MULTIMODAL TRANSPORTATION COMMISSION
3 year term

- Members shall be residents of the City
- Members shall represent various modes of transportation to include, but nor be limited to: transit, greenways, automobiles, bikes, pedestrians, etc.
- Members shall possess expertise and interest in the sustainability and development of multimodal transportation and demonstrate willingness to participate actively in Commission efforts.

Multimodal Transportation Commission - (3 year term)
Rich Lee - at large rep -**NOT** eligible for reappointment
Term expired 07-01-20
Has served 2 terms
***NOTE:** Michael Stratton advised he is switching from Bike/Ped rep to at-large rep so the open seat advertised for is Bike/Ped interest

CURRENT MEMBERS	TERM EXPIRES	APPOINTED	TERMS	RACE	HOMEOWNER /RENTER	SEX	AREA	OCCUPATION
Rich Lee (at-large representative) ric.hardlee@live.com	07-01-20	07-25-17 10-11-15	2 1	W	H	M	West	Financial Advisor
John Bausone (Transit interest) jbausone@gmail.com	07-01-21	12-08-20	Unexp	n/a	R	M	South	Server Biltmore Workforce Mgmt
Michael G. Waddle (Transit interest) michaelgwaddle@gmail.com	07-01-22	12-08-20	Unexp	Hisp.	R	M	Central	Program Manager CASE Consultants International
Dennis Wencel (at large representative) denniswencel@gmail.com	07-01-23	03-11-20	1 Unexp.	W	H	M	East	President Lift Marketing Group
Kenneth Armstrong (represent greenway interests) kenny@jmteagueengineering.com	07-01-21	08-27-19	Unexp.	W	H	M	North	Transportation Planner JM Teague
Lydia Buehrer (Greenway interest) buehrer.lydia@gmail.com	07-01-22	12-08-20	Unexp	W	H	F	West	Sr. Project Engineer Whitman, Requardt & Associates, LLP
Randy Warren (Bike/Ped interest) randy@warrencycling.com	07-01-22	08-27-19	1 1*	W	R	M	South	Owner/Coach Warren Cycling
Michael Stratton (represent Bike & Ped interests) - per 12/2/20 email - switching to at-large seat opening this bike/ped seat mdstratton1@gmail.com	07-01-21	08-27-19	Unexp.	Hisp.	H	M	East	Real Estate Broker Keller Williams

CURRENT MEMBERS	TERM EXPIRES	APPOINTED	TERMS	RACE	HOMEOWNER /RENTER	SEX	AREA	OCCUPATION
Patricia Katz (At large seat) pkkatz56@charter.net	07-01-23 07-01-20	12-08-20 08-27-19	1 Unexp.	W	H	F	Central	Retired landscape architect
Anna Sexton (represent Neighborhood Adv Com) Ex-Officio - Non-Voting Member sexton.aes@gmail.com	When off NAC			W	R	F	West	Planner NAC Rep
Joe Archibald P&Z appted representative Ex-Officio - Non-Voting Member narwhal1@icloud.com	When off P&Z	10-03-17	1	W	R	M	North	Architect Woodworker
SACEE Rep.	Open - To Be Reviewed At a Later Date				07-01-16	Ex-Officio - Non-Voting Member		

*Randy Warren reassigned from At-Large seat to Bike/Ped seat 8/27/19

Chair: Michael Stratton
Staff: Jessica Morriss
Council: Kim Roney

MULTIMODAL TRANSPORTATION COMMMISSION

Name	Male	Female	Black	White	Other	North	East	South	West	Central	City	County	Homeowner/ Renter
Katz		X		X						X	X		H
Stratton	X				X		X				X		H
Warren	X			X				X			X		R
Armstrong	X			X		X					X		H
Wencel	X			X			X				X		H
Sexton		X		X					X				R
Archibald	X			X		X							R
Bausone	X							X			X		R
Waddle	X				X					X	X		R
Buehrer		X		X					X		X		H
VACANT													

Multimodal Transportation Commission Resource LIst

APPLICANT FName	APPLICANT LName	APPLICANT EMAIL	DATE SUBMITTED APPLICATION	RESIDENT	RACE	SEX	AREA	Homeowner /Renter	OCCUPATION	Interested in Other Boards
Sandy	Aldridge	sandykallamaldridge33@gmail.com	03-02-20	City	W	F	Central	R	Student at AB-Tech	on CPAC / interested in Civic Ctr
Kristen	Goldsmith	goldsmkm@gmail.com	03-06-20	City	W	F	West	H	Assistant Manager Trader Joe's	
Marty	Shults	martyshults@yahoo.com	08-29-20	City	W	M	West	H	Assistant Manager Goodwill NWNC	
Joseph	Chesler	jchesler@morrisbb.net	10-29-20	City	W	M	West	H	Retired Los Angeles County Chief of Planning	
Maggie	Ullman	maggie.ullman@gmail.com	11-16-20	City	W	F	North	H	Principal Ullman Consulting	
Bill	Loftis	billloftis55@gmail.com	11-17-20	City	W	M	Central	H	Principal Bill Loftis Assoc.	
Christine	Harris	cgmharris@gmail.com	12-14-30	City	W	F	West	H	Stay at home mom/ Nurse Practitioner Self	
Micah	McLain	micah.mclain@gmail.com	12-14-20	City	W	M	West	R	Executive Project Manager Heifer International	

City of Asheville

BOARDS & COMMISSIONS

Application Form

Applicants are strongly urged to attend several meetings of a board prior to applying

Name of board or commission: Multimodal Transportation Commission

Your name: Sandy Aldridge Home Phone #: 919-264-6113

Street address: 116 Veronica Lane City: Asheville Zip Code: 28801

Mailing address (if different): _____

Employer: Full-time student at AB Tech

Your position: _____ Office Phone #: _____

Resident of City Asheville County Buncombe Race White * Sex M___ F✓ * Age 53 *

Are you a Homeowner or a Renter? Renter

Residence location (check one): Central ✓ North _____ South _____ East _____ West _____

Are you aware of any potential conflicts of interest that may arise during your service on this board (i.e., property interest, business interest, etc.)? If so, please explain: _____
_____. Potential conflicts of interest do not preclude appointments.

Please indicate the area(s) of expertise that you can bring to the above board(s), and then in detail list education, experience, reasons for your interest, and other factors that support your interest in serving **Applicants are encouraged to provide a cover letter and/or a brief resume. Please use additional sheets if necessary.**

Volunteering for my community by way of serving on the Multimodal Transportation Commission is part of my mission for the City of Asheville. I have prior experience working with the NCDOT in Location & Surveys, Greenways and also working in a District Engineers office. I've already collected great ideas from other Asheville residents and would like to see some of those ideas come to life. My son recently graduated from N.C. State with degrees in Environmental Science & Plant Biology, he's available for sharing of information

Return to:

Sarah Terwilliger, Deputy City Clerk
Post Office Box 7148
Asheville, N.C. 28802-7148

E-Mail: sterwilliger@ashevillenc.gov
Telephone: 259-5839
Fax #: 259-5499

Signature: Sandy Aldridge

Date: 3-2-2020

E-Mail: _____

Fax #: _____

* This information is requested for the sole purpose of assuring that a cross section of the community is appointed.

