



JONI DANIELS

As the founder and Principal of Daniels & Associates in 1989, Joni Daniels has distinguished herself as a consultant, trainer, and entrepreneur by providing practical solutions to clients' training needs through interactive, experiential, hands-on training. Well known for presentations related to personal and professional development, she has successfully addressed a wide variety of audiences at national conventions, management retreats and regional conferences for clients such as Meeting Professionals International, The Wharton School, Marriott International, the Gilbane Building Company, W.R. Grace, the National Management Association, UNISYS Corporation the Department of Defense, and the United Way. Her talents lie in planning high-energy, realistic, enjoyable programs and presentations that incorporate the objectives of the client and create solutions to problems.

Joni possesses a wealth of career experience from which she draws and develops targeted, relevant and substantive presentations for audiences at all levels of personal and professional development. With an extensive background assisting clients in the profit, non-profit, private and public sectors, her expertise includes a wide variety of management and interpersonal topics. Prior to starting her consulting practice, Joni served as Senior Organizational Consultant and trainer for Independence Bancorp Inc., and held management positions with Kulicke and Soffa Industries, Inc., CIGNA Corporation and the Sun Company. She has developed and instructed programs at Wharton's Small Business Development Center at the University of Pennsylvania, Temple University, Towson University's School of Business and Economics, and Bucks County Community College. In addition, she has volunteered as a presenter, writer and staff trainer for the Alzheimer's Association (Delaware Valley Chapter) and served on its Executive Committee for Communications and Marketing. Joni currently is a Board Member and serves on the Executive Committee and Board Development Committee for the Fuel Fund of Maryland.

Joni is a regular contributor for the Baltimore Business Journal's Career Coach column, appears monthly on ABC@NEWS Good Morning Maryland @9's Back2Work segment , and writes a bi-monthly blog ob citybizlist.com She has served as a resource for the *Philadelphia Inquirer*, *The Baltimore Business Journal*, *Family Circle Magazine*, *The CEO Refresher*, *GLAMOUR Magazine*, and the *Wall Street Journal*. She has appeared on *Sunday Live* (ABC/WPVI), *It's Your Call* (CN8), *KYW Newsradio*, and *Channel 10 News at 10* (NBC/KYW). .In addition, Joni has contributed several articles to *Executive Update*, *Employment Relations Today*, *US Industry Today*, *The Management Advantage*, and *Workforce Online* and she is frequently quoted on management topics in a variety of other publications. Her book *Power Tools for Women:® Plugging Into the Essential Skills for Work and Life*, published by Three Rivers Press, a division of Random House Crown Publishing Group, was published in February 2002, and is in it's third printing.

Joni received her M.S. degree in Counseling, her B.A. degree in English and holds a certificate in Organizational Development from the Philadelphia OD Network. She is a member of the American Society for Training and Development and The Organizational Development Network,