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Whitney Selover  
Director of Special Events and Travel  
The National Baseball Hall of Fame and Museum  
Cooperstown, NY  

Education  
Villanova University, 2007  
B.S. Business Management, Minor: International Business  
Cooperstown High School, 2003  
Study Abroad:  
University of Melbourne, Australia 2005  
Boston University London Internship Program, 2006  

Work History  
Internships  
The National Baseball Hall of Fame and Museum, Special Events Intern, Summer 2007  
Quintessentially (Elite Lifestyle Management Company), Special Events Intern, Spring 2006  
Fiona Leahy Wedding Planning & Design, Assistant, Spring 2006  
Friends of Bassett, Development and Events Intern, Summer 2005  

Employment  
Cooley’s Stone House Tavern, Waitress, Summers 2005-08  
Oh La La Boutique, Sales Associate, 2006-2007 (during college)  
The National Baseball Hall of Fame and Museum, Events Associate, Summer 2007  
The Farmers’ Museum/NYSHA, Special Events Assistant, Fall 2007  

Job Benefits  
Travel (manage on and off site events)  
Small, intimate work environment that makes a big impact nationally.  
Well known brand, without the corporate setting.  
By overseeing the event, I get to understand and experience each department and help them achieve their goals while maintaining job autonomy.  

Close-Up  
You never know who is watching you, who you are talking to, or what your body language is staying so maintain a level of awareness during all professional moments.  

Return all messages. There is a reason someone took the time out of their day to write you an email, send you a text or give you a call. Give them the respect to return their message, it never hurts or does any harm to either party.  

Be the positive attitude on the team. You’ll life spirits, encourage good energy and promote creativity. A smile is really contagious.
Lola J. Rathbone  
President/CEO  
Catskill Area Hospice and Palliative Care  
Oneonta, NY

**Education**  
Certified Advanced Hospice Administrator 2006  
Certified Hospice and Palliative Care Nurse 1996  
University of Maryland, Walter Reed Army Institute of Nursing 1975  
B.S. Nursing  
Registered Professional Nurse 1975

**Work History**  
Catskill Area Hospice and Palliative Care: President/CEO  April 2009-Present  
Catskill Area Hospice and Palliative Care: VP Clinical Operations  December 1999-2009

**Job Benefits**  
I have learned to depend on the assorted Talents of the Senior Leadership Team to help me formulate executable plans and make wise decisions

**Close –Up**  
Lessons learned from 18 yrs of working with the dying

  Say "Thank you" to those who help you  
  Say "I forgive you" to those who hurt you  
  Say "Forgive me" to those who you hurt  
  Say "I love you" to those you love

These are the 4 most important things to do every day you live because you just never know...
Kevin Price  
Executive Director  
Chenango-Delaware-Otsego Workforce Investment Board  
Oneonta, NY

**Education**  
Rockefeller College School of Public Policy and Public Administration, State University at Albany  
Master of Public Administration, concentration in Finance, 1993  
State University College at Oneonta, Oneonta, NY  
B.S. Secondary Education Social Studies 7-12, 1990  
Cherokee High School, Marlton, NJ 1983

**Work History**  
Executive Director, Chenango-Delaware-Otsego Workforce Investment Board, Oneonta, NY, 2001 to Present  
Management, Physicians Sales & Services., 1996 – 1997  
Graduate Assistant, New York State Division of the Budget, Albany, NY, September - December 1991  
Social Studies Summer School Teacher, Oneonta High School, 10th grade, summers 1990 and 1991

**Close-Up**  
No matter what you do, see it to completion and complete it with 110% of yourself!  
Your “word” is the valuable asset you have. Use it wisely as there is no second chance!  
There is no such word as “Can’t” in the English language! The only thing you have to fear is fear itself!  
Every person you meet is a potential link to your future! Do not define yourself in narrow terms!  
Work to live, not live to work. Find the balance that fits “you”, not someone else’s definition.  
Stay current in your skills and knowledge. You are responsible for your on-going education!
Ona Whaley  
Resource Coordinator/Developer  
CDO Workforce  
Oneonta, NY  