City of Asheville

BOARDS & COMMISSIONS

Application Form

Applicants are strongly urged to attend several meetings of a board prior to applying

Name of board or commission: Multimodal Transportation Commission - Transit Interest

Your name: Kristen Goldsmith Home Phone #: 419-356-9006

Street address: 169 Davenport Rd City: Asheville Zip Code: 28806

Mailing address (if different): _____

Employer: Trader Joe's

Your position: Assistant Manager Office Phone #: N/A

Resident of City X County _____ Race White * Sex M___ F X * Age 36 *

Are you a Homeowner or a Renter? * Homeowner

Residence location (check one): Central ____ North ____ South ____ East ____ West X

Are you aware of any potential conflicts of interest that may arise during your service on this board (i.e., property interest, business interest, etc.)? If so, please explain: No

_____. Potential conflicts of interest do not preclude appointments.

Please indicate the area(s) of expertise that you can bring to the above board(s), and then in detail list education, experience, reasons for your interest, and other factors that support your interest in serving **Applicants are encouraged to provide a cover letter and/or a brief resume. Please use additional sheets if necessary.**

Prior to living in Asheville, I have been an avid public transit rider and cycling commuter much of my adult life. I relied on public transit as a primary means of transportation while living and/or working in Washington D.C. and Portland, OR. I commuted solely by bicycle year round while living in Eugene, OR. When my family relocated to Asheville for work I was disappointed to discover that neither our public transit system, nor our bicycle infrastructure were capable of meeting the needs of so many of our residents. As a member of this committee, I will advocate for policies that will expand these services and our infrastructure to serve the members of our community in a manner that provides access to school, work, medical services, and community events not only for those who rely solely on transit, but also those who wish to reduce their dependency on a car. Doing so will enable economic mobility, improve civic engagement, support our local businesses, encourage healthier lifestyles, and reduce our carbon emissions in line with the City's Comprehensive Plan and our climate-related goals. My professional training in architecture with a focus on sustainable design, as well as my advocacy for transit and alternative transportation as a candidate for City Council will play key roles in my service on this board.

See Attached

Signature: [signature]

Date: 3/6/20

E-Mail: goldsmkm@gmail.com

Fax #: N/A

* This information is requested for the sole purpose of assuring that a cross section of the community is appointed.

3/6/20

Sarah Terwilliger, Deputy City Clerk,

I am writing to apply for the vacancy on Asheville's Multimodal Transportation Commission, with a specific interest in Transit. I have regularly attended meetings of this committee for the past several months, and was a strong advocate for transit and alternative means of transportation as a candidate for City Council.

Prior to living in Asheville, I was an avid public transit rider and cycling commuter much of my adult life. I relied on public transit as a primary means of transportation while living and working in Washington D.C. and Portland, OR. I commuted solely by bicycle year-round while attending graduate school and living in Eugene, OR. My experience with other city's transportation systems provides me with valuable insight to strategies that will contribute to our ongoing efforts to improve Asheville's transportation systems.

When my family relocated to Asheville for work, I was disappointed to discover that neither our public transit system, nor our bicycle infrastructure were capable of meeting the needs of so many of our residents. Specifically, as a shift-worker, our bus system's schedule does not support those, like myself, who work very early in the morning or late at night. This impacts thousands of Ashevillians who have to rely on other means of transportation, in order to get around our city. The inadequacy of our transit system contributes to congestion on our roads, significant carbon emissions, wear and tear on our infrastructure, as well as straining the personal resources of our residents. Similarly, our city lacks sufficient infrastructure that would enable many of our residents to leave their cars behind and instead complete many of their daily tasks on bike.

My professional training in architecture with a focus on sustainable design makes me uniquely suited to advocate for policies in keeping with the City's Comprehensive Plan, *Living Asheville*. I have a keen understanding of the importance of integrating transit with housing as a land-use planning policy, and will utilize my skills as they pertain to meeting our goals for a well-planned city. As a candidate for City Council, I established important relationships with both City and County officials through my advocacy for transit and alternative transportation. I will (use these connections) to advocate for new funding sources for transit, including partnerships with Buncombe County and collaboration with the Tourism Development Authority on funding projects through the Tourism Product Development Fund.

As a member of this committee, I will advocate for policies that will expand our transit system and our alternative transportation infrastructure to serve the members of our community in a manner that provides access to school, work, medical services, and community events not only for those who rely solely on transit, but also those who wish to reduce their dependency on a car. Doing so will enable economic mobility, improve civic engagement, support our local businesses, encourage healthier lifestyles, and

reduce our carbon emissions in line with the City's Comprehensive Plan and our climate-related goals.

Thank you for your consideration,

Kristen Goldsmith

Kristen M. Goldsmith

169 Davenport Road Asheville, NC 28806
(419) 356-9006
goldsmkm@gmail.com

Education

UNIVERSITY OF OREGON: Eugene, OR
2006 - 2008, Master of Architecture
Instructor, AutoCAD, Summer 2008
Graduate Teaching Fellow, Digital Media, Spring 2007 & Building Construction Fall 2007
Lyle P. Bartholomew Scholarship Recipient, Spring 2007
Teaching assistant, Computer Technology, Fall 2006

UNIVERSITY OF CINCINNATI: Cincinnati, OH
2002 - 2006, Bachelor of Science, Architecture
Graduated with Honors
Cincinnatus University Scholarship
Dean's List every academic quarter

Experience

CANDIDATE: ASHEVILLE CIY COUNCIL, 2020
Advocated for policies including: More affordable housing, equitable zoning, improved public transit, additional infrastructure for alternative transit, and improving economic opportunities for Asheville's residents.

TRADER JOE'S: 2013 - PRESENT, ASHEVILLE, NC & TALLAHASSEE, FL
MATE 2014 - PRESENT, CREW MEMBER 2013-2014
Oversee staff of 100+ employees to provide a WOW customer experience to every customer, every day by ensuring the store is clean and well-stocked. Model and communicate our core values, train and develop crew members, find innovative ways to drive sales in our neighborhood store while maintaining a fun and friendly environment.

