



Terilyn Finders

Chief Client Services Officer

Oakland

tfinders@f3law.com

D 510.550.8208



What can I solve for you?

I help our firm's lawyers and clients strategically navigate the court of public opinion with honesty, empathy and professionalism. I'm honored to support public education and welcome the challenge of leaning in beyond the law to assist clients on an array matters, from the routine but important day-to-day operations to the most complex, delicate issues.

What's it like to work with me?

I'm honored to perform my role in the vital education profession. I enjoy knowing that I can enhance the level of service for you by wrapping around the law all of the political, public engagement and interpersonal communication realities that you deal with regarding your employees, parents and families, the broader community and ultimately—and most importantly—the students.

Overview

Drawing on years of diverse and distinguished experience and a deep well of knowledge, Terilyn Finders provides strategic and crisis communications counsel to the F3 community when legal matters trigger public and media questions or concerns. She helps school districts address employee and student misconduct and assists districts in building communication plans to support the examination and launch of initiatives.

In partnership with education associations, Terilyn oversees and helps create and implement a wide range of collaborative projects designed to meet education professionals' needs. They include online training and



student scholarship programs, among others. She also brings her experience and know-how to bear in helping clients with social media issues, always working diligently to stay abreast of the changes and education-related ramifications that arise in this fast-paced digital environment.

Highly regarded for her ability and agility in delivering top-tier service to school districts, Terilyn fully understands the dynamics within which they work to fulfill their important mission. She draws on a confluence of intelligence, modesty, sensitivity and strong verbal and written communication skills. Additionally, she knows how to read her audience and best tailor her content and style to suit them.

As a parent who put her children through public schools and a school board member who served two terms as president, Terilyn has a “crow’s nest” view of the many groups affected by school district policies, including parents, students, teachers, unions, administrators, staff, volunteers and others. She also worked as a journalist, covering education and attending many school board meetings, which enables her to see and hear the difference between a response that leaves people cold and flat and one that resonates and matches the emotion of the situation. All of this experience gives Terilyn a wide-angle perspective that enhances her ability to serve the firm’s clients and attorneys.

After School

Family always sits at the top of my list. I especially enjoy spending time with my grandchildren and their friends. I’m an enthusiastic cook and my husband and I love to entertain. He’s a professional musician, so attending his gigs and being immersed in the world of jazz music plays a big part in my life.

Education

- San Jose State University (B.A. Journalism)

Related Services

- Communications & Media Relations
- Government Affairs & Public Policy
- Next Level Client Services
- Governance & Leadership