

## **Qualifications Brief**

**Brian P. McLane**  
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Fields of Competency  
Public & Media Relations  
Sports Administration & Information  
Disability Issues  
Public Administration

**FOCUS:** A highly energetic individual who has engaged in over three decades of actively pursuing careers in public and media relations, public administration duties at the State level, and sports and recreation management. Having worked both in the public and private sectors, I bring a strong working knowledge of management, administration and business know-how to any problem tackled or projects undertaken.

### **EXPERIENCE**

**BURTON BLATT INSTITUTE – January 2006 to present**

Serves as Interim Executive Director. Working with Chairman Peter Blanck in providing strategic direction and leadership to this newly created institute on disability and innovation. Mr. McLane works to establish relationships between the twelve colleges that make up Syracuse University and the institute in establishing centers of innovation pertaining to the disability agenda. He also works to establish partnerships between the private sector and the Burton Blatt Institute.

**PARADIGM SOLUTIONS- January, 2004 to present**

Serves as President of this consulting firm which specializes in building strategic alliances. Mr. McLane works with his clients in the area of creative problem solving, community and government relations and networking, federal and state legislative advocacy. In the area of disability compliance, Paradigm Solutions works with their clients to move beyond compliance and helps them recognize market opportunities for their companies.

### **Public Administration**

**ASSISTANT COMMISSIONER – New York State Education Department – Office of Vocational and Educational Services for Individuals with Disabilities (VESID) – Albany, NY – January 1989 – December 2003**

The Assistant Commissioner was responsible for:

- Coordination of all federal and state legislation and legislative-related activities on behalf of VESID
- Establishing and maintaining strong public/private partnerships to promote VESID services and programs through alliances with business, industry and labor for the purpose of employing individuals with disabilities
- Working in strategic partnership with the State Rehabilitation Council to ensure that the Council is able, along with VESID, to develop a statewide needs assessment, set goals and priorities, report on vocational rehabilitation program effectiveness, provide policy advice, identify impartial hearing officers, measure consumer satisfaction and develop and manage a resource plan
- Coordinating a marketing campaign through the development, production, and distribution of marketing material
- Providing management and coordination of the activities related to the Postsecondary Education and Disabilities Task Force
- Promoting the principles and mission of VESID in meeting the needs of individuals with disabilities through numerous public speaking engagements and keynote addresses at conferences, programs, institutes, advisory councils, statewide/local/national committees and organizations

Prior to VESID's reorganization, the Assistant Commissioner was responsible for the following major areas:

- Providing leadership and direction to the Coordinator of Business, Industry and Interagency Agreements
- Development of an overall Service Delivery Plan and individual unit plans
- Direction and guidance to 15 district offices in the operation and linkages with public and private organizations/agencies through the coordination of Local Operations
- Fostering independent living initiatives through the direction and coordination of services to 35 independent living centers (ILC) and other local service providers, education systems and the private sector
- Establishing public/private partnerships to promote VESID services and programs through alliances with business, industry and labor for the purpose of employing individuals with disabilities
- Promoting legislative initiatives within the Education Department and with legislative leadership

**ASSISTANT COMMISSIONER FOR GOVERNMENTAL AND COMMUNITY AFFAIRS – New York State Office of Parks, Recreation and Historic Preservation – Albany, NY – May 1987 – January 1989**

Reporting directly to the Executive Deputy Commissioner, the Assistant Commissioner for Governmental and Community Affairs is the Agency's legislative liaison; liaison with professional societies, public interest groups and intergovernmental groups.

In addition, the Assistant Commissioner is responsible for coordinating activities of various friend groups; developing and coordinating a "Visit Your State Parks" program for State legislators and local officials; coordinating the activities of local Regional Commissioners; developing statewide and regional conferences on park, recreation and historic preservation issues; coordinating programs that can be used by public schools to explain the agency's programs, and coordinating a management calendar for the agency.

**ASSISTANT COMMISSIONER FOR PARKS – New York State Office of Parks, Recreation and Historic Preservation – Albany, NY – January 1983 – April 1987**

Reporting directly to the Deputy Commissioner for Regional Administration, the Assistant Commissioner for Parks is responsible for all agency programs as they apply to park administration and operations. In this capacity, the incumbent acts as staff specialist in park matters providing the Deputy Commissioner for Regional Administration with expert advice on program direction, implementation and value. The Assistant Commissioner is specifically responsible for conducting a continuing analysis and evaluation of current park programs to determine their effectiveness and efficiency, for assisting in the formulation of objectives and policies in relation to parks, for recommending major program changes designed to meet changing agency objectives, and for implementing policy changes as directed by the Commissioner.

