

FEATURE MEMBER

Name: Melissa Artlip

Class of 2012

Organization: University of Mary

Job Title: Director of University Marketing

What does the first 60 minutes of your day look like?

Coffee. Coffee is always first. The lovely thing about the world of marketing is one day is never like the next. However, I like to start the day checking in with my team, checking my emails and briefly writing a list of goals for the day. (I'm "that girl" that writes completed tasks on a list just so I can cross them off).

What was your first job?

My very first "job" was babysitting at age 12. However, my first "real" job was a server at Country Kitchen, a family restaurant much like Perkins.

What would someone be surprised to know about you?

I'm a pretty open book, so I'm not sure, but something neat may be that when I was in high school I played every girl's sport that was available—sometimes meaning I was in two sports at once. They included basketball, softball, volleyball, track, and cheerleading. (It was a small "B" school in rural South Dakota).

What project or achievement are you most proud of?

Professionally, the University of Mary just went through a slight brand refresh and new branding campaign. An element of that campaign was an Addy® Award-winning television commercial—which is an honor of advertising excellence. The most fulfilling part of the project was seeing the creative process of a dynamic and talented team go from concept to successful launch and consumption. Personally, my two girls are my life's greatest accomplishment.



LUNCH & LEARN



UNIVERSAL PLAYGROUND

Cole Higlin shared some details on the Starion Sports Complex and some of the challenges Mandan Park District have overcome to make this concept a reality.

We then heard about the Universal playground's success as well as some of the hardships they have dealt with. Overall, the park has breathed a little bit of fun into Mandan, as Higlin explained how they have had to replace equipment and post signage to deter adults from using the weight sensitive playground accessories.



How have you been involved in the community?

Throughout my life I've been involved in a variety of organizations, but as life evolves so do the organizations I dedicate my volunteer time to. Most recently I'm spending most of my time at my church, Evangel. I serve my church through marketing volunteer work and helping in the Welcome Center. It's an area where I can use the gifts God has given me in a way to expand the greater good.

How could others become involved in that service?

For those that do attend a church, I believe it's a wonderful way to get involved and give back. You can assume it matches something you believe in and most churches will take any level of volunteerism from pouring some morning coffee to serving on advisory boards. My advice is do what you can that fits your lifestyle; don't feel that saying yes once commits you forever and try new things until you find your niche.

UPCOMING EVENTS

THURSDAY JULY 21ST, FROM 5:30PM-9:30PM, JOIN US FOR SOME GRASS SKIRT, COCONUT BRA, HULA FUN AS WE SWAGGER THROUGH DOWNTOWN BISMARCK FOR OUR ANNUAL FUNDRAISER!

We will begin at Blarney Stone with some hors d'oeuvres. \$20 gets you your Hawaiian lei and entry into the pub crawl.

Please register online at, <http://business.bismarckmandan.com/events/details/lbmaa-social-swagger-3432>

LBMAA SOCIAL SWAGGER 2016

SPONSORED BY:

Your Tiki Ticket gets you drink discounts at each bar. Coors Light, Miller Lite, Blue Moon and Summer Shandy will be on special for this Hawaiian/Tiki-themed evening.

LUAU STOPS

Blarney Stone Pub - \$3.50 pints for beers on special - Appetizers Available
 Peacock Alley American Grill - \$3.50 pints for beers on special
 JL Beers - \$3.50 pints for beers on special
 The Pond - \$3.50 pints for beers on special