



## CAPABILITY STATEMENT

Opportunities abound in this world of emerging markets and new alliances. Changing demographics, shifting politics, emerging markets, new perspectives are redefining the way we think, live and work. **Creative Alliance Communications (CAC/Creative Alliance) is a collaborative of communications and management experts.**

- Recognized for groundbreaking work in corporate, business, university and nonprofit settings.
- Cross-sector collaborative ventures benefit communities and individuals.
- Help clients drive *their* business goals, resolve complex issues and gain stakeholder buy-in.
- Foster successful multicultural partnerships, particularly with U.S. Latino communities.
- Advise on governance, transitions/turnaround initiatives, the evolving workplace culture, diversity/inclusion, relationship and partnership building.
- District of Columbia CBE, has federal SAM registration, is certified by the Women's Business Enterprise National Council (WBEC Metro NY/Greater DMV).
- Has secured millions of dollars for clients in government grants, corporate sponsorships and from individual donors. Our commitment to top quality service from strategy, design to end, ensures client success and positive social impact.

### CORE COMPETENCIES

- Advance business, reputation management, branding, public affairs, public relations and fundraising goals.
- Expert change management, transitions, startups, and new market expansion. Diversity inclusion tactics ease the process.
- Proven understanding of how policies and practices play out over time and place.
- Lifelong expertise in multicultural and bilingual process and communications; Latino specialists
- Translate technical, government and corporate documents into plain English; maintain context and cultural nuances.
- Customized strategies meet special needs, secure internal/external alignment and stakeholder buy-in, set goals.

### KEY DIFFERENTIATORS

- 30+ year executive and on-the-ground experience in corporate, government, media, higher education, university and community settings.
- Change management expertise: changing demographics, policy and alliance shifts; new perspectives redefine the way we live.
- Client-driven strategies keep competitive edge, efficiently, economically, with positive social impact.
- Facilitation provides a platform based on client business culture, values, vision, achievements, gaps challenges and opportunities.
- Engagement coaching, monitoring and training are cornerstones for client success.
- Multicultural life experiences: special insights and capabilities in any setting.

#### COMPANY DATA

DUNS 121838  
CAGE Code 8PH187  
DC CBE L5DR55324102025  
SAM registered  
N2LZDBCQVG5  
Woman Owned  
Disadvantaged  
WBENC WBE Certified

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#### NIGP

915-03-00 Advertising/PR  
915-73-00 Public Information  
951-85-12 Business Education  
961-90-95 Writing Services  
961-27-00 Editorial Services  
915-23-00 Conference Coord  
924-00-00 Education/Train  
946-50-00 Fundraising  
918-26-29 Consult. Comm and PR  
918-90-00 Training  
918-83-00 Org. Develop  
915-73-56 Pub. Aware.  
924-16-00 Course Dev.

#### NAICS

545418 Advertising, PR related  
541820 Public Relations Agencies  
611710 Education Consultants  
711510 Independent Writers  
541611 Business Startup, Consulting  
541611 Admin. / Management

#### Key Examples



Created corporate solicitation plan and documents. Secured multi-million-dollar federal grants for education and pandemics. 2024 research Latino doctors and clinical trials.



Developed fundraising portfolio on 25 years of success, leading to significant development. Interview Latina leaders and train local networks.



Marketing and fundraising advisor for 30 years: workforce development, health commercial trucking. Create proposals, corporate pitch materials, pandemic social media campaign.



Lead National Latina Health Network collaborative, a prototype for pairing corporations with national associations to bolster service goals. National and regional convenings showcased Latina medical and health experts. Corporate support increased 300%.



Investment Bank closing actions boosted MBA Associate acceptance rate to 95% of offers made up from previous 50%.



