



Sacred Heart Major Seminary  
2701 Chicago Boulevard • Detroit, Michigan 48206  
313-883-8500 • Fax 313-868-6440 • [www.shmsonline.org](http://www.shmsonline.org)

## **News Release**

### **David J. Kelley is new Vice President of Development and External Affairs**

#### **FOR IMMEDIATE RELEASE**

Detroit, Michigan, July 12, 2007—David J. Kelley has been hired as Vice President of Development and External Affairs at Sacred Heart Major Seminary, 2701 Chicago Boulevard, Detroit, Michigan 48206. Mr. Kelley began this newly-created administrative position on June 4. His duties involve directing all aspects of development, alumni affairs, marketing and public relations for the Roman Catholic seminary of the Archdiocese of Detroit.

“Mr. Kelley brings strong leadership credentials and extensive development experience to this new position,” said Monsignor Jeffrey M. Monforton, Sacred Heart’s rector and president. Monsignor Monforton noted that such a vice president’s position is consistent with the prevailing university and college model.

Prior to his hiring at Sacred Heart, Mr. Kelley served as Director of Development at Ave Maria School of Law, Ann Arbor, Michigan (2003-2007), and Director of Development at Ave Maria College, Ypsilanti, Michigan (2001-2003). From 1984 until 2001, he held increasingly responsible circulation management positions with Crain Communications, Detroit, Michigan, with his last responsibility being Group Subscription Director for fourteen business magazines. He is considered an expert in direct response marketing, having won seventeen trade awards during his time at Crain.

Mr. Kelley holds a BA in Political Science from Michigan State University and an MS in Administration from Central Michigan University. He and his wife, Valerie, have been married for twenty six years and make their home in Ann Arbor, where they have raised their four children. He serves on the parish council of Christ the King Parish in Ann Arbor, and is a member of the Board of Directors of The Pregnancy Help Center in Ann Arbor.

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Contact:

Kate Bua, Marketing Director

Sacred Heart Major Seminary

2701 Chicago Boulevard, Detroit, Michigan 48206

313-883-8533/Bua.Kathryn@shms.edu