

HR, PM, COMMUNICATIONS, CULTURE, ENGAGEMENT & MEDIA RELATIONS

COMMUNICATIONS: Profile of Internal Audiences

1. Reynolds has robust, successful proficiency creating and installing all **media relations**, public affairs, audio/video and graphic design, web site (HTML) development and **broadcast communications (radio and television)** for all employee-based internal and external communications (recruitment advertising, newsletters, emails, direct mail, etc.). The aforementioned includes creating, designing, reporting and communicating organizational relationships, departmental structures, conducting all related training and development, and leading the communication of compensation and benefits (open enrollment, new employee orientation, etc.), AA/EEO/ADA/DEI, Employee/Labor Relations, Reduction-In-Force, and all other human capital management plans for diverse employers in the private/public sector, profit/non-profit, union/non-union and multi-site/multi-state and international environments, which includes broadcasting, aerospace, public education (K-12), finance, health care, gaming, IT, retail, manufacturing, municipal government, and property/casualty insurance industries. The following are examples of how Reynolds proposed and created (typically "pro bono"), and maintained web sites to enhance both internal and external employee and client-based communications.

Demographics by Employer, Industry, Sector, and HR Dimensions

CANDIDACY OF HAROLD (TRIP) REYNOLDS

COMPANY	INDUSTRY - DOMESTIC (D) INTERNATIONAL (I)	SECTOR MULTI-SITE/MULTI-LOCATION (MSML)	PROFIT-Y/N	UNION /NON-UNION	JOB DESCRIPTIONS WRITTEN	JOB EVALUATIONS CONDUCTED	SALARY SURVEYS CONDUCTED	HR POLICIES WRITTEN	# OF TOTAL EMPS	# EMP SUPV	MY BUDGET	MY COMP BUDGET	HEALTH BENEFIT BUDGETS MANAGED
FREMONT AREA MEDICAL CENTER	HEALTH (D)	PUBLIC	NON-PROF	NON-UNION	150	25	15	500	900	4	\$100K	\$27 M	\$6.1 M
BOEING / JEPPESEN	AEROSPACE, MARINE, RAIL, AND IT (D)(I)	PRIVATE (MSML)	PROFIT	UNION /NON-UNION	500	275	35	50	2100	SME	0	\$80 M	NOT APPLICABLE
DENVER PUBLIC SCHOOLS	EDUCATION (D) (I)	PUBLIC (MSML)	NON-PROF	UNION /NON-UNION	1000	1300	850	275	17100	SME	0	\$435 M	NOT APPLICABLE
DENVER MUNICIPAL FEDERAL CREDIT UNION	FINANCE (D)	PUBLIC (MSML)	NON-PROF	NON-UNION	50	50	10	150	55	1	\$100K	\$1 M	\$200 K
NATIONAL JEWISH MEDICAL RESEARCH	HEALTH (D) (I)	PRIVATE (MSML)	NON-PROF	UNION /NON-UNION	750	125	350	350	1500	3	\$100K	\$52 M	NOT APPLICABLE
BULL-WACKERS	GAMING (D)	PRIVATE (MSML)	PROFIT	NON-UNION	150	15	2	75	250	SME	0	\$10 M	NOT APPLICABLE
CITY OF DALLAS	GOVERNMENT (D)	PUBLIC (MSML)	NON-PROF	NON-UNION	1500	4500	1500	900	17400	15	\$500K	\$507 M	\$55 M
ALLSTATE	INSURANCE (D) (I)	PRIVATE (MSML)	PROFIT	NON-UNION	20	5	3	300	60000	12	\$275K	\$375 M	NOT APPLICABLE
KEMPER	INSURANCE (D) (I)	PRIVATE (MSML)	PROFIT	NON-UNION	3000	2300	500	200	12000	SME	0	\$240 M	NOT APPLICABLE
REYNOS	HR CONSULTING INCLUDES RETAIL, MANUFACTURING, INPORT/EXPORT, FINANCIAL SERVICES (D) (I)	PRIVATE	PROFIT	NON-UNION	500	150	15	500	1	0	0		
			<b>TOTAL</b>		<b>7,620</b>	<b>8,745</b>	<b>3,280</b>	<b>3,300</b>	<b>111,306</b>	<b>35</b>	<b>\$1,075 MILLION</b>	<b>\$1,727 BILLION</b>	

