



EDWARD FITZGERALD
Cuyahoga County Executive

FOR IMMEDIATE RELEASE

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CUYAHOGA COUNTY NEXT GENERATION COUNCIL MEMBERS APPOINTED

CLEVELAND – Cuyahoga County Executive Ed FitzGerald appointed 15 members to the Next Generation Council. The council was established by the County Executive in order to give young professionals in Cuyahoga County an opportunity to help the new county government in its efforts to attract and retain the young talent to the region.

The appointed members are: Lindsey Alexander, Whitney Anderson, Erika L. Anthony, Matt Brakey, Daniel Brown, Andrew Coleman, Hallie Bram Kogelschatz, Ludgy A. LaRochelle, Hermione Malone, Timothy McCue, Michelle Mulcahy, Jason Russell, Scott Snider, Bryce Sylvester, and Leah Yomtovian Roush.

Councilmembers were selected from a diverse pool of over 125 applicants between the ages of 20 and 35. The group will begin meeting in March and will work to develop a strategic plan to outline their goals and deliverables. Each member of the council will serve a two year term.

"The Next Generation Council will provide an opportunity for my administration to get input from young professionals on how the County can develop the right conditions to engage the creative class of our region," said FitzGerald. "We are lucky to have such a diverse group to begin this important initiative in our community."

The development of the Next Generation Council is a direct response to the growing need to make Cuyahoga County a more inclusive and competitive region, and is a key priority of the Western Reserve Plan outlined by the County Executive during the State of the County Address.

There is a strong value proposition for engage young professionals in our region. Currently, every time a young professional leaves to go to another part of the country, greater Cleveland loses 120% of their salary in actual economic value. The Next Generation Council, one of the first in the Midwest, will encourage greater inclusion and participation by our young people in our civic affairs, and to truly make them feel that they are stakeholders in our future.

Attached are short biographies of each appointed Next Generation Council member.



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Cuyahoga County Next Generation Council Members

Lindsey Alexander

Lindsey Alexander is a Cleveland native on the forefront of modern-day media. She is an innovative professional whose creative and strategic use of communication is making an impact. An Ohio University graduate with a Bachelor of Science in Communications, and Spanish minor, Lindsey began her professional career in New York City working on NBC's TODAY Show. Her unique skill set and passion for creating and sharing compelling stories lead Lindsey to travel to various cities, producing TV newscasts for some of the top-rated news organizations in the country, including: CBS, ABC, and FOX news. Lindsey's love and loyalty to the city of Cleveland brought her back to her hometown, where she is currently a Social Media and Public Relations Specialist at SmartEd Services. She brings nearly a decade of professional media, marketing, and public relations experience to Cuyahoga County's Next Generation Council, and a strong drive to help enhance the region that she adores.

Whitney Anderson

Whitney Anderson is currently working with the Greater Cleveland Regional Transit Authority (GCRTA) as a District Business Analyst for the Transit Police Department. Some of her major responsibilities include conducting statistical analysis to identify criminal "hot spots" on the system and managing transit security grants totaling five million dollars. In May 2011 she completed her Master's in Urban Studies from Cleveland State University's Levin College of Urban Affairs, specializing in urban policy analysis. While in graduate school Whitney interned with the Council for Community and Economic Research (C2ER) in Washington, DC, the Cleveland Planning Commission, GCRTA, and was a teaching assistant for the graduate-level course quantitative analysis. She moved here from Florida two and half years ago settling in the Warehouse District and is a huge advocate for Downtown Cleveland.

Erika L. Anthony, M.P.A.

Erika L. Anthony is the Project Coordinator for the Center for Families and Children's Greater Cleveland Integrated Re-Entry Project (GCIRP). In this capacity, she is responsible for managing all facets of a multi-million dollar community wide public/private integrated prisoner re-entry project; overseeing project coordination and results, advocacy, community collaboration, fund development and public awareness. Erika's holds a B.S. in Psychology from The Pennsylvania State University and a Masters of Public Administration from the Maxine G. Levin College of Urban Affairs at Cleveland State University. Her diverse professional and community endeavors include law, advocacy, policy and civic engagement. Erika currently resides on the Westside of Cleveland with her husband and in her spare time enjoys spending time with her family, friends, traveling and exploring the historical and cultural assets of Greater Cleveland.



