



## Image to Impact

Creating solutions for the impact you want

## Career highlights of founding principal Susan Wonderly



### Highlights

- 1995 to present, I created and managed *Image to Impact*, providing business development services including writing/editing, marketing, advertising, public relations, photography, graphics, website design and event production, to a broad range of companies with annual revenues from \$500,000 to \$120 million and many not-for-profits pro bono.
- 1979-1995, I developed *Susan Wonderly Designs*, a custom clothing design and couture business in Marblehead & Beverly, Massachusetts. Provided quality service and fine workmanship to over 2,000 clients. Additionally, produced fashion shows to raise funds for school events. Introduced a creative product line (a division of Susan Wonderly Designs) that captured the interest of *People* magazine, other print media, television and radio news and talk programs coast-to-coast and also raised funds for drug rehabilitation scholarships for teens.
- 1976-1979, as Manager of the Client Services Unit for Onondaga County's Division of Manpower Development, Employment and Training in Syracuse, New York, with my unit I designed, implemented, and marketed an entirely new delivery system for their \$13 million program. Our national record breaking results won the National Association of Counties' Urban Achievement Award & honorable mention in *The Congressional Record*.
- As a recreation director, I founded, choreographed, and marketed precision dance team, *The Empirettes*, securing high-profile half-time performance slots for the NBA and SU Championships.

### Charitable Leadership

- As President of the Rangeley Community Center, Rangeley, Maine, over three year period, I coached participant teenagers and their parents, and produced and promoted three world-record breaking sports events and a 510-mile, 59-hour, non-stop, round-the-clock run across New England to New York City and into Shea Stadium, greeted by the New York Mets Team, Coach Yogi Berra and Captain Ed Kranepool. Acquired national TV broadcast and print coverage for all events and successfully negotiated with the New York City Port of Authority Director to close the George Washington Bridge for the runners and TV camera crews as they entered New York City.
- As National Executive Director and founder of *Operation—For Our Children, A Better America* [OFOCABA], an educational environmental organization devoted to promoting balance between economic and environmental issues, I marketed the organization to government, science, industry and non-profit communities, attracting 18,000 members in nine months. I was invited to the White House and honored on national media broadcasts for public service and pioneering environmental education and interviewed on over 300 TV and radio programs.

### Public Speaking

- For three years and for three times annually, I provided half-day keynote motivational and inspirational presentations to launch Entrepreneurial Programs sponsored by the Commonwealth of Massachusetts.
- I produced the *Aha! Series* for Boston engineers, architects, and general contractors, attracting Jonathan Kraft, Sr. VP of the *New England Patriots*, and George Donnelly, Editor of the *Boston Business Journal*, among other noted speakers.
- After authoring the manual—*An Opportunity, Hard Work, A Door To The Future*—I delivered a series of lectures at Harvard University's John F. Kennedy Graduate School of Government & also consulted to a dozen major U.S. city government agencies.
- As the featured speaker for the 5,000 membered American Lung Association, I delivered their Key Note Addresses at their Annual National Conference and for their affiliate executives.
- Partnering with Boston Corporations and communities, I facilitated over 150 substance abuse prevention workshops for employees and parents with young children.
- At the National Association of Counties' Annual Meeting: I presented a workshop: *Creating Cost Effective & Efficient Government Delivery Systems that work*.

### Photography / Journalism / Writing

- As a United Press International (UPI) Photo Journalist Stringer, my works appeared in hundreds of regional and national publications that include *The New York Times*, *Portland Press*, *The Boston Globe*, *New York Daily News* with many front page placements.
- I authored and self-published "It Begins With Me," an educational, substance abuse prevention book for children, and provided over 150 three-hour workshops for parents.
- Collaborating with clients and with not-for-profits, pro bono, I created a wide variety of brochures, collateral materials, branding, websites, qualifications publications, project proposals, and generated news stories securing critical placement in local to national media and business journals.

### Art

- Commissioned to create murals, faux and decorative painting in the public and non-profit sectors and in private homes; my work was featured in the *Fame Section* of a *Boston Society of Architects* monthly publication. Most recent works are donated; a 9'x7' aerial mural in the Wells, Vermont, new Town Hall and a 7'x7' serenity mural in the *Haynes House of Hope* for the terminally ill in nearby Granville, New York.