2. Designed, managed and disseminated all internal and external HR related communications in diverse electronic and print media [recruitment advertising (print, radio, television), employment [policies, brochures, manuals](#), web site design/HTML, etc.] for each HR discipline.
3. Accustomed to conducting oral presentations, seminars, and public speaking on all HR and other issues before senior executives, boards of directors, governmental agencies, criminal courts, civil courts, unemployment hearings, worker compensation hearings, and numerous employee-oriented encounters which are typically on-demand, unplanned, unscheduled and one-on-one or one vs. many. Likewise, I'm equally accustomed to directing, managing and conducting accelerated but quality research and analysis, and preparing written communications to all of the aforementioned on-demand.

COMMUNICATIONS: Profile of Internal and External Audiences

PUBIC SECTOR	PRIVATE SECTOR	FOR-PROFIT	NON-PROFIT	UNION	NON-UNION	MULTI-SITE	MULTI-STATE	U.S. DOMESTIC	INTER-NATIONAL
CTI22	REYNOS	REYNOS	CTI22	BOEING	REYNOS	BOEING	BOEING	REYNOS	CTI22
FAMC	BOEING	BOEING	FAMC	DPS	CTI22	DPS	NJMC	CTI22	BOEING
DPS	BULLWACKERS	BULLWACKERS	DPS	KEMPER	FAMC	DMFCU	ALLSTATE	FAMC	NJMC
DMFCU	CCI	CCI	DMFCU	CPS	DMFCU	HNCU	KEMPER	BOEING	DPS
HNCU	ALLSTATE	ALLSTATE	HNCU		COD	BULLWACKERS		DPS	CPS
NJMC	KEMPER	KEMPER	NJMC			NJMC		DMFCU	CCI
COD			COD			COD		HNCU	
CPS			CPS			ALLSTATE		BULLWACKERS	
						KEMPER		CCI	
						CPS		NJMC	
								COD	
								CPS	

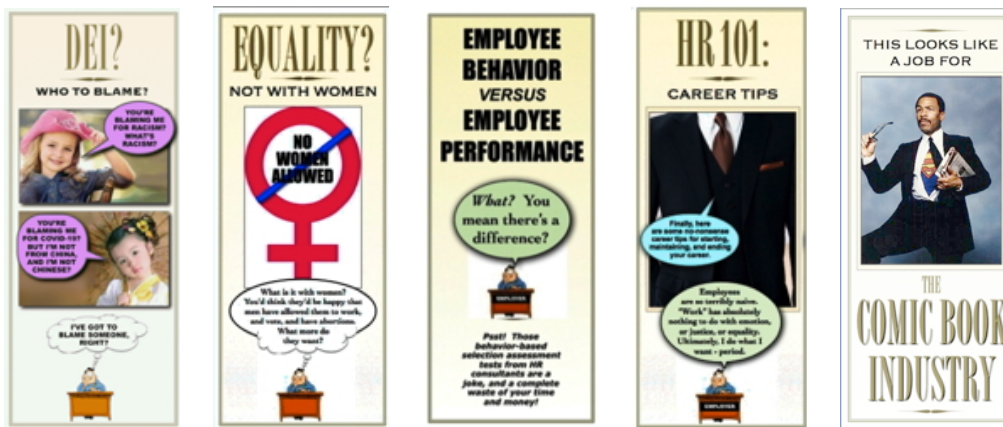
LEGEND (# EMPLOYEES)

<b>CTI22 =</b>	Community Telecast, Inc. (2)	<b>NJMC =</b>	National Jewish Medical (1,500)	<b>REYNOS =</b>	Reynos.com (1)
<b>FAMC =</b>	Fremont Area Medical Center (900)	<b>COD =</b>	City of Dallas (17,400)	<b>ALLSTATE =</b>	Allstate Insurance (60,000)
<b>DPS =</b>	Denver Public Schools (17,100)	<b>CPS =</b>	Chicago Public Schools (21,500)	<b>KEMPER =</b>	Kemper Insurance (12,000)
<b>DMFCU =</b>	Denver Municipal FCU (55)	<b>BOEING =</b>	Boeing / Jeppesen (2,100)	<b>BULLWACKERS =</b>	Bullwackers Casinos (250)
<b>HNCU =</b>	Horizons North Credit Union (70)	<b>CCI =</b>	Crystal Courier Imports (150)		

