

STATE OF OHIO

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**Executive Department**

OFFICE OF THE GOVERNOR

*Columbus*

2019 SEP 24 PM 12:03

I, Mike DeWine, Governor of the State of Ohio, do hereby appoint William B. White, from Marietta, Washington County, Ohio, as a Member of the Ohio Arts Council for a new term beginning September 17, 2019 and ending at the close of business July 1, 2024, replacing William B. White, whose term expired.



IN WITNESS WHEREOF, I  
have hereunto subscribed my name  
and caused the Great Seal of the State  
of Ohio to be affixed, at Columbus, this  
17th day of September in the year of  
our Lord, Two Thousand and Nineteen.

*Mike DeWine*

Mike DeWine  
Governor



OFFENBERGER & WHITE, INC.  
INTEGRATED MARKETING COMMUNICATIONS

### William B. White

Bill White co-founded Offenberger & White, Inc., a Marietta-based marketing consulting firm, in February, 1985. Prior to 1985 Bill was a co-founder and director of marketing of Queue Systems, Inc. from 1980 to 1985. Before establishing Queue, White was director of marketing for Forma Scientific, Inc., Marietta, Ohio, (now Thermo Fisher) from 1976 to 1980, following several years as chief technical researcher and writer in the Forma R&D and engineering group.

Now in its 31<sup>st</sup> year, Offenberger & White (OffWhite) has completed more than 10,800 marketing-oriented projects for local, national and international clients in industrial and consumer segments including selected vertical industries based on applications of emerging technologies.

Known primarily for marketing system integration, OffWhite developed and continues to evolve Ed.it<sup>TM2</sup>, a digital marketing platform that connects a suite of services and processes to create, communicate and exploit conventional and new media and to channel unique selling propositions, many of which are created by OffWhite on behalf of our clients.



### About Bill White

Throughout his career, White has provided extensive technical assistance in the design, development, application and marketing of numerous applied technologies employed by the biomedical, life science and industrial laboratory community. These include heating, refrigeration, humidification, vacuum and microprocessor systems to industrial design of control panels, user interfaces, web-based monitoring, structural cabinets and accessory systems. His product development experience includes market research, engineering direction, branding and technical marketing programs for an array of equipment, instrumentation, sub-systems and processes, including but not limited to:

- Cell culture systems and multiplex three-gas incubators (above and below ambient O<sub>2</sub> environments)
- Automatic CO<sub>2</sub> incubators
- Fermentation and mammalian cell culture bioreactors (airlift and stirred vessel)
- Sensors and microprocessor-based controllers
- Class II, Type A2 biological safety enclosures for robotic and automated process systems
- Biological safety cabinets (Class I, II and III), total containment systems, glove boxes and barrier isolators
- Custom manufactured, hybrid biological containment and cell culture systems
- Vertical lift, automated storage and retrieval integration into environmentally controlled enclosures
- Cascade and mixed-refrigerant autocascade cooling systems, ultra-low temperature freezers, cryogenic storage systems, reciprocal and orbital compressor systems
- Furnaces, ovens, water baths, centrifuges, autoclaves and microwave moisture analyzers
- Freeze dryers and lyophilizers
- Laboratory animal research products, enclosures, watering systems, cage washers and mobile cage changing stations
- Blood separation, collection, fractionation, cataloging and storage products
- Fiber optics, research grade fused silica, and byproducts such as polyamide catheterization tubing
- Refractometers
- Gel electrophoresis systems
- HPLC capillary columns
- Humidity cabinets, stability testing and plant growth chambers and walk-in rooms
- Clinical genetics cytology screening and reporting
- Transgenic cell cultures and diagnostic systems for clinical virology

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[www.offwhite.com](http://www.offwhite.com)



OFFENBERGER & WHITE, INC.  
INTEGRATED MARKETING COMMUNICATIONS

- Development and branding of Legaci™ integrated cascade refrigeration systems using Copeland reciprocating compressors and DuPont Suva refrigerants
- Free piston Stirling engine batteries deployed for deep-space exploration.
- Free piston Stirling linear coolers for ultra-low temperature and cryogenic refrigeration
- Rural wireless broadband technologies and services
- Analytical reference laboratory marketing, processes and communications
- Development of a digital refractometer using Optimatrixx™ dual-array light sensor
- Development of server-based refrigeration systems for use in non-distributed commercial cooling applications in supermarkets and convenience stores
- Application of EnergyBalance™ approach to theoretical design of ultra-low temperature servers for pharmaceutical, blood component and electronic testing.
- Life cycle cost and rebate analyses for biorepositories.
- Hydrogen peroxide vapor sterilization systems in the cell culture environment.

