

**Healthy Neighborhoods
Learning Collaborative Meeting
Dates: June 27-28, 2018
Speaker Biosketches**

Katie Krawczyk, president and partner at 19 IDEAS, has over 15 years of broad-ranging experience in public and private sector work in Buffalo, NY, Washington, DC, New York City, and Seoul, Korea. She has extensive expertise in developing and implementing targeted communications strategies aimed at reaching internal and external stakeholders, as well as the media. Katie has a proven track record of managing a wide range of successful creative projects, and is particularly adept at making strategic recommendations tailored to an organization's unique needs, goals, and objectives. Katie currently resides on the boards for the Eric Wood Foundation and the International Institute of Buffalo, and is a founding board member of a new K-8 charter school coming to Buffalo's East Side: Persistence Preparatory Academy.

Jon Tashjian, director of public relations and communications at 19 IDEAS, has more than 10 years of experience as a communications and public relations pro. He has extensive expertise in crafting communications programs to elevate media visibility, amplify brand voice, align employee communication, and tell compelling stories through campaigns at global, national and regional levels. This includes writing and editing for a range of traditional, digital, and social platforms. With a strong media relationship network, Jon has garnered coverage in Wall Street Journal, New York Times, Bloomberg, Scientific American, Newsweek, and the Boston Globe, among others. Previously, Jon was an account director at Weber Shandwick Worldwide in Boston, and also served as vice president with the Publicity Club of New England. He holds a Bachelor of Arts degree in Communication from Boston College. Currently, Jon is a freelance blogger for Visit Buffalo Niagara.