

**CORPORATE COMMUNICATION**

**1979 - Present**

**(Film / Video Unless Otherwise Noted)**

- Multi-media creative concepts and scripts for worldwide corporations, advertising agencies, film / video production companies and meeting producers.
- Television / feature film presentation concepts, treatments and scripts.
- Investor / Media / Public relations consultancy.
- Newsletter / Book Publishing.
- Website management.

1991 – Present d/b/a Jean W. Yeager

1988 – 1991 Represented by Lexicon Creative Services Ltd, London

1983 – 1988 d/b/a Jean W. Yeager Creative Services, Inc., Dallas, TX

1979 – 1983 The Stanford Agency / The Southland Corporation, Dallas, TX

**ANNUAL MEETINGS / LIVE PERFORMANCES**

<i>INDUSTRIAL THEATRE</i>		
Southland Corporation	Group 7 Productions	1989
Zales Corporation	“Au So Haute!”	1988
Texas Chamber of Commerce		1988
Marriott Corporation	ShowWorks	1988
Schenley Industries	R. Chapman Producer	1987
Northern Telecom	PBX Launch	1986
The Southland Corporation	Group 7 Productions	1986
National Association of Broadcasters	Corporate Magic	1985
Northern Telecom	M! Launch	1985
Coca-Cola International Centennial Bottler Meeting	Corporate Magic	1985
Dallas Ad League	“Annual Awards Ceremony”	1985
Anderson Clayton Foods		1984
TM Productions	Nat’l Assn. of Broadcasters	1984
Dallas Communications Council	Group 7 Productions	1984
Thanksgiving Square	Jingle-izers, Randolph Tallman	1984
Dallas Ad League	“Annual Awards Ceremony”	1983
The Southland Corporation	With Bill Cosby	1983
<i>FILM, VIDEO OR AUDIO SEGMENTS</i>		
Non-Profit Enterprise At Work / Media Arts	10 <sup>th</sup> Annual Excellence Awards	2003
Esso (U.K.) Singapore	Maritz, London	1990
American Airlines	Freight Service	1989

Norweb (UK)	Multi-Vision, Manchester, UK	1989
The Southland Corp.	Group 7 Productions	1987
A.R.A.		1987
Southland Dairies Group	Barricini / Group 7 Productions	1986
American Airlines	Freight Service	1986
Radio Shadk / Tandy		1985
UCCEL	Group 7 Productions	1985
American Airlines	Freight Service	1985
The Southland Corporation		1984
American Airlines	Freight Service	1984
Dr Pepper	Fountain Food Service	1984
A.R.A.		1984
Mr. Gatti's Pizza		1984
Anderson Clayton Foods		1984
UCCEL	Group 7 Productions	1984
Anderson Clayton Foods		1983
The Southland Corporation		1983
Texas Dairy Queen		1983
Radio Shack / Tandy Corp.		1983

#### **BUSINESS WRITING**

Grafaktri, Inc.	Investment Memorandum (Print)	2003
New Century Bank	\$6 Million Capitalization (Print / P.R.)	1994-1995
Tech Corps	Distributor Software manual / Posters	1986
Drawing Board, Inc.	Newsletter / Press Releases Greeting Card Marketing and Retailing	1985
Human Dynamics Consulting	Capabilities Brochure / Print Collateral	1983
Stanley Marcus Consulting (co-founder Neiman Marcus)	Ghost wrote business columns and syndicated radio programs (Print / radio)	1981-1991

#### **COMMUNITY RELATIONS**

Fairview Tenant Association / Wordsmiths Marketing Comm.	Tenant Training Video	1991
Friends of the London Zoo / London Zoological Society	"Lifewatch" Campaign	1989
General Telephone	"GTE / Denton"	1982
General Telephone	"GTE / Fort Worth"	1984
The Southland Corporation	"Come of Age – Alcohol Abuse"	1985

