



At the Heart of Communications and Communities <sup>SM</sup>

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**MICHELLE TAYLOR TO TAKE HELM OF BETAH ASSOCIATES**

*Board Of Directors Approves Daughter of Founder As New President and CEO*

**BETHESDA, Md.**—The Board of Directors of BETAH Associates, Inc. has named Michelle R. Taylor as President and CEO of the Bethesda-based communications outreach, professional services, and technical support firm. Taylor succeeds her mother, company founder Wilhelmina Bell-Taylor, who passed away in April.

Ms. Taylor has served on BETAH’s management team as Corporate Secretary and Creative Services Director for nearly 10 years. She has expertise in audio and video production, art direction, communications, project and contract management, community outreach, and event planning.

Taylor has developed and implemented national and local communications outreach initiatives for national health campaigns for public- and private sector clients, including the U.S. Department of Health and Human Services, Office of HIV/AIDS Policy, the U.S. Administration on Aging, and the Centers for Disease Control and Prevention. She has spearheaded creative teams in the development of numerous multi-lingual print products; public service announcements; video and audio news releases; satellite media tours; and Webcasts promoting critical health information to vulnerable populations. She previously served as an associate producer at National Geographic and began her career in London at Channel Four Television and the British Broadcasting Corporation Television.

Although her new role is certainly bittersweet, Ms. Taylor is dedicated to honoring her mother’s legacy and plans to continue and even expand upon her mother’s work. “While it is challenging coping with the loss of my mother, it is in an odd way

exciting to explore ways that I can carry forth some of her visions,” she said. “I was blessed to have her not only as my guiding force in life, but also as my mentor in business, having had the opportunity to work with her at BETAH for nearly a decade. She instilled in me, in both my personal and professional pursuits, the importance of faith, integrity, and service to others. I am eager to honor my mother's wish to have the work that BETAH does for its clients and communities carried on in a manner consistent with the exemplary standards she set.”

Wilhelmina Bell-Taylor selected the Old Testament word for trust and confidence —*betah*-- as the moniker for her company. Her goal was to help organizations cultivate the trust and confidence of vulnerable communities and to create positive change nationwide through innovative communications and management services and solutions. Many of the projects the company undertakes provide minority and low-income communities with health information; developing community revitalization initiatives; and empowering communities through communications, training, and technical assistance. Among Ms. Bell-Taylor’s many accomplishments was her role in developing a training program for low-income community leaders at the Washington, DC, Center for Neighborhood Enterprise.

### **ABOUT BETAH**

*BETAH Associates, founded in 1988 by Wilhelmina Bell-Taylor, is a management consulting firm that provides clients with communications and outreach services, conference and event planning, information management and technology services, project management and administrative support. In 2000, BETAH was selected for the elite Inc. Magazine’s Inc. 500 list of America’s fastest growing privately held companies. BETAH customers include the Department of Health and Human Services, Department of the Navy, Department of Veterans Affairs, Department of Housing and Urban Development, Department of Labor, Federal Emergency Management Agency, National Science Foundation, U.S. Small Business Administration, and Defense Mapping Agency.*

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