EDWARD FITZGERALD
Cuyahoga County Executive

Matt Brakey

Matt is a lifelong Cuyahoga County resident and currently resides in Cleveland Heights. Matt is President of Brakey Energy. Brakey Energy provides comprehensive energy management services to approximately 70 large energy users that operate in the state of Ohio. Brakey Energy helps these users lower their energy bills through generation and natural gas procurement, demand response, energy efficiency, and managing regulatory issues and compliance. Matt has a B.A. from Miami University and is pursuing a J.D. evenings at the Cleveland Marshall College of Law. His interests include Austrian economics and jurisprudence. In 2010, Matt was the Republican nominee for District 10 Cuyahoga County Council.

Daniel Brown

Daniel Brown is a native Clevelander who attended DePaul University where he received his bachelor's degree in the spring of 2011. Daniel has since moved back to Cleveland where he is currently doing a year of service with Saint Martin de Porres High School. Daniel's other projects include curating Believe in Cleveland and organizing the second annual Midwestern Sustainable Cities Symposium, which will be held in Cleveland this fall. In his free time Daniel enjoys riding his bike, the idea of urban farming, and eating at your neighborhood diner while musing about the almost certain, and meteoric, revival of Cleveland. Daniel is a proud east-sider, though values and appreciates his neighbors to the west. He is thrilled to be a part of the Next Generation Council, as his friends and family can attest to.

Andrew Coleman

Andrew Coleman is Vice President of Jones Lang LaSalle's (NYSE: JLL) Great Lakes Region. Andrew's core focus is providing solutions and facilitating real estate requirements of corporate and non-profit users on a national and international basis. Andrew has over ten (10) years' experience in the commercial real estate industry and since joining Jones Lang LaSalle has managed global transactions totaling over \$7M in revenue across two-hundred (200) lease or sale transactions. Andrew earned a Bachelor of Arts from St. Lawrence University in New York and was a member of the varsity swim team.

Hallie Bram Kogelschatz

Though a native Clevelander, Hallie Bram Kogelschatz spent 8.5 years living and working in Boston, MA. While living on the east coast she realized her passion for Cleveland and made it her mission to return and be a part of its revitalization efforts. She has worked on global, domestic, and local communications campaigns for clients such as Napster, Cadillac, Progressive Insurance, The Cleveland Clinic, American Greetings, Stop Handgun Violence, and Big Brothers Big Sisters, amongst others. Hallie founded TEDxCLE in 2009 with her husband, Eric Kogelschatz. The couple resides in Shaker Heights and, in their free time, love to spend time with family, take in all of the creative amenities that Cleveland has to offer, and get involved in civic efforts in order to build a bright future for Cleveland and all Rustbelt cities.



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Cuyahoga County Executive

Ludgy A. LaRochelle

Ludgy A. LaRochelle is an associate for the law firm of Licata & Toerek, located in Independence, Ohio.

Mr. LaRochelle focuses his practice on providing entrepreneurs and small businesses with practical solutions, especially in the areas of corporate governance, M & A, employment law and commercial real estate. Mr. LaRochelle completed his undergraduate degree at the University of Michigan in 2001, and subsequently received his J.D., from the University of Dayton in 2006. Currently, Mr. LaRochelle is attending the Monte Ahuja College of Business at Cleveland State University, where he will receive a Master's in Business Administration. Mr. LaRochelle serves on the Board of Trustees for Ohio City, Incorporated. He is also a member of several local bar associations, including Cleveland Metropolitan Bar Association and Norman S. Minor Bar Association. Mr. LaRochelle and his wife, Candace, are members of Antioch Baptist Church in Cleveland, and currently reside in Ohio City.

Hermione Malone

Hermione Malone serves as the Manager of Community Outreach for University Hospitals Seidman Cancer Center. In collaboration with physicians, educators, and clinical support staff, her team researches and develops cancer education interventions targeting the medically underserved in the Cleveland metropolitan area. A graduate of Florida A&M University, where she received her B.S. in Journalism, Hermione also attended Case Western Reserve University's Weatherhead School of Management, obtaining an MBA in 2005. She currently serves as President of the Junior League of Cleveland, Inc. and previously served on the boards of Susan G. Komen for the Cure Northeast Ohio Affiliate and Women in Sports and Events. She is an alumna of the Cleveland Leadership Center's Cleveland Bridge Builders program and in 2010 was named a 40 under 40 award recipient by Kaleidoscope Magazine. A native of Detroit, Michigan, Hermione is a resident of Cleveland's Detroit-Shoreway neighborhood.