- To counsel, guide, and support the above audiences, Reynolds possesses robust expertise in Project Management (PM), Position Classification, Job Evaluation, Position Hierarchy, and Organizational Development (OD): <http://reynos.com/bio.htm#position>
- Reynolds creates and maintains original HTML content (<http://reynos.com/bio.htm#communications>):

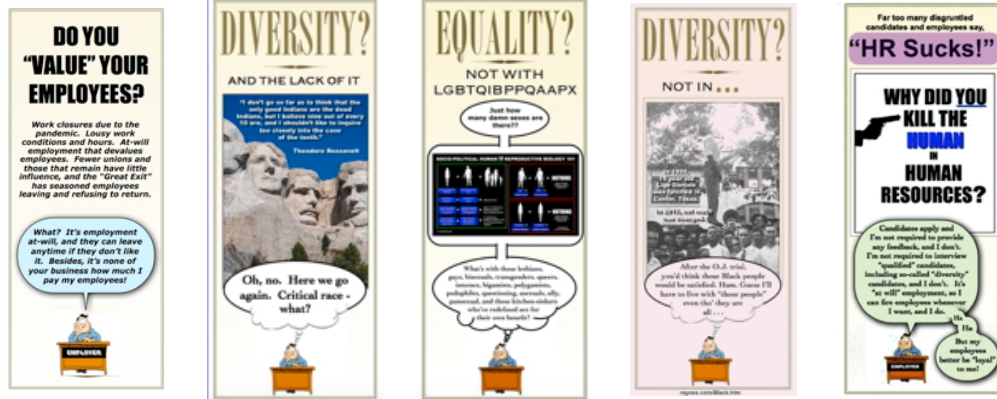
EMPLOYER / USER	INTRANET / INTERNET DESIGNED BY TRIP REYNOLDS
Boeing / Jeppesen	<a href="http://www.reynos.com/JeppJobs/job-descriptions.htm2.htm">http://www.reynos.com/JeppJobs/job-descriptions.htm2.htm</a>
Fremont Area Medical Center	<a href="http://www.reynos.com/Resume/FAMC-HR.com/famc-hr.htm">http://www.reynos.com/Resume/FAMC-HR.com/famc-hr.htm</a>
Denver Public Schools	<a href="http://www.reynos.com/HR/Resume/DPS/index2.htm">http://www.reynos.com/HR/Resume/DPS/index2.htm</a>
Sage Memorial Hospital for original web site, click <a href="#">here</a> .	<a href="http://www.reynos.com/smh.htm">http://www.reynos.com/smh.htm</a>
Nebraska Track Officials	<a href="http://tripoetry.com/WSD/NEBRASKATRACKOFFICIALS.ORG/index-OLD.html">http://tripoetry.com/WSD/NEBRASKATRACKOFFICIALS.ORG/index-OLD.html</a>
The Crete News	<a href="http://tripoetry.com/WSD/TCN/index.html">http://tripoetry.com/WSD/TCN/index.html</a>
Crete Business Directory	<a href="http://reynos.com/CRETEBUSINESS.COM/index.htm">http://reynos.com/CRETEBUSINESS.COM/index.htm</a>
Landmark Legal Professionals	<a href="http://tripoetry.com/WSD/Landmark/landmark.htm">http://tripoetry.com/WSD/Landmark/landmark.htm</a>

PUBLIC SPEAKING: Reynolds creates and conducts original, proprietary seminars on HR and other topics:



Reynolds speaking before the Omaha City Council in 2011 on proposed changes to community access television





Reynolds speaking “live” on Denver’s local TV Channel 9 on the impact of Frank Sinatra’s career and death



