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STATE OF OHIO  
**Executive Department**

OFFICE OF THE GOVERNOR

*Columbus*

I, Mike DeWine, Governor of the State of Ohio, do hereby appoint Joseph A. Valencic, from Cleveland, Cuyahoga County, Ohio, as a Member of the Commission on Eastern European Affairs for a term beginning March 29, 2024 and ending at the close of business March 29, 2027.



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 29th day of March in the year of our Lord, Two Thousand and Twenty Four.

*Mike DeWine*

Mike DeWine  
Governor



## Joseph Valencic

19315 Muskoka Avenue • Cleveland, Ohio 44119 • (216) 496-4646 • jvalencic@yahoo.com

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Broad experience in educational, institutional, business, consumer and cultural marketing, both in Ohio and Slovenia. Creative problem-solver with innovative strategies to build response, image and awareness and boost engagement. Effective supervisor, team-builder and motivator. Forty years of proven achievements in major areas of marketing and communications:

Integrated Marketing and Advertising  
Advancement and Fund-raising  
Public, Media and Community Relations  
Alumni Affairs and Donor Relations  
Print, On-line and Social Media Publishing

Corporate Identity and Brand Management  
Event and Exhibition Management  
Television and Radio Production  
Sponsorship and Licensing  
Creative Direction, Writing and Editing

### ***BUSINESS EXPERIENCE***

#### **SLOVENIAN UNION OF AMERICA**

**2023 to present**

##### National President

Leader of a team managing a national, non-profit fraternal society based in Joliet, Illinois, since 1926. Supervisor of programs for members to build and strengthen ties with Slovenia and Slovenian-Americans around the U.S. through business, educational, social, cultural, culinary and language activities and exchanges, including scholarships, a museum and a quarterly magazine.

#### **VALENCIC AND ASSOCIATES – Cleveland, Ohio**

**2002 to present**

##### Principal

Marketing, advertising and communications consultant to not-for-profit organizations and educational and cultural institutions and events in Ohio and Slovenia. Producer and writer of multimedia presentations, exhibitions and documentaries for television and radio. Specialty publisher.

- Created marketing, membership and public relations strategies for the National Cleveland-Style Polka Hall of Fame and Museum, the Western Reserve Historical Society, among other Ohio institutions. Overseas clients included the Slovenian Academy of Sciences and Arts; the Cinematheque of Slovenia; and the Slovenian Ethnographic Museum.
- Organized Ohio appearances by performers from Slovenia, including the Slovenian Philharmonic Orchestra, concert pianist Dubravka Tomšič, and entertainer Vlado Kreslin, among others.
- Organized Ohio-based film and television productions for TV Slovenia and Slovenian film companies.
- Introduced fund-raising and sponsorship principles to European events, such as the City of Women Arts Festival, Ljubljana, Slovenia; Film Video Monitor Festival, Gorizia, Italy; and the Isola Cinema Festival, Izola, Slovenia.
- Scripted and researched productions for TV Slovenia, Radio Slovenia, Radiotelevisione Italiana (RAI), WVIZ Cleveland, WEAO Akron, and Lake Effect Radio.
- Guest curator for exhibitions at the Archives of the Republic of Slovenia; the Slovenian Academy of Sciences and Arts; Cuyahoga Valley National Park; Akron Public Library; and Summit Metroparks.

#### **CLEVELAND STATE UNIVERSITY – Cleveland, Ohio**

**1997 - 2002**

The Cleveland area's largest state institution of higher education.

##### Director of Public Relations and Publications

Led an in-house creative agency, responsible for marketing campaigns, brand management, public relations plans, media contacts and magazine production. Managed a \$1.5 million advertising budget for admissions, development, events, alumni activities, sponsorships and branding. Produced ads, TV and radio spots, print collateral, publicity, on-line promotions, websites, social media, electronic presentations and direct-response series. Published two magazines, a newsweekly, annual reports and newsletters.

- Created and implemented the first integrated marketing, brand strategy, and capital campaign plan.
- Intervened in crises with communications strategies and proactive media contacts.
- Directed media events for the opening of two new buildings and appearances by prominent figures, such as Kofi Annan, Al Gore, and Milan Kučan, President of Slovenia.
- Served as Acting Vice President for University Relations and Development. President's Senior Staff.
- Media spokesman.