In addition, directly responsible for the coordinating and utilization of services, and interpretation of directions generated by the various functions under the Deputy Commissioner, material is provided to staff bureaus with information regarding the effect of services on park administration and with data on park operations and services. The Assistant Commissioner also reviews their programs for impact on parks and assists the Deputy Commissioner for Regional Administration in communicating policies, directives and procedures relating to park programs to regional administration.

- Oversaw reorganization of the Bureau of Operations; developed long-range equipment plan for the Agency
- Oversaw development of Agency's automation needs; identification and recruited first Assistant Commissioner for Information Resources

**SENIOR EXECUTIVE ASSISTANT – New York State Assemblymember Melvin Zimmer – 120<sup>th</sup> Assembly District – Syracuse, NY - 1978 - 1983**

Directly in charge of the Syracuse District Office with full charge responsibilities for a wide range of activities including, but not limited to, public and media relations (both print and electronic), community group outreach program, case work management and maintaining special "ambassadorial" relations on behalf of the assembly

district and interpreting local events as they relate to the office politically. In a voluntary capacity, also managed and directed three consecutively successful Assembly election races in a district outnumbered in voter registration 2:1 by the opposition party.

- Manage and supervise staff of 12 employees
- Maintain weekly contact with all major media (two daily newspapers and four television stations as well as several leading radio stations) to publicize legislative and other public functions of the office. Write and approve copy, arrange news conferences and monitor media sources to stay abreast of local and State events
- Develop internal program of constituent response service enabling us to provide over 2,000 individual case work cases per year
- Numerous speaking engagements to audiences ranging from 10 to 500
- Given testimony before State Legislature Committees on numerous subjects

#### **DIRECTOR OF PARKS AND RECREATION – Town of Cicero, NY – 1972 – 1976**

Appointed town's first full-time Parks & Recreation Director responsible for the administration management of parks, playgrounds, recreation facilities and supervision of all personnel. Oversaw budget, capital development, land acquisition and funding/grantsmanship activities.

- Took a \$22,000/year budget department and raised over \$250,000 in state and federal grants in less than three years
- Oversaw the acquisition and development of four pieces of property which became the town's park system. Added almost 100 new acres of acquired land to park system during this period.
- Tripled number of park patrons and recreational services in less than three years
- Strong commendations for quality of programming and leadership

#### **PUBLIC AND MEDIA RELATIONS**

#### **DIRECTOR OF PUBLIC RELATIONS – Greater Syracuse Chamber of Commerce – Syracuse, NY 1976 – 1978**

Responsible for public and media relations duties for a 1,500 member major business organization in Central New York. Duties included writing news releases, editing publications, drafting and implementing Program of Work as it related to the area of responsibility, working with business leaders of the community both on the Board of Directors and outside the organization and promoting a positive public image of the Chamber through special speaking engagements and other activities.

- Created Chamber Sports Committee which helped sponsor Genesee Sports Dinners (to raise monies for amateur athletics) with award recipients such as Hank Aaron, Floyd Little and Brooks Robinson
- After mediocre fund raising from first Sports Committee Dinner under the direction of outside individuals, was assigned by President to directly run second annual dinner. Results: Doubled attendance and generated \$16,000 more in funds raised than first year dinner
- Published biweekly newsletter meeting tough deadline schedules on regular basis
- Created new monthly publication "The Salt Pointer" to focus attention on small business members. Forerunner to the development of the new Small Business Council.

#### **CONTINUITY DIRECTOR – WSYR Television – Syracuse, NY 1969 – 1971**

Responsible for scheduling and logging all programming, commercial, promotions and public service announcements from sign-on to sign-off on a daily basis. Duties included editing copy, assigning scripts slides and film to appropriate personnel. Responsible for tracking changes in network programming and adjusting schedule accordingly.

