



**Ray O'Connell, Mayor**  
City of Allentown  
435 Hamilton St, 5th Floor  
Allentown, PA 18101-1699  
Office 610.437.7546  
Fax 610.437.8730  
Ray.OConnell@allentownpa.gov

**TO:** Michael Hanlon  
City Clerk

**FROM:** Ray O'Connell *ROC*  
Mayor

**DATE:** May 24, 2021

**SUBJECT:** Authorities, Boards, Commissions Appointments

Mayor O'Connell has approved the following appointments for City Council's consideration.

<u>Name</u>	<u>Authority/Board/Commission</u>	<u>Term to Expire</u>
Phoebe Harris	Council of Youth	07/01/2025
Frederick Montgomery	Council of Youth	07/01/2025
Knoxley Samms	Council of Youth	07/01/2024
Edward White	Council of Youth	07/01/2024

This is a newly created council. Please see the attached resumes.

ROC/kal

Attachments

RECEIVED

APR 21 2021

**REQUEST FOR APPOINTMENT**

DATE 4/21/21 MAYOR'S OFFICE

AUTHORITY, BOARD OR COMMISSION YOU ARE REQUESTING APPOINTMENT TO:

Allentown Council of Youth, pursuant to Ordinance passed by City Council on 12/12/19 and signed by Mayor on 12/18/19

NAME: Edward John White

HOME

ADDRESS: 1922 W Highland St Allentown, PA 18104-3712

BUSINESS

ADDRESS: same

TELEPHONE NO. (RESIDENCE) \_\_\_\_\_

BUSINESS 610-739-3444

EMAIL: edwhitemagic@msn.com

PRESENTLY EMPLOYED

BY: Edward John White Creative Strategies

JOB

TITLE: Founder, President and CEO

EMPLOYMENT

(Prior): see attached resume

EDUCATION:

HIGH SCHOOL GRADUATE: \_\_\_\_\_

COLLEGE OR UNIVERSITY GRADUATE \_\_\_\_\_

DEGREE/FIELD OF STUDY

☒ YES

NO

☒ YES

NO

B.A. in Journalism + Business minor

also JD from Villanova University School of Law

CURRENT MEMBERSHIP IN ORGANIZATIONS AND OFFICES:

see attached resume

**PAST ORGANIZATIONAL MEMBERSHIP AND OFFICES**

HELD: see attached resume

DO YOU LIVE IN THE CITY OF ALLENTOWN: ☒ YES ☐ NO

DO YOU HAVE A SIGNIFICANT "BUSINESS" OR "PROPERTY" INTEREST IN ALLENTOWN? PLEASE EXPLAIN:

No.

ARE YOU A REGISTERED VOTER: ☒ YES ☐ NO

WHY ARE YOU INTERESTED IN THIS APPOINTMENT? BE SURE TO INCLUDE WHAT VALUE YOU WILL BRING TO THE BOARD:

I am committed to helping all youth and their families who live, work, or play in the City of Allentown. I have fitted greatly from my participation in various youth organizations as a youth, and I want to give back to the youth of my city to help them to have equal opportunity and the best chance at success in life

DO YOU ANTICIPATE A CONFLICT OF INTEREST BY SERVING AS A MEMBER OF AN AUTHORITY, BOARD OR COMMISSION: ☐ YES ☒ NO

IF YES, EXPLAIN: N/A

IF YOU ARE BEING CONSIDERED FOR REAPPOINTMENT, PLEASE INDICATE HOW MANY TERMS YOU HAVE SERVED \_\_\_\_\_ AND THE YEAR YOU WERE FIRST APPOINTED \_\_\_\_\_.