**INTERNATIONAL MANAGEMENT GROUP (IMG) – Cleveland, Ohio****1992 - 1997**

One of the world's largest corporate marketing, licensing and promotional firms. Founded by Mark McCormack.

**Communications Manager, IMG Promotions**

Created and wrote marketing campaigns and promotional strategies for high-profile events, organizations, personalities and institutions for IMG's in-house agency. Produced and wrote ads, print collateral, TV and radio spots, publicity, electronic presentations, and direct-response series to support corporate sponsorship sales and licensing and to recruit new clients. Participated in team selling. Marketing consultant to client companies. Acted as civic spokesman.

- Developed a media campaign that raised \$15 million (60% over goal) to assure construction of the new Cleveland Browns Stadium.
- Produced sales presentations and videos to attract national sponsors for clients such as the Rock and Roll Hall of Fame, Special Olympics and the Kennedy Space Center.
- Revitalized the Cleveland Grand Prix with sponsorship, media and direct-response campaigns.
- Created promotions for client brands, such as Wimbledon, Arnold Palmer and Stars on Ice.
- Promoted celebrity clients, including Tiger Woods, Serena Williams, Venus Williams, Andre Agassi, Derek Jeter, Itzhak Perlman, Kiri Te Kanawa, Scott Hamilton, Phil Mickleson and Robert Dole.

**INTERNATIONAL THOMSON COMMUNICATIONS – Solon, Ohio****1986 - 1992**

Publisher of 19 business magazines, including *Tooling & Production* and *Ward's Auto World*.

**Director of Marketing and Promotions**

Created the company's first marketing and sales promotion department. Directed an eight-person creative team, responsible for sales promotions and presentations, advertising campaigns and magazine production. Managed a \$1.2 million advertising budget.

- Reduced advertising expenses 50% while magazine market shares increased 5% to 18%.
- Developed direct-response mailings and print ads to launch four new magazines.
- Staged eight to 12 trade show exhibits and events annually.

**EDUCATION**

Kent State University, Kent, Ohio  
Bachelor of Fine Arts, Commercial Design  
Bachelor of Arts, Art History  
Graduate Assistant, School of Art Gallery  
Languages: Slovenian, French, Russian

**PROFESSIONAL AFFILIATIONS**

U. S. Representative, International Advisory Board, Office for Slovenians Abroad, Slovenia  
Advisor, American Slovenian Education Foundation  
Northeast Ohio Inter-Museum Council  
Slovenian Ethnographic Society, Slovenia  
Society for Slovene Studies, U. S.

**COMMUNITY SERVICE**

National Cleveland-Style Polka Hall of Fame (American Slovenian Polka Foundation),  
Euclid, Ohio. Organization for the preservation and promotion of Slovenian music in  
America with ten annual music events and a museum.  
Co-founder, trustee and museum director, 1987 to present. President, 2009 – 2019.  
Slovene National Benefit Society, Pittsburgh. A national fraternal insurance organization.  
President, Cleveland Federation of Lodges. 8,000 Northeast Ohio members.  
United Americans for Slovenia, Cleveland, Ohio. National group promoting U.S.  
recognition of Slovenia's independence, 1991-2006.  
Communications director and co-founder.  
Western Reserve Historical Society, Cleveland. Community Archives Advisor.  
Phillips Academy, Andover, Massachusetts. Alumni Admissions Representative.  
Cleveland Bicentennial Commission. Executive Committee, 1992 to 1997.  
International Services Center; Cleveland. Trustee and Vice President, 1993 to 1999.

## GOVERNOR'S APPOINTMENTS TO BOARDS AND COMMISSIONS

**Appointment Date:** 3/29/2024

**Name of Appointee:** Joseph A. Valencic

**Address:** 19315 Muskoka Ave  
Cleveland, OH 44119  
Cuyahoga County  
(H): 2164811439  
(W):  
(M): 2164964646  
(E): javalencic@yahoo.com

**Name of Commission:** Commission on Eastern European Affairs  
Tobias Engel  
Manager, International Affairs  
Strategic Investment Division  
Department of Development  
C: (614) 701-6633  
77 S. High St  
Columbus, OH 43215  
(P): (614) 728-7280  
(E): tobias.engel@development.ohio.gov

**Term Begins:**

**Term Ends:** 3/29/2027

**Party Affiliation:** Democrat

**Senate Confirmation:** Appointed by the Governor, confirmed by the Senate

**Financial Disclosure:** Public disclosure required

**Vice:**

