

(Mr.) Jean W. Yeager

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Summary Ten years as Executive Director of a national non-profit, supported by over twenty years as a marketing, communications and organization development consultant in the U.S. and U.K. In 2012 Yeager was honored that his collected corporate communications work was accepted into the David M. Rubenstein library at Duke University as part of the “History of Advertising and Marketing” special collection.

Experience

2009 – Present

Playwright – with staged readings and productions at theaters nationwide.

Instructor – “Stage Development Theory” (Phases of human development) taught on a nationwide basis on behalf of the Center For Anthroposophy Foundation Program, Wilton, NH.

June 2006 – Present

Corporate communications, marketing and organizational consultant
Regional and national client listing available upon request.

Teleconference Production

*“Administration With Spirit” teleconference series.
A pilot-program of teleconferences utilizing web-based promotion which targets narrowly focused audiences.*

Writer

Corporate communications and theatrical writer with recent Dramatic productions. (See Corporate Communications and Script Writing supplementary C.V.’s)

General Partner

*Yeager Family Ventures
A private organic farm management company.*

November 1996 – Retired, June 2006

Executive Director

Responsible for national operations including planning, implementation and assessment of: member services; fund raising / development; outreach; budget /finance; staff / volunteer development; and technology. Reports to the President and Board of Directors.

The Anthroposophical Society of America, Inc.
1923 Geddes Ave., Ann Arbor, MI 48104-1727
TEL (734) 662-9355 FAX (734) 662-1727

EMAIL information@anthroposophy.org

“Anthroposophy” (anthropos=human / sophia=wisdom) means “wisdom of our humanity” And was coined by the Society’s founder, Rudolf Steiner as the name of the multi-national group which he founded in 1924 to promote spiritual / cultural renewal. The world headquarters is near Basel, Switzerland.

The Anthroposophical Society in America is a national 4,000 member, highly decentralized organization, with 100+ local groups in three regional divisions, a national headquarters in Michigan, and a library in New York state. The American Society also works cooperatively with 70 similar groups worldwide.

A Supplement to this Resume can provide details of specific relevant experiences which amplify the general description provided below.

- *Strategic & Annual Planning:* Assist Board of Directors and stakeholders in developing and writing a Strategic Plan (1995 and 2005). Develop annual plans to achieve the Society’s goals and objectives in membership, fund raising, outreach and budget.
- *Member Relations:* Successfully develop, implement, maintain and improve a comprehensive member services program which has increased membership an average of 8% per year and reduced lapses.
- *Development/Fund Raising:* Organize and support a Development Committee. Research, plan, and where appropriate pre-test before implementing: annual appeals, electronic fund raising, planned giving, corporate matching gifts, and events. Identify and write foundation grants. Plan and execute or support and train key executives in making major donor solicitations. Manage donor relations including donor recognition processes.
- *Outreach/Relationship Management:* Research, plan and implement activities to build relationships with internal and external (but closely related) stakeholders: specifically an Advisory Council of Chief Executives of related organizations, and an Advisory Council of leaders of local groups in from major market areas.
- *Local Group Development:* Support the expansion and development of members groups.
- *Financial:* Take responsibility for meeting budget projections of \$1-million+ annual expense budget. Organize and support the Finance Committee. Prepare an annual budget with the Treasurer and Finance Committee. Conduct an annual financial audit with bookkeeper and CPA. Oversee processing of all membership dues and gifts. Research, plan and implement fiscal sponsorship agreements. Prepare reports for Foundations.
- *Staff/ Volunteer Development:* Hire, manage, promote and terminate employees. In consultation with Executive Committee set employee policy. Establish and manage benefits programs including 403(b) and

health insurance. Staffing ranges from 8 – 13 full and part-time employees plus project personnel in Michigan. Two additional locations in New York and Pennsylvania have 5 - 7 full and part-time employees.

- *E-based Information / Publications*: Plan and develop internal and external communications programs including e-based information centers, newsletters, publications and promotional campaigns.
- *Technology*: Research, identify and acquire hardware and software systems to accommodate increased donor information management, and internet-deployed information systems.

July 1991 – November 1996

Executive, Consultant, Writer

Envision Associates, 2245 Miller Road, Chester Springs, PA 19425

- *Senior management workshops for large and small non-profits in Mission / Vision, organizational change, non-hierarchical team working, conflict resolution and team building.*
Clients included: W.K. Kellogg Foundation, Waldorf School of Baltimore, Institute for New Music, The Biodynamic Farming and Gardening Association, Inc., and others.
- *Marketing, Public Relations and Advertising consultant*
Clients included: New Century Bank, Seven Stars Yogurt, ScreenPlay Productions and others.
- *1994-96, Assistant to the Executive Director of the Biodynamic Farming and Gardening Association, Kimberton, PA*
Responsible for strategic development of marketing, membership development, product development / sales, conference organizing and publications management.
- *1994 -- Director of Development (Interim)*
Kimberton Waldorf School (K-12) , Kimberton, PA
I was responsible for all development, fund raising and advancement activities including alumni development, grantwriting, annual appeals and events.