**Education**  
SUNY Empire State  
B.S: Business Management and Economics  

**Work History**  
Resource Development Coordinator – CDO Workforce Investment Board May 2009-Present  
Facilitate workshops for career planning, resumes, interviewing, and networking  
Coordinate and Administer special projects  
Facilitate Career Links Job Clubs for three centers  
Write state and federal grants for external funding  
Career Advisor for Emerging and Transitional Worker Youth Grant
Karen Lyons
Business Computer Teacher
Cooperstown Central School
Cooperstown, NY

Education
SUNY Albany, Albany, New York. 1985
MS: Business Education.
Utah State University, Logan, Utah. 1980
BS: Business Education.
AS: Medical Secretary

Work History
Business Teacher, Chairperson, Practical Arts Department, Cooperstown Central School 1985-Present
Business Teacher, Lake George Central School 1980-1985
Secretary, Department of Business Education, Utah State University 1977-1979
Resident Assistant, Utah State University, 1977-1978
Secretary, Oxford Academy and Central School, Summers, 1974-1980

Job Benefits
Being able to make a difference in people’s lives.
Watching students grow up before my eyes, helping them with their challenges, and experiencing their accomplishments, assisting with their learning and exploring has been exciting, interesting, and elevating.
The 180-day school year has enabled me to spend a great deal of time with my family with weekends, holidays, and summer vacations off. I am “rich” because of my choice to be an educator.

Close-Up
Do what you love. Select and never settle! Life is about our choices, so make good ones!
“Whatever you are, be a good one.” --Abraham Lincoln
Tom Kelly  
Director of Campus Safety  
Hartwick College  
Oneonta, NY

Education  
Marist College, 1998  
MPA  
SUNY Oneonta, 1996  
BS: Sociology  
Nassau County Community College, graduated 1977  
AAS: Criminal Justice  
Valley Stream Central High School, Valley Stream, NY, 1972

Work History  
Director of Campus Safety, Hartwick College, 2006 –Present  
New York State Trooper 1978 – 2006  
Adjunct Instructor, SUNY Oneonta 2004  
Correctional officer in a Navy Prison in Norfolk, VA  
Worked as an office cleaner, restaurant dishwasher, paper carrier before and during college.

Job Benefits  
The State Police job was extremely rewarding and a lot of fun. Every day was different and I never thought of it as a job. I looked forward to going to work every day. Plus, excellent salary, benefits and retirement. My current job is the same. I love working with the students. It’s very rewarding.

Close-Up  
“If you’re interested in a career in law enforcement, get a college degree, stay in good physical condition, don’t get in trouble with the police and take as many police entrance exams that you can.”

“The type of degree doesn’t necessarily matter. A Criminal Justice degree is certainly beneficial, but a degree in a varied subject such as accounting, computer science or biology can be used once you enter law enforcement and applied to internal police fields such as white-collar crime, on-line sex predators or forensics.”
Chad Smith
Marketing Director
Medical Coaches Inc.
Oneonta, NY

Education
St. Bonaventure University 1992-1996

Work History
Marketing Director at Medical Coaches inc., 9 years experience 2001-2010
District manager at Automatic Data Processing, 3 years experience 1998-2001
Siemens Medical Solutions Ultrasound Division, Issaquah, Washington, 2 years experience 1996-1998

Job Benefits
Working in a privately held organization allows for much greater flexibility and decision making without the red tape of a large corporation.
Company paid laptop, cell phone, and gas mileage.
Travel throughout the United States and parts of Europe.
401K and full health benefits
Participating in various company paid courses such as training in photoshop, public speaking, design workshops, continuing education seminars.
Bonus structure on increased sales. Meeting interesting people from throughout the world and learning about their beliefs and cultures.

Close-Up
“Proper Preparation Prevents Poor Performance.” Whether your in a meeting, delivering a speech, going to an interview, the more prepared you are for the task at hand, the less stressed, more relaxed and intelligent sounding you will be.

The most important characteristic of a leader is being a good listener. Make sure you show people you are willing to listen to what they have to say, that they are important and worthy of your time. Don't fall into the trap of telling others what to do without considering their opinions. No person - at any age - enjoys being told what to do. Even if you know the answer, listen respectfully and hear out a question. This will help you open up communication between you and the workers.