Timothy McCue

Born and raised in Pittsburgh, Pennsylvania, Timothy came to Ohio in 1997 to attend Hiram College where he earned a Bachelor's Degree in English with Creative Writing in 2001. Post Hiram found him working for several non-profits in the Youngstown/Warren area before moving to Cleveland where he worked for Saint Luke's Foundation from 2004-2006. Timothy then spent almost four years at the Cleveland Department of Public Health in the Health Promotion division organizing in-house programming such as Walk a Hound, Lose a Pound and managing contracts with outside agencies such as the Cleveland Metropolitan School District or American Lung Association that performed community interventions under the Steps to a Healthier Cleveland brand. During his time at CDPH, Timothy earned his Master's in Public Health from Case Western Reserve University. Timothy is an alum of Cleveland Bridge Builders, Class of '11; he lives in Cleveland's Bellaire-Puritas neighborhood with his two dogs Mercer and Oliver.



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Michelle Mulcahy

Michelle Mulcahy is a program officer with Enterprise Community Partners, a national provider of development capital to create decent, affordable homes and rebuild communities. Michelle leads Enterprise's sustainability work in Ohio, including Ohio Green Communities and the Retrofit Loan Fund, and provides technical assistance to affordable housing developers. Born and raised in the Cleveland area, Michelle was previously employed at National Community Reinvestment Coalition in Washington, D.C. as the special projects coordinator. Michelle has a bachelor's degree in urban studies from Cornell University and a master's degree in city planning from the University of Pennsylvania.

Jason Russell

Jason Russell, a native of Northeast Ohio, grew up in Hudson, Ohio and received his bachelor's degree from Lehigh University as a football student-athlete and a Masters degree in Urban Planning from Cleveland State University. Since graduation, Jason has become committed to changing the way citizens interact and become involved in government. Currently, he serves as a Project Director for the Civic Commons, which is a new organization focused on increasing civic engagement in Northeast Ohio. He has spearheaded initiatives such as the Mobile Town Hall, which seeks to time shift civic engagement and utilize technology to facilitate greater dialogue.

Scott Snider

Scott is a passionate Cleveland entrepreneur who started his first business at the age of 17. Scott is now a Partner at Snider Premier Growth, a private investment firm in Cleveland. He spends most of his time at one of their businesses, Aspire Management Inc., an exit planning and value creation firm. There, Scott concentrates on business development and financial analysis. Scott also holds a State of Ohio Real Estate license where he works in his family's fourth generation real estate firm. He is a recognized young entrepreneur and has been featured locally in the Plain Dealer, nationally on ABC News Now, has been published in "Properties Magazine" and quoted in other publications. Scott is very active in the community. He volunteers and teaches with the St. Edward High School Entrepreneurship Program, co-founded the Young Alumni Component of the St. Edward High School Alumni Association, is a member of the Cleveland 20/30 Club, sat on the Charter Review Commission for the city of Olmsted Falls, coaches Olmsted Falls Boys Travel Soccer, and plays professionally in the Professional Arena Soccer League (PASL) for the Ohio Vortex.

Bryce Sylvester

Bryce is a city planner in Lakewood working closely on the city's housing and entrepreneurship initiatives, along with implementing the city's bicycle master plan. In December 2011 he graduated from Cleveland State University's Levin College of Urban Affairs with a Master's in Urban Planning, Design, & Development. Recently, he helped lead a Residential Housing Survey in Lakewood to gain a better understanding of the state of housing in Lakewood, which will play a significant role in the city's future planning and residential development. Additionally, he is co-running Lakewood's entrepreneurship organization Startup Lakewood, which is geared toward making Lakewood a more appealing place for entrepreneurs to build and grow ideas into legitimate businesses.



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Leah Yomtovian Roush

Leah Yomtovian Roush is the Senior Manager of Strategic Development for Cleveland-based Internet startup eFuneral, the only online platform that enables families in need of funeral services to quickly find and compare local funeral providers that meet their requirements. In addition to her work at eFuneral, Ms. Yomtovian Roush serves on the Board of Trustees for the Mandel Jewish Community Center and the Young Leadership Division Board for the Jewish Federation of Cleveland. She earned her MBA from the Weatherhead School of Management and three Bachelor's Degrees from Columbia University, Barnard College, and the Jewish Theological Seminary.