### Education

- Syracuse University, Liberal Arts
- Harvard University, John F. Kennedy School of Government, Institute of Employment and Training

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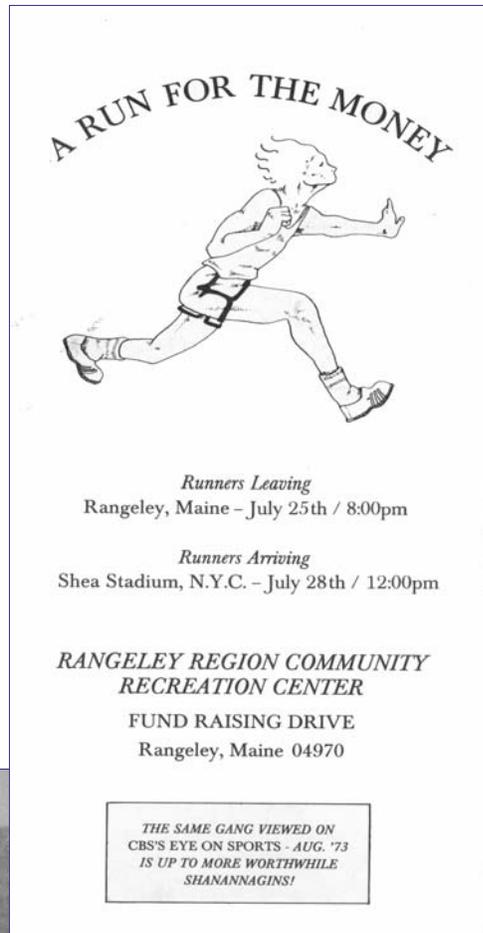


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## Event Production —

Wonderly produced three world record-breaking sports events & a 59-hour non-stop run from rural Rangeley, Maine, to New York City and into Mets' Shea Stadium



One year after Susan (Hotchkiss) Wonderly, President of the Rangeley Recreation Center, had produced her first of three non-stop world-record breaking swim marathons (148, 164 & 178 hours long), a group of town youngsters asked her to help them with new event ideas. By now they knew anything was possible because for the first event, they not only achieved their goal, but Wonderly had secured national TV, radio and print coverage and had convinced Jack Whitaker's *Eye On Sports*, a national TV Sports show to send a four man crew to rural Rangeley, Maine, to film it.

Wonderly thought that a "moving" event would gather momentum, capture attention and provide an opportunity to market the Rangeley Recreational region while giving the kids an experience of a lifetime.

One of the kids suggested they run from Rangeley, Maine, to New York City. After mapping the route and calculating the time and feasibility, she presented the information to the kids and their parents who voted to go forward.

Upper left is Ruthie Thomas who held the flag all night long for the first world record-breaking event, featured full-page on the cover of "The Rangeley Irregular" in a Wonderly photo.

Lower left, is a reduced version of a 7"x7" photo that appeared in the *Boston Globe* and over 400 other papers taken and released by Wonderly to promote the first world record-breaking swim.

Upper middle, the cover of the project brochure for the run to New York City, with art work by one of the kids, Joanne Arnold.

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## Event Production —

Wonderly produces *A Run For The Money*, con't.



TC • DAILY NEWS, WEDNESDAY, JULY 24, 1974

Some of the Maine-to-New York runners hold a 6:30 a.m. practice. Eric Sargent (on bus hood) injured his foot in a recent accident but will go along to lend moral support to his teammates.

### 50 Maine Youngsters Hoofing to N. Y. to Raise Funds

Rangleley, Maine, July 23 (Special) — Around suppertime Thursday, 50 dedicated young people will depart for New York City's Shea Stadium. They won't be taking a plane, bus or train—they'll be making the trip on foot.

They will be running 500 miles, in a nonstop relay, to New York as a fund-raising project to build a community recreation center in their home town in the northwestern part of Maine.

"Our area depends on tourism for its livelihood, and because of the inconsistent weather and seasonal earnings of its inhabitants, we are classified as a

deprived recreational area," said Sue Hotchkiss, the president of the Rangleley Recreation Center.