Be positive: Having a positive attitude and an optimistic attitude can carry over to others and having confidence is contagious.
Jamie A. Reynolds  
SVP—Commercial Banking  
NBT Bank  
Oneonta, NY  

Education:  
Cornell University-Ithaca, NY  
BS. Agricultural Economics 1986  
Canton College-Canton, NY  
AAS: Agriculture Science 1984  
Gouverneur Central School-Gouverneur NY 1982

Work History:  
Regional Sales Manager, then Commercial Lender-NBT Bank-Oneonta, N.Y. 1997 –Present  
Banking Center Manager-Fifth Third Bank-Cincinnati, OH. 1996-1997  
Agricultural lender, Asst. Branch Manager, Branch Manager, Regional Sales Manager-NBT Bank, Norwich N.Y 1987-1996  
Leasing specialist-Telmark, Syracuse, N.Y. Worked in CT and then Utica, NY-1986-1987  
At Cornell worked in the library system to earn some extra money  
Grew up on a dairy farm, so I do not remember ever not working

Job Benefits:  
Many corporate benefits, including health, retirement, and paid vacation. As part of the job, it is important to represent the Bank in the community, thus many social functions/activities are attended on the Banks behalf. Also community involvement is encouraged and promoted by the Bank.

Close-Up:  
“The number one trait for a great community banker should be to enjoy helping people. You get to meet a diverse group of people and businesses as well as engage in a variety of activities and responsibilities on a daily basis.”

“Communication skills are extremely important both in management and in the sales aspects.”

“Successful community bankers are viewed as leaders within their communities and the many opportunities to give back through volunteering on boards and committees allows you to become not only more successful, but a productive and integral member of your community.”
Rachel W. Hansen, O.D.
Optometrist
Oneonta Optical
Oneonta, NY

Education
University of Alabama at Birmingham School of Optometry 1997-2001
Doctor of Optometry, Summa Cum Laude
   Externship at the Veterans Affairs Hospital in Tuscaloosa, Alabama
   Externship at Vision America, Birmingham, AL
   Externship at Eye Care Associates, Birmingham, AL
University of Maryland & Montgomery County Community College -8-10 Extra Science classes to apply for optometry school. 1996.
Cornell in Washington Program 1993 - Internship with the Congressional Management Foundation
Cornell University, Ithaca, NY
Rotary Exchange Student to Norway, 1989-1990
Oneonta High School, 1989

Work History
Oneonta Optical, Oneonta, NY. Optometrist 2002-Present
Eye Care Associates, Birmingham, AL. Optometrist 2001-2002
Self-Employed: My husband and I ran an office cleaning business
Research assistant in two departments of the Optometry School 2001
Office assistant, Plaintiff’s Liaison Counsel for the Breast Implant Litigation, Birmingham, AL 1997
Optometric Assistant, Metropolitan Optical, Washington, D.C.
United States Department of Justice Paralegal Program 1994-1996
College years: Deli/Store Clerk, Ice Cream Shop Employee, Library Assistant (one where I spoke Norwegian on the job), Temp agency employee at an HMO processing insurance claims.

Job Benefits
My work as an Optometrist involves performing eye examinations and solving patients’ vision problems. I work to improve the quality of people’s lives by reducing eyestrain, improving vision and preventing and treating eye health problems. I enjoy helping people and getting to know my patients on a personal level. It is a very rewarding job. It is also a constantly evolving job -- medical knowledge and technology keeps improving, so I never have time to get bored.

Being self-employed has the benefits of setting your own schedule and being your own boss. This allowed me the flexibility to work fewer hours while my children were very young. The downside, however, is that I’m always on call for emergencies. This would be less of an issue if I had a business partner who was also an optometrist.

Up-Close
Never underestimate the importance of ANY job you have. You meet people this way and the more people you meet the more opportunities you have later. Any skill or bit of experience you gain from a job can reap its rewards later.
People enjoy helping others -- don’t be afraid to ask for letters of recommendation or assistance in meeting people in your chosen field.
Karina Goodrich  
Program Manager  
Oneonta Family YMCA  
Oneonta, NY  

Education:  
State University of New York, College at Oneonta  
B.S. Child and Family Studies  

Work Experience:  
Program Manager at the Oneonta Family YMCA. What this title means is that I am responsible for the delivery of all the programs within or facility. I am also responsible for finding, writing and overseeing grants and developing programs as the needs in our community change. I am currently responsible for five departments and on average 75 employees.  
I primarily worked in banking until the birth of my first child. Eight years later with the computer revolution my skills were outdated so I returned to college to change careers.  