July 1988 – July 1991

Executive, Consultant, Writer

Centre Consultancy, The Centre For Social Development, Emerson College, Forest Row, East Sussex RH19 4JL England

- *Total Quality Management implementation*
Kent County Council, Maidstone, Kent
- *Staff Trainer* – The Centre For Social Development
- *Business Turn-Around* – Managing Director of Nada Concepts (Euro) Ltd., a U.K. subsidiary of a U.S. manufacturer.
- *Business Communicatinos* – Represented by Lexicon Creative Services, London. Clients included: Esso (UK), Northern Telecom,

Department of Health and Human Services (DHHS), NorWeb (electrical utility) and others.

July 1983 – July 1988

Corporate Communications

Jean W. Yeager, Inc., Dallas, TX

Communications of vital business strategies, annual plans, product launches, and sales promotion.

- Clients included: McDonalds, Coca-Cola, Northern Telecom, Republic Health Care, Interstate Batteries, Denny's Restaurants, Pilgrim Chicken and other Fortune 500 companies.
- Highlights include:
 - Head writer on a team of three which wrote Coca-Cola's 100th Anniversary sales meeting with \$1.1 million production budget.
 - A speech for then President Ronald Reagan for his appearance at the National Association of Broadcasters meeting in Las Vegas.
 - Comedy elements for Bill Cosby, Dom Deluise, Jerry Lewis (and others) for various annual meetings.
- Two-time winner of the International Broadcasting Award (IBA) for creativity.

July 1978 – July 1983

Senior Writer / Producer

The Stanford Agency / The Southland Corporation, Inc.

PO Box 711, Dallas, TX

National and regional television, radio and print advertising for 7-Eleven stores and related products.. Corporate presentations.

July 1974 – July 1978

Managing Editor – Regional Newspaper Editions, Book Publishing

The United Methodist Reporter, Dallas, TX

Responsible for regional editions. Launched a book publishing division.

Education

2001 -- Risk Management certification, Risk Management Institute, Washington, D.C.

1991 -- Statistical Process Control certificate, K.W. Tunnell Co., King of Prussia, PA

1988-89 – Organizational Psychology / Organization Development, non-degree research and teaching. The Centre For Social Development, Emerson College, Sussex, England.

1971 – Master of Arts, Mass Communications (incomplete) Colorado State University, Fort Collins, Colorado

1970 – Bachelor of Arts, English Literature.
Colorado State University, Fort Collins, Colorado.
1965 – Eagle Scout award, Boy Scouts of America
God and Country award, Boy Scouts of America

Professional

Rudolf Steiner College
Board Chair, 2007-2010
Board Finance Committee
Association of Fund Raising Professionals
Member, 2001 - 2007
Sunbridge College, Spring Valley, NY
Board member, 1997 – 2005
Vice President, 2004-05
Waldorf Teacher Development Association, Detroit, MI
Board member, 1998 – 2001
Biodynamic Farming & Gardening Association
Board member, 1998 – 2001
Vice President, 1999 - 2000
Kimberton Waldorf School, Kimberton, PA
Board member, 1994 – 1997

Publication / Presentations

2000 – “*Membership Research And Pilot Project*”, Presentation to
International Administrators Meeting, General Anthroposophical
Society, Dornach, Switzerland.
1995 - “*Vision In Action*” Christopher Schaefer and Tijno Voors Ed.,
Hawthorne Press, U.K. I contributed a report on a Mission / Vision
process which I designed and implemented.
1990 - “*First Line Management*”, McMillen/Intek (Euro) Ltd., Brighton,
England. I co-authored one volume of this 5-volume Total Quality
Management (TQM) implementation work-book.

Volunteer

Michigan Prisoner ReEntry Initiative, Washtenaw County, MI
2006 – 2008
State Correctional Institution, Jackson, MI
1999 - 2002
Ryan State Correctional Institution, Detroit, MI
1998 - 1999
State Correctional Institution, Graterford, PA
1992 – 1995

Technical

Type 70 wpm. Knowledge of MS-DOS, Windows 3.1 and 95, 98, and
2000; MacIntosh Power PC, MS Word, MS Excel, MS Access, Lotus

1-2-3, Word Perfect (5.0-6.2), Filemaker Pro (Mac), Quark Express, Alpha4v6 (DOS database) Netscape Navigator, Quicken, SBT Accounting software and others. Experienced with computer hardware/software troubleshooting and peer-to-peer LAN. I have designed and maintain two web sites, can write HTML language.

Personal

Married (40+ yrs), three adult children. Fitness enthusiast, swimming and free-weights. Conservationist, catch-and-release fly fisherman. In my spare time I write screenplays and non-fiction articles and plays.