**DOCUMENTARY / ENTERTAINMENT**

“The Ark In The Park” London Zoo	Multi-Vision, Manchester	1989

**EMPLOYEE RELATIONS**

The Southland Corporation	Profit Sharing Annual Meeting	1987
The Southland Corporation	Group Universal Life Insurance	1986
The Southland Corporation	Franchise Group Insurance	1986
The Southland Corporation	Profit Sharing Annual Meeting	1986
The Southland Corporation	New Employee – Benefits	1986
Southland / Canada	Profit Sharing Modifications	1985
The Southland Corporation	Profit Sharing Annual Meeting	1985
Tandy Corporation	New Employee – Benefits	1984
Anderson Clayton Foods	New Employee – Benefits	1984
The Southland Corporation	New Employee – Benefits	1984
The Southland Corporation	Vacation Benefits	1984
The Southland Corporation	First Year Benefits Package	1984
The Southland Corporation	First Year Benefits Package	1983
The Southland Corporation	Profit Sharing Enrollment	1982

**EXECUTIVE / MANAGEMENT**

K.W. Tunnell Consultants	“How To Become and Stay A World Class Competitor”	1992
K.W. Tunnell Consultants	“Managing Strategic Alliances”	1992

**FINANCE**

First Texas Bancshares	POS Technology	1984

**FRANCISEE / INTERNATIONAL**

The Southland Corporation	Ito-Yokido / 7-Eleven	1987
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**FUND RAISING**

The Southland Corporation	Muscular Dystrophy	1987
The Southland Corporation	Muscular Dystrophy	1986
The Southland Corporation	United Negro College Fund	1985
The Southland Corporation	Muscular Dystrophy	1985

**HUMOR**

The Grafaktri, Inc. / Media Arts	TechKnow	2004
Bray Central One	Tele-Bot / Texas State Fair	1985
Henry S. Miller	Sales Meeting	1984

### INVESTOR RELATIONS

<i>SHAREHOLDERS</i>		
Intertrans Corporation	NYSE / ScreenPlay Productions	1987
Intertrans Corporation	NYSE / ScreenPlay Productions	1986
Intertrans Corporation	NYSE / ScreenPlay Productions	1985
The Southland Corporation	NYSE / Group 7 Productions	1982
<i>BROKER / ANALYSTS</i>		
The Southland Corporation	“Patton” / Marketing Trends	1986
Motel 6	“Motel 6 Story” / The Richards Group Advertising	1986
The Southland Corporation	“European Bookend”	1985
The Southland Corporation	“24-Hour Retail” / Capabilities	1985
The Southland Corporation	“Son of Burrito”/Manufacturing	1984
The Southland Corporation	“Change Game” / Capabilities	1984
The Southland Corporation	“Burrito” – New Product Intro	1983

### MARKETING

The Southland Corporation	Upper Management Presentation	1985
The Drawing Board, Inc.	Greeting Card Marketing	1985
Texas Dairy Queen		1983

### MEDICAL / PHARMACEUTICAL

Parkland Hospital	(See Television)	
K-Med	Herpes protection	1984
CliniTherm / Cancer technology	Madeline Cohen Agency	1984
PruCare	Hill & Knowlton Agency	1984
American Heart Association	(See Safety/Training Films)	
Republic Health Corp.	Chain of private hospitals	1982-1985
KNR&Co Agency	Benzac	1983
Doctors Medical Center	Emergency Medical Clinic	1983
KNR&Co Agency	Cetaphil	1982

### PETROLEUM

Taylor Petroleum	Million Dollar Pitch	1987
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### POLITICAL ACTION

Southland Corporation PAC	“We The People”	1985
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### PROMOTION / PUBLIC RELATIONS

Kimberton Waldorf School	Collateral material / Newsletter editing	1993
Stella*Natura Calendar	Marketing / Sales	1992
The Anthroposophical Society in America	Membership market research	1992

K.W. Tunnell Consultancy	Market research	1992
Seven Stars Biodynamic Farm	Package design	1992
Kimberton Waldorf School	Photography / PR – 50 <sup>th</sup> Anniversary	1992
Mercury Provident Plc		1991
CitiJet	Print / Collateral	1985