FOSTER ASSOCIATES: PORTSMOUTH, RI - 2008 - 2013
Primary responsibilities included project management and design collaboration with other members of the studio on a variety of commercial and residential projects. Responsible for communicating with clients and contractors on site and throughout the design and construction processes. Responsible for completing construction documents and specifications, perspective renderings, presentations, and physical models. Additional experience with residential and commercial interior design from preliminary schematics and presentations to specifications, purchasing and installation.

ZIMMER GUNSUL FRASCA PARTNERSHIP:
WASHINGTON D.C.- SPRING 2004; PORTLAND, OR- AUTUMN 2004, SUMMER 2007
Assisted with various projects including those for public and civic institutions and health care facilities. Experience in several phases of design including conceptual design, schematic design, and construction documents. Performed tasks using AutoCAD, Photoshop, and SketchUp, including construction details, presentation boards, and digital modeling. Received outstanding evaluations and references.

ESHERICK HOMSEY DODGE & DAVIS:
SAN FRANCISCO, CA - SPRING & AUTUMN 2005
Participated in several stages of the design process for a LEED Platinum natural sciences building. Responsibilities included model making, construction details using AutoCAD, and creating diagrams to educate the client as to the benefits of sustainable design. Also in charge of completing record drawings for a built project. Collaborated on several design competitions and assisted in the creation of presentation boards and other visual media.

Activities and Honors

Endorsed by Equality NC and Run for Something as a candidate for Asheville City Council. iGrow Co-coordinator, Tallahassee, FL. National Society of Collegiate Scholars, HOSTS Mentor, University Honors Association, Habitat for Humanity, Denmark International Study Program.

References

Available Upon Request.

City of Asheville

BOARDS & COMMISSIONS

Application Form

Applicants are strongly urged to attend several meetings of a board prior to applying

Name of board or commission: Multimodal Transportation Commission

Your name: Marty Shults Home Phone #: 970-590-2235

Street address: 14 Townview Dr. City: Asheville Zip Code: 28806

Mailing address (if different): _____

Employer: Goodwill NWNC

Your position: Assistant Manager Office Phone #: _____

Resident of City Asheville County Buncombe Race White * Sex M ✔ F ___ * Age 55 *

Are you a Homeowner or a Renter? * Homeowner

Residence location (check one): Central ___ North ___ South ___ East ___ West ✔

Are you aware of any potential conflicts of interest that may arise during your service on this board (i.e., property interest, business interest, etc.)? If so, please explain: None. Potential conflicts of interest do not preclude appointments.

Please indicate the area(s) of expertise that you can bring to the above board(s), and then in detail list education, experience, reasons for your interest, and other factors that support your interest in serving **Applicants are encouraged to provide a cover letter and/or a brief resume. Please use additional sheets if necessary.**

I have a BS in Agronomy from Colorado State University. I have lived in many different communities that had all sorts of public transportation. The most profound example was in Ft Collins Colorado that is a Platinum level bicycle friendly community. This community had a fantastic bus system as well as bike lanes throughout the city. As a bike commuter for more than 30 years I am very aware of the need and desire for alternative transportation in a growing and thriving community like Asheville. By creating a downtown and beyond that is safe for alternative transportation we create a safer downtown for tourists and locals alike.

eSigned via SeamlessDocs.com

Key: dcf7d721a99e98fed2ea1f4020f0c3678

Signature: _____

Date: 08/29/2020

E-Mail: Martyshults@yahoo.com

Fax #: _____

Return to:

Sarah Terwilliger, Deputy City Clerk
Post Office Box 7148
Asheville, N.C. 28802-7148

E-Mail: sterwilliger@ashevillenc.gov
Telephone: 259-5839
Fax #: 259-5499

* This information is requested for the sole purpose of assuring that a cross section of the community is appointed.

City of Asheville

BOARDS & COMMISSIONS

Application Form

Applicants are strongly urged to attend several meetings of a board prior to applying

Name of board or commission: MULTIMODAL TRANSPORTATION COMMISSION

Your name: Joseph Chesler Home Phone #: 828-808-0513

Street address: 55 Longview Rd City: Asheville Zip Code: 28806

Mailing address (if different): _____

Employer: (Retired from Los Angeles County)

Your position: Chief of Planning (ret) Office Phone #: _____

Resident of City YES County Buncombe Race White * Sex M ✔ F ___ * Age 69 *

Are you a Homeowner or a Renter? * Homeowner

Residence location (check one): Central ____ North ____ South ____ East ____ West ✔

Are you aware of any potential conflicts of interest that may arise during your service on this board (i.e., property interest, business interest, etc.)? If so, please explain: None. Potential conflicts of interest do not preclude appointments.

Please indicate the area(s) of expertise that you can bring to the above board(s), and then in detail list education, experience, reasons for your interest, and other factors that support your interest in serving **Applicants are encouraged to provide a cover letter and/or a brief resume. Please use additional sheets if necessary.**

As a retired urban/environmental planner, I am intimately familiar with land use, transportation and community planning principles and processes. Additionally, I currently serve as an on-call "subject matter expert" (SME) employee with DHS/FEMA in support of disaster recovery operations throughout the U.S. I would like to contribute more to developing a sustainable and diverse infrastructure within my neighborhood, Asheville and the region.

I possess a B.S. in Ho[illegible] Planning. I am a certified planner (AICP) and a [illegible]

I have long been inte[illegible] I have served on national boards and commiss[illegible] adventure travel

RESUME SUBMITTE See Attached

Return to:

Sarah Terwilliger, Deputy City Clerk
Post Office Box 7148
Asheville, N.C. 28802-7148

E-Mail: sterwilliger@ashevillenc.gov
Telephone: 259-5839
Fax #: 259-5499

eSigned via SeamlessDocs.com
Joseph Chesler
Key: cf79721a5fe58f4d7aa1f402d6e5678

Signature: _____

Date: 10/29/20

E-Mail: jchesler@morrisbb.net ~~morriebb.net~~

Fax #: _____

* This information is requested for the sole purpose of assuring that a cross section of the community is appointed.

Joseph J. Chesler, AICP/CFM

♦ 55 LONGVIEW ROAD ♦ ASHEVILLE, NC 28806-4418 ♦ CELL: 828.808.0513 ♦

Professional Objective: To continue providing quality customer service as an experienced planning and environmental professional within an established organization as a means of expanding my role as a caring World citizen.