**NOTE: This information will be used for making appointments to authorities, boards and commission and in the event you are appointed/reappointed, it may be used as a news release to identify you to the community.**

Edward John White  
Signature

4/21/21  
Date

**Please forward this request for appointment, along with a resume to:**

**Mayor's Office  
City Hall  
435 Hamilton Street  
Allentown, PA 18101**

**Edward John White**  
1922 W Highland Street  
Allentown, PA 18104-3712  
Cell: 610-739-3414  
Email: [edwhitemagic@msn.com](mailto:edwhitemagic@msn.com)  
Website: [www.edwardjohnwhite.com](http://www.edwardjohnwhite.com)

## Summary

I am a dedicated communications professional with experience in many fields that require excellent verbal and written communication skills and the ability to solve problems and work independently or as a member of a team, including as a supervisor or manager.

## Professional Experience



### **President and CEO**

Edward John White Creative Strategies  
May 2017 to present

I started a new company as a creative strategist to help others in my community and beyond to reach their own personal, professional, and organizational goals. My services include personal branding, creative strategies for success, writing, editing, social media, marketing, networking, crisis management, event planning and execution, and consulting, including business, educational, college athletic recruiting, and political consulting. I work with individuals, small businesses, nonprofits, non-governmental organizations, political campaigns and government officials. If you need any of those things, then please call me at 610-739-3414, email me at [edwardjohnwhitestategies@gmail.com](mailto:edwardjohnwhitestategies@gmail.com), check out my website at [EdwardJohnWhite.com](http://EdwardJohnWhite.com), or stop in to see me at the Americus Hotel in Downtown Allentown to get started.

## **Associate Publisher and Advertising Account Executive**

Best Version Media

September 2015 to May 2017

I began a new business venture as the Associate Publisher and Advertising Account Executive for the Allentown West End Neighbors magazine, a Best Version Media Publication. This brand new monthly glossy print magazine will be mailed directly to nearly 3200 single family homes in Allentown's upscale West End neighborhood. By empowering neighbors to communicate effectively and efficiently with one another, "we bring neighbors and businesses together."

## **Freelance Writer, Editor and Public Relations Specialist**

Edward J. White (self-employed)

March 2011 to May 2017

I worked as a free-lance writer and editor available for any kind of writing or editing project. I have extensive experience in writing, editing, and public relations, and I am available on a project, contract, part-time, or full-time basis. I have more than 20 years of journalism, communications, and public relations experience as a newspaper intern, reporter, investigator, sportswriter, public relations specialist, and editor; my experience includes writing, editing, photography, and layout. I have also worked in television news as an assignment manager, where I developed story ideas, researched stories, arranged and conducted interviews, and assigned reporters and video photographers. I have edited two books, and I am currently working on three of my own. I use social media extensively, including Facebook, Twitter, and LinkedIn.

## **Litigation Attorney**

Dischell Bartle Yanoff & Dooley

August 2007 to March 2011

I was a Litigation Attorney for a 15-attorney firm in Lansdale which offers a full range of legal services to individuals, small businesses, municipalities, and school districts throughout Southeastern Pennsylvania. I handled mostly plaintiffs' personal injury and construction defect defense cases while assisting other attorneys in the firm with the litigation aspects of other matters. While with the firm, I also assisted in the settlement of numerous cases on terms favorable to our clients and had several cases against our clients dismissed by agreement of counsel or by the court based upon my legal arguments. I also served as an arbitrator in the Court of Common Pleas of Lehigh County.

## **Owner/Managing Attorney**

Law Offices of Edward J. White

1988 to 2011 (at various times)

During various times during my career, I have owned and operated my own law office for the general practice of law with an emphasis on personal injury litigation. While operating this office, I successfully negotiated the settlement of numerous significant personal injury cases, including: a complicated highway design liability case against PennDOT, an engineering company, and two independent contractors which had negligently rebuilt the shoulder of an exit ramp on a state highway as part of a major reconstruction project which resulted in serious personal injuries to my clients; a large underinsured motorist claim against my client's own insurance company which included damages for psychological trauma caused by my client's accident, and a slip and fall case against an amusement park for injuries caused by my client's slipping on wet steps in a water park.