### REAL ESTATE

<i>DEVELOPERS / MARKETING</i>		
The Southland Corporation	“City Place”	1984
Cadillac Fairview	Park West Phase II	1984
Pacific Realty	Capabilities	1985
<i>ARCHITECT / CONSTRUCTION</i>		
Brinkley & Brinkley	Design / build	1984
<i>PROPERTY MANAGEMENT</i>		
Herring-Marathon	Annual Meeting	1987
The Equity Companies	Syndication	1983
Joe Griffith Properties	Sundial Time Share	1982

### SAFETY / TRAINING

<b>COMPUTER</b>		
Brand Software	“Doctors Office Manager”	1992
Radio Shack / Tandy	Selling the Model 100	1985
American Heart Association	Specialized Software Training	1986
<b>FOODSERVICE</b>		
Smileys Food	Quality / Handling	1984
Anderson Clayton Foods	Cooking Oil Handling	1984
<i>RETAIL</i>		
The Southland Corporation	Merchandising for the 80’s	1983
Frito Lay	“Grab Bags” Sales / Retailing	1986
<i>SAFETY</i>		
Schubert Communications	Wells Fargo Security Services	1993
Frito Lay Company	Driver Safety	1987
American Heart Association	6 films – Basic Life Support / CPR	1987
Southland Dairies	Chemical Safety	1983

### SALES

<i>AUDIO VISUAL</i>		
“Au So Hot!” Zales Jewelers	ScreenPlay Productions	1991
Kodak	Instagraphic Imager	1985
<b>BRICK</b>		
U.S. Brick	“Real Brick” (Video)	1985
U.S. Brick	“Real Brick” (Filmstrip)	1985
<i>COMPUTER</i>		

Insource	FAX	1984
Radio Shack / Tandy	Model 100	1983
Royal Business Machines	Royal Treatment	1984
Northern Telecom	M! Launch	1985
Radio Shack / Tandy	Model 1000 EX & SX	1986
Radio Shack / Tandy	Color Computer 3	1986
<i>COSMETICS</i>		
Mary Kay Cosmetics	Tamrisk	1984
<i>SOFTWARE</i>		
Radio Shack / Tandy	PROfile / PROsort	1984
<i>FOODSERVICE</i>		
Southland Foodservice		1984
Smileys Foods		1984
El Chorrito	Product re-positioning	1985
<i>HEALTH CLUB</i>		
Premier Health Club, Dallas	New services	1984

#### **SALES / INCENTIVE**

UCCEL	“Maui Wowie”	1986
The Associates	“The World’s Best Contest”	1986

#### **SPEECHES**

Executive speeches accompanied many of the multi-media elements.		
President Ronald Reagan	Nat’l. Ass’n. of Broadcasters	1985
Northern Telecom CEO	“Daring Greatly” / M! Launch	1985
Clarence Croslin	“Oak Farms 50 <sup>th</sup> Anniversary”	1986
<i>AFTER DINNER / HUMOR</i>		
Jeff Pohl	“The Dirt On My Old Man”	1986
Roger Staubach	“Bennett Glazer Birthday”	1985
Northern Telecom	“Low-rider Product Launch”	1985
The Southland Corporation	New Employee Roasts	1984

#### **SPORTS MARKETING**

Southland Cycling Team	“Tour de France”	1986
Southland Sports Marketing	Olympia Award Update	1985
The Southland Corporation	“Post Olympic Gold”	1984

#### **TRADE SHOWS**

Poison Control Center, Philadelphia		1992
NADA Concepts Euro. (UK)	London, Dusseldorf, Munich	1989 - 1991
University Computing	“Worldwide Computing”	1984
Anderson Clayton Foods	“This is ACF”	1983
The Southland Corporation	“Rubik’s Cube of Retail”	1983

### WEBSITE MANAGEMENT

Biodynamic Farming & Gardening	Main web site & shopping cart	2008
“Spirit Matters”	Anthroposophical Society	1999
Anthroposophical Society	Main web site	1999