Bill has created numerous systems concepts and trade names, logos and icons useful for brand management, education, component branding and intellectual property enhancement. Examples include Optimatrixx™, Legaci™, IntrLogic™, The Future, Inside™, Queue, Cryostar®, Cellstar®, UniPressure PreFlow™, SterilGARD III Advance®, elrelease®, Sequelle®, Certifyi®, AIRE™, Active Background Contamination Control™, EnergyBalance™, Vertical Component Integration™, EnRoute™, Laminar Topography™, Stirling Shuttle™, Humm™ free-piston Stirling engine, Swift™ graphic user interface.

He has trained laboratory supply distributors throughout the United States and Canada and has conducted numerous field-level training programs for independent manufacturers' representatives and service/maintenance and certifier companies in the USA, Japan and Singapore. As a lecturer on cell culture applications and marketing, White has presented technical programs for sales seminars and venture capital fund managers.

To extend the company's service in user-managed website applications, Bill directed the development of the firm's online digital marketing platform, Ed.it™2, a cloud-based process for use by non-technical business and product managers. White pioneered company's internet-based marketing program to provide a platform upon which clients can build sharable, peer-to-peer integrated information repositories and digital publishing documents "to empower the last person hired." His appearance before a symposium of the American Association for Cancer Research was one of the first to stress the need for user-managed, web-based product and technical support libraries through enriched content management. This capability is now expressed in the firm's Ed.it™2 digital marketing platform.

White is a charter affiliate of Design Services Network (DSN), an intellectual property initiative of Emerson Climate Technologies, Emerson Electric (NYSE: EMR), and remains an active product development and technical marketing consultant among the DSN network of independent refrigeration, airflow, acoustic, thermodynamic, fluid dynamics, electronic and process engineers.

In June, 2005, White was named adjunct Director of Marketing, Esco Micro Pte. Ltd., Singapore where he served as the senior information architect and content developer managing a multi-national Singapore-based staff in support of 300 sales offices in more than 100 countries. In November, 2010 he was named adjunct Director of Marketing for Stirling Ultracold, a division of Global Cooling, Inc. where he led the firm's marketing communications program in support of ultralow temperature solutions based on Humm™ free-piston Stirling engine technology and Swift™ user interface.

He was an original partner of GSE International, a US-based firm established to promote laboratory equipment and instrumentation sales development in ASEAN markets; an active partner in Design Innovation Group, LLC, an engineering and product design firm, Asheville, NC; Marietta Interactive, LLC, a web marketing laboratory, Marietta, OH. He is a member of the board of directors of Vanguard Paints and Finishes, Inc., and a former director of The Airolite Company (now Greenheck, Inc.).

## GOVERNOR'S APPOINTMENTS TO BOARDS AND COMMISSIONS

**Date:** 9/17/2019

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**Name of Appointee:** Mr. William B. White  
**Address:** 611 6th St.  
Marietta, OH 45750  
Washington County  
(H) - 7403734580  
(W) - 7403739010  
(M) - 7403506038

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**Name of Commission:** Ohio Arts Council  
**Contact:** Justin Nigro  
Operations & Public Affairs Director  
614-728-4445  
30 E. Broad St., 33rd Floor  
Columbus, OH 43205-1796  
(614) 728-4459

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**Term Begins:** 7/2/2019  
**Term Ends:** 7/1/2024  
**Party Affiliation:** Republican  
**Senate Confirmation:** Appointed by the Governor, confirmed by the Senate  
**Financial Disclosure:** Confidential disclosure required  
**Vice:** William B. White