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David L. Milenthal
Chairman of the Board
HMS Partners

David Milenthal is recognized nationally as an authority in the field of advertising and marketing communications. Within the communications industry, he has been a leading proponent of the concept of integrated marketing communications, unifying all marketing communications elements to effectively position clients with their constituencies. In his role as Chairman of one of the fastest growing agencies in the mid-west he has appeared on national forums for the American Association of Advertising Agencies, Television Bureau of Advertising, Edison Electric Institute and numerous other marketing conferences. His views on advertising have also appeared in leading professional and business journals.

Mienthal assumed his present position as Chairman and Chief Executive of HMS Partners, Ltd. a \$200 million integrated marketing agency with offices in Columbus, Cincinnati, Memphis, Minneapolis and Miami, in 1986 after serving as Executive Vice President and President. Under his leadership, HMS presently works with a variety of national, regional and local clients, including: Procter & Gamble, U.S. Air Force Reserve, Nationwide Insurance, American Electric Power (AEP), Carnival Cruise lines, The Florida Lottery, Target Stores, American Automobile Association (AAA), Perkins Family Restaurants, Anthem Blue Cross and Blue Shield and others.

Previously, Milenthal had been director and organizer of the public interest center for the Ohio Environmental Protection Agency and manager of communications for Ohio Blue Shield. The recipient of many awards, Milenthal has received Columbus Public School's Hall of Fame Award in 1993; the 1990 Silver Medal as Advertising Man of the Year from the Advertising Federation of Columbus; Man of the Year Temple Israel, 1989; finalist, Marketing Man of the Year, American Marketing Association in 1989; Jaycee Ten Outstanding Young Citizens, 1981 and 1978; and Columbus Monthly's People to Watch, 1995.

A leader in his professional field, Milenthal also has a strong and enduring relationship with the United Way. Long a major donor and participant in the Leadership Giving Program, he served as the Leadership Chair and key solicitor for the de Tocqueville Society in 1993. He served as Communications Chair for several campaigns, has been a member and Vice Chairman of the Board of Trustees of the United Way of Franklin County. At his direction, his company has also contributed major services to the Franklin County United Way and the Cincinnati United Way for more than a decade, handling promotional development for at least four campaigns during that time. He served as the General Chairman of the 1994 Franklin County Campaign with a goal of raising more than \$35 million. He currently serves as the Board's Chair.

In 1995 Milenthal served as a delegate to The White House Conference on Travel and Tourism. He was also a member of the Board of Directors of the Jewish Community Centers Association of North America (JCC), New York.

Mienthal's other community activities include Board of Trustees of the I Know I Can Committee, a program that provides assistance for college education to Columbus Public School graduates; Board of Governors of the Bexley Education Fund; Board of Trustees, The Columbus Jewish Foundation and Federation; Former Member: Board of Trustees, Columbus College of Art and Design (CCAD); Board of Directors, Martin Luther King Center for the Performing Arts; Board of Directors, Ballet Met; Urban League; Cystic Fibrosis Board; past president Board of Trustees for the Leo J. Yassenoff Jewish Community Center; and past member, The Ohio State University Development Committee.