

# Who's Involved

## Agency Information

The task at hand is complex, so UNMC has hired an outside agency to serve as a consultant during this project. The agency is Lipman Hearne, the nation's leading full-service marketing and communications firm dedicated exclusively to helping universities, health care systems, and other nonprofit organizations.

Headquartered in Chicago, the firm is now the largest in the United States providing research and branding to nonprofits as well as advertising, interactive, and publication development. We invite you to check out their website at <http://www.lipmanhearne.com/>.

## Brand Advisory Committee

A committee of UNMC representatives from all areas of campus has been formed. This committee will work directly with the project managers, as well as Lipman Hearne in offering important input during all stages, including major decisions. The committee is listed below:

### Academic Affairs

Mary McNamee, Ph.D.

### College of Pharmacy

Michelle Parks

### Public Affairs

Karen Burbach

Jill Carson

Renee Fry, J.D.

NeEtta Gillespie

Jessi Long

Bill O'Neill

### Alumni Affairs

Roxanna Jokela

Lenal Bottoms

### College of Public Health

Oren Yagil

### Eppley Cancer Center

Chris Dunham

Matt Winfrey, MPP

### Research

Paula Turpen, Ph.D.

### Business/Finance

John Russell

Deb Thomas

Tina Spencer

### IIS

Kim Strohhbehn

### School of Allied Health Professions

Kyle Meyer, Ph.D.

### Chancellor's Office

John Adams, Ph.D.

### Faculty Senate

Gordon Todd, Ph.D.

James Turpen, Ph.D.

### Student Senate

Agnes Constantino

### College of Dentistry

Merlyn Vogt, D.D.S.

### NU Foundation

Jennifer Arnold

### The Nebraska Medical Center

Tadd Pullin

Gregg Dahlheim

### College of Medicine

Mike McGlade

### McGoogan Library of Medicine

Teresa Hartman, MLS

### UNMC Physicians

Genna Campbell

### College of Nursing

Emily Lauritzen

Pam Bataillon, MBA, MSN, RN

### Munroe-Meyer Institute

Joanne Johnson

