



**TOP SECRET**

An award-winning communicator and leader with more than 30 years of school communications experience, Lori directs ESD 112's League of Communicators. She assigns and manages missions throughout ESD 112 and beyond, audits communications programs, develops strategic communications plans and provides crisis communications assistance. She also serves on the ESD 112 Cabinet.

Call Lori at 360.952.3589 or e-mail [lori.oberheide@esd112.org](mailto:lori.oberheide@esd112.org) to find out how you can get started on your project.

**LORI OBERHEIDE**  
ASSISTANT SUPERINTENDENT  
Communications and  
Public Engagement  
Educational Service District 112

# A.K.A. SUPER STRATEGIST

## KNOWN SUPERPOWERS

- » EMPLOYS MACRO-VISION TO SEE SITUATIONS FROM A 30,000-FOOT LEVEL, AND BUILDS STRATEGIC MARKETING CAMPAIGNS AND PRESENTATIONS
- » UNITES PEOPLE TO WORK ON COMPLEX AND DIVISIVE ISSUES
- » INSPIRES STAKEHOLDERS WITH KEY MESSAGES
- » MANAGES CRISIS COMMUNICATIONS
- » FACILITATES FOCUS GROUPS AND PRODUCES MARKETING AUDITS

## KNOWN WEAKNESS

- » SHOE SALES

*A MASTER PLANNER, SAVING THE DAY WITH HER SUPER SOLUTIONS!*

