

# MORRILL & ASSOCIATES PC

## Myk Snider

Mr. Snider serves as Public Affairs Consultant to Morrill & Associates.

Snider has almost 20 years experience in the public affairs arena, dealing with government and community issues. In addition to his work with Morrill & Associates, Snider is a principal in the firm of **Sphere Public Relations Group**, whose trademarked slogan is “Building Community Support and Overcoming Community Opposition” for their clients.

He is a process expert on **brand management and issues management**, focusing on using the tools of public relations to communicate with diverse community groups. He has managed many **complex and controversial projects**, and is experienced at project management in campaigns involving multiple parties with multiple roles.

Snider has led many clients’ critical projects to success, including:

- Harris Chicago Community Bank (transition to neighborhood branch model);
- Ameritech Illinois (773 area code transition);
- Taco Bell Corp. and the related companies of Yum Brand (using community relations to facilitate new store development).

He has developed comprehensive, brand-based marketing plans for City Colleges of Chicago, United HealthCare, the Illinois Road Builders Association and many other Chicago-area clients. He has also helped build community support for controversial projects including incinerators, medical waste facilities, chemical transfer stations and assisted senior living homes.

Before forming Sphere, Snider **served in Chicago Mayor Richard M Daley’s administration** as Director of Recycling (1990–92). Previously, he was in charge of government programs for a community based organizing agency (Resource Center, 1984–90). Snider was a long-time Secretary for the Greater Chicago Recycling Industry Council; he founded and chaired the PAC for the Chicago Southland Chamber of Commerce and is a Past President of the Chicago Area Public Affairs Group. He received his B.A. with Honors in Humanities and English Literature from Valparaiso University in 1981, and his graduate studies were in Theory of Criticism at the University of Chicago.

Snider resides in Chicago, Illinois.



Principal, Sphere Public Relations Group;  
Specialist in brand management and issues management; and  
Past president, Chicago Area Public Affairs Group.