## **Sports Writer**

Lehigh Valley News Group

Summer of 2006

Covered local high school and professional sports for five weekly local newspapers; duties included covering games, interviewing athletes and coaches, taking pictures, and assisting with layout of sports sections of five different weekly local newspapers in the Lehigh Valley of Eastern Pennsylvania.

## **Assignment Manager**

WFMZ-TV 69 News

2002-2003

I served as the Assignment Manager, which was third in command of the award-winning news department of our local television station; I was responsible for daily generation of story ideas, interaction with story sources, assignment of stories, arranging and conducting interviews and fact-checking stories. I also assigned and tracked company vehicles for all news personnel. Demonstrated strong inter-personal relations and attention to detail. Coordinated coverage of several major news stories, including the resignation of a local police chief, the Space Shuttle Columbia disaster, the first anniversary of the 9-11 attacks, and the 2003 invasion of Iraq in which I made the decision to pre-empt local programming to show a simulcast of live CNN coverage.

### **Assistant Vice President and Trust Officer**

First Valley Bank  
1992 to 1995

I served as Assistant Vice President and New Business Development Officer for Investment Management Division of local bank trust department. I was responsible for identifying and developing individual and small business investment management accounts and fiduciary accounts for individuals and estates through personal contact and bank referrals throughout Eastern Pennsylvania, including 11 banks throughout Lehigh, Northampton and Berks Counties. I developed business through personal contacts, product and legal knowledge, and attention to detail.

## **Education**

### **Villanova University Charles Widger School of Law**

J.D. 1985

Activities and Societies: Moot Court Board; St. Thomas More Society; Phi Delta Phi; wrote bench memorandum for 1985 Reimel Moot Court Competition

### **Lehigh University**

B.A. in Journalism; Minor in Fundamentals of Business; 1982

Activities and Societies: Editor of student newspaper, The Brown and White; member of Phi Eta Sigma (freshman honor society); Omicron Delta Kappa (scholarship and leadership society; President, Xi Circle); member, Residence Halls Council, University Cultural Affairs Committee, Senior Class Gift Campaign, Junior Varsity Baseball team (1979), and participated in various intramural sports, including the annual boxing tournament (silver medalist in 1979) and the annual Turkey Trot cross-country race over South Mountain. Graduated cum laude with Departmental Honors in Journalism; won Williams Scholarship for Journalism and Williams Prize for Investigative Reporting.

## **Licenses & certifications**

### **Work from Home Expert**

The Literacy Center Lehigh Valley  
May 2020

### **Fellow, Academy of Advocacy**

Temple University School of Law  
June 1991



## **Youth Athletic Coach**

Certified by National Association of Youth Sports Coaches in 3 sports (baseball, softball and basketball)

## **Volunteer experience**

### **Community Ambassador**

City of Allentown Vision 2030 Plan  
December 2018 to present

I serve as a Community Ambassador for the City's latest 10-year plan. I attend various community events and planning meetings to obtain feedback from various demographic groups in the city, including but not limited to residents, employers, employees, visitors, and tourists. I then communicate this feedback to city planning officials to help them formulate, revise and implement the city's new 10-year plan for urban renewal, economic development and public-private partnerships. Finally, I help to communicate the plan to members of the community and relay feedback on its implementation.