Last summer, many of the same youngsters making the 2½-day run to New York showed their dedication to another goal by participating in an 84-hour, round-the-clock swim marathon to raise the original \$2,000 they needed to get a young people's recreation center off the ground.

Unable to find a facility that would be appropriate, and with much thinking and planning over last winter, the youngsters are now channeling their efforts toward a family-oriented facility and a fund-raising goal of \$250,000.

"These kids have trained hard for this run," Miss Hotchkiss said. "They have secured, as a donation, brochures and printed stationery we've sent to all

major corporations in the country, and all state-wide corporations."

Many people have joined in to make the trip possible, she said. Among others, she said, Sugarloaf ski area interests are donating their large passenger bus for carrying those runners who are resting.

"The Mets are making possible a definite destination by having the entire group as their guests at the Montreal Expo Game at 2 p.m. Sunday, July 28," Miss Hotchkiss said.

Before the game, the runners plan to present the Mets with a very special baton, which will have been passed from runner to runner.

Inside the cylinder, the group has sealed a sample of Rangleley Lake water, a stone from the top of a mountain, an American flag, and their state flag.



After securing Shea Stadium as a destination from the Mets' Coach, Yogi Berra, Susan (Hotchkiss) Wonderly successfully negotiated with the New York City's Director of the Port of Authority to close the George Washington Bridge for the runners' entry into the city.

Wonderly also secured gratis town-line to town-line police escorts for the 510 mile journey, a donated bus from Sugarloaf Mountain to carry those resting runners with their helpers, and food en route from Friendly's. Mobil Oil Corporation pitched in with gas and oil, and police stations allowed the kids to use their showers.

Wonderly also obtained national TV and print media coverage for the entire journey.

Upper left is a story published in *The New York Daily News* written by and submitted with a Wonderly photo.

Inset-Two of the runners eating at a *Friendly's* restaurant en route. Lower right is a photo captured by the *Kingston Daily Freeman* as they ran through Kingston, New York.

Wonderly loaned her VW bus for the event. There were five teams of five kids on each team that rotated, running for one hour every four hours for the entire journey of 510 miles. Each team running ran out of the VW bus for one hour.

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**Event Production —  
Wonderly produces *A Run For The Money*, con't.**

# O, Pheidippides, Look What These Kids Can Do!

By PETER COUTROS

Away back in the deeper recesses of antiquity — in 1381 B.S., Before Stengel — a legendary Greek warrior named Pheidippides raced 26 miles from Marathon to Athens to bring tidings of victory over the Persian foe. He delivered his message, then keeled over with a massive coronary. After that, Western Union got bikes for its messengers.

Yesterday, 25 long-distance types breezed into Shea Stadium after running, loping, jogging all the way from Rangeley, Maine, which is 509 miles as the Greyhound bus rundles and, when they crossed home plate, they were no more winded than a baserunner scoring on a bases-loaded walk.

### A Need for Tourists

"Rangeley is a tourist-oriented area; making visitors happy is our biggest industry," explained Mrs. Sue Hotchkiss, who put the marathon together. "Last winter, between poor snow conditions and the fuel shortage, our business was way off."

In short, an area which needs a lot of white-colored hills to operate in the black wound up in the red; a debit which can only be balanced by a heavy infusion of tourists' greenbacks.

What was badly needed, the town fathers decided, was a family-style recreational facility

which would bring in a lot of people with a lot of kids. It would cost \$250,000 to build such a facility and with "taxes" being a dirty word up there, it was decided that the best way to raise the necessary funds would be through private donations.

Previously, \$2,000 was raised for a youth center there by a group of maids engaging in an 84-hour swimathon. Its success prompted Ginger Johnson, a Rangeley high schooler, to suggest that a marathon to New York City might be at least 100 times more rewarding, hence the marathon which began at 7:48 Thursday night in Rangeley.

It ended officially when Colby Frost, 15, (is that a New England name or is it?) handed a baton to Mets' boss Yogi Berra. The baton was a replica of the one used by the relay runners and it contained a sample of Rangeley Lake water, a stone from the top of Saddleback Mountain and a Maine flag.



