

Philip Hanyok

Engaging Audiences with
Multichannel Communications

785 Southbridge Blvd.
Savannah, GA 31405
717-580-4392

philip.hanyok@hanyok.com

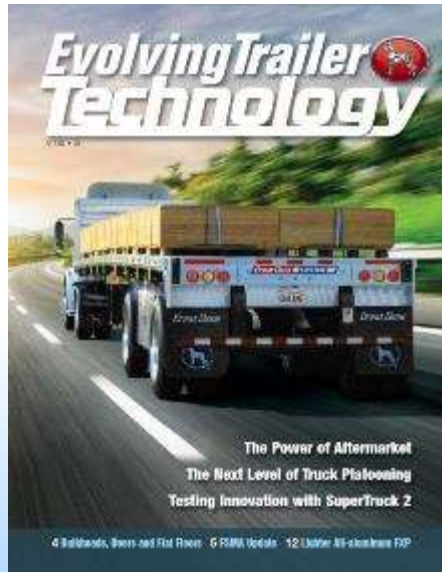
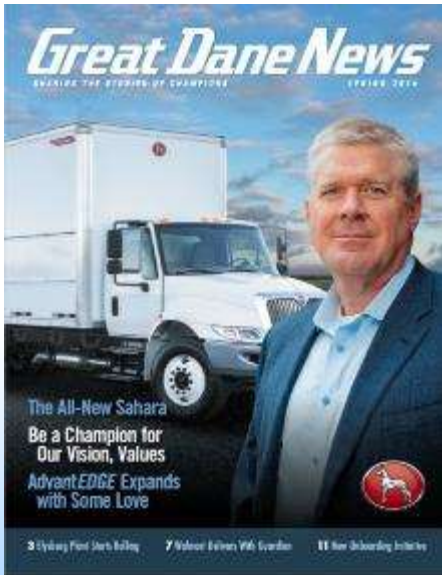
A proven leader with experience in:

- Employee Communications
- Corporate Communications
- Marketing Communications
- Employee Engagement
- Intranets and Website Development
- Brand Management
- Digital Signage
- Magazines and Newsletters
- Crisis Communications

A solid performer in all previous roles:

- Sr. Manager, Employee Communications, Charles River Laboratories
- Sr. Manager, Marketing Communications, Great Dane
- Sr. Manager, Employee Communications, Gulfstream
- Web Producer (and other titles), Highmark Health
- Managing Editor, Fly Fisherman Magazine
- Adjunct Instructor, Penn State Harrisburg
- Reporter, The Potomac News

Sr. Manager, Marketing Communications, Great Dane



Sr. Manager, Employee Communications, Gulfstream



G500 and G600 Multichannel Communications



David M. ...
 ...
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- Video**
- May 17, 2011 - [Gulfstream G500](#)
 - May 17, 2011 - [Gulfstream G600](#)
 - May 17, 2011 - [Gulfstream G500 and G600](#)
 - May 17, 2011 - [Gulfstream G500 and G600](#)
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- Articles**
- May 17, 2011 - [Gulfstream G500 and G600](#)
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- Special Sections**
- May 17, 2011 - [Gulfstream G500 and G600](#)
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 - May 17, 2011 - [Gulfstream G500 and G600](#)

- Other News**
- May 17, 2011 - [Gulfstream G500 and G600](#)
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Web Producer, Highmark Health

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Highmark Women's Health Conference

Highmark Women's Health Conference is a day of expert advice and inspiration for women's health.

Highmark Healthy High 5

About Highmark Healthy High 5

To improve the health and well-being of our children.

To give our parents the best of both worlds, a healthy family and a healthy child, we've created a program that's all about you and your child.

School Challenge Grant Donor

Highmark is proud to be a donor to the School Challenge Grant program, which provides financial support to schools for various educational programs.

Let's Bring You That Success

Highmark is committed to providing the best care for our members and their families.

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Web Editor, Highmark Health

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Live Longer Better



Electronic communications makes working from home easy, fast

Connected employees do their jobs easier and more efficiently

(August 2012) I live electronically. From my home office an hour away from The Pennsylvania Blue Shield customer communications to my connection to the company's easy Travel Incentive Link System Administrator with ISG.

It's one of the employees demonstrating the success of Highmark's ongoing efforts to take full advantage of the power of electronic communications.

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Electronic communications has become the way through which most companies conduct business. For Highmark, the major goal was of the new Travel Incentive Link System and e-mail to disseminate share information.

With electronic hookups, in a laptop and a cell phone, there is flexibility afforded.

"With any form of electronic communications, I can stay in touch with everyone I need to and get my work done just as if I would in my office at the office," says Travis.

Travis is responsible for maintaining the domain name system (DNS) for the company, any electronic mail (over the Internet) coming into or leaving the company and anything that goes out to the Internet.

Travis has worked at Highmark for more than eight years, and has worked full-time from his home for about four years. However, he likes to visit the Camp Hill office at least once a week.

Communicate with the boss and co-workers
Electronic communications provide Travis with different ways to communicate with his boss and co-workers.

They have a lot of electronic devices, so he always has an electronic device near him. He communicates through e-mail, text or even his phone. He also has a video conference reading device.