Professional Experience:

- *Technical Assistance Contractor (TAC)/Project Specialist (PS)/Environmental Specialist (EHP)* – **L-W Resources, LLC; subcontractor to CCPRS Corporation**, (Sep 2015-Nov 2018): Disaster-related damage assessments, environmental (EHP) evaluation, QA/QC responsibilities and preparation of project worksheets for grants under DHS/FEMA Public Assistance (PA) Program; most recent deployments have been as Program Delivery Manager in Puerto Rico under FEMA-DR-4339-PR (2018) and in California under FEMA-DR-4305-CA as PA Task Force Lead (2017-18).
- *Technical Assistance Contractor (TAC)/Project Specialist (PS)/Public Assistance Coordinator (PAC)* – **ATCS, LLC; subcontractor to Fluor Corporation**, Herndon, VA (Sep 2007 to Apr 2014): Disaster-related damage assessments and environmental (EHP) evaluation, QA/QC responsibilities and preparation of project worksheets for grants under DHS/FEMA Public Assistance (PA) Program. Recent deployments for DHS/FEMA have included PA/EHP/QA-QC assignments in South Dakota (12/2013 to 04/2014), New Jersey (12/2012 to 04/2013) Louisiana (2009-12), Florida (2008-09), New York (2008), California (2008) and Alabama (2007-08).
- *Chief, Planning Division* – **County of Los Angeles Department of Beaches & Harbors**, Marina del Rey, CA (1973-79 and 12/00-03/06, retired): Duties included: Management and planning for analysis and development oversight for public beach and marina facilities along 31 miles of public beach and waterfront area, including 800-acre Marina del Rey; responsible for environmental permitting and client interests in completing $32 million in beach capital improvements; responsible for grants and legislation portfolio supporting beach and harbor operations.
- *Principal Planner* – **PCR Services Corporation**, Santa Monica, CA (02/00–12/00): Duties included: Senior staff manager of high profile environmental planning and documentation projects for public and private clients nationwide.
- *Environmental Compliance Manager* - **The Walt Disney Company**, Burbank, CA (1994-2000): Office of Corporate Counsel (CECD). Duties included: Environmental compliance oversight, technical advisor for Disney worldwide operations; Project manager on various research, design and development efforts.
- *Senior Environmental Planner*- **Walt Disney Imagineering**, Glendale, CA (1990-94): Duties included: Environmental planning; policy planning; environmental oversight and project permitting; regulatory oversight for development of Walt Disney World Master Plan build-out.
- *Manager of Master Planning*- **The Port of Long Beach**, Long Beach, CA (1978-89): Duties included: Land use, seaport & transportation planning; coastal and waterfront planning; port master planning and development strategies; completed Queensway Bay Master Plan; completed POLB Risk Management Plan

Related Experience:

- *Extensive Public Assistance Experience (DHS/FEMA)* – (2007-current) Extensive public-sector experience in disaster assistance and recovery, environmental oversight (EHP) and quality control (QA-QC).
- *NC Commercial Drivers' License/Class B with Passenger (P) endorsement* (#32319487-active)
- *Parking & Transportation Host II, The Biltmore Estate, Asheville, NC 28801*

Professional Affiliations:

**Certified Planner (AICP) [#10600], American Institute of Certified Planners (http://www.planning.org/aicp)
**Certified Floodplain Manager (CFM) [#NC-11-0444], Association of State Flood Plain Managers (www.floods.org)

- Member, American Planning Association (www.planning.org)
- Member, American Planning Association-North Carolina Chapter (www.nc-apa.org)
- Past Member, Board of Directors, California Marine & Navigation Conference (www.cmanc.comm)
- Past Member, Board of Directors, Santa Monica Bay Restoration Foundation (www.santamonicabay.org/site/aboutus/layout/foundation.jsp)
- Past Commission Member, Santa Monica Bay Restoration Commission [ex-officio] (www.santamonicabay.org)
- Member, Board of Directors & Life Member, Hostelling International-USA (www.hiusa.org)

Education:

Master of Urban & Regional Planning (M.U.R.P.) (1987)
California Polytechnic University - Pomona
Bachelor of Science - Park Administration (B.S.) (1974)
California Polytechnic University – Pomona
Extensive FEMA Public Assistance Training Courses (2007-2019)

City of Asheville

BOARDS & COMMISSIONS

Application Form

Applicants are strongly urged to attend several meetings of a board prior to applying

Name of board or commission: Multimodal Transportation Commission

Your name: Maggie Ullman Home Phone #: 8287139488

Street address: 260 Hillside St City: Asheville Zip Code: 28801

Mailing address (if different): _____

Employer: Ullman Consulting

Your position: Principal Office Phone #: _____

Resident of City Asheville County Buncombe Race White * Sex M___ F_✔_ * Age 36 *

Are you a Homeowner or a Renter? * Homeowner

Residence location (check one): Central _____ North _✔_ South _____ East _____ West _____

Are you aware of any potential conflicts of interest that may arise during your service on this board (i.e., property interest, business interest, etc.)? If so, please explain: _____
_____. Potential conflicts of interest do not preclude appointments.

Please indicate the area(s) of expertise that you can bring to the above board(s), and then in detail list education, experience, reasons for your interest, and other factors that support your interest in serving **Applicants are encouraged to provide a cover letter and/or a brief resume. Please use additional sheets if necessary.**

Fundraising: Designing and building relationships to make creative funding sources a reality has been a theme of my success in my career. For example, when leading the City of Asheville sustainability department I created a long term funding source (GreenCIP) through energy efficiency savings. I built a regional non profit starting as the volunteer CEO to a $1.8M annual budget. These examples are supported by my professional transition to consulting where my clients are national and international foundations and donors.

City Policy: Since my tim irector I have continued working with cities who p , climate, and energy. I have been a long term strateg ectors Network and continue to have access with hun les me to have direct access to experts in order to qu nd then apply them in our unique context in North Community Collaborati n't see themselves in a policy, it doesn't matter consultancy focuses on collaborative processes, l by policy and strategy to ensure shared goals an

See Attached

eSigned via SeamlessDocs.com
Margaret Ullman Barthiaume

Signature: _____

Date: November 16, 2020

E-Mail: maggie.ullman@gmail.com

Fax #: _____

Return to:

Sarah Terwilliger, Deputy City Clerk
Post Office Box 7148
Asheville, N.C. 28802-7148

E-Mail: sterwilliger@ashevillenc.gov
Telephone: 259-5839
Fax #: 259-5499

* This information is requested for the sole purpose of assuring that a cross section of the community is appointed.

Maggie Ullman

828.713.9488 □ Maggie@UllmanConsulting.net □ www.UllmanConsulting.net

Value Proposition

Highly adept at building trusting relationships with clients and fostering alignment around shared goals to produce results. Well-respected collaboration builder for climate change-oriented foundations, nonprofits, cities, and initiatives. Systems-thinking problem-solver who takes the ball and runs with it yet knows when to check in with the team and the coach.

