

Toni Cordell-Seiple

Patient Advocate

Always looking for ways to move forward, Toni Cordell-Seiple became a feature reporter for an NBC affiliate in Mobile, AL (in the 1970's). Risking humiliation, her adventurous nature and creativity earned her several Associated Press awards. When Toni's husband (a news director and anchorman) gave her a 16mm Canon Camera, she announced, "Now I can be a film producer." Her production company's first job was an assignment to shoot the state of Alabama's tourist film to be shown in their welcome centers. That was followed by assignments to South America, Africa, and India.

After finding out that help was available to change her poor reading skills Toni's passion turned to literacy. She set up her own nonprofit organization called Rollin' for Readin.' The purpose was to "draw mass media attention to the solvable problem of illiteracy." Toni accomplished that goal by roller-skating across America in 1990. She was later hired by Laubach Literacy in Syracuse, NY where she stayed for five years until moving to Georgia several years ago.