

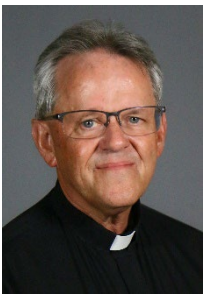
Saint Charles Borromeo Seminary

WORKSHOP ON PARISH SOCIAL COMMUNICATIONS



October 5, 2023

PRESENTERS



REV. THOMAS DAILEY, O.S.F.S.





*The John Cardinal Foley Chair of
Homiletics & Social Communications
@ Saint Charles Borromeo Seminary*

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An Oblate of St. Francis de Sales, ordained to the priesthood in 1987, Fr. Dailey earned his doctoral degree at the Pontifical Gregorian University (Rome) and is a member of the Academy of Catholic Theology. He has written, edited or translated ten books and authored more than sixty-five contributions in a variety of professional publications. His commentaries have been featured in news outlets and on digital media nationwide.



	<p style="text-align: center;">REV. PATRICK WELSH</p> <p style="text-align: center;"><i>Pastor</i> <i>St. Matthew's Parish (Philadelphia)</i></p> <p style="text-align: center;">pastorofstmatts@comcast.net</p>	<p>Ordained in 2000, Fr. Welsh holds a licentiate degree in sacred liturgy from the Pontifical Atheneum of San Anselmo (Rome). Formerly the vice-rector and director of liturgy at Saint Charles Borromeo Seminary, he now serves as Pastor of St. Matthew's parish in the Mayfair section of Philadelphia. Father Welsh is constantly striving to find new and creative ways to assist the Church to bridge the gap that exists between God and his people. Under his leadership, St. Matthew's won the first place award for "social media innovation and excellence during Covid" at the national Parish Excellence Summit in 2020.</p>
	<p style="text-align: center;">VANESSA TURCHI PERRAULT</p> <p style="text-align: center;"><i>Youth Outreach Coordinator and Director of Sacred Music</i> <i>St. Matthew's Parish (Philadelphia)</i></p> <p style="text-align: center;">vanessa.turchi@gmail.com</p>	<p>Vanessa has worked at Saint Matthew Parish since 2019. For most of Vanessa's professional life, she was a secondary education English teacher, teaching teenagers at both Catholic schools and Philadelphia charter schools. While teaching, she was singing at several churches as a freelance vocalist in Northeast Philadelphia. Father Welsh and Vanessa crossed paths when she was subbing for a cantor at Saint Matthew, and the rest is history. Vanessa serves as the full-time music director and youth director. During the pandemic, and using much of her "Millennial" skills, Vanessa took on the responsibility of the social media presence for the parish and it has become the most passionate part of her work at Saint Matthew. </p>
	<p style="text-align: center;">SARAH JOSEPHINE YAKLIC</p> <p style="text-align: center;"><i>Chief Digital Officer</i> <i>Archdiocese of Los Angeles</i></p> <p style="text-align: center;">syaklic@gmail.com</p>	<p>Sarah is the Chief Digital & Marketing Officer for the Archdiocese of Los Angeles. She is a digital media specialist passionate about evangelizing along digital highways. Before joining the Archdiocese of Los Angeles, Sarah was the Director of the Grotto Network at the University of Notre Dame and, prior to that, she spent five years as the director of digital media for the Archdiocese of Washington (DC). Through her experiences as a digital disciple, Sarah has amassed an impressive portfolio of video stories, social media campaigns, radio spots, and event-based digital media outreach. </p>
	<p style="text-align: center;">JESSIE MARUSHAK</p> <p style="text-align: center;"><i>Founder & CEO</i> <i>7C Communications</i></p> <p style="text-align: center;">jessie@7ccommunications.com</p>	<p>Jessie is a recognized marketing and communications leader specializing in sharing organizations' stories while creating business and brand value. Named one of Bucks County's top 40 Under 40, honoring today's most dynamic individuals who shine in our communities, Jessie is a highly innovative, creative storyteller. Jessie's expertise in marketing, social media, public relations and event production enables her to successfully build and maintain a consistent brand and corporate identity for each of her clients. </p>

	<p align="center">BILL ROSE</p> <p align="center"><i>Creator / Proprietor Joyful Films</i></p> <p align="center">brose@joyfulfilms.com</p>	<p>Bill Rose is the founder of Joyful Films, an EMMY® award winning Video Production Company that specializes in visual storytelling, with a particular emphasis on the joyfulness that flows from God and following Him in the Christian life. Through the power of video he has helped numerous Catholic organizations achieve their God-inspired missions. He aided numerous Parishes throughout Philadelphia in implementing ways to stay connected during the pandemic. He is currently producing a documentary about Saint Charles Seminary through Deo Gratias Films.</p> 
	<p align="center">PAULA RILEY</p> <p align="center"><i>Communications Consultant Oblates of St. Francis de Sales</i></p> <p align="center">paulamriley@gmail.com</p>	<p>Paula developed and now oversees the Oblates of St. Francis de Sales Social Media Ministry and supports their other communications and development initiatives. An action-orientated and enthusiastic professional, Paula’s experience includes marketing, human resource management, and sales. She is an adjunct faculty member at Saint Joseph’s University and holds a Master of Organizational Science, Human Resources from Villanova University and a Bachelor of Arts, English from The State University of New York at Albany.</p> 
	<p align="center">PATRICK MCCABE</p> <p align="center"><i>Senior Product Manager, Parishes / Schools Ascension Press</i></p> <p align="center">pmccabe@ascensionpress.com</p>	<p>Patrick McCabe is a Senior Product Manager at Ascension and is responsible for the development of new programs and products. For more than ten years he has managed the development of resources for parishes and schools, including the award-winning <i>Chosen</i> Confirmation program and Ascension’s online digital streaming platform. Before working at Ascension, he worked for six years in Catholic Radio. Patrick has an M.B.A. in Business Management from West Chester University, a B.S. in Business Communications from Chestnut Hill College and a Certificate in Project Management from Temple University.</p> 