4. **Conducting Training and Development:** <http://reynos.com/bio.htm#training>

5. **Writing Skills:** Wrote and disseminated policies, procedures, administrative directives, manuals, and memorandum for all HR and related business unit communications, including but not limited to: disciplinary letters, JCAHO (health care) policy; responding to EEO claims (with no losses to the EEOC), diversity management (AA/EEO/ADA in EEO-1, EEO-4 and EEO-5 environments), Vets-100 and all related report writing; AA/ADA/EEO/Diversity analysis; Procedures for Employing Staff; Employment of Relatives: Nepotism; Relocation Reimbursement for New Staff; Career Ladder Advancement; Tuition Reimbursement; Employee Records: Confidentiality and Access; Sexual Harassment; Layoff Due to Reduction in Work Force; Employee Problem Solving, Progressive Discipline and Grievance Procedures; Job Related Injury or Illness; Overtime Pay; Compensatory Time; Solicitation and Distribution; Compensation Philosophy; Salary Administration; Policy and Procedures; Leave Policy: Sick, Vacation, Holiday, Funeral, Military, Jury Duty and AWOP; Health Benefit Eligibility; Reinstatement of Employment; Unemployment Compensation; Garnishments; Shift and Stand-By (On call) Pay; Executive Compensation; legislative bills, legal briefs, advertising copy, radio ads, broadcast commercials, press releases, public/media relations campaigns, and much, much more!

6. **Creative Design, Illustration, Photography, and Videography Skills:** Graphic artist and illustrator; photo-realistic oil and acrylic painting; chalk artist; HTML DreamWeaver, HomePage, etc.; PhotoShop, GraphicConverter, PhotoStudio, iMovie, Keynote/PowerPoint, Pages; and much more!

Original Photo Frank Sinatra



Reynolds’ Painting Oil-On-Canvas



Original Portrait Artist - <http://reynos.com/ARTIST/portraits.htm>

Videographer - <http://reynos.com/bio.htm#media>

Photographer - <http://www.heavyhittersfootball.org/ROSTER.htm>

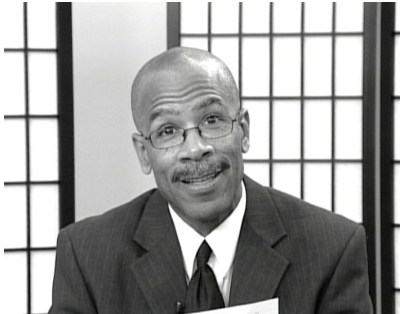
Graphics Design - <http://reynos.com/SH2015.htm>

7. **Persuasive Skills:** Demonstrated proficiency and success influencing the executive decision-making process through recommendations anchored to and presented with validated facts, tangible and discernible work product, and empirical data. Extremely successful conducting fundraising and program development: <http://reynos.com/bio.htm#fundraising>.

**COMMUNICATIONS: Profile of External Audiences**

8. As President/CEO/General Manager of Community Telecast, Inc. (CTI22), in Omaha, Nebraska, increased revenue streams for local community access television station by more than 200% in less than three-(3) years; broadcast more of the following content than all other metro Omaha TV stations combined: public service announcements (PSA) promoting metro Omaha community-based organizations, events and businesses; more original programming involving elected officials; more original Omaha-based programming for African-American, Latino, Native American, Asian, and other ethnic groups; and more original Omaha-based religious programming; and increased viewership to range from 13% to 23% of broadcast market share, significantly greater than the national norm for community access television of less than 5%. **Personally produced, filmed, edited, and broadcast over 35,760+ hours of community-based content.**

Reynolds broadcasting "live" in glorious "Black-and-White"



Reynolds interviews with Ward Connerly on "Ending Affirmative Action in Nebraska"



Reynolds broadcasting at KFAB radio in 2020 during the pandemic



- CTI22 was the only broadcast entity in metro Omaha to regularly produce and **broadcast** weekly "prime time" content featuring a White woman, Latina woman, Black woman, Asian Woman, and a Native American woman.
- CTI22 was the only broadcast entity in metro Omaha to regularly produce and broadcast weekly "prime time" content featuring a White man, Latino man, Black man, Asian man, and a Native American man.

