

YOUR REFERENCE GUIDE

Who Does What

Use this as your go-to reference when you are not sure who to call or what support is available. Every role has a defined lane, and every Affiliate has a clear point of contact.

Morgan Lamphere Senior Director, Marketing, Sales & Communications

Strategic leadership and executive communications

- System-wide marketing, sales and communications strategy
- Crisis communications oversight and escalation
- Brand Evolution and Kendal Trademark Trust stewardship
- Growth positioning, new Affiliate development and expansion support
- Executive, CEO and board-level communications
- AKCG relationship management and performance accountability

Reach: (919) 797-5227 · mlamphere@kcorp.kendal.org · Teams chat or book time on my calendar

Lauryn Moore Sales and Marketing Operations Director

Affiliate support, digital infrastructure and CRM

- Primary coordination contact for Affiliate marketing and sales support requests
- CRM governance and optimization: Salesforce and HubSpot
- Sales enablement tools, dashboards and playbooks
- Kendal.org performance oversight and website task force leadership
- Marketing technology platform management and marketing automation
- Brand standards compliance and Affiliate guidebook updates

Reach: (513) 257-5287 · lmoore@kcorp.kendal.org · Teams chat or book time on my calendar

Marquis Hynson Marketing Specialist

Data, analytics, CRM systems and marketing operations

- Salesforce and HubSpot support, training and troubleshooting for Affiliates
- CRM data integrity, reporting and performance dashboards
- Lead source tracking, occupancy analytics and sales pipeline reporting
- Digital performance tracking: GA4, SEO and paid media analytics
- CEO Dashboard data support and system-wide performance aggregation
- Marketing Gathering and Director Meeting planning and facilitation

Reach: (856) 316-8680 · mhynson@kcorp.kendal.org · Teams chat or book time on my calendar

Brenda Mahan Creative Marketing Strategist
Content creation, design and brand execution

- Primary point of contact for inbound content and design requests from Affiliates
- Print and digital asset creation aligned with Kendal brand standards
- Graphic design: typography, layout, color and brand identity
- Kendal.org content updates and social media coordination
- Quarterly Forefront e-newsletter and Annual Report coordination with AKCG
- Project management for TKC Marketing deliverables and campaign copywriting

Reach: (513) 560-7123 · bmahan@kcorp.kendal.org · Teams chat or book time on my calendar

AKCG PR and Communications Partner (since 2018)
Earned media, crisis communications and storytelling

- Proactive earned media pitching and national media placements
- Monthly Affiliate strategy sessions: story identification and planning
- Crisis communications support and media triage
- Annual Report narrative and Forefront content strategy
- Growth and expansion communications for new Affiliate development
- Thought leadership and executive visibility for TKC leadership

Reach: Monthly standing strategy sessions per Affiliate, managed by the Senior Director · Kenneth Hilario, khilario@akcg.com, (856) 226-3261 ext. 132

Regular Touchpoints

The new structure is built around consistent, predictable access. Questions still come up in between, so each person's contact information is listed above — but here is the standing cadence you can count on:

Access Mechanism	Cadence	Led By
Marketing Portal	Coming soon — always on	Brenda Mahan, first response
Monthly Marketing Strategy Sessions	Monthly, per Affiliate	AKCG, TKC Marketing, Affiliate Marketing Team, CEO
Quarterly Marketing Director Meetings	Quarterly	TKC Marketing, co-facilitated with Directors
CRM Task Force Meetings	Bi-monthly	Marquis Hynson
CEO 1:1s	Quarterly	Morgan Lamphere
Quarterly Feedback Survey	Quarterly	Coordinated by Lauryn Moore
Marketing Gatherings	Annual	TKC Marketing, all sales and marketing team members

Access Mechanism	Cadence	Led By
Critical Communications	As needed, immediate	Morgan Lamphere with AKCG support

The Commitment

This structure is designed with one purpose: to make TKC Marketing easier to access, more responsive to Affiliate needs and more accountable to the communities it serves. Every role has a defined lane. Every Affiliate has a clear point of contact. And the spirit of the Listening Tour does not end here — it is how this team intends to operate going forward. If something is not working, tell us early. We are listening.