

Carol F. McKibben

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Experience

1991 - Present

McKibben Consulting - Principal

As a principal at McKibben Consulting, Carol specializes in marketing and public relations, market research, corporate communications, strategic planning and business development. A few projects include: handling a Tokyo-based broadcast sports and entertainment company's media/PR relations in the United States; planning and coordinating a magazine publishing company's educational conferences; producing an electronic newsletter for a major satellite industry association; market development for an engineering firm; and market research for a large Internet Provider. Consulting activities were suspended when she founded McKibben Communications with Mark McKibben in 1995 and resumed in April 2001 after the sale of McKibben Communications.

1995 - 2001

McKibben Communications, LLC - President

McKibben Communications is a satellite and fiber optic service company that supports the needs of businesses providing video, audio, data and Internet. It operates 3 unique earth station facilities in Los Angeles and grew to over \$5 million in sales in Year 2000, under Carol's leadership. The Company was listed on the *INC 500* for 3 consecutive years. Carol's focus was management, marketing and public relations. The Company achieved industry recognition for launching Hotelevision, a new satellite-delivered programming service targeting audiences in hotel rooms; transitioning the Fox Cable Networks to a digital encryption environment; and transporting American sports programs to Asia for distribution by direct broadcast satellite operators in Japan. Carol, along with Mark McKibben, sold majority interest in McKibben Communications, LLC in April 2001. The company changed its name to FiberSat Global Services, LLC in October, 2002. For more information, visit www.fibersatgs.com.

1983 - 1991

Miramar Communications - Vice President/Publisher

Carol began at Miramar as Director of Market Development, implementing new profit centers, including seminars, a convention (The Special Event, now in its 18th year) and *Special Events* Magazine. She instituted marketing and management systems and was promoted to Vice President/ Publisher after taking *Special Events*, and its companion exposition from ground zero to multi-million-dollar properties. She was a member of the Company Executive Committee that formulated policy and oversaw management.

More-

- 1981 - 1982** *Miramar Communications - Freelance Writer/Editor*
 Carol worked in the summers as a freelancer. She compiled and edited the first *Home Health Care Directory* and edited *Homecare Magazine*
- 1972 - 1983** *Held a Variety of Teaching Positions as follows - Teacher of English & Journalism*
 1981-83 - Woodrow Wilson High School, Los Angeles, CA
 1979-81 - Groveton High School, Alexandria, VA
 1977-79 - Lockhart Junior High School, Orlando, FL
 1976-77 - Jones College, Orlando, FL
 1974-76 - Rollins College, Winter Park, FL (non-teaching/ Assistant Registrar and Assistant to Dean of Business)
 1972-74 - Corning Free Academy, Corning, NY

Career Milestones

- 1969 Co-Editor, *Kentucky in Retrospect, Kentucky Historical Society*
- 1977-79 Co-authored and piloted educational program for the Gifted and Talented that was permanently adopted by the State of Florida
- 1979-81 Co-designed and piloted a Journalism Symposium that was permanently adopted by the Alexandria, Virginia School System
- 1984-1994 Planned over 500 educational conference programs and 10 major conventions for thousands
- 1987 Founding member and Honorary Lifetime member of the International Special Events Society (ISES)
- 1994-present Secretary, Society of Satellite Professionals International (SSPI), Southern California Chapter
- 1995 Co-Author, *Certified Special Events Professional Self Study Guide, ISES*
- 1996 Co-Editor, *Dictionary of Event Management, 1st Edition, Van Nostrand Reinhold*
- 1996 ISES International Volunteer of the Year Award
- 1997- present Editor, *SSPI Orbiter - International Newsletter*
- 1998-99 President, ISES
- 2000 Recipient, *Special Events Magazine's Lifetime Achievement Award*

Education

- Bachelor of Arts, Education, University of Kentucky, 1971
 Master of Arts in Teaching, Rollins College, 1979
 Publishers' Certificate, Northwestern University, Kellogg School of Journalism, 1989
 Certified Special Events Professional (CSEP) Designation, 1993

Hobbies

Carol owns an advanced-competition horse and trains and competes in classical dressage riding.