Job Benefits:  
Flexible schedule. I am fortunate that my schedule can work around my children even though there are days my children must work around my work schedule.  
Two weeks paid vacation, 10 days sick time that can be carried and accumulate year to year, and eight paid holidays.  
I also have a retirement plan that they pay into on my behalf at a minimum of 8% of my salary  
Health insurance is available  

Up-Close:  
As a fresh college graduate in tough economic times do not turn down an entry level position. That is what gets your foot in the door to show them what you have to offer. There is something to be said about working your way to the top.
Rob Robinson  
President, CEO  
The Otsego County Chamber  
Oneonta, NY  

**Education:**  
Ohio University, Athens, OH  
B.S: Communication: Radio/TV, Minor Courses: Economics, English, Humanities and Management  

**Work Experience:**  
President and CEO, Otsego County Chamber  
Consultant, Economic Development and Marketing Consultant  
Assemblyman James R. Tallon, Community Liaison/Economic Development Specialist  
Marketing Director, GARBADE COMPANIES  
Senior Vice President for Operations, WSKG Radio and Television  
Assistant General Manager, WSKG Radio and Television  
Director of Radio, WSKG Radio and Television  
Radio Station Manager, Maine Public Broadcasting Network, University of Maine  
Radio Program Manager, Maine Public Broadcasting Network, University of Maine  
Radio Program/Operations Manager, West Virginia Public Radio,
Dr. Catrina Truesdell
Physical Therapist
SECO Physical Therapy, PLLC
Oneonta, NY

Education:
Russell Sage College, Troy NY  1998
B.S. Physical Therapy
Sage Graduate School, Troy, NY  2006
Doctorate in Physical Therapy

Work History:
Director of Physical Therapy, SECO Physical Therapy  2001-Present
Staff Physical Therapist, A.O. Fox Memorial Hospital 1998-2008

Job Benefits:
Working in a family owned private practice allows for flexibility with scheduling
Continuing education is very important to the owners and they pay for courses
Paid time off for vacation, sick and personal time
A day in the life of a physical therapist is never dull and always changing. No two patients or conditions are alike, always keeps you on your toes.
I enjoy helping people and the benefits of helping someone recover from surgery or an injury outweighs any negative aspects of being a physical therapist.
Nothing is more satisfying or rewarding than helping someone return to their prior level of function before an injury or surgery.

Up-Close:
If you can believe it, you can achieve it.
Never give up on your dreams.
Lynda Bookhard  
Superintendent  
Schenevus Central School  
Schenevus, New York

**Education:**  
College of St. Rose, Albany, NY – School District Administrator  
SUNY College at Oneonta, Oneonta, NY  
MS: Elementary Education  
Queens, College, Flushing, NY  
B.S: Elementary Education  
Nassau Community College, Garden City, NY  
AA Degree  
Roosevelt Jr - Sr High School, Roosevelt, NY

**Work History:**  
Schenevus Central School, Schenevus, NY; Superintendent (4 yrs.)  
Milford Central School, Milford, NY: Principal (10 yrs.)  
Delaware Chenango Madison Otsego BOCES, Norwich, NY; Curriculum Coordinator (2 yrs.)  
Northeast Regional Center for Drug-Free Schools and Communities, Sayville, NY; Regional Director (6 yrs.)  
Milford Central School, Milford, NY; Reading Teacher/Title I Coordinator (12 yrs.)  
CES 104, Bronx, NY; 4th Grade Teacher (4 yrs.)  
City Center for Music and Drama, New York, NY; Street Festival Coordinator (1 yr.)

**Job Benefits:**  
The satisfaction and challenge of educating young people in meaningful ways that help them become productive members of society; assisting teachers to develop and enhance their instructional practices to provide that quality education; promoting the value of supporting the educational system to the community; and working with and supervising a highly effective faculty and staff, a cooperative Board of Education and the management and fiscal oversight of a multi-million dollar budget.

