a grade point average of 3.4 o...

May, 29 2019 -  Verified by [Susquehanna University](#)


[Lambert Interns at HerCampus Media](#)

Rachel Lambert , of Fanwood, N.J., is serving an internship this spring at HerCampus Media. Lambert 's responsibilities include managing social media accounts, reporting on social metrics and lea...

April, 03 2019 -  Verified by [Susquehanna University](#)

[Lambert Earns Spot on Dean's List](#)

Rachel Lambert , of Fanwood , N.J. , was named to Susquehanna University's dean's list for the fall 2018 semester. The dean's list recognizes students who achieve a grade point average of 3.4...

February, 04 2019 -  Verified by [Susquehanna University](#)


[Lambert Named University Scholar](#)

Rachel Lambert of Fanwood , N.J. , is among the 265 students recently honored as University Scholars at Susquehanna University. The annual Scholars Program was held on Oct. 26 in Susquehanna'...

December, 06 2018 -  Verified by [Susquehanna University](#)

[Lambert Earns Spot on Dean's List](#)

Rachel Lambert was named to Susquehanna University's dean's list for the spring 2018 semester. The dean's list recognizes students who achieve a grade point average of 3.4 or higher out of a poss...

June, 07 2018 -  Verified by [Susquehanna University](#)

[Lambert Earns Spot on Dean's List](#)

Rachel Lambert was named to Susquehanna University's dean's list for the Fall 2017 semester. The dean's list recognizes students who achieve a grade point average of 3.4 or higher out of a poss...

February, 09 2018 -  Verified by [Susquehanna University](#)


[Lambert Named University Scholar](#)

Rachel Lambert is among the 212 students recently named Susquehanna University Scholars. The annual Scholars Program, held on Nov. 3, recognized Susquehanna's most successful student scholars. T...

November, 27 2017 -  Verified by [Susquehanna University](#)


[Lambert Inducted into Alpha Lambda Delta First-Year Honor Society](#)

Rachel Lambert was inducted into the Alpha Lambda Delta first-year honor society at Susquehanna University for the 2016-17 academic year. The purpose of this national honor society is to encoura...

July, 31 2017 -  Verified by [Susquehanna University](#)

[Lambert Named to Spring Dean's List](#)

Rachel Lambert was named to Susquehanna University's dean's list for the spring 2017 semester. The dean's list recognizes students who achieve a grade point average of 3.4 or higher out of a pos...

June, 05 2017 -  Verified by [Susquehanna University](#).


[Lambert Earns Spot on Dean's List](#)

Rachel Lambert was named to Susquehanna University's dean's list for the fall 2016 semester. The dean's list recognizes students who achieve a grade point average of 3.4 or higher out of a possi...

February, 01 2017 -  Verified by [Susquehanna University](#).

[Lambert Accepted to Susquehanna Honors Program](#)

Rachel Lambert has been accepted to Susquehanna University's highly selective Honors Program. The Honors Program at Susquehanna offers a challenging academic program to students interested in a ...

September, 06 2016 -  Verified by [Susquehanna University](#).

BADGES AWARDED



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