

GENYNE L. EDWARDS, J.D.

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STATEMENT OF QUALIFICATIONS

Genyne Edwards has a diverse background illustrated by valuable experiences in management, government, law, politics and community service. Before law school, Genyne gained substantial business and management experience working as a manufacturing engineering manager. As an attorney, she has been actively involved in policy, politics and social advocacy. While Deputy Secretary of the Wisconsin Department of Tourism, she successfully advocated for an increased role for cultural and urban tourism in statewide economic development policy and the state's overall marketing. Genyne's professional career has been driven in large part by her zeal for community service, advocacy and in particular, her gift of connecting people. Her personal passions include reading, music, arts, and international travel.

INDEPENDENT CONTRACTING AND PROFESSIONAL EXPERIENCES

Milwaukee Addiction Treatment Initiative (MATI): Current – Financing Advocacy Consultant (Independent Consultant)

- Develop and implement MATI's financing advocacy strategy for ensuring that all Wisconsin residents have health insurance, and all health insurance provides coverage for Alcohol and Other Drug Addiction (AODA) treatment on a "parity" basis.
- Effectively persuade, and organize influential interest groups, advocacy groups, health care provider groups, local government officials, Wisconsin state policymakers (both the executive and legislative branches) of the value, the necessity, the urgency, and the feasibility of enacting legislation related to MATI's efforts.

Cardinal Stritch Leadership Center - African American Leadership Program; Current – Program Coordinator (Independent Consultant)

- Recruit, retain and serve as liaison to Program participants and their organizations/supervisors
- Coordinate and attend retreats and monthly day/evening sessions: confirm guest speakers, reserve locations, plan meals, supply session materials, and other related duties
- Support evaluation, data collection efforts and track grant report deadlines and support report writing activities

Milwaukee Mosaic Partnerships Program; Current – Program Director (Independent Consultant)

- Public spokesperson providing leadership, vision, coordination and direction for Program
- Oversee Program budget, assessment, policies and standards
- Supervise, manage, coordinate and convene Advisory Committee, paid and volunteer staff
- Network with senior political, community (non-profit) and business leaders, Program funders and sponsors
- Plan and coordinate annual special events related to the Program

Radio for Milwaukee; 2006-2008 - Community Relations Director (Independent Consultant)

- Provided RFM, a new non-commercial music radio station, with strategic direction prior to start-up
- Provided strategic direction and management of all aspects of RFM's Community Department's engagement and outreach
- Researched and developed community presences for the programming staff with an emphasis on diverse communities
- Oversaw editorial planning and process for all non-music programming, specifically community programming

State of Wisconsin – Department of Tourism; 2003-2005 – Deputy Secretary

- Key Department liaison to Governor Jim Doyle and Wisconsin Legislature
- Managed Department's day to day operations and \$12 million budget
- Provided organizational and strategic leadership to more than 40 marketing and communications professionals
- Provided leadership and guidance to Wisconsin's tourism industry to ensure that tourism was a top contributor to the state's economy and quality of life.
- Initiated outreach programs to improve communication between the Department and industry partners statewide

YWCA of Greater Milwaukee; 2002 – Public Policy Director

- Developed opportunities for the YWCA to educate and strategize with policy makers and elected officials on policy issues affecting women and race
- Coordinated the development and cultivation of relationships to secure public and philanthropic funding
- Developed and organized forums and events related to the organization's policy initiatives

Lanier Law Offices, Ltd.; 2000 – 2002 - Attorney

- Managed arts and entertainment practice at Lanier Law Offices, Ltd. - a transactional business law firm
- Responsible for firm imaging and marketing resulting in client development representing 30% of firm's gross revenues
- Performed research and a variety of business and not-for-profit transactions including contract drafting, entity formation and 501(c)(3) applications

Texas Instruments, Inc. - Stafford, TX; 1995-1997 - Manufacturing Engineering Manager

- Directly supervised manufacturing employees in a fast-paced engineering production environment
- Responsible for production, quality, payroll, safety and administration of company policy
- Provided conflict management, diversity and empowerment training and evaluation

LEADERSHIP AND COMMUNITY

Community Service, Non-Profit Boards & Professional Affiliations

- State Bar of Wisconsin - Member
- Marquette University National Alumni Association – Board Member
- Marquette University Law Alumni Board – Past President
- Marquette University Pro Bono Lawyers (M-LINC) – Advisory Committee Member
- Milwaukee World Festivals, Inc. - Summerfest – Board Member
- Ko-Thi African Dance Company – Vice-Chair
- Cultural Alliance of Greater Milwaukee - Secretary
- Black Public Relations Society - Milwaukee Chapter – Treasurer
- Haggerty Museum of Art – Friends Board Member

Recognition and Awards

- Black Women Network Honorable Mention Award – February 2008
- Milwaukee Times - Black Excellence Award 2005
- Black Enterprise “Executive Suite” Tourism Feature – August 2004
- Community Shares – Madison, WI – Isthmus Backyard Hero Award – August 2004
- Black Meetings and Tourism - Most Influential African Americans in Tourism – 2003, 2004
- Volunteer Center of Greater Milwaukee– Volunteer of the Year - 2003

EDUCATION & RELEVANT TRAINING

Marquette University Law School, Milwaukee, WI

Juris Doctorate, May 2000 - *Intellectual Property Concentration*

- CALI Award Recipient (highest grade in course); Copyrights, Spring 1999

Purdue University, West Lafayette, IN

Bachelor of Science in Organizational Leadership and Supervision (Manufacturing Engineering Management Emphasis), May 1995

African-American Fund Development Institute, Milwaukee, WI- 2001-2002

Leadership development and fundraising education program designed to enhance board and community leadership

Associates in Commercial Real Estate (ACRE) Program, Milwaukee, WI - April 2005

Commercial Real Estate Certification - College of Business Administration – Marquette University

Mosaic Partnerships Program – National Training Certification