9. International communications (South America, Europe, Asia, language banks, etc.): <http://reynos.com/bio.htm#international>

## COMMUNICATIONS: Reviews and Assessments

(Below) Reynolds accepting 2019 E Lee Todd Memorial Cornhusker State Games Senior Male Athlete of the Year



CSG Senior Male Athlete of the Year  
<https://youtu.be/zupEehvgLa8>

*I was so impressed by the 'Asian Ways for Children' program that I just had to contact you and get a copy to show my kids and grandkids! Thank you for showing such a great program on your channel!" Shirley Higbee*

*It is a pleasure for me to write a letter recommending Trip Reynolds. Mr. Reynolds has an extensive knowledge of human resources and continuously seeks to expand his knowledge and problem solving/managerial skills. He has demonstrated ability to **clearly articulate complex issues and presents information with confidence.** Trip has analyzed the salary structures of all employee groups, identified inequities, and made recommendations for improving our "way of doing business." **Irv Moskowitz, Superintendent, Denver Public Schools***

*Trip, it is difficult for me not to overstate the value I feel you have brought to the Human Resources team and to Jeppesen. Your previous experiences have brought Jeppesen a new expertise. Your ability to evaluate the current issues, to develop a method to address these issues and to **communicate in a logical and understandable manner** has already started to establish more credibility in the compensation area. Because your responses are well researched and well thought out managers and employees are appreciative of the direct answers you give to their questions. **Gwen Underwood, Manager of Employee Services, Jeppesen***

*Trip has been an invaluable resource for us the past few years. As you are aware, Human resources is a landscape littered with many potential landmines. He has extensive knowledge in this area, and we have always been very comfortable relying upon his advice. Trip has given us excellent counsel on many different situations. He has also **composed exceptional documents for us to handle these various situations.** Please feel free to contact me regarding Trip Reynolds. I would be happy to give my highest recommendation regarding him and his expertise in the HR field. **Bradley H. Harvey, President/CEO, Horizons North Credit Union***

- **Diverse HR management experience** in public/private sector, profit/non-profit, union/non-union, multi-site/multi-state, and international environments.
- **Diverse HR management experience** in aerospace, public education, financial services, health care, gaming, IT, retail, manufacturing, municipal government, property/casualty insurance, broadcasting, public/media relations, and HR Consulting.
- Average employee population serviced is 9,611 and has ranged from less than 100 to over 60,000
- **Created/recruited** over 50,000 jobs.
- Conducted **performance management** (reviewed and approved) over 443,810 employee performance evaluations!
- Directed **health benefits**, and lead and validated a 68% drop in health claims by **health data analysis/wellness program** members vs. a 79% increase in health claims by non-members.
- Produced (filmed and edited) and broadcast over 35,760 hours of **community-based (DEI) content and media relations**
- SME in all **HR communications**, including newsletters, intranet/HTML, **media relations**, audio/video, **seminars**.
- Diverse subject matter expertise in **employee/labor relations**.
- Diverse subject matter expertise in **training and development**.
- Managed comp programs from **\$1 million to \$507 million!**
- SME in proprietary HRIS and data analytics.
- **Evaluated over 7,000 jobs**.
- **Wrote over 7,200 job descriptions**.
- Wrote over 3,000 policies; wrote dozens of **employee handbooks**.
- Conducted over 3,500 **job audits**.
- Created over 2,500 **salary schedules**.
- Never used any sick days; **career athlete**.
- Never filed any health claims.
- **Never lost a decision to the EEOC**.
- Won 100% of self-represented unemployment claims.
- **Fundraising and community involvement**
- My candidacy supports your commitment to DEI