The Maine event is nearing its end as kids reach Manhattan after crossing George Washington Bridge on their way to Shea Stadium.

Yogi accepted the baton and then allowed as how he'd rather have one of the youngsters as a pinchrunner for such as Eddie Kranepool, whose current hitting streak numbered no leg-hits at all.

"We ran through some rain, but it didn't bother us," said Susan Dorsek, 14, voicing a teenager's indifference to such minor disasters as a rainstorm and what it can do to a girl's hair.

"The worst thing to befall any of our people was a sprained ankle suffered by Chris Raymond and he only missed one leg of the relay," said Velma Wilcox, who rode along in one of three vehicles accompanying the runners and served as medical aid and cheer leader.

Along with the excitement of catching their first major-league game live and getting lots of goodies from the Mets (pennants, pens, helmets), one of the highlights of the runners' long trek

through Maine, New Hampshire, Vermont, Massachusetts, New Jersey and New York — the last lap being from the George Washington Bridge to Shea — was what the cops in Westfield, Mass. did for them.

"They bedded the kids down for a rest and showered them too," said Chip Teel, 20, one of the senior members in the crowd. You could tell he was one of the older ones. He was the one who remembered when Casey was managing the Mets.

Yogi Berra stopped the game between the halves of the seventh inning to welcome the kids onto the field. The kids had traveled the 510 mile journey—non-stop—in 59 hours and 10 minutes.

With the giant message board a blaze with kudos for the kids, they ran onto the field and received a five minute standing ovation while Yogi Berra presented them with hats and banners.

Upper left: The *New York Times* article told of the kids' journey; one of thousands of articles generated by news releases written by (Hotchkiss) Wonderly.



Yogi Berra, the Mets Coach, and Captain, Ed Kranepool, are pictured with three of the young runners and Susan Wonderly.

After the game was over everyone returned home where the streets were lined by cheering fans. These exhausted kids, the "crew" and Wonderly were met at the town's edge with a hook-and-ladder fire truck, sirens blaring, to give them a celebrated ride through the main streets of Rangeley.

Needless to say, there wasn't a dry eye in town!

