

York Haines Bio Sketch; 2009

The out-of-home industry has played instrumental chapters in Mr. Haines's professional career whether it came to buying billboards as a marketing executive for hotel companies or as a paid lobbyist who successfully defended the rights of billboard owners in numerous battles with city planners and over zealous environmentalists. For the last ten years Haines has served as Director of Transit & Development for Lamar Advertising dealing with public agencies in an effort to obtain long-term contracts for other out-of home products like bus and train ads, shelters, benches and digital displays. Currently he serves as a member of the American Public Transportation Association and is an active member of the marketing committee.

During his advertising and marketing career Haines has received numerous national awards for creating successful out-of-home advertising campaigns created on behalf of United Way and the hospitality industry. In Oregon he received acclaim from Governor Tom McCall for helping to create the first of its kind tourist information program located off interstate highways throughout Oregon.

Mr. Haines enjoys spare time activities like travel, gardening, tennis, golf and skiing. He is a business graduate from St. Martin's University in Olympia, Washington.

York Haines

Experience	2005-Present	Lamar Transit Advertising	Portland, OR
	Director of Transit & Development		
	<ul style="list-style-type: none">▪ Develop transit relations with key clients▪ Seek and establish new transit contracts▪ Work as part of Project Management team for districts▪ New product development▪ Work with national and state industry organizations like APTA.		
	2000-2005	Obie Media Corporation	Portland, OR
	Director of Transit & Development		
<ul style="list-style-type: none">▪ Developed transit relations with key clients▪ Sought and established new transit contracts▪ Worked as part of Project Management team for districts▪ New product development▪ Worked with national and state industry organizations like APTA			
Special Training	1981-1999	United Way of Columbia-Willamette	Portland, OR
	Vice President		
	<ul style="list-style-type: none">▪ Responsible for media relations▪ Oversaw marketing, fund distribution and public policy divisions – 30 people▪ Developed annual advertising and marketing program including direct mail and special events▪ Managed research projects▪ Served as organization spokesperson▪ Oversaw annual fund distribution of \$17 million		
	1979-1980	Red Lion Inns	Portland, OR
	Director of Advertising & Public Relations		
<ul style="list-style-type: none">▪ Managed in-house advertising agency for 43 hotel properties▪ Responsible for media creation and placement▪ Liaison for training activities with general managers of hotel properties▪ Served as spokesperson for media relations activities▪ Coordinated special events			
Education	1974-1979	King Broadcasting Company	Portland, OR
	General Sales Manager		
	<ul style="list-style-type: none">▪ Responsible for marketing a first-in-the-nation advertising concept in rest areas along Oregon's Interstate system▪ Directed sales training activities▪ Managed five local and regional sales people▪ Served as liaison for government and industry groups▪ Handled regional and national advertising clients		
	Recognition for more than 25 national advertising awards through United Way.		
	<ul style="list-style-type: none">▪ Graduate of Success Motivation Institute▪ Graduate of Xerox Selling Skills Program▪ Involvement in numerous local non-profits		
	1967	St. Martins College	Olympia, WA
	<ul style="list-style-type: none">▪ Bachelor of Arts, Business		