Professional Experience

Ullman Consulting | Asheville, North Carolina — 2014 - Present

Philanthropy and nonprofit management consulting firm

Founder and Principal (2014 – present):

- Developed Business: Developed, created consultant teams, project managed, and produced deliverables on time and on budget for 6-12 projects.
- Led Collective-Impact Strategic Planning: Led and coordinated collaborative committee processes that resulted in shared goals and unanimous alignment around a new strategic plan. Key processes: Organization SWOT analysis, stakeholder input surveys, focus groups, visioning meetings, alignment retreats, and iterative strategic plan writing. Strategy for all plans centered on aligning various stakeholders around shared goals to collaborate and have collective impact. *Sample Client List: (1) The Partners for Places Program at the Funders Network for Smart Growth, a coalition of Summit Foundation, JPB Foundation, Kresge Foundation, Surdna Foundation, and Bloomberg Philanthropies; (2) The U.S. Climate Action Network, composed of 200 U.S. climate-focused nonprofits; (3) Urban Sustainability Directors Network (USDN), composed of 185 North American city sustainability directors.*
- Conducted Collaboration Assessments: Designed assessments to evaluate collaboration performance, conduct primary research, synthesize findings, and provide recommendations. Analytic components included power-sharing dynamics, explicit vs. implicit rules/expectations, and collaboration infrastructure, including decision making and accountability processes. *Sample Client List: (1) JPB Foundation for the Energy Efficiency for All initiative, which is a $33M collaboration between Natural Resources Defense Council (NRDC), Energy Foundation, National Housing Trust, and Elevate Energy; (2) Kresge Foundation and Summit Foundation for the American Society of Adaptation Professionals (ASAP); (3) Summit Foundation for nine regional networks of sustainability directors.*
- Designed Collaboration Convenings: Led and coordinated committees to establish goals, solicit participant input via predesigned surveys, designed agenda, designed meeting sessions and served as meeting facilitator. Meeting goals were typically to build relationships, deepen trust, participate in peer learning, and catalyze collaboration projects. *Sample Client List: (1) Carthy Foundation; (2) two meetings with Green Cities California; (3) three meetings with the National Network of Statewide Sustainability Programs.*

ClimateWorks Foundation | San Francisco, CA — 2018 - Present

International foundation and secretariat for the premier international climate funder collaborative

Project Manager (october 2018- september 2018); Associate Director (october 2018 – 2020); consultant (2020- present)

- Designed Collaboration Meeting Sessions: Managed collaborative design processes with CWF program staff, philanthropic leaders, and program officers to set goals and desired outcomes for 8+ sessions and associated briefing materials, then created and coordinated implementation to accomplish shared goals.
- Coordinated Strategic Refresh Working Group on Collaboration: Coordinated and served as technical lead for the internal working group that created the collaboration strategy for the ClimateWorks Strategic Refresh.

- Developed and Managed Department Management Systems: Secured leadership buy in, designed and managed new systems for the Funder Collaborations Department to incorporate three new hires in a five person department. Examples of management systems include: collaborative department wide work planning, weekly department meetings, bi-annual department retreats, collaborative design process to document and codify roles, responsibilities, and processes for Funders Table session planning and materials review.
- Coordinated the Brazil Climate Philanthropy Learning Network: Coordinated the relaunch of this funder network. Activities to relaunch this group included facilitating and coordinating a funder steering committee, as well as designing and facilitating two peer learning webinars.
- Managed Event Logistics: Managed Funders Table event logistics for a complex, week long 75 person meeting of international climate funders. Responsibilities included: managed event planner contract, event planning project management, budget management, and on site event staff management.
- Impact: Designed and coordinated planning for the highest rated session in the November 2019 Funders Table session.

SOUTHEAST SUSTAINABILITY DIRECTORS NETWORK| Asheville, North Carolina 2012 - 2018
Regional practitioner learning network with 65 members and regranting program
CO-FOUNDER (2012 - 2014); **EXECUTIVE DIRECTOR** (2015 - 2018)

- Founded Peer Learning Network to Build Implementation Capacity in the South: Led collaborative member-driven processes to build organizational infrastructure, including network mission and vision, decision-making processes, membership design, operating principles, core values, and network performance metrics.
- Fundraising: Grew budget from $0 to $2.1M, with a blended revenue stream of member dues, private sector sponsors, and philanthropic grants.
- Established the Southeast Sustainable Communities Fund: Established a $1.8M regranting program to accelerate the implementation of sustainable and equitable city programs. Awarded 12 $300,000 grants in 2017 and 2018. Program design included applicant technical assistance, peer review grant selection, and input from three fund investors: Kendeda Fund, Kresge Foundation, and Merck Family Fund.
- Collaboration Project Management: Led, managed, and facilitated three to six collaboration committees and their projects annually. Responsibilities included coaching and guiding committee co-chairs in setting agendas, fostering alignment around shared goals among varied opinions, and providing technical expertise in local climate policy. *Sample Work Group List: (1) Duke Energy utility rate case intervention resulting in an LED streetlight rate available to all North Carolina municipalities; (2) Mayor's Workplace Challenge resulting in nine cities codesigning and launching green business programs; (3) Community-Based Social Marketing peer learning collaboration for six cities to learn the methodology to design and implement a behavior-change program.*
- Impact: 41.1% increase in the number of members that "collaborate with each other and depend on each other for advice."

CITY OF ASHEVILLE| Asheville, North Carolina 2008 - 2014
Municipality (with 1200+ employees) serving 95,000 citizens
ENERGY COORDINATOR (2008 - 2012); **CHIEF SUSTAINABILITY OFFICER** (2012 - 2014)

- Designed and Implemented Climate Action Plan: Designed, managed, and implemented the city's first sustainability program to reduce emissions 4% annually with a target of 80% reduction by 2035. To do this, built programs while implementing them to actualize a triple bottom-line framework that focused equally on management strategy, capital investment, and behavior-change programs.
- Established and Managed Energy Savings Revolving Fund: Designed, managed, and implemented the nation's first Green Capital Improvement Program (Green CIP), a $2.3M revenue-neutral funding program that used energy savings

to pay for energy improvements. Managed the Green CIP's flagship project to upgrade all 9,000 streetlights to LED technology over three years. Asheville was the first city in the nation to fully convert all streetlights to LED.

- Designed Zero Waste AVL Policy: Managed and facilitated a collaborative cross-departmental team through policy analysis, financial analysis, and operational scoping to recommend a "50% waste reduction by 2035" policy. After successful adoption of the policy by City Council, led the rebranding of the municipal recycling service and managed the implementation of the communications plan delivered to 38,000 households.
- Impact: Reduced the City of Asheville's carbon footprint by 17.65%, 5% above policy mandate, and achieved 6.42% waste diversion from the landfill in the first year.

