

## Carol F. McKibben

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### Experience

#### **2004- Present**

*Azina Communications, Inc. – President and Co-Owner*

As a founding partner of [Azina Communications](#), a publishing company, Carol oversees the operation of [Dream Spaces Home Design Sourcebooks](#) and [dreamspacesonline.com](#) for the Central Coast of California, as well as its custom publishing division. Her oversight includes sales, marketing, editorial, production, distribution and accounting. The publication, its companion Web site and projects have won numerous awards of excellence.

#### **1991 - 2004**

*McKibben Consulting – Principal*

As a principal at [McKibben Consulting](#), Carol specialized in marketing and public relations, market research, corporate communications, strategic planning and business development. A few projects included: handling a Tokyo-based broadcast sports and entertainment company's media/PR relations in the United States; planning and coordinating a magazine publishing company's educational conferences; producing an electronic newsletter for a major satellite industry association; market development for an engineering firm; and market research for a large Internet Provider. Consulting activities were suspended when she founded McKibben Communications with Mark McKibben in 1995 and resumed in April 2001 after the sale of McKibben Communications.

#### **1995 - 2001**

*McKibben Communications, LLC – President*

McKibben Communications is a satellite and fiber optic service company that supports the needs of businesses providing video, audio, data and Internet. It operates 3 unique earth station facilities in Los Angeles and grew to over \$5 million in sales in Year 2000, under Carol's leadership. The Company was listed on the [INC 500 List](#) for 3 consecutive years. Carol's focus was management, marketing and public relations. The Company achieved industry recognition for launching Hotelevision, a new satellite-delivered programming service targeting audiences in hotel rooms; transitioning the Fox Cable Networks to a digital encryption environment; and transporting American sports programs to Asia for distribution by direct broadcast satellite operators in Japan. Carol, along with Mark McKibben, sold [McKibben Communications, LLC](#) in April 2001. The company changed its name to [FiberSat Global Services](#), LLC in October, 2002.

#### **1983 - 1991**

*Miramar Communications – Vice President/Publisher*

Carol began at Miramar as Director of Market Development, implementing new profit centers, including seminars, a convention ([The Special Event](#), now in its 18<sup>th</sup> year) and [Special Events Magazine](#). She instituted marketing and management systems and was promoted to Vice President/ Publisher

More-

after taking *Special Events*, and its companion exposition from ground zero to multi-million-dollar properties. She was a member of the Company Executive Committee that formulated policy and oversaw management.

1981 – 1982

***Miramar Communications – Freelance Writer/Editor***

Carol worked in the summers as a freelancer. She compiled and edited the first *Home Health Care Directory* and edited [Homecare](#) Magazine

1972 – 1983

***Held a Variety of Teaching Positions as follows – Teacher of English & Journalism***

1972-74 - Corning Free Academy, Corning, NY

1974-76 - Rollins College, Winter Park, FL (non-teaching/ Assistant Registrar and Assistant to Dean of Business)

1976-77 - Jones College, Orlando, FL

1977-79 - Lockhart Junior High School, Orlando, FL

1979-81 - Groveton High School, Alexandria, VA

1981-83 - Woodrow Wilson High School, Los Angeles, CA

**Career Milestones**

1969

Co-Editor, *Kentucky in Retrospect*, Kentucky Historical Society

1977-79

Co-authored and piloted educational program for the Gifted and Talented that was permanently adopted by the State of Florida

1979-81

Co-designed and piloted a Journalism Symposium that was permanently adopted by the Alexandria, Virginia School System

1984-1994

Planned over 500 educational conference programs and 10 major conventions for thousands

1987

Founding member and Honorary Lifetime member of the International Special Events Society (ISES)

1994-present

Secretary, Society of Satellite Professionals International (SSPI), Southern California Chapter

1995

Co-Author, *Certified Special Events Professional Self Study Guide*, ISES

1996

Co-Editor, *Dictionary of Event Management, 1<sup>st</sup> Edition*, Van Nostrand Reinhold

1996

ISES International Volunteer of the Year Award

1997- present

Editor, *SSPI Orbiter – International Newsletter*

1998-99

President, ISES

2000

Recipient, *Special Events Magazine's Lifetime Achievement Award*

2007

Published, *Riding Through It – A Memoir*

**Education**

Bachelor of Arts, Education, University of Kentucky, 1971

Master of Arts in Teaching, Rollins College, 1979

Publishers' Certificate, Northwestern University, Kellogg School of Journalism, 1989

Certified Special Events Professional (CSEP) Designation, 1993

**Hobbies**

Carol owns an advanced-competition horse and trains and competes in classical dressage riding.