



WHO WE ARE



NINA ROUSE

Nina Rouse is the senior web and social media specialist at St. Norbert College and a digital communications and marketing consultant. For the past ten years, she has been responsible for developing the digital content strategy and architecture for the St. Norbert College web properties. Nina works with departments and units across the college to develop their web content and provides the general oversight and on-going maintenance of web properties to ensure the adherence to brand standards. Additionally, Nina provides the strategic direction and management of St. Norbert College social media initiatives, including institutional presences on Facebook, Twitter, Pinterest, Flickr, LinkedIn, Instagram and YouTube. She is responsible for the general oversight of all campus social media presences and for the guidance and best practice training of campus departments using social media. At St. Norbert, she is also responsible for the strategy and oversight of the HTML broadcast marketing communications issued from the college. Nina produces the online version of the St. Norbert College magazine and the @St. Norbert monthly e-newsletter. In her freelance consulting role, Nina provides best practice guidance for local agencies and businesses in the area of digital marketing and communications.



KIAR OLSON

Kiar Olson (@macedesign13), big nerd at Kiar Media (@kiarmedia), regularly opens clients' eyes to unexpected ways of delivering their brand experience. With a main focus on creative interactive and advertising solutions, as well as SEO, social media and PR, Kiar brings his passion and knowledge of all things technology related to his client relationships. He began his online career by opening a web & design firm in 1994 and creating the Door County Online web portal in 1996. A member of the International Web Masters Association since 2001 and bacon lover, Kiar enjoys spending time with his family, 80's hair bands (ironic isn't it), good tequila and sushi. A fun loving husband and father of two, Kiar lives on the cutting edge of technology, serving as Web Master, Social Media Consultant, and SEO Planner for over 150 companies throughout the country.



BOBBI WEBSTER

Bobbi Webster, Public Relations Director for the Oneida Nation since January 1996. Webster has been directly involved in various public communication initiatives for the Oneida Nation. Among the most memorable and enjoyable are, Tribal State gaming compact negotiations and Oneida Nation Gate at Lambeau Field. In addition Webster has been involved in various advertising and marketing initiatives within the history of the Nation. These initiatives include image enhancement campaigns, public awareness and educational campaigns regarding various gaming initiatives throughout the state.



ANNE THUNDERCLOUD

Thundercloud PR, owned by Anne Thundercloud, uses traditional and new media to help Indian Country solve communications, PR and social media problems. Thundercloud PR provides consulting, training and speaking services to help build effective communications, public relations, media relations, and social media strategies. Services include tailoring plans to each client's specific needs in developing strategies and training in reputation management, relationship building, employee communications, external communications, intergovernmental relations, media relations, social media and event management. Get national Native news and PR related stories by following me on Twitter @HinuTC.



ERNIE STEVENS III

Mr. Stevens is a member of the Oneida Nation of Wisconsin, and has over a decade of Marketing, communications, and multi-media production experience. As a self proclaimed storyteller, Stevens focuses on developing creative and innovative content to build or improve brands, expand customer and market awareness, and deliver long term economic value. A recent recipient of the National Center for American Indian Enterprise Development's 40 Under 40 Award, Stevens has been recognized on a national level for his efforts in Film, TV, Tourism and Media. In 2013, Stevens Co-produced the theatrically released film Crooked Arrows, and is currently developing other film and TV properties. He also works in the online gaming industry as a Vice President of Atlantis Internet Gaming, and is the Chief Marketing Officer for Magnum, a large agency serving gaming and hospitality properties nationwide. He is also a TV personality, as the Host/Producer for the PBS show, Native Report.



TODD LOHENRY

Every organization needs to be found online, and that's what I do. I've developed a proprietary strategy of inbound marketing techniques that propel our clients from Internet obscurity to high rankings on the leading search engines. A former business development manager for Apple, I also have taught courses leading to social media and content marketing certification at NWTCC. When I'm not helping clients actualize their online brand goals, I can be found fishing with one of my six sons off Algoma.