"The co-workers and I have to talk to each other through a program called Lync (MSN). It's great—you get an on-the-spot response, which is really helpful when you're working on projects that need immediate attention," Travis says.


Sometimes in the 11:30 or 11:45 a.m. time range, it is a video team meeting program that is his real-time e-mail. It supports communications to each other and around the world.

"The use of e-mail has really been an asset to getting work done. When I have a question, or a problem arise with an assignment, I can get answers in an instant," he said.

Reduce service and related costs

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Our Company



Advertising at the Big 33 helps promote Blue Shield

Sponsoring Big 33 events increases consumer awareness of Blue Shield products and raises money for scholarships

(July 10, 2012) Through its sponsorship of Big 33 Football Classic events, Pennsylvania Blue Shield helps the Big 33 raise money for academic scholarships and generates good publicity for Blue Shield.

This year we are sponsoring the Big 33 Rugby Program—as we have for 14 years—and the Big 33 Golf Classic.

The publicity we receive by sponsoring these annual events increases consumer awareness of Blue Shield, and helps us sell our products.

The football game kickoff is at 7 p.m. on July 30, but by then Blue Shield's name has been mentioned several times in advertisements promoting the event.

Publicity reaches a large audience
As a sponsor, Blue Shield receives publicity through television, radio and Web advertising plus press conferences and other media announcements.

The publicity includes:

- Four 30-second television commercials during the game, reaching an estimated total audience of 7.2 million viewers, mostly in Pennsylvania and Ohio.
- Recognition during the pre-game introduction of players and buddies, who wear jerseys with the Blue Shield logo on them.
- Two billboards at the stadium.
- A full-page advertisement in the game program.
- The Big 33 Golf Classic invites a celebrity player on each team. The entry fees generate money for the Big 33 Scholarship Foundation's academic scholarships. Golf Classic advertising and media coverage generate publicity for Blue Shield.

Since 1988, the Big 33 Scholarship Foundation has awarded more than \$1.2 million in scholarships. In 2011, the foundation gave 214 scholarships worth \$205,215.

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Our Community



Enhancing your visit

Using the smiley face to improve your experience

(July 27, 2012) Patients are being put at ease in a new way. Blue Shield's new smiley face logo is being used in a variety of ways to improve the patient experience.

We will continue to look for ways to improve our services, according to the smiley face logo, and the success of smiley face in the past year.

Smiley face logo

- [Get the smiley face logo](#)
- [Smiley face logo](#)
- [Smiley face logo](#)

The logo is a smiley face with a blue outline to make it look like a smiley face.

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Donegal Springs Creek, PA A Year-Round Lancaster County Fishery

Reaching forward through the shallow water, I watched the narrow effluvia for a rise. I didn't expect to see one, but I also didn't want to miss the opportunity to take a spring creek trout on a dry fly. A few more steps put me into position to drop my little nymph at the top of the rise, where I would tumble past a few horizontal-size rocks and then glide along an undercut bank and into a slightly deeper run.



Some outdoor recreation Donegal Springs Trout Hatchery. The trout hatchery was built in 1989.

By the time I was a few feet from the hole, the trout was in the water. I was still in the hole, but the trout was in the water. I was still in the hole, but the trout was in the water. I was still in the hole, but the trout was in the water.

DONEGAL SPRINGS CREEK WATERLOO

Donegal Springs Creek is a beautiful waterway that flows through the heart of Lancaster County, Pennsylvania. It is a popular destination for anglers and outdoor enthusiasts alike.



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The Donegal Springs Trout Hatchery is a beautiful waterway that flows through the heart of Lancaster County, Pennsylvania.

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Field Sports

Field sports are a popular activity for many people. They provide a great way to stay active and enjoy the outdoors.

Ski Town Trouting

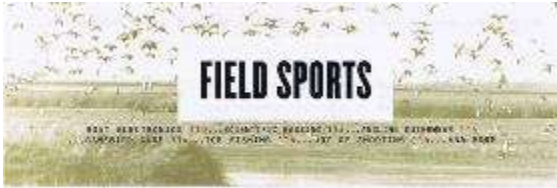
Skiing and trout fishing are two of the most popular winter sports in the Northeast. Combining the two is a great way to enjoy the outdoors.

Menominees for the Millennium

Menominees are a type of fish that are popular in the Northeast. They are a great source of protein and are also a popular sport fish.



A fish, likely a trout, in a basket.



FIELD SPORTS

PHOTO BY [Name]

On a ski trip? Don't forget your flyrod.

Ski Town Trouting



flyrod. After a morning on the slopes, it's time to hit the river.

After a day of skiing, it's time to hit the river. The trout are still in the water, and it's a great time to catch them.

PHOTO BY [Name]

After a day of skiing, it's time to hit the river. The trout are still in the water, and it's a great time to catch them.

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Carve & Cast

Carve & Cast is a magazine for fly fishing enthusiasts. It features articles, recipes, and gear reviews.

Comments from Managers and Coworkers

A great advocate for doing what is best for Gulfstream

A consummate professional as a great leader in Corporate Communication

Skilled at collaborating across departments

One of the most influential and positive managers I have worked with

A great listener, strategic planner and thinker

TOP-NOTCH WRITING SKILLS

Philip's professionalism and attention to detail were incredible

Demonstrates emotional intelligence

HE GETS EXCELLENT RESULTS