

Colleen Callahan Burns

9318 N. Old Towerline Road
Kickapoo, Illinois 61528
Phone: 309-692-0147
Fax: 309-692-0148
Email: colleencall@sbcglobal.net
www.colleencallahan.com

EDUCATION

Milford Township High School, Salutatorian
Bachelor of Arts, with Honors/University of Illinois - Agricultural Communications

EMPLOYMENT

Colleen Callahan Communications (Owner) Peoria, Illinois	Jan 2003 – Present
Agribusiness Director, WGFA Radio Watseka, Illinois	Sept 2005 - Present
Senior Agribusiness Consultant, WMBD Radio (JMP Media) Peoria, Illinois	Jan 2003 – Dec 2005
Agribusiness Director, WMBD Radio (JMP Media) Peoria, Illinois	Sept 1973 – Jan 2003

As Director of Agribusiness for WGFA Radio in Watseka, I am responsible for all agribusiness programming. I also produce 2 agribusiness segments: Colleen's Comments – weekdays; and Saturday Coffee with Colleen. Additional programming is in the planning stages for 2007.

As Director of Agribusiness for WMBD Radio, I was responsible for agricultural programming Monday – Friday, 5:30-6:30 A.M. & Noon Agribusiness Hour (Noon-1 P.M.)

Programming included the creation of the following successful segments:

- "Fields of the Future"
- "Centennial Farm Tour"
- "Agri-Woman of the Month"
- "Planting and Harvest Tours"
- "Colleen Callahan County Fair Tour"

Host of "Lifestyles of the Not So Rich and Famous" on WMBD Radio, 1998-2001

Responsible for agribusiness programming on CBS 31 TV, Peoria, Illinois, and Channel 3, WCIA, Champaign, Illinois, from 1974-to 1997. (Programming included "Town and Country" and "Midwest Morning," 2 to 5 minute programs, airing Monday – Friday, featuring local and national individuals involved in agricultural vocations and avocations. Programming also included daily agricultural commodity market reports during the Noon News on Channel 31 and Channel 3.)

Co-anchor of "Blue Ribbon Dreams," live broadcast on Channel 3, WCIA, of the Governor's Championship Auction during the Illinois State Fair, 1996-2004

AWARDS AND RECOGNITIONS

- Oscar in Agriculture, Television category
- American Women in Radio and Television Commendation Award
“Farm Wife Financier”, 1st place, Television News Category (Presented by Jane Pauley)
- Communication Award, American Soybean Association
- Media Award, Land of Lincoln Soybean Association
- Excellence in Farm News Broadcasting, Illinois Beef Association
- Communicator Award, Illinois Pork Producers Association
- Communication Award, Illinois Corn Growers Association
- Communication Award, Peoria YWCA
- Friend of Agriculture, Illinois Extension Agricultural Association
- Distinguished Merit Award, Illinois Soil and Water Conservation Districts
- Outstanding Young Woman of America
- Award of Merit, University of Illinois Agriculture Alumni Association (First woman, youngest ever)
- Excellence Award for Public Education, Illinois Leadership Council for Agricultural Education
- Silver Dome Award, Illinois Broadcasters Association
- State 4-H Alumni Recognition Award, Cooperative Extension Service
- Outstanding Farm Broadcaster of the Year, National Association of Farm Broadcasters
- WEEK-TV 25 Women in Leadership Award – 2004
- Friend of Agriculture Award – 2005
- Illinois Farm Bureau Eagle Award for Excellence - 2005

PROFESSIONAL RESPONSIBILITIES

- Co-chaired Regional Meeting of the National Association of Farm Broadcasters (NAFB)
- Planned National Annual Meeting, NAFB
- Chair, Ethics Committee, NAFB
- Board of Directors, NAFB
- Director of Development, NAFB
- Vice President, NAFB
- President-Elect, NAFB
- President, NAFB (first woman)
- Past President, NAFB

COMMUNITY INVOLVEMENT

- St. Mary's Church (Kickapoo) Education Board
- Peoria Notre Dame High School Parents' Board, President
 - Membership Chair
 - Graduation Event Coordinator
- Peoria Notre Dame High School Auction, Publicity Chair
- Peoria Notre Dame High School "Soccer Mom"
- University of Illinois College of ACES Alumni Association Board, President
- University of Illinois College of ACES, Agricultural Communications Leadership Council, President
- Fighting Illini Pork Club, Co-Chair
- OSF St. Francis Medical Center Women's Health Services Public Relations Committee
- The Nature Conservancy / Great Rivers Regional Board of Directors
- Youth For A Cause Board Member
- Chicago Farmers Board of Directors
- Morton Community Bank Board of Directors
- Peoria YWCA Board of Directors
- Classroom Instructor, Institute for Learning in Retirement – Bradley University, Oct 2004
- National Association of Women Business Owners member

CCC CLIENTS*

- Delaware Women of Agriculture
- Indiana Design Consortium
- Mexico, MO Chamber of Commerce
- Mid-Illinois Talking Book Center
- Monsanto
- National Farm-City Council
- Northwest Municipal League
- Pennsylvania Association of County Fairs
- United Soybean Board
- National Pork Board
- Osborn & Barr Agency
- Charleston | Orwig Agency
- University of Illinois Office of Technology and Economic Development

OTHER

- November 2003 – Accompanied U.S. Department of Agriculture Secretary Ann Veneman on a trip to the Middle East to study agricultural and women's issues.
- Published Works – Several magazine and newspaper articles have been published relating to my trip to the Middle East.
- Motivational Speaking and Keynote Addresses for professional groups and organizations.

*not a complete list

BACKGROUND

I grew up on a purebred Hampshire hog and Angus cattle/grain farm near Milford, Illinois. I took agriculture classes in high school, but I was not permitted to participate in FFA. (Women were not admitted into FFA until the year *following* my high school graduation.) I was the first woman on the Illinois State 4-H Livestock Judging Team and the only woman on the University of Illinois Livestock Judging Team in 1972. I have continued to stay involved in animal agriculture. My husband, Dick Burns, also a 1973 University of Illinois graduate in Agriculture Science, is a regional sales manager for Burrus Seed. We raise purebred Angus cattle on our farm near Kickapoo and own a farm in DeWitt County. Our daughter, Brittney, is a law student at DePaul University. My Mom, Elaine, and I co-chair the Fighting Illini Pork Club, founded 30 years ago, by my late Dad, Fran. The "Pork Club" has raised nearly ½ million dollars for the University of Illinois Animal Sciences Department and Athletic Scholarship Fund. At the beginning of 2003, I began my own business – *Colleen Callahan Communications*. Communicating to my television and radio audience for 30 years, I have honed my communication skills, and have now broken into the world of public speaking – giving motivational speeches, facilitating meetings and debates, and connecting people to enable them to develop a strong professional relationship. In addition to keeping busy with Colleen Callahan Communications, I have "gone home" to broadcasting in Watseka on WGFA Radio, where my very first experience in broadcasting was reading a commercial on the air during a school field trip!