

Session 6 - Marketing & Branding – Importance of Messaging When Responding to/Recovering From a Pandemic



Rachel Barth

Director of Communications and Customer Engagement

Lincoln Airport Authority

(Moderator)

Rachel Barth is the Director of Communications and Customer Engagement for the Lincoln Airport Authority. Although new to the Aviation industry, Rachel has an extensive background in Marketing, Communications and Public Relations. She holds a bachelor degree in Journalism and master's degree in Marketing, Communications and Advertising (MCA) from the University of Nebraska-Lincoln. Rachel volunteers for several community organizations including Leadership Lincoln, is a Board Member of Bright Lights Summer Camps and is a blood drive coordinator for the Nebraska Community Blood Bank. Rachel and her husband Eric live on an acreage just outside of Bennet, NE and have two little boys, Ryker and Gunner and two rescue dogs.



Stephen Clark, C.M.

Director of Commercial Development

Gerald R. Ford Airport Authority

With a background in aviation, broad business experience and relentless energy, Stephen has helped to re-think how business development and revenue creation is handled by the Airport, which traditionally has a \$3.2 billion economic impact on West Michigan. As Director of Commercial Development, Stephen is principally entrusted with developing and growing all lines of aeronautical and non-aeronautical business for the Gerald R. Ford International Airport, the second busiest airport in Michigan.

In this role, he's spearheaded and supported a number of high-profile projects, including being on the team that secured an Allegiant Airlines maintenance base – a \$42.6 million investment that created more than 100 new jobs for the region. During the COVID-19 pandemic, Stephen accepted additional responsibility and now leads communications and marketing for the Airport – working to ensure guests are aware of exciting new initiatives and improvements that make the Ford Airport a superior travel experience. Prior to joining the Ford Airport team in 2018, Stephen worked in a variety of aviation-based roles, including director of marketing and technology for Immaculate Flight. He has a bachelor of science in aviation from Utah Valley University.



Jay Wilkinson

CEO

Firespring

Jay Wilkinson is the founder and CEO of Firespring—a Nebraska-based Certified B Corporation. In 2016, Firespring was featured as one of Inc. Magazine’s Top 50 Places to Work in America and has been listed on the Inc. 5000 fastest growing companies 7 of the last 11 years. As a philanthropist, he has raised millions of dollars for nonprofits. After decades, Jay remains passionate about crafting his own company’s culture, and spends the majority of his time helping nonprofits and businesses find their why and deepen their impact.

Jay is among the highest-ranking speakers at conferences all over the United States and has informed and educated thousands of nonprofit professionals and businesses with his empowering messages over the last 20 years. His TEDx talk on company culture has more than 1 million views. A graduate of MIT’s Entrepreneurial Masters Program, Jay has appeared on CNN and other national news outlets discussing the important role nonprofits and impact organizations play in the U.S. economy.