

Joel A. Kline, APR

Lebanon Valley College, Department of Business and Economics
101 North College Avenue, Annville, PA 17003
Telephone: 717.867.6108 | FAX: 717.867.6019
E-mail: jkline@lvc.edu

Professional Profile

Joel A. Kline is a professional communicator involved in Public Relations, marketing and technology for over 17 years. Kline directs the college's Digital Communications Program and is an Assistant Professor of Business and Economics. Since 1993 he has been the President of Concept Communications, Inc., a PR consulting company serving industrial clients. Kline has taught at the collegiate level since 1998 and held a county-wide elected position for eight years from 1994 until 2002.

Education

Palmyra Area High School, Palmyra, PA, 1983
Harrisburg Area Community College, Harrisburg, PA, A.S. - 1986
Lebanon Valley College, Annville, PA - B.S. - 1989
Lebanon Valley College, Annville, PA - B.A. - 1989
Pennsylvania State University, Harrisburg, PA – Certificate in Project Management - 1992
Temple University, Philadelphia, PA – Masters in Journalism, Public Relations, and Advertising, 2001

Teaching

2001-present

Director, Digital Communications Program

Assistant Professor of Business and Economics

Lebanon Valley College, Dept. of Business and Economics

Teach classes in Digital Communications, Business Communications, and PR. Direct an interdisciplinary program between the departments of Business, English, Art, and Math/Computer Science. Responsible for curricular, budgetary, administrative, and policy functions for the Digital Communications Program.

1998-2001

Lecturer

Adjunct Instructor

Lebanon Valley College, Dept. of Business Administration,

Taught BUS 130, Principles of Business; BUS 290, Business Technology and the Internet; and BUS 390, e-Marketing.

Private and Public Sector Experience

1993 – Present

Principal, Concept Communications, Inc.

Manage technology, PR, and marketing projects for companies in the \$5 million to \$25 million sector. Services include new media development, Strategic PR, marketing communications, and e-Business integration. Clients include an international manufacturer of combustion engineering products, County Housing and Redevelopment Authority, several not-for-profit organizations, and a credit union.

1994 – 2002

Elected Official, County of Lebanon, Lebanon, PA

Held the elected office of Register of Wills and Clerk of Orphans Court. Served as tax collection agent for Pennsylvania Dept. of Revenue and managed records for PA 52nd judicial district. Responsible for \$5 million in yearly estate tax revenues, \$250,000 in county revenue, and complete management of a staff of 4 employees. Ran two primary and general election campaigns, handled press and PR responsibilities, and sat on the legislative affairs committee of the State Association for Registers.

1991-1994

Contracts Analyst, NSS-NUMANCO, Inc.

Performed PR, marketing, and advertising for a public company in the power generation field. Provided analysis, proposal writing, and strategy for a sales force of nine Account Executives. Developed Business to Business presentations and advertising and built a computer-based proposal system. Contributed to annual reports and responded to media requests for information concerning company and nuclear power. Provided analysis on industry and legislative events affecting company and power generation field.

1989 – 1991

Project Manager, Nuclear Support Services, Inc.

Managed technical services and support contracts for a public company (NSSI) in the power generation industry. Performed proposal writing, scheduling, and pricing for manpower projects. Also budgeted resources and assisted in personnel recruitment.

1988

Marketing Analyst, Rank-Ahnert Enterprises, Inc.

Performed marketing and marketing research for a multi-national resort company headquartered in the Pocono Mountains region of Pennsylvania. Responsibilities included exit interviews for representative clients, industry analysis, sales material development, and sales process development.

1986-1988

Technology Manager, Eastern Pen Supply Company.

Managed desktop publishing operations and computer operations for an office products wholesale company. Managed a database catalog with over 4000 office products. Integrated Accounts Receivables and Accounts Payables into Open Systems software accounting package. Created circulars, catalogs, price sheets, and reports using DTP software.

Professional and Community Activities (Recent)

Public Relations Society of America 2001-Present.

Awarded the International Accreditation in Public Relations (APR), 2002

Harrisburg, PA Chapter - Executive Board, Chair of the Technology Committee, Accreditation instructor/coach

PRSA National – Member, Technology Section, Committee Member, Tech Section Annual Conference

Technology Council of Central Pennsylvania 2001-Present.