- Wrote promotions for Yankee baseball and Syracuse University football and basketball radio broadcasts
- Wrote and produced 1970 basketball season special, "A Dream Come True," for WSYR radio

## **ROCK BAND MANAGER – Syracuse, NY College Years – 1967 – 1969**

Knowing absolutely nothing about managing rock bands, but applying common sense and basic marketing concepts, supported myself entirely for three years while attending college as Manager of a successful rock band “Page One” and three other groups.

- In less than one year, successfully raised nightly band charges from \$125.00 per night to \$2,000.00 per night with over 20 bookings per month.
- Arranged all travel plans, scheduling and media relations. Developed personal support system to enable me to travel with the band on weekends

## **FUNDRAISING ACTIVITIES**

Have been involved in extensive fundraising activities from charities to amateur athletic organization beneficiaries and political campaign fundraising. Understand the fundamentals of:

- Personal one-to-one fundraising
- Direct main campaigns
- Contract networking
- Phone bank soliciting
- Special event fundraising (golf tournaments, dances, parties)
- Personally responsible for raising over \$ 46 million in total direct dollars for various groups and organizations in 15 years
- Indirectly responsible, through supervision and monitoring duties, for raising an additional \$ 3 million in 20 years

## **SPORTS ADMINISTRATION INFORMATION**

### **MASTER’S DEGREE IN SPORTS ADMINISTRATION (Ohio University) – Internship with Philadelphia 76er’s – 1971**

Assigned as a Marketing Intern to design season ticket holder new membership campaign including writing special newspaper releases and media activities to promote upcoming season.

### **COACH – 7 Up Semi-Professional Basketball Team**

Having served in capacity of Syracuse University’s official basketball statistician and having become a keen student of the game since early childhood, organized, coached and promoted one of the finest semi-professional teams ever assembled in Central New York. Traveled extensively to semi-professional tournaments (team was extraordinarily successful). Highlights include:

- Six-year overall record of 132 wins and 37 losses
- 1973 Champions, Prestigious International Crystal Ball Tournament (64 Teams) – Toronto, Canada
- Champions, Thurman Boddie Tournament – Rochester, NY (1974) as well as six other tournament and league championships in Syracuse and the State Invitational Title in 1975

## **COMPLIANCE CONSULTANT**

Have been a paid consultant to school districts and local business concerned with complying with state and federal laws and regulations concerning “physical access” issues and other concerns with the disabled community.

## **ENDOWMENT FUND**

Brian P. McLane Endowment Fund at Syracuse University

Brian P. McLane Fellowship at the Maxwell School

These funds were set up to provide a scholarship for disabled students to attend Syracuse University and to fund a fellowship at the Maxwell School in recognition of Mr. McLane's public service career.

## **DISABILITY ISSUES**

**Chairman** – National Organization of Rehabilitation Partners – Governmental Relations (2002 – 2004)

**Member** – New York State Education Department's official representative to the Most Integrated Setting Coordinating Council (2003)

**Former Member** – Governor's Disability Constituency Cabinet

**Former Chairman** – New York State Advisory Council on Mental Retardation and Developmental Disabilities – Appointed by Governor Hugh L. Carey as Chairman of the statewide advisory council providing counsel to the Governor's Office on the expenditure of all federal funds spent statewide on handicapped programs.

**Former Member** – Governor's Advisory Council on the Handicapped

**Former Member** – New York State Mental Hygiene Planning Council

**Former Member, Chairman and Advocate** of numerous Cerebral Palsy and other disability oriented groups, associations and councils at the local level. Extremely active in advocating for the disabled and is well known throughout Central New York and the State on matters of interest to the disabled community.

**Former Member** – Cerebral Palsy Board of Directors – Onondaga and Albany Counties

**Former Member** – Board of Directors – Easter Seal Society of New York State

**White House Delegate** – New York State Delegate to the White House Conference on the Handicapped, 1977

## **VICE PRESIDENT OF ALPHA PHI OMEGA SERVICE FRATERNITY – Syracuse University – 1968 – 1969**

As service Vice President helped to provide initiative and leadership that turned a six member service fraternity with a poor campus image into a leading advocacy organization for making Syracuse University and other campuses more accessible to the disabled.

- Program of Access adopted as first ever nationwide project of this national fraternity
- The only wheelchair bound student at Syracuse University (Also, first wheelchair bound student to graduate from West Hill Central High School – this required special approval from the school board.)

