

**DATE**

THE LEHIGH VALLEY DEMOCRATIC ASSOCIATION, COMMITTEE MEMBER

**PAST ORGANIZATIONAL MEMBERSHIP AND OFFICES HELD:**

CHAIRMAN, PROJECT GIVE BACK, INC. A 501C3 NON-PROFIT DEDICATED TO EMPOWERING COMMUNITIES.

**DO YOU LIVE IN THE CITY OF ALLENTOWN:** \_\_\_\_\_ **YES** ☒ **NO**

**HAVE YOU EVER BEEN ARRESTED?** NO

\_\_\_\_\_  
**IF SO, WHY?**

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

MY FOUNDATION, THE LEHIGH VALLEY INSPIRATIONAL ARTS FOUNDATION IS HEADQUARTERED IN THE CIGAR FACTORY ON N. 4<sup>TH</sup> ST. IN ALLENTOWN. I AM ALSO A BOARD MEMBER AND ADMINISTRATOR OF THE UPPER ROOM TABERNACLE OF PRAYER CHURCH ON N. POPLAR ST. IN ALLENTOWN.

**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:**


AS THE FOUNDER OF THE LEHIGH VALLEY INSPIRATIONAL ARTS FOUNDATION, I AM COMMITTED TO EDUCATING, ENCOURAGING AND PRESENTING ART THAT INSPIRES. AND AS A SUPPORTER OF THE ARTS FOR MANY YEARS, I HAVE ALWAYS BEEN DEDICATED TO PRESERVING THE ARTS, AS I KNOW THE IMPORTANT ROLE ART PLAYS ON THE COMMUNITY.

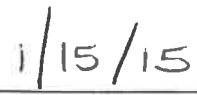
\_\_\_\_\_  
**DO YOU ANTICIPATE A CONFLICT OF INTEREST BY SERVING AS A MEMBER OF AN AUTHORITY, BOARD OR COMMISSION:** \_\_\_\_\_ **YES** ☒ **NO**

**IF YES,**  
**EXPLAIN:** \_\_\_\_\_

\_\_\_\_\_  
**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.**

  
\_\_\_\_\_  
Signature

  
\_\_\_\_\_  
Date

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

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

## **Tanya Tyler-Gordon**

Tanya Tyler-Gordon is the President of T. Tyler & Company, a boutique marketing and communications group that provides strategic counseling, representation, placement, media planning, and general PR solutions for various industries, as well as corporate executives of the public and private sectors.

TT&C currently works with YTI, a transportation company headquartered in Brooklyn, New York, assisting with communications, branding, general PR and positioning; Tanya acts as a consultant for the Greater Lehigh Valley Music Association and a committee member for its Lehigh Valley Music Awards. Tanya is also working on the re-launch of lifeseek.org, a Christian blog and discussion forum. Tanya also produces, consults and hosts events in and around New York, New Jersey and Pennsylvania.

Prior to TT&C, Tanya worked as an Associate at Burson-Marsteller, a leading corporate public relations firm, where she assisted a number of diverse clients with marketing, investor relations, issues and reputation management, mergers and acquisitions, change communications, brand building and crisis management.

At B-M, Tanya was an integral part of the team that helped the Royal Norwegian Government obtain their seat on the United Nations Security Council. Ms. Gordon wrote Norway's monthly newsletter, The Norwegian Navigator, which was distributed to all of the Permanent Missions to the United Nations as well as the media. Tanya also assisted the Government of Finland with their "Invest in Finland" campaign to build awareness of the investment opportunities in that country. Ms. Gordon assisted the American Battle Monuments Commission with their efforts to erect the World War II Memorial on the National Mall in Washington, DC. This campaign received several awards and commendations.

Tanya led the account with Dresdner Bank's investment banking arm, Dresdner Kleinwort Wasserstein, and helped them with earnings announcements, executive moves, internal communications and general media relations. Tanya also facilitated strategy sessions, drafted memorandums and action plans addressing the concerns of the bank's Wall Street employees after the World Trade Center attacks.

Ms. Gordon worked with Ansell Healthcare (manufacturers of the Lifestyles Condom brand and Surgical and Critical Care gloves) to draft and distribute press releases and announcements, website content and general media interviews and inquiries. Tanya also worked with Ansell to arrange the donation of 3 truckloads of surgical and critical care gloves to the rescue personnel at Ground Zero on September 11, 2001.

Ms. Gordon worked on several high-profile mergers and acquisitions, including: Florida Power - Carolina Power; Healtheon – WebMD; Alpharma – Faulding; Starwood Hotels, Interstate Hotels and many others. Tanya also worked on Initial Public Offerings and NYSE bell ringing ceremonies (Victoria's Secret, the Dial Corporation, Williams Communications, et. al) and helped a host of clients with branding programs (Unilever, Lipton, Autozone and the Dial Corporation).

Tanya's most rewarding charge is her work as the Chairperson of The Project: Give Back Community Foundation, a 501(c)3 non-profit organization which bridged the gaps between adults and youth and developed, supported and empowered communities. For the organization, Ms. Gordon developed the Community Champions™ program, which is now being used in the Orange County Florida public school system. The Program has received commendations from the media, local politicians and Secretary of State Hillary Clinton and Former President Bill Clinton.

Tanya is currently working to form the Lehigh Valley Inspirational Arts Foundation, a non-profit 501C3 organization that promotes, preserves and presents art that inspires throughout the Lehigh Valley.

Tanya lives with her family in Pennsylvania and enjoys spending time with her grandmother, aunt and daughter.