URBANTRANS CONSULTING | Atlanta, Georgia 2006 - 2008

A 25-person transportation-demand management consulting firm

OUTREACH SPECIALIST

- Implemented Commuter Behavior Change Program: Coordinated and implemented measurable alternative transportation outreach programs for six clients simultaneously.
- Outreach and Marketing: Responsible for creation and direction of marketing materials, event planning, meeting facilitation, database management, monthly invoicing, and program tracking.
- Impact: Created "Personalized Commuter Profiles" that led to a 25% shift from people driving alone to lower carbon transportation options.

EDUCATION AND AWARDS

University of North Carolina at Asheville
Bachelor of Science in Environmental Policy and Management, Minor in Economics

Harvard Kennedy School
Government Innovation Award Nominee

Urban Sustainability Directors Network (USDN)
Natural Born Leader Award

PUBLICATIONS

Featured as a successful network builder in Connecting to Change the World: Harnessing the Power of Social Impact Networks by Pete Plastrik, Madelyn Taylor, and John Cleveland

Author of Investing Strategically in Social Impact Networks by Pete Plastrik, John Cleveland, Richard Anderson, Patricia Brandess, and Susanna Sutherland

City of Asheville

BOARDS & COMMISSIONS

Application Form

Applicants are strongly urged to attend several meetings of a board prior to applying

Name of board or commission: Multimodal Transportation Commission

Your name: Bill Loftis Home Phone #: 678-428-6561

Street address: 170 Montford Ave City: Asheville Zip Code: 28801

Mailing address (if different): _____

Employer: Bill Loftis Associates (Self Employed)

Your position: Principal Office Phone #: 678-428-6561

Resident of City Asheville County Buncombe Race W * Sex M ✔ F ___ * Age 65 *

Are you a Homeowner or a Renter? * Homeowner

Residence location (check one): Central ✔ North _____ South _____ East _____ West _____

Are you aware of any potential conflicts of interest that may arise during your service on this board (i.e., property interest, business interest, etc.)? If so, please explain: no

_____. Potential conflicts of interest do not preclude appointments.

Please indicate the area(s) of expertise that you can bring to the above board(s), and then in detail list education, experience, reasons for your interest, and other factors that support your interest in serving **Applicants are encouraged to provide a cover letter and/or a brief resume. Please use additional sheets if necessary.**

See cover letter and resume.
Summary:
Interests:
- urban planning
- environmental sustainability
- equal access and opportunity for all citizens
- desire to give back to the city

Qualifications:
- career logistics consultant with emphasis on network
- avid walker and cycler, familiar with urban walkability
- long time mass transit user and proponent

Education: Industrial Engineering, Georgia Tech, 1979

See Attached

eSigned via SeamlessDocs.com
William F. Loftis
Key: df0d721a5e9df4d24a1fcb20f0cb678

Signature: _____

Date: 11/17/2020

E-Mail: billloftis55@gmail.com

Fax #: _____

Return to:

Sarah Terwilliger, Deputy City Clerk
Post Office Box 7148
Asheville, N.C. 28802-7148

E-Mail: sterwilliger@ashevillenc.gov
Telephone: 259-5839
Fax #: 259-5499

* This information is requested for the sole purpose of assuring that a cross section of the community is appointed.

Bill Loftis
678-428-6561
Billloftis55@gmail.com

November 24, 2020

Sarah Terwilliger
Deputy City Clerk
City of Asheville
70 Court Plaza
Asheville, NC 28801

Dear Ms. Terwilliger:

This note is to apply to the Multimodal Transportation Commission and includes a brief summary of interests, qualifications and references to support the on-line application form.

Regarding personal interests, I am an advocate of comprehensive urban planning, including integrated traffic flow, and firmly believe that effective urban plans are critical to support a healthy, sustainable community in so many ways (improve the climate, assist citizens without cars, benefit everyone's health, to name a few). I'm thankful Asheville prioritizes such things and hope this to be our future. I am also interested in giving back to the city and envision serving on this Commission as a wonderful way to contribute.

Professionally, I've been a consultant to industry in logistics and supply chain management for over 35 years, working with firms to optimize their supply networks. Projects have covered all freight modes (parcel shipping, rail, truck, ocean and even barges). The network optimization work typically integrates multiple modes, a wide variety of supply points, network nodes, customer requirements, service goals, and company political interests. Although I cannot claim professional experience with foot or bicycle traffic, I'm an active walker and cyclist and am quite familiar with urban walkability, cycling, and greenways concepts, as well as an avid mass transit system user when living in Atlanta for over 25 years. A native North Carolinian, I've been an Asheville resident for six years and expect to live here for the rest of my life.

For references, please contact Julie Mayfield and/or Dave Nutter. Julie is a recent Asheville City Council Member, currently N.C. State Senator elect, and former member of the Multi-Modal Commission and Transit Committee. She can be reached at julie@mountaintrue.org. Dave is a neighbor, urban planner, and recent MMT member. Dave can be reached at dnutter@aol.com.

To summarize, I feel qualified for this role because the position fits my personal interests and professional qualifications. I also feel vested in its success. I would look forward to work with the team, city officials and other Ashevillians in this capacity. Please contact me if you have any questions.

Sincerely,

Bill Loftis

THE CITY OF ASHEVILLE

Jerri Goldberg <jgoldberg@ashevillenc.gov>

Fwd: My Enthusiasm for Bill Loftis on MMTC

1 message

Sarah Terwilliger <sterwilliger@ashevillenc.gov> Tue, Nov 24, 2020 at 2:27 PM
To: Jerri Goldberg <jgoldberg@ashevillenc.gov>

Sarah Terwilliger
Deputy City Clerk
City of Asheville
(828) 259-5839

THE CITY OF ASHEVILLE

---------- Forwarded message ---------
From: **Bill Loftis** <billloftis55@gmail.com>
Date: Tue, Nov 24, 2020 at 12:44 PM
Subject: Fwd: My Enthusiasm for Bill Loftis on MMTC
To: Sarah Terwilliger <sterwilliger@ashevillenc.gov>

Sarah, here is the note from Dave Nutter if you think it would be helpful in the packet.
---------- Forwarded message ---------
From: **Dave Nutter** <dnutter@aol.com>
Date: Mon, Nov 16, 2020 at 11:09 AM
Subject: My Enthusiasm for Bill Loftis on MMTC
To: mdstratton1@gmail.com <mdstratton1@gmail.com>
Cc: lcrown@ashevillenc.gov <lcrown@ashevillenc.gov>, claudianix@libertybikes.com <claudianix@libertybikes.com>

Good morning Mike:

I hope you are well in this challenging time and am glad to hear that you as the Chair of the Multimodal Transportation Commission and that the work of the Commission are moving smartly along.

It has come to my attention that Bill Loftis is now applying for a seat on the MMTC. I wanted to report that I know Bill as a neighbor and an Asheville citizen and know he would be a splendid choice and would represent the Greenway interest, which you know I espouse, admirably.

