

Antoinette Crawford-Major
Regional Director, Community Affairs & Development, Southeast Region
Pennsylvania Department of Community and Economic Development

Antoinette Crawford-Major, better known as Toni, was appointed to the position of Regional Director for the Southeast Regional office of Community Affairs & Development in 2004. Under the Department of Community and Economic Development, the Regional Director is responsible for administrative and professional direction of a broad range of community and economic development services, serving a 5 County area in Southeastern Pennsylvania. In her role as Regional Director, Ms. Crawford-Major is to provide quick and hassle-free access to the comprehensive programs and initiatives offered by the state.

By working directly with non-profit organizations, community leaders as well as federal, state and local officials, duties are performed independently under the general direction of the Deputy Secretary for Community Affairs and Development. The Director also supervises a professional support staff of Community Development Specialists in the administration of statewide community and economic development programs for local agencies.

Prior to her appointment Toni served for 7 years as the Southeastern Regional Representative for the Governor's Action Team, the Economic Development agency for the Commonwealth. Previously Toni served as the Membership Services Manager at the Philadelphia Convention and Visitors Bureau from 1993-1996. The Philadelphia Tribune newspaper hired Ms. Crawford-Major in 1992 to serve as the Director of Promotions and Communications. There she was responsible for all public and media relations, and served as a spokesperson on behalf of the newspaper as they underwent radical format changes to their publication and introduced a weekly TV Guide in direct competition with the Philadelphia Inquirer.

Mrs. Crawford-Major has parlayed her career through numerous professional and community organization affiliations. She just completed a 2 year term as President of the Board of Directors for the Terri Lynne Lokoff Child Care Foundation, where she remains a member of the Executive Committee; she is also a Friends Advisory Board Member at the Galleries of Moore – The Moore College of Art & Design, and Executive Board Member of The Multi-Cultural Affairs Congress, a division of the Philadelphia Convention & Visitors Bureau.

Born in Denver, Colorado and educated at the University of Colorado's School of Journalism, Ms. Crawford-Major moved to Pennsylvania to open the market for the Adolph Coors Company in 1988. As Community Relations Manager for Coors she spearheaded the public relations and marketing campaign that subsequently thrust Coors to become one of the tri-state area's top selling beers.

Toni is a resident of King of Prussia, PA. Her daughter graduated from Hampton University in May 2003 and is currently pursuing a Broadcast Journalism career in New York City.