## **EDUCATION**

### **MASTER'S DEGREE IN SPORTS ADMINISTRATION – Ohio University – 1971**

Graduated from first program in nation that approached Sports Administration from the business standpoint, especially with respect to collegiate sports

- Served as Assistant Sports Information Director at Ohio University
- Heavy exposure to Facilities Management, Business Management and Sports Information

### **BACHELOR of Science IN TELEVISION AND RADIO – Syracuse University – 1969**

- Dean's List senior year
- Coursework included public relations, oral interpretation, TV production courses, communication law and mass persuasion courses
- Exposure to: script writing, lighting, and camera work

- Worked 20 hours per week in WAER Radio Station. Performed color commentary on Syracuse University basketball games for two years

## ADDENDUM TO QUALIFICATIONS BRIEF

**Brian P. McLane**

### **ACTIVITIES**

#### **AWARDS AND HONORS:**

- **Awarded an HONORARY LETTERWINNER OF DISTINCTION from Syracuse University-2004**
- **Inducted into the National Hall of Fame for Persons with Disabilities – 2000**
- **Awarded the Caritas Medal from Niagara University – 2000**
- **Community Leadership Award – Hudson Valley Community College – 2000**
- **Al Felmet Achievement Award – United Cerebral Palsy Association of NYS – 1990**
- **Personal Achievement Award – New York State Easter Seals Society – 1990**
- **David M. Guokas Memorial Award – Outstanding Professional Excellence in the field of Parks and Recreation – 1984**
- **Man of the Year – Central New York Chapter – National Rehabilitation Association – 1979-80**
- **Gallantry Award – National Easter Seals Society – 1978**
- **Outstanding Young Man of the Year – Onondaga County Young Man of the Year Committee – 1978**
- **Distinguished Service Award – Jaycees – 1976**
- **The John J. Kinane Community Service Award – 1976**
- **White House Delegate – New York State Delegate to the White House Conference on the Handicapped**
- **DAVB Award – West German Olympic Boxing Committee – 1969**
- **Certificates of Appreciation from numerous organizations including:**
  - Cicero Amateur Sports Association – 1976
  - Taft Road Little League – 1975
  - Auburn Lion's Club – 1975
  - American Cancer Society – 1974 and 1975
  - Kennedy Foundation – New York State Special Olympics – 1974
- **Contribution to St. Judes Children's Hospital – Made in my name by the Cicero Amateur Summer Theater – 1975**

#### **ACTIVITIES FOR THE DISABLED**

- **Member – Regents Task Force on Postsecondary Education and Disabilities – 1998 - 2000**
- **Member – Governor's Disability Constituency Cabinet – 1991 – 1995**
- **Past Chairman – New York State Developmental Disabilities Planning Council – 1978 – 1983**
- **Member – New York State Mental Hygiene Planning Council – 1979 – 1980**
- **Former Member – Governor's Advisory Council on the Handicapped**
- **Member – Governor's Task Force on Accessibility – 1980 Winter Olympic Games**
- **Board of Directors – Onondaga County Cerebral Palsy Center – 1970 – 1976; 1978 – 1983**
  - **Co-Chairman – Financial Assistance Committee**
  - **Chairman – Public Relations Committee**
  - **Chairman – Legislative Committee**
  - **Member – On-Site Selection Committee**
- **Onondaga County Task Force on the Handicapped – 1979**

#### **SPORTS AND PUBLIC RELATIONS**

- **Coach – Syracuse Seven Up Semi Professional Basketball Team**  
Overall Record: 132 wins – 37 losses  
Titles Won: 1969 – City of Syracuse Christmas Invitational  
1970 – Westvale Athletic Association Invitational  
1971 – City of Syracuse Playoff Champions

1973 – International Crystal Ball Tourney, Toronto, Canada

1974 – Thurman Boddie Tourney, Rochester, NY

1975 – New York State Invitational, Syracuse, NY

- **Coach** – Central New York High School All-Star Team – 1973
- **Syracuse Press Club** – former member
- **Director of Public Relations** – New York State High School Basketball Championships – 1979
- **American Chamber of Commerce Executives** – Finance/Membership Council – 1976 – 1978; Communications Council – 1976 – 1978
- **Member** – Sales & Marketing Executives – International New York State Recreation and Park Society
- **Former President** – Central New York Recreation & Park Society
- **Former Member** – New York State Scholastic Sports Writers Association
- **Vice President** – Syracuse University Hardwood Club – 1976 – 1977 – Board Member – 1978
- **Member** – Syracuse University Orange Pack
- **Former Member** – Conference of Sports Information Directors of America
- **Former Member** – Football Writer’s Association of America

