

Jana Ertrachter is a proven leader who has been principal consultant at The Ertrachter Group since 1999.

She has an MBA combined with more than 20 years' experience in the for-profit and nonprofit arenas including a proven record in the following areas: organizational development, action-oriented planning, group facilitation, and customized training/education.

Jana's clients call her a positive "change agent." She prides herself on helping clients evolve to the next level, into a planning culture with accountability. *"Clients always tell me I have great energy. I get very passionate about helping solve the client's challenge and that enthusiasm, energy, and excitement come through."*

A few of Jana's career highlights include:

Organizational Development

- Developed and implemented process with large hospice organization helping to facilitate change from a social services culture to a corporate culture without losing site of the mission; organization went from serving an average of 275 patients per day to over 800 during this time period.
- Worked with large nonprofit organization to develop an organized, measurable approach to building the leadership and organizational skills required to be more responsive to stakeholders' needs. That client says: *"Now we work with purpose about what we're doing."*

Planning

- Created, developed, and implemented marketing communications strategy to support the growth from 54 (mostly commercial) U.S. offices with \$84 million in revenue to over 1,000 (multi-specialty) international offices with \$2.4 billion in revenue over a three-year period.
- Worked with many teams to develop comprehensive strategic and operations plans through an engaging, unique process.
- Developed and implemented targeted monthly marketing plans with managers reflecting each office's unique market opportunity, goals, seasonal, and economic factors.
- Created and managed corporate identity campaign to change 23 brand names (156 company-owned and franchise offices) to AccuStaff Incorporated. Exceeded objectives while staying within budget. Received regional Silver Quill award of

excellence from the International Association of Business Communicators (IABC), and three awards from Jacksonville Image Awards, including the top-rated Grand-All Jacksonville Image Award.

Facilitation

- Worked with a variety of nonprofit organization boards to facilitate on-track and realistic dialogue, with all participants feeling they made their voice heard, which resulted in actionable items.
- Planned and designed many staff retreats with clear objectives and interactive activities and exercises, and guided the group to appropriate and useful outcomes.
- Created and sustained participatory environments that ensure inclusiveness, provided a safe environment for conflict resolution, and evoked group creativity.

Customized Training/Education

- Designed and presented a variety of marketing and management training programs to various-size companies in multiple industries.
- Conducted on-site customized sales training for individual office staffs, management, and new sales managers.
- Assessed organizational environment and developed training that aligned the organizations' direction and priorities with the culture.

In addition to consulting, Jana Ertrachter is a sought-after professional speaker. Some of her recent engagements include:

- Jacksonville Community Council, Inc., (JCCI): February 2006 — Putting the Action in Action Planning; April 2006 — Strategic Planning Introduction
- Jacksonville Regional Chamber of Commerce, Second Wednesday Business Forum: March 2006 — Planning: The Key to Your Sales Presentation Success
- International Association of Business Communicators — First Coast Chapter: April 2005 — The Role of Personal and Organizational Values in Planning; November 2004 — Discovery in the Planning Process—Clues for Success; April 2004 — Road Trip! Communications Planning
- Rollins College Philanthropy & Nonprofit Center, two-day course: March 2005 — Applying Marketing Techniques to Fundraising
- Association of Fundraising Professionals, Planet Philanthropy 2004 conference session: September 2004 — Applying Marketing Techniques to Fundraising
- Strengthening the Black Church for the 21st Century Conference: April 2003 — Charting a Course for the Future—The Value of Strategic Planning

- Florida Hospices and Palliative Care 18th Annual Symposium: August 2002 —
Mission: Very Possible (MVP) Being an Ambassador for Hospice

Jana was among the first 60 people in the United States to achieve the rank of PCM, Professional Certified Marketer.

She is a graduate of Leadership Jacksonville and was chosen to be a Community Coach, one of a select few chosen by the The Jessie Ball duPont Community Building Fund.

She is currently an active volunteer with Community Hospice of Northeast Florida, Youth Leadership Jacksonville, The Jessie Ball duPont Community Building Fund Community Coaches program, and Women's Giving Alliance, a program of The Community Foundation.