

# woody bibens & associates

## EDUCATION

Bachelor of Journalism in Strategic Communications  
Minor in Business  
University of Missouri  
Summa Cum Laude, 2005

## PROFESSIONAL AFFILIATIONS

American Wind Energy Association  
Greater Kansas City Chamber of Commerce  
American Society of Association Executives  
Non-Profit Connect  
(Kansas City Council on Philanthropy)

## PERSONAL AREAS OF INTEREST

Running  
Gardening  
Theatre  
Decorating

## LISA KLIETHERMES Project Manager

Lisa joined Woody Bibens and Associates in 2005 as a graphic designer. Since that time, she has not only undertaken a range of graphic design projects but has assumed responsibility for a host of other projects. She has designed both print and electronic media including magazines, brochures, branding materials, e-newsletters, and websites. In addition, she has project managed large website redesign processes, assumed key customer relations roles, and played an integral part in the planning of multi-day events.

Lisa's primary area of focus is on creating unified brands for businesses and associations. The centerpiece of a good brand is an excellent website. It's a website that is clear, easy to use, and can be updated frequently. Lisa designs user-friendly websites that complement a company's existing strengths. She either programs the website herself or manages the outsourcing of technical programming.

Since a website is only part an overall brand, Lisa ensures that all print and electronic publications complement and enhance the website. She is experienced with finding the balance point between a spectacular design and the practical application of the publication. She appreciates the interconnectedness of business strategy and how graphic design and well-conceived print and electronic material can enhance short and long-term business strategy.