Best to you,

Dave

David G. Nutter, AICP, Principal, Retired
Life-Time Member, American Institute of Certified Planners
Nutter Associates, Community Planners & Development Professionals
169 Flint Street,
Asheville, North Carolina 28801 USA

Bill Loftis
Supply Chain Design and Sustainability Advocate 678-428-6561
Asheville, NC billloftis55@gmail.com

SUMMARY

Career supply chain management consultant leading complex supply chain initiatives across a variety of industries, often for some of the world's largest companies. Focused on developing smarter, more intelligent supply chain solutions.

EXPERIENCE

Principal

Bill Loftis Associates — Asheville, NC
Supply Chain Advisory Firm — Nov 2020 – ongoing
After retiring from private industry, created this platform to collaborate with former clients and technology firms to advance more sustainable supply chain solutions.

Senior Director Integrated Solutions

Transportation Insight — Hickory, NC
Third Party Logistics Firm — Feb 2017 – Oct 2020
Developed new solutions and services, including an eCommerce profitability service.

Director

Kurt Salmon — Atlanta, GA
Consumer Goods and Retail Consultancy — Sep 2014 – Dec 2016
Led the firm's supply chain network design capability, emphasizing a shift to service, speed and value-focused results.

Senior Principal

Tompkins International — Raleigh, NC
Supply Chain Management Consultancy — Jun 2011 – Sep 2014
Designed and recommended numerous significant network and transportation transformations, all successfully implemented.

Principal

Chainalytics — Atlanta, GA
Industry Leading Supply Chain Analytical Consultancy — Aug 2006 – Jun 2011
Developed new service lines focused on integrating analysis and operations to enhance business value.

Associate

The Context Group — Atlanta, GA
Operations and Strategic Supply Chain Consultancy — Jun 2002 – Aug 2006
Partnered with clients and consultancies on network strategy and supply chain collaboration initiatives.

Director

Deloitte Consulting — Atlanta, GA
One of the world's largest consulting firms — Mar 1994 – May 2002
Led large teams in significant, complex transformational projects.

EXPERIENCE (Continued)

Project Manager, Coopers & Lybrand, SysteCon Division Oct 1983 – Mar 1994
A materials handling consulting firm

Sales and Application Engineer, Litton Unit Handling Systems Jun 1979 – Sep 1983
Manufacturer of automated material handling systems

EDUCATION

Batchelor of Industrial Engineering, Georgia Tech 1979 Atlanta, GA

HONORS

- 2010 and 2018 "Pro to Know" by Supply and Demand Chain Executive Magazine
- 2018 Champions Awards "Rock Stars of the Supply Chain" by Food Logistics Magazine

SELECTED PROJECT HIGHLIGHTS

Post-Merger Network Transformation. Rationalized 8 business units and 60+ facilities into a single consolidated network. Reduced costs while increasing service and capacity for growth.

Transportation Master Planning. Led a strategic transportation cost, practice, and systems assessment for a large retailer, delivering over $21M in savings from sourcing, fleet re-alignment, and new systems.

Transportation Business Intelligence Design. Created actionable reporting, revealing key cost drivers and their influence on performance. Improved behavior and sustained 3% cost savings.

Retail Transportation Transformation. Led teams in 15 initiatives over several years, delivering over $100M in transportation savings, resulting in a culture of continuous improvement.

Speed to Store. Analyzed DC to store processes for a large retailer and identified opportunities to reduce time approximately 20% with new carrier processes and flexible DC procedures.

STRENGTHS

Objective assessment of customer needs. An understanding active listener who focuses on the facts, utilizes examples to clarify issues, discuss pros and cons, and achieve consensus.

Creative solution development. Ability to apply deep and broad supply chain content knowledge to creatively solve client needs and achieve performance goals.

Team player. A collegial professional, eager to support others and known to go the extra mile.

MOST PROUD OF

Proving the combined sustainability and profitability of shared horizontal networks. Pioneered research to prove both sustainability and value benefits of horizontal networks in the CPG industry. Teamed with partners to prove the benefits and create an implementation path.

Recognized for applying supply chain analytics as a competitive weapon. Twice named a "Pro to Know" for applying supply chain metrics into meaningful business intelligence.

Client loyalty and friendship. Often re-engaged by clients after many years due to quality experiences and established friendships.

City of Asheville

BOARDS & COMMISSIONS

Application Form

Applicants are strongly urged to attend several meetings of a board prior to applying

Name of board or commission: MULTIMODAL TRANSPORTATION COMMISSION

Your name: Christine Harris Home Phone #: 8283352418

Street address: 89 Morris Street City: Asheville Zip Code: 28806

Mailing address (if different): _____

Employer: Self

Your position: Stay at home mom and Nurse Practitioner Office Phone #: _____

Resident of City Asheville County Buncombe Race White * Sex M___ F ✔ * Age 34 *

Are you a Homeowner or a Renter? * Homeowner

Residence location (check one): Central _____ North _____ South _____ East _____ West ✔

Are you aware of any potential conflicts of interest that may arise during your service on this board (i.e., property interest, business interest, etc.)? If so, please explain: NA _____. Potential conflicts of interest do not preclude appointments.

Please indicate the area(s) of expertise that you can bring to the above board(s), and then in detail list education, experience, reasons for your interest, and other factors that support your interest in serving **Applicants are encouraged to provide a cover letter and/or a brief resume. Please use additional sheets if necessary.**

As a Nurse Practitioner, public health advocate and an active community member I believe that I am uniquely suited to serve on the multimodal transportation committee. In 2010 I received my M ication instilled within me the importanc s health deficiencies. As a nation we sti sion. Multimodal transport can l . After receiving my nursing degree e trauma center as an ER nurse. I car oor education and infrastructure. in our community. After completing my ing at a long term care facility and reh rtance of providing accessible heal life. I have been an d and walked to work and school for rgo bike with 2-5 children on it t lumber. We are raising our children to dedicated to making our community ac /drive a car. My father-in-law has MS and is wheelchair bound- opening my eyes to the difficulty of accessible

See Attached

Christine Mitchell Harris

Return to:

Sarah Terwilliger, Deputy City Clerk
Post Office Box 7148
Asheville, N.C. 28802-7148

E-Mail: sterwilliger@ashevillenc.gov
Telephone: 259-5839
Fax #: 259-5499

Signature: _____

Date: 12-14-2020

E-Mail: cgmharris@gmail.com

Fax #: _____

* This information is requested for the sole purpose of assuring that a cross section of the community is appointed.