Chase/United Negro College Fund manager: transformed marketing, outreach and set up competitor exchange to increased profits by 80%



Creative Alliance  
Communications

## SAMPLE CASES

### CHASE

As in-house special projects consultant for Investment Bank's Associate and Analyst Resource Management Team, created products dedicated to maintaining Chase's competitive advantage on the Street. **Challenge** To add value to the firm's exemplary programs to attract, maintain, and develop top international talent. **Results** • The Summer Associate Program realized an unprecedented 95% acceptance rate on offers made. • The Chase/United Negro College Fund campaign became a national corporate model by achieving an 80% increase in profits. **Strategies** • Developed new communication strategies, trainings and plans by incorporating stakeholder perspectives. Designed program branding and supported development. • Increased top executive involvement for advancing and onboarding new bank talent from top B-schools. • Revamped events, training, gift giving and closing strategies for Associate and Analyst programs. **Research Special Projects** Comparative research and internal focus groups sparked senior management program transformation. • **Communications, Fundraising and Outreach** • Summer Associate Facebook redesign became the standard format. • UNCF became a corporate model. **Onboarding and Migration** Designed and co-managed, the Sell Day weekend for Summer Associates who had received offers. This carefully tailored weekend included a formal dinner and two-day retreat with Chase senior executives in rural Connecticut. The results, cited above, were historic. 1998-2002



### Organization Development:

**Las Comadres Para Las Americas'** innovative strategies and success in creating Latina social communities throughout the hemisphere garnered a 2019 AARP Promise Award. Provided ongoing consultant services to develop is first fundraising profile in 25 years, positioning the organization for expansion with business support. As advisor provide training and proposal writing and interview Latinas of distinction.



New Medicines. New Hope. **Pharmaceutical Research and Manufacturers of America National Latina**

**Healthcare Network (NLHN).** **Corporate Partnership.** Created and managed successful collaborative venture between PhRMA and NLHN that became a national prototype for alliances between corporations and social advocacy organizations. The program led to thousands of dollars funding from diverse corporate sources for the nonprofit. The planning grant focused for the first time on top-tier Latina medical and health professions in all sectors. Capitol Hill legislative activities and a series of six-state, two-day symposia gathered stakeholders who normally worked in silos to collaborate as they address the needs of Latino underserved populations. **Strategies and New Alliances** Rebranding initiative accomplished redesigning collateral materials, launching e-newsletter and developing technology driven communications system. Introduced NLHN and Latina medical and health leaders to government and corporate leaders. • Led fundraising and public relations campaigns to successfully reposition NLHN and cultivate corporate support. **Outcomes** • Formalized historic collaborative alliance with PhRMA • Created national series of symposia on Latina health, gathering regional government, business and health leaders in various professions, government and corporation, launched in June 2004 in Miami. • Led fundraising and public relations campaigns securing sponsorships with Jaguar North America, Univision, Abbott Laboratories, Ross Pharmaceuticals, Pfizer, Bravo Group Advertising. • Created opening event at Jaguar showrooms for all symposia and Washington, D.C. summit. • New AARP partnership resulted.



National Hispanic Medical Association

Managed process for securing federal grants and first private sector presentation and corporate solicitation plan. Secured \$3.5M federal grant for a technology partnership model to support Hispanic college students; 2021 CDC multi-million-dollar partnership program to develop comprehensive, long-term response to pandemics for Latino communities. 2024 researched and developed presentation on improving current impediments to underserved communities, particularly Latino, participation in cancer clinical trials.



**Felipe Rojas-Lombardi Scholarship Fund. 1990-1998** This project transformed the culinary world. Well known Chef Felipe Rojas-Lombardi, who worked alongside James Beard, and Aileen Schlef were planning a national tour in 1991 to promote the invisible Mexican and Latino cuisines and products. Mr. Rojas-Lombardi died in 1991. **Challenge** To create a memorial scholarship to promote Latino cuisines and chefs at the James Beard Foundation. The Beard foodies there told us, "Your food will never be on white tablecloths." **Strategy** Developed series of culinary events and public relations campaign. Staged Latino chefs on television programs. **Results** The first national Latino culinary scholarship was launched for the James Beard Foundation. Co-chair Aileen Schlef secured breakthrough initial \$50,000 sponsorship from Hiram Walker, Inc. plus full sponsorship of a formal awards dinner for 400 at the Plaza Hotel. The extensive coverage by NBC and highly regarded trade journals changed the history of Latino and Mexican cuisine in the United States.

### Fair Housing Congress of Southern California

Created a prescient vision of the USA for Fair Housing Month 1985.