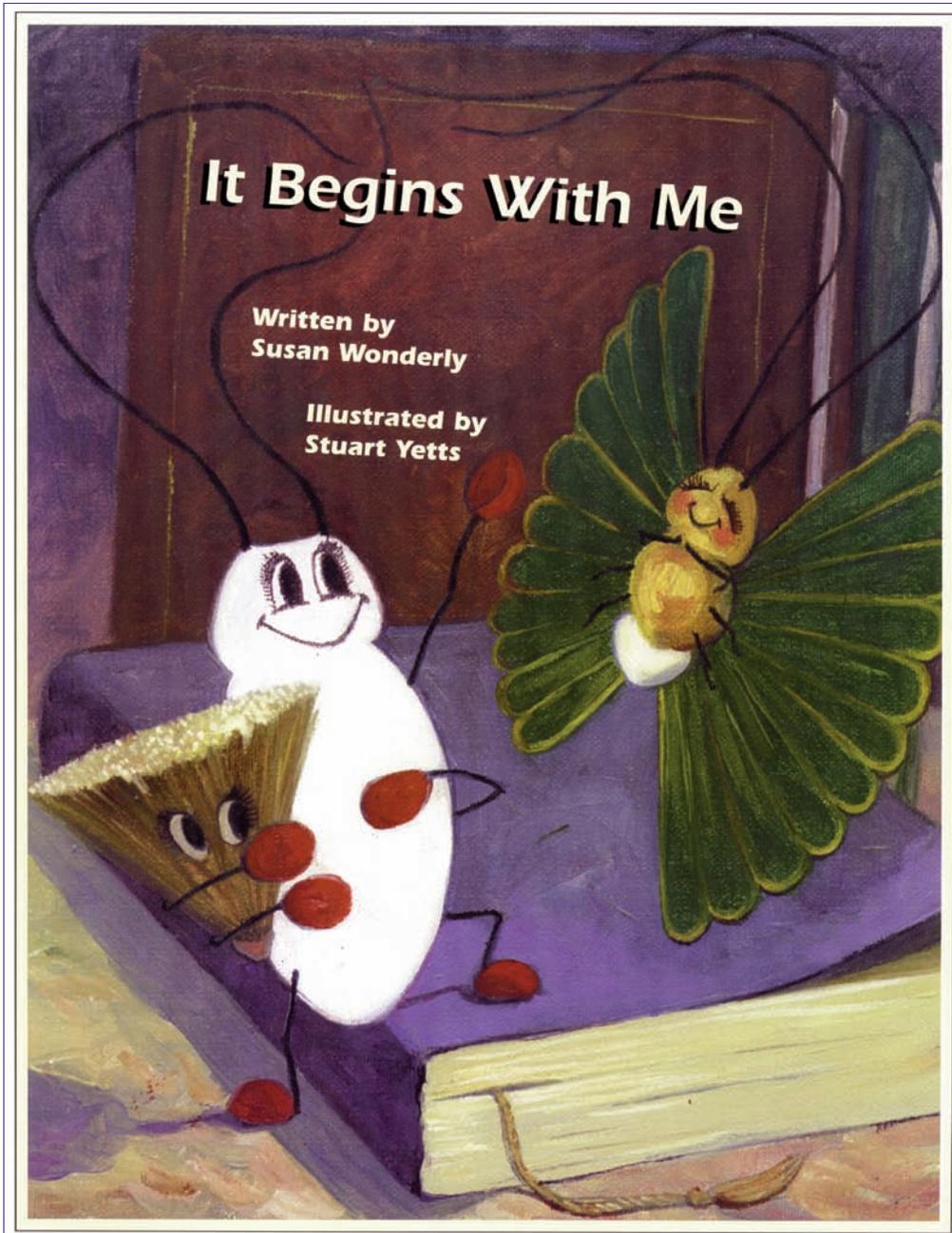
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## Wonderly authors a children's book — *It Begins With Me*



Susan Wonderly wrote and self-published *It Begins With Me*, illustrated by the incredibly talented artist, Stuart Yetts.

This book is an educational substance abuse prevention book for children six through twelve years of age.

Wonderly used the character, aloischus as the protagonist line that had been the subject of featured stories in *People Magazine* and over 1000 newspapers world-wide.

The illustrator, Stuart Yetts, created a multitude of characters that children absolutely love.

Providing substance abuse prevention workshops for parents in Boston corporations and community settings, Wonderly donated her time and these books to attendees.

*It Begins With Me* contains teaching guidelines for parents, teachers and community leaders to work with children in a way that arms them with critical information aimed at substance abuse prevention.

One more...



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Wonderly recalls,  
*“There are less dramatic ways to develop a  
name, logo and tag line for a business!”*



In late August of 1999, Susan Wonderly was commissioned to take aerial photographs for a PGA tournament in Concord, Massachusetts.

This assignment came at a time when she struggled with a name, logo and tag line for her business. She had done this with ease for her clients, but not so for her own business. The morning she was due to fly, she got on her knees and said, “I need your help, a miracle to figure this one out, and I don’t care what that miracle looks like!”

Off she went to the Crow Island Air Field in Stow. Shortly after take-off, the pilot stalled the ultra-light and losing all lift. The plane plummeted 250 feet straight down and crashed. Luckily, on impact, it caught gusts of wind that rolled the wreck over several times before coming to a halt, upside-down.

On impact, the pilot was thrown. In what was left of the cabin, Wonderly was trapped topsy turvy by her seat belt. The gas tank had ruptured and fuel ran down her right arm.

Someone took the pilot to the hospital and another person helped Wonderly out of the debris. She helped turn the wreckage right-side up, took photographs of it, helped remove parts and pieces from the field, picked up a broken propeller and left Crow Island Air Field.

Driving home, as she glanced at the broken propeller laying on the passenger seat next to her, she smiled as the business name and tag line came to her. Later on, she designed the logo. They appear on this document, upper left.

Wonderly comments, “It surely is a meaningful business identity and it fits perfectly. *Yikes!* Now though, I only dare ask for *guidance!*”