### **Advisory Council Chair, Squire Advisor, Deputy Executive Officer for PA DeMolay, Region G**

Allentown DeMolay, Pennsylvania DeMolay  
1982 to Present

Chairman of Advisory Council of local Masonic youth organization for boys; also softball and basketball coach, ritual advisor, Vice Chairman of Advisory Council, and event advisor. Master Councilor of Allentown Chapter in 1978 and State Scribe for PA DeMolay 1980-81. Awarded Lamp of Knowledge, Representative DeMolay Award, Past Master Councilor's Meritorious Service Award, numerous merit bars, and the Degree of Chevalier (for service as a DeMolay) 1975-1980; earned Jurisdictional Distinguished Service Award and named DeMolay of the Year in PA (for service to God, country, and DeMolay) in 1981. Joined Advisory Council in 1982. Awarded Cross of Honor (for service as an advisor) in 2012 and Active DeMolay Legion of Honor (for service in some field of endeavor) in 2016. Named Masonic Youth Representative for Jordan-Martin Lodge No. 673 in 2017. Elected Chairman of Advisory Council in 2017, Advisor for Squire Manor in 2019, and Deputy Executive Officer of PA DeMolay for Region G in 2019. Served as Academic Advisor on the staff of Pennsylvania DeMolay's KeyMan University, a week-long youth leadership training conference for DeMolay members from throughout the United States and Canada, in August 2017 and August 2018.

## **Founder and Chairman of the Board of Directors**

Allentown Citywide Initiative for Youth, Inc.

Dec 2017 – Present

I joined with two other Allentown community leaders to start a brand new citywide initiative to bring together adult leaders and youth from kindergarten through 12th grade in the City of Allentown to provide information, resources and tools to the youth and their parents and families, hold an annual Youth Expo, bring motivational speakers into the city's schools and organizations and to the annual Youth Expo, and eventually to provide long-term paid mentoring to at-risk youth in the city based on the model of Friends of the Children, Inc., and established Oregon nonprofit that has established Chapters in more than 15 cities throughout the United States as of 2019.

## **Member, Ambassadors Council, Business Council & Public Policy Committee; Chair of Outreach Committee**

Greater Lehigh Valley Chamber of Commerce

May 2017 to Present

Ambassadors CARE! We play an essential role in member Communication, Appreciation, Retention, and level of Engagement! We assist members (current and new) with onboarding, retention, and helping the members get the most out of their Chamber membership. We like to consider ourselves a resource guide for all chamber members. We are business leaders ... we are connectors ... we are movers and shakers ... we are Ambassadors to the 6th largest chamber in the nation!!!! And, we are damn proud of that! #ChamberAmbassadorsMatter

## **Past Board Member and Past Chairman**

Lehigh Valley Sports Hall of Fame, Lehigh Valley-Pocono Chapter

2013 – 2019

Past Member of the Board of Directors and Past Chairman of the Board of local chapter of state hall of fame formed to acknowledge high school, college, recreational, semi-pro, and professional athletes from the Greater Lehigh Valley of Eastern Pennsylvania and the Poconos while promoting youth growth; also assisted in management of the organization's social media presence on Facebook and Twitter and in planning, promoting and special events, including annual induction ceremony and banquet for approximately 200 attendees.

## **Masonic Youth Representative**

Jordan-Martin Lodge #673

2018 – Present

I serve as the Masonic Youth Representative from my Masonic Lodge to the Pennsylvania Masonic Youth Foundation and report on the activities of the Masonic youth organizations in the 10th Masonic District of PA, specifically Allentown DeMolay, Lehigh Valley Rainbow, and Easton Rainbow.

## **Committee Member; former Parliamentarian, member of Executive Committee and strategist**

Lehigh County Republican Committee  
May 2018 to present

I was elected in May of 2018 as a Lehigh County (PA) Republican Committee person in Allentown's Ward 11, District 6, for a two-year term. In August of 2018, I was elected as Parliamentarian by the members of the LCRC and appointed by the new Chairman as a member of the LCRC Executive Committee. I stepped down from those two positions in November of 2019. I did not seek re-election. In August of 2020, the New Chairman asked me to serve as a volunteer strategist. In November of 2020, he appointed me as a Committee Member for my district. I continue to volunteer my time as a Committee Member and strategist to help get qualified Republican candidates elected to public office at the municipal, county, state and national level and to monitor and report on election integrity and results for the party and selected candidates.