**HR and Media Relations Management Consultant;** Reynos Consulting; P. O. Box 327; Omaha, Nebraska 68144 - [www.reynos.com](http://www.reynos.com) – July 2013 to Present - Provide professional consulting services in human resources, organizational development, media relations, DEI, and project management. Consulting services to publishing, broadcasting, health care, aerospace, IT, financial services, gaming, municipal government, K-12 public education, manufacturing, retail, and import/export industries. Designed and reconciled compensation strategies for retail sales with business unit objectives and strategies. Guide HR management as in-house counsel on performance management, document retention, report writing, data analytics, bargaining unit analysis and labor relations, linkage of proprietary legal applications with HRIS, employee relations, ethics, recruitment and selection (plus retained search) and AA/ADA/EEO. Counseled senior management in organizational development, compensation, benefits, change management (CM), equity/stock analysis, training, employee/labor relations, media relations, and DEI. Won all EEO claims; wrote policies/employee handbook/rules. Consistently function as the “go-to” person for all aspects of employee and/or employer project management and organizational development, including: information technology, project implementation, sales, strategic CRM services and solutions, and "best practices" in professional services management.

**President/CEO/GM;** Community Telecast, Inc., Omaha, Nebraska 68111 - December 2007 to June 2013 (Volunteer) - Direct all business operations 24/7/365, including human resources and fund raising [501 (c)(3)], for Omaha’s only community access television station.

**Manager of Human Resources;** Fremont Area Medical Center; Fremont, Nebraska 68025 - November 2006 to November 2007 [Temporary Employment] - Managed **compensation**, benefits, employment, employee relations, and related HR disciplines for a 252 bed acute care and long-term care, in compliance with Joint Commission, medical center located in metro Omaha.

**Program Manager/ Compensation;** Boeing/Jeppesen; Englewood, Co. 80112 - April 2004 to July 2006 [Reduction-In-Force] - Primary consultant to senior management for all compensation matters including research, validation, methodology, and philosophy.

**Program Director/ Compensation;** Denver Public Schools; Denver, Co. 80203 - May 1997 to June 2003 [Reduction-In-Force] - Provided subject matter expertise on compensation to Board of Education, senior management and 9 employee bargaining groups/unions.

**Vice President of Human Resources;** Denver Municipal Federal Credit Union; Denver, Co. 80204 - April 1995 to May 1997 - Directed all HR disciplines, including **compensation**, benefits, recruitment/selection, training, workers comp, unemployment comp, employee relations, organizational development, CM, AA/EEO/ADA, etc.

**Manager of Employment, Compensation, and Employee Relations;** National Jewish Medical Research Center; Denver, Co. 80206 - January 1992 to July 1995 - Managed comp, HRIS, recruitment/selection, unemployment comp, employee relations, AA/EEO/ADA, Joint Commission, etc.

**Manager, Personnel Programs;** City of Dallas; Dallas, Tx. 75201 - December 1982 to November 1991 - Managed **compensation**, benefits [cost containment, deferred comp 401(k) and 457, wellness, employee transportation services], HRIS, EAP, and position validation.

**Education:** MBA-Completed graduate hours toward degree, **Northern Illinois University**, DeKalb, Illinois; **BA - Ottawa University**; Ottawa, Kansas, Academic Honors, FCC Certificate; **AA - Garden City Community Junior College**, Garden City, Kansas, Academic Honors; **High School Diploma -Wichita Heights High School**, Wichita, Kansas. Certifications in compensation, benefits, employment law, and employee relations. Computer/HRIS Certifications: J.D.Edwards, Lawson, Great Plains, ADP/Payroll, Kronos, and other proprietary platforms, including Windows, Mac OS, Microsoft Office, WordPerfect, PageMaker, PhotoShop, DreamWeaver, Flash, FireWorks, HomePage and HTML. FEMA Emergency Management Institute Certifications: **IS-00100**, **IS-00200**, and **IS-00700**.

**Personal:** Health/Excellent - I've never used a sick day or filed a health claim with any employer! Masters Mile PR: 4:35 (1991) Masters 200 meter PR: 23.5 (1997); **President, Denver Track Club**; USA Track and Field **Champion** in various events (100 meters, 200 meters, 400 meters and 1,500 meters) over the past three decades in Kansas, Illinois, Texas, Nebraska, Colorado, and Utah! Robust experience in **philanthropy and fundraising**, and **leadership**. **Relocation:** Can handle my own relocation expenses. Review expanded resume, work examples, and **references** at: <http://www.reynos.com/bio.htm> and <http://www.linkedin.com/pub/harold-trip-reynolds/4/5b/801>