## OTHER

- **Former Member** – Governor’s Human Investment Subcabinet
- **Life Member** – Alpha Phi Omega Fraternity
- **Founder** – APO National Service Project on Architectural Barriers – 1970
- **Former Chairman** – Youth Advisory Committee of the American Lung Association
- **Former Member** – North Syracuse Jaycees
- **Member** – Syracuse University Alumni Board
- **Former Member** – Blind Men & Criers
- **Former Member** – Ancient Order of Hibernians
- **Chairman** – Town of Geddes Democratic Committee – 1980 – 1982
- **Former Member** – Knights of Columbus
- **Former Advisor** – Syracuse University Sour Citrus Society
- **Member** – Syracuse University Orangepack
- **Member** – Syracuse David Bing Club

## PUBLICATIONS AND MAJOR SPEECHES

- **“Employment Agenda for New Yorkers with Disabilities”** A Paradigm Solutions White Paper - 2006
- **“Assistive Technology for Drivers with Disabilities Improving Driver Safety and Outcomes”**  
A Paradigm Solutions White Paper – 2005
- **“Disability Movement in My Lifetime”** ARISE 2004
- **“Reflections on Syracuse”** 2004
- **“Civil Rights and Persons with Disabilities”** 2002
- **Editor** – *Focus*, *VESID Update* and *VESID Annual Report*
- **Editor** – The Leader – Bimonthly publication of the Greater Syracuse Chamber of Commerce
- **“Reflections”** – Hardwood Club Journal – April 1976
- **“The J.V.’s”** – Hardwood Club Journal – April 1976
- **“The Frosh”** – Hardwood Club Journal – 1974 and 1975
- **“The Rocket Man”** – Hardwood Club Journal – 1975
- **“Architectural Barriers: Are They Costing Your Program Needed Revenues?”** – NACDA Quarterly – Volume 5, Number 4 – 1971
- **Major Contributor** – Elimination of Architectural Barriers – Produced by Phi Chapter of Alpha Phi Omega; published by Doubleday in 1970 (reproduced in 1974)
- **Speech** – **“Hiring the Disabled is a Sound Investment”** – NYS Employer Summit – 2001
- **Speech** – **“New York State Policy Initiatives in Rehabilitation”** – NYS National Rehabilitation Association – 2000

- **Speech – “Fundamental Changes for Special Education”** – 25<sup>th</sup> Anniversary Celebration of the Wildwood Consent Judgement – 2000
- **Testimony – Implementation of the Rehabilitation Act and the Needs of Individuals with Disabilities”** – US Department of Education Rehabilitation Services Administration – 2000
- **Speech – “NYS Approach to Special Education”** – National Education Association – 1999
- **Speech – “The Challenge to Change”** – United Cerebral Palsy – 1995
- **Speech – “Employment, Education and Economic Necessity for Individuals with Disabilities”** – Young Adults Institute – 1995
- **Speech – “Do the Disabled Have a Right to Fail”** – National Center on Disability Services – 1994
- **Speech – “Attitudes on Winning”** – Special Athletic Banquet – Bishop Ludden High School – 1976
- **Speech – “Sensitivity to Attitudes Towards the Disabled”** – Auburn, NY – 1976
- **Speech – “Technology and the Disabled: An Opportunity for Independence”**
- **Speech – “Snowplows, Statues and Softballs: Political Powerplays for Recreation”** – Address before the Central New York Parks and Recreation Society – 1983
- **Speech – “Failure, Politics and Money”** – National Honor Society Induction Ceremony, East Syracuse-Minoa Central High School – 1984
- **Speech – “Do the Disabled Have a Right to Fail”** – Penn-York Opportunities Annual Banquet – 1986
- **Speech – “Hudson River Environmental Society”** – EQBA Workshop – Albany, NY – 1987
- **Speech – Back to the Future”** – Dedication of the Soldier and Sailors Monument in Baldwinsville, NY – 1987