## **Member, Financial Discipleship Committee**

First Presbyterian Church of Allentown  
June 2018 to June 2019

Participated in stewardship committee meetings to discuss new ways to communicate annual stewardship campaign for local Presbyterian Church in Allentown, PA for 2018-2019; reviewed various existing and proposed new methods of communicating campaign; drafted transmittal letters to four different targeted age groups of the church to seek input and communicate new campaign in a new and different way. Also participate as a volunteer for some church activities.

## **Co-Founder and First Vice President**

William Allen High School Parent Teachers Student Association  
March 2011 to June 2013

One of the principal organizers and first elected officers of the newly-created PTSA that was formed to assist the school's administration with communication of important information to parents, teachers, students, and members of the community and to help fund programs and events for students which otherwise would not be able to occur; recognized by school in 2012 as a partner in education with "VIP" Award and in 2013 with Community Service Award in acknowledgement of "care and dedication to the students of William Allen High School." Also member of Muhlenberg Elementary School PTA (1998-2006) and Trexler Middle School PTA (2004-2009).

**Board member; High Notes Gala Committee, Public Relations Committee, & Scholarship Task Force member**  
Allentown School District Foundation  
2011

Served as member of the Board of Directors of non-profit foundation for the Allentown School District, the third largest public school district in Pennsylvania, whose mission is to encourage and fund innovative programs that enhance educational opportunities for the students in the District; also served as member of High Notes Committee (which produced annual "High Notes" Gala), Public Relations Committee, and Scholarship Task Force; also participated in drafting long-term strategic plan and various other written communications.

**Board member, Baseball & Softball Coach and Softball Coordinator**

West End Youth Center, Inc.  
2004 – 2010

Served as assistant coach and head coach for youth baseball and softball teams, softball program coordinator, and member of the Board of Directors of non-profit youth sports association; certified by National Association of Youth Sports in baseball and softball.

**Volunteer, Den Leader, Assistant Pack Master, Committee Member, Adult Leader**

Boy Scouts of America, Minsi Trails Council, Cub Pack 107 and Troop 107  
1999 – 2011

I served as a parent volunteer, Den Leader, Assistant Cub Master, and Pack Committee member for local Cub Scout Pack and as a parent volunteer and Adult Leader on the Troop Committee for local Boy Scout Troop #107; my son earned the rank of Eagle Scout in 2010.

**Assistant Girls Basketball Coach**

Trexler Middle School and Little Canaries Girls Basketball Team  
September 2005 – June 2009

I served as a volunteer assistant coach for my daughter's travel basketball team, which won the Lehigh Valley Girls Basketball League championship in their division during her final season, and for her middle school basketball team, which tied for first in their league during her final season.

**Head Softball Coach**

Allentown Patriettes  
2006 – 2007

I served as volunteer head softball coach and co-manager for local tournament travel softball team which played in travel tournaments throughout Eastern Pennsylvania, including the 2007 ASA Eastern National Championship.

### **Board Member; Entertainment Committee Member**

Scottish Society of the Lehigh Valley  
1992 – 1995

I served as a member of the Board of Directors and as a member of the Entertainment Committee that booked entertainment for the organization's annual Robert a Burns Night Suppers and other events held throughout the year.

### **Board Member**

Arthritis Foundation of Pennsylvania, Lehigh Valley Unit  
1992 – 1995

I served as member of board of directors of local unit of Arthritis Foundation; assisted with raising awareness of the organization and fund-raising, including unit's annual Jingle Bell Run.

### **Mentor, Entrepreneurship Without Limits program**

Promise Neighborhoods of the Lehigh Valley  
April 2019 – April 2020

I currently serve as a volunteer mentor to a startup fashion business run by two young women from Allentown who during the past year started their own company, launched their own clothing line, and held their first fashion show. I meet with them to share information, resources and tools for them to build their business and their brand while both work full time in other industries. I try to share my own experiences and help them to think outside the box, develop a plan, work the plan, and always have a Plan B.