**Close-up:**  
Working in the field of education is not easy. It is labor intensive, but nothing is more satisfying or rewarding than helping to shape the minds of young people.
Dr. Ronald Scheidelman  
Founder/President  
SEARCHLINE, Inc.  
Oxford, NY

Education:  
Illinois Institute of Technology, Chicago, IL  
Ph.D: Environmental Engineering  
Georgetown University, Washington, DC  
M.S: Chemistry  
Le Moyne College, Syracuse, NY  
B.S: Chemistry

Work History:  
Founder and President of SEARCHLINE, Inc.  
Continental Can Company, Senior Scientist in protective coatings and lubricant development  
Teaching Experience (8 years), various colleges throughout the country
Jeri Anne Jerminario
Remote Database Administrator
SUNY Oneonta SICAS Center
Oneonta, NY

**Education:**
SUNY Potsdam 1979
BA Math
Suffern Senior High School, Suffern NY 1975

**Work History:**
Received training willing programming to be a Database Administrator
Programmer analyst
Started out as a Computer Operator
Worked in the cafeteria during college to earn money to have a car at college

**Job Benefits:**
Always learning new software and technologies.

**Close-up:**
Do not be afraid to try new things. The saying ‘It is not what you know but who you know’ is so true. If the opportunity comes that a relative or a friend of a friend can help take it and then you do the same. It is like pay it forward.
**Beth Goetz**  
Branch Manager  
SFCU  
Oneonta, NY

**Education:**  
Philadelphia College of Textiles and Science 1988-1992  
Oneonta Senior High School

**Work History:**  
SFCU: Part time teller, Full time teller, Head vault teller, Assistant Branch Manager

**Job Benefits:**  
The favorite part of my job is watching the staff grow and learn within their positions, and turning their small successes into big triumphs. Being able to serve my community and meet their financial needs gives me a great source of pride as well. No two days are ever alike, and it is never boring!

**Close-Up:**  
Listen more than you speak, you will always learn something!
Steven Perry  
Vice President for Student Development  
State University of New York College at Oneonta  
Oneonta NY

Education:  
University at Albany, State University of New York, Albany NY  
Ph.D. Educational Administration and Policy Studies  
Slippery Rock University, Slippery Rock, PA  
M.S. Ed. Counseling and Educational Psychology (Student Personnel emphasis)  
Grove City College, Grove City, PA  
B.A. Psychology and Sociology (double major), Magna Cum Laude

Work History:  
State University of New York College at Oneonta, Oneonta, NY June 1984-Present  
Vice President for Student Development, July 1999-Present  
Associate Vice President for Student Development  
Interim Director of Admissions and Director Career Development and Academic Advisement  
Director Career Development and Academic Advisement  
Director, Career Development and Academic Relations  
Director, Career Development Center  
Assistant Director for Career Development, St. Bonaventure University, St. Bonaventure, NY  
Career Counselor, St. Bonaventure University, St. Bonaventure, NY

Job Benefits  
Positioned to see the big picture and influence big results.

Close-Up  
Simple “Personal” Lessons

1. Develop a strong work ethic.  
2. If you expect to be rewarded for everything you do, you won’t accomplish much.  
3. Balance: set your priorities, recognize there are limits to what you can do, give each a reasonable time and effort to succeed, and reprioritize if necessary.  
4. Show up, on time, dressed to play.  
5. Get organized, stay organized and when you really get overwhelmed, get better organized.

Simple “Management” Lessons:  
1. Surround yourself with people you absolutely trust.  
2. Hire good people, provide as many resources as possible for them to get the job done, and stay out of their way.  
3. Surround yourself with smart people, people with the skills you can’t teach, then teach them the skills you can.  
4. It takes a lifetime to build a reputation, but only a few moments to compromise or destroy it.  

A Closing Lesson:  
“Kinds words are jewels that live in the heart and soul and remain as blessed memories years after they have been spoken.” Marvea Johnson  
“People may forget what you said, and people may forget what you did, but they will never forget how you made them feel.” Unknown  
Say “thank you” as often as possible.
**Sam Pollak**  
Editor  
The Daily Star  
Oneonta, NY  

**Education:**  
University of Texas at El Paso 1971-1975  

**Work History:**  
Worked as the editor of the following newspapers:  

Worked in the sports department at the following newspapers:  

**Close-Up:**  
Working for a newspaper is the best profession in the world. If you don’t firmly believe that, you should do something else.  