CHRISTINE HARRIS:

As a Nurse Practitioner, public health advocate and an active community member I believe that I am uniquely suited to serve on the multimodal transportation committee. In 2010 I received my Masters in Public Health from Emory University. This education instilled within me the importance of advocacy and necessity to address the communities health deficiencies. As a nation we struggle with obesity, heart disease, diabetes and depression. Multimodal transport can be a tool to actively address these rampant health risks. After receiving my nursing degree from Duke in 2011, I began working in Duke's Level one trauma center as an ER nurse. I cared for a number of pedestrian accidents caused from poor education and infrastructure. Daily I encountered the effects of chronic diseases within our community. After completing my family nurse practitioner degree in 2017, I began working at a long term care facility and rehab center. This position helped me understand the importance of providing accessible health solutions/transportation to individuals in all stages of life. I have been an active commuter for most of my adult life. I have biked and walked to work and school for over 5 years. As a mother this now looks like riding a cargo bike with 2-5 children on it to do all my tasks of daily life be it picking up milk or even lumber. We are raising our children to understand the importance of active transport and are dedicated to making our community accessible independent of financial status or ability to own/drive a car. My father-in-law has MS and is wheelchair bound- opening my eyes to the difficulty of accessible transportation. I am from WNC and passionate about ensuring our community fosters a healthy, safe place to live, learn and grow for all of neighbors.

City of Asheville

BOARDS & COMMISSIONS

Application Form

Applicants are strongly urged to attend several meetings of a board prior to applying

Name of board or commission: Multimodal Transportation Commission

Your name: Micah McLain Home Phone #: 404.626.6233

Street address: 97 Virginia Ave City: Asheville Zip Code: 28806

Mailing address (if different): _____

Employer: Heifer International

Your position: Executive Project Manager Office Phone #: 404.626.6233

Resident of City Asheville County Buncombe Race White* Sex M ✔ F ___* Age 38*

Are you a Homeowner or a Renter? * Renter

Residence location (check one): Central ____ North _____ South _____ East _____ West ✔ ____

Are you aware of any potential conflicts of interest that may arise during your service on this board (i.e., property interest, business interest, etc.)? If so, please explain: N/A
_____. Potential conflicts of interest do not preclude appointments.

Please indicate the area(s) of expertise that you can bring to the above board(s), and then in detail list education, experience, reasons for your interest, and other factors that support your interest in serving **Applicants are encouraged to provide a cover letter and/or a brief resume. Please use additional sheets if necessary.**

I have been a resident of downtown Atlanta (16 years) and Little Rock (4) and an avid bike commuter in each. I have been passionate about creating more sustainable and equitable transportation options since starting my education at Georgia Tech in 2000 and have volunteered with the following environmental sustainability groups over the past 15 years: Sierra Club, Citizen's Climate Lobby (CCL), Little Rock's Sustainability Commission, Little Rock's Bike Friendly Community Committee (BFCC), and Asheville Greenworks (Plastic Reduction Task Force).

I am especially interested in what we can do to take advantage of the COVID-induced focus on equity and sustainability to build on the "positive" changes from the past 9 months. I would love to be a part of concrete action steps that ensure that safe, sustainable, and equitable transportation options are available for all Asheville residents and visitors.

See attached.

Return to:

Sarah Terwilliger, Deputy City Clerk
Post Office Box 7148
Asheville, N.C. 28802-7148

E-Mail: sterwilliger@ashevillenc.gov
Telephone: 259-5839
Fax #: 259-5499

eSigned via SeamlessDocs.com
Micah J McLain
Key: df76721a9fe98f4d2aa1f40269fc5678

Signature: _____

Date: December 14th, 2020

E-Mail: micah.mclain@gmail.com

Fax #: _____

* This information is requested for the sole purpose of assuring that a cross section of the community is appointed.

MICAH J McLAIN

404.626.6233 | micah.mclain@gmail.com | linkedin.com/in/micahmclain | Asheville, NC

Project manager and marketing director with 15 years of experience in consulting and advertising. Skilled problem-solver, creative thinker, and accomplished leader with a passion for innovation, business strategy, and environmental sustainability.

EXPERIENCE

HEIFER INTERNATIONAL — **Little Rock, AR**
Executive Project Assistant — *Nov 2017 - present*

- Leading innovation in donor engagement and fundraising at Heifer Labs
- Pushing our organization to own our progressive values to better engage a new generation of donors
- Exploring innovative new partnership opportunities with a variety of business and organizations

WINDSTREAM — **Little Rock, AR**
Analyst II - Marketing — *Jan 2017 - Oct 2017*

- Provided support for product development activities related to wireless and/or wireline products, or for development of marketing plans/promotions

BLUE EARTH NETWORK — **Atlanta, GA**
Marketing Director, Project Manager - Atlanta Bread — *May 2015 - Apr 2016*

- Led and implemented Blue Earth creative and digital marketing strategy and action plan, ensured marketing strategy and brand enhancement lens was incorporated into every facet of the business
- Project managed internal and external teams that created and executed a complete brand enhancement, including retail design, menu redevelopment, visual identity, social media, PR communications, and local store marketing
- Managed and approved all brand creative including visual identity, marketing POP, retail design, brand manual, etc.
- Tracked and analyzed metrics for customized franchisee-level marketing initiatives

UNITED WAY OF GREATER ATLANTA - REGIONAL COMMISSION ON HOMELESSNESS — **Atlanta, GA**
Independent Consultant — *July 2014 – Jan 2015*

AMES SCULLIN O'HAIRE — **Atlanta, GA**
Studio Manager, Production Artist — *Aug 2007 – Jan 2014*

PRO-BONO CONSULTING

THE COCA-COLA COMPANY — *Aug 2013 – Dec 2013*

- Developed a market-entry strategy (focused on consumer education/behavior change) and business model for a healthy beverage aimed at improving the lives of consumers in developing countries while expanding markets

RACETRAC PETROLEUM, INC. — *Aug 2012 – Dec 2012*

- Conducted analysis and recommended branding and promotion strategies to increase revenue opportunities

COMMUNITY CONSULTING TEAMS (CCT) ATLANTA — *2012 – 2015*

- Contributed marketing and strategy expertise to three non-profits (*Teens at Work, Orange Duffel Bag Initiative, SATIIM and Maya Forest*) to improve their brands, fundraising efforts, business operations, and community impact

EDUCATION

GEORGIA INSTITUTE OF TECHNOLOGY, Scheller College of Business — **Atlanta, GA**
Master of Business Administration – Marketing Strategy, Sustainability — *May 2014*

GEORGIA INSTITUTE OF TECHNOLOGY, College of Architecture — **Atlanta, GA**
Bachelor of Science in Industrial Design — *May 2005*

Skills: Product development, process analysis, sustainable business strategies, brand management, quantitative and qualitative research, operations management, social media, Adobe Creative Suite

Philanthropy: Plastic Free Little Rock 2018-present, Little Rock Sustainability Commission 2019-2020, BBBS 2011-2016, etc.