Serve on the Education Committee

Previously served on the Lancaster Outreach Workforce Development Committee

Lebanon Valley Chamber of Commerce. 1994-Present.

Served on various committees including Small Home Business and Military Affairs

Lebanon Valley Service to Mankind (SERTOMA). 1995 – 2002.

Elected Secretary of the organization from 1998-2000.

Junior Achievement of Central Pennsylvania. Advisory Board Member, 1998-2001.

Served on the Publicity and Marketing Committee

Seminars, Presentations, and Committees

Presenter, The Community Action Association of Pennsylvania, annual conference, *Websites that Work*, 2004

Judge, Pennsylvania School Public Relations Association Annual Awards, Website Entries, 2004

Sub Committee Member, Workforce Development Sub-committee, Technology Council of Central Pennsylvania. Produced a survey and white paper regarding workforce needs for the region, 2004

Committee Member, PRSA Technology Section, Annual Technology Conference, April 2004, University of Pennsylvania

Public Relations Society of America, Harrisburg Chapter, Accreditation Presentation and Training, Law and Ethics, Technology, 2003, 2004

Author, Pennsylvania Newspaper Association, PA, article on Internet Effects on Circulation, August, 2001

Presenter, Lebanon Valley Chamber of Commerce, Seminars in Desktop Publishing, Newsletter Production, and Website Development for Business, 1995-1999.

Judge, Pennsylvania Cable and Telecommunications Association Annual Awards Program, March 2001 and March 2002.

Judge, Philadelphia Pepper Pot awards, Philadelphia Chapter of Public Relations Society of America, November 2002

Judge, National Education Association Public Relations Committee awards, November 2002

Judge, Junior Achievement of Central PA, Boscov's Entrepreneurs Challenge, November 2000

Service to the College

Curriculum Committee, serve on the faculty committee that reviews, revises, and recommends changes to the college's curriculum from all departments.

Computer, Technology, and Information Systems Committee. Assist Information Technology Department develop policy, strategy, and budget resources for campus community.

Digital Communications Advisory Committee. Chair an advisory committee of faculty and staff that provide research and support for the Digital Communications program.

Campus Family and Friends Great Expectations Committee. Sub-committee of the college's capital campaign. Served as emcee for the recognition dinner hosted by the President of the College for contributing faculty and staff.

Instructed Summer Daniel Fox Youth Scholars Program in Website Design from 2001-2003

Group Facilitator for 2002 Faculty Retreat on Academic Dishonesty

Presenter, Lebanon Valley College Graduate Seminar in E-business, March 2001.

Faculty Development Seminar, Using a the Wall St. Journal to Facilitate Disciplinary Knowledge, Lebanon Valley College, October 2002

LVC Summer Book Review Series: 2004, When Hollywood had a King, The Reign of Lew Wasserman, Connie Bruck; 2003, The Accidental Zillionaire, Paul Allen; 2002; Straight from the Gut, Jack Welch.

Creative and Consulting Experience

Commercial (Portfolio Available Upon Request)

Since 1993 I have personally managed PR and technology projects for commercial clients. Creative projects have been performed in the areas of internet development, PR campaigns, marketing communications, and e-commerce. Company information is available at www.concept-comm.com. Below is a representative list of some developed websites:

www.hauckburner.com

www.c21krall.com

www.integratedcareerservices.com

www.ttctours.com

http://www.aamachineco.com

www.lebanoncountyhousing.com

www.stricklerinsurance.com

www.prudentialgacono.com

www.twp.northlebanon.pa.us

www.aumanmachine.com

www.cocciardi.com

www.hersheyfcu.org

Poetry and Satire

Unpublished poetry and prose. Creative work in the area of short poems, editorial commentary, satire, and quotations. Available for review upon request.

Software Proficiency

Proficient in the use and teaching of the following software packages:

Adobe Photoshop
Adobe Illustrator
Adobe ImageReady
Adobe Acrobat
Macromedia Dreamweaver
Macromedia Fireworks
Macromedia Freehand
Microsoft Word
Microsoft Excel
Microsoft PowerPoint
Microsoft Access