---

**Rabbit Goody**  
Owner  
Thistle Hill Weavers
Cherry Valley, NY

Education:
Some graduate work in Liberal Studies, Empire College
Bennington College Bennington Vermont
B.A. Anthropology and Ethno-musicology

Work History:
Owner and Manager, Thistle Hill Weavers a small textile mill specializing in historic interior furnishing fabrics and clothing fabrics for the film industry
Owner and Manager, Thistle Hill Farm, a dressage and Eventing Training Stable
Worked in the museum field for many years

Publications:
Rabbit Goody has published extensively on woven textiles. Her book, Woven History: Technology and Innovation in Long Island Coverlets details technological innovations and developments in coverlet weaving in early America. Her articles have appeared in Early American Life, The Clarion, Old House Interiors, Colonial Reproductions and Designs, The Chronicle of the Early American Industries Association, and many other magazines. Profiles of Ms. Goody have been published in many newspapers and magazines, and she has served as an expert witness in copy write design cases in litigation concerning textiles.

Job Benefits:
Self Employment and running a company means the B shift Be here in the morning, Be here in the evening, and B here the next morning.

Up-Close:
Hail to the skillful cunning hand
Hail to the cultured mind
Contending for the world’s Command
Here Let Them BE Combined

Amy Burnsworth
Account Executive
Time Warner Media Sales
Oneonta, New York

Education:
Leadership Otsego Program- 2007
St. John Fisher College, Rochester, New York 1995
B.S: History/Business
Main-Endwell H.S., Endwell, New York 1991

Work History:
Account Executive, Time Warner Media Sales, 2000 – Present
Marketing and Sales Representative, Miller Financial/New Millennium Management Group, 1997-2000

Job Benefits:
To work in one of the most popular mediums available- Television
Meeting and sharing interesting ideas with people every day.
Corporate benefit
Corporate benefits including 401K, health insurance, paid holidays and vacation, discounted services, paid travel and cell phone expenses.

Close-Up:
Any career you enter into relates to sales. You just need to know what you are selling and who to sell it to. The very first thing you have to sell is yourself.
Stephanie Cooke  
Middle and High School Counselor  
Unadilla Valley Central School District  
New Berlin, NY

**Education:**  
SUNY Oneonta, Oneonta, NY  
Master’s of Science in Education 1993  
Certification in School Counseling (K-12)  
SUNY Oneonta, Oneonta, NY  
Bachelor of Arts: Psychology, Minor: Women’s Studies 1989  
Stamford Central School, Stamford, NY  1979

**Work History:**  
School Counselor, Unadilla Valley Central School  
Counselor and CSE chairperson, Children’s Home of Wyoming Conference  
Rehabilitation Support Services

**Job Benefits:**  
No two days are the same. Always busy and work with lots of different people. Get to use critical thinking skills and problem solve.

**Close-Up:**  
You have to enjoy working with people and be comfortable with a very flexible schedule.  
Multi-tasking is done throughout the day. The range of activities that you do is very diverse, everything from scheduling, counseling, processing college applications, to attending CSE meetings. The best part is that you are never bored and you are always faced with new challenges while getting to help people.
Rich Ranieri
Earth Science Teacher
Unatego Junior-Senior High School
Unatego, NY

Education:
SUNY Oneonta, Oneonta, NY
MS: K-12 School Counselor Education 1999
SUNY Cortland, Cortland, NY
CAS in Education Administration 1995
SUNY Oneonta, Oneonta, NY
MS (1990), BS (1986) Secondary Earth and General Science Education (7-12)
SUNY College of Environmental Science and Forestry, Syracuse
BS: Resource Management and Forestry (84)

Work History:
Summer School Principle
Student Accounts Advisor
Soccer Coach

Job Benefits:
Teaching keeps you young. The interaction with the students and staff is exciting. Each period during the day is like a new job. There are opportunities to get involved is so many aspects of the school and the community.

Up-Close:
Learn how to deal with stress. Do not procrastinate. Be prepared to do work every night and on weekends. The school will be your life.