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Why do you wish to join the Board of Directors of the San Diego Green Building Council?

I want San Diego Green Building Council to be the most respected, turn-to-resource demonstrating tangible results in green building and climate change goals. I believe San Diego has not yet realized its potential but could accomplish exponential advancement if we can set a clear path and align resources in new ways.

I have a powerful combination of strategic planning, financial growth outreach, organizational innovation, action plan execution, partnership development and marketing that can help advance the mission of SDGBC. I'm passionate about green building and would like to join the other wonderful SDGBC talent to advance the cause.

Summary of your professional qualifications, knowledge, and experience most relevant to SDGBC. Also indicate any senior management and executive level experience.

As a senior executive with many year's experience across various company sizes and numerous industries, I focus on strategic planning that analyzes market opportunities and finetunes organization's structure, products and services to gain market share and financial sustainability. I set strategy and outreach presentations for stake holders at all levels including local and state governance, trade organizations, general staff and community partners. While I am focused on the strategic road map, I don't mind writing a press release, setting up a tradeshow booth or hanging a sign.

Indicate in which area of specific current board needs your experience will be most valuable to the organization:

Sustainable building, design, and construction; Sustainable Education; Fundraising

Please indicate any other areas of strength related to board service

Grant Writing; Public Speaking; Strategic Planning

Please explain your availability and willingness to participate in resource development. This may take many forms, including direct sponsorship, helping secure funding, or otherwise opening doors to corporate, governmental and charitable sources.

I am willing to participate in any and all efforts in support of outreach resource development. My specific role would be confirmed when we have defined our priority target prospects, clarified objectives and assessed best internal resources for the outreach. I also know that it takes a team to pursue larger scale financial engagement and I am happy to coordinate team action to expedite the effort.

Please indicate your area of professional interest/strengths with respect to the committees:

Residential Green Building; Women in Green; Green Business Committee

Ambassador, Advocate, or Asker: which one are you? Ambassadors build the relationships, Advocates spread the word, and Askers are the frontline fundraisers. Check which one or more of these roles fit you:

Ambassador

Please describe what other expertise, experience, and resources you bring to the Board of Directors.

I have participated in hundreds of client presentations and have over 20 years of marketing and communications experience. I am working on a single-family residential eco village lab to help prove best practices in green building in rural and suburban areas. Perhaps there are ways to leverage this project for SDGBC.

Please describe your experience and any current engagement with other nonprofit organizations and governance.

I recently completed a multi-year board term helping the Bluegrass Greensource (<https://baggreensource.org/>) with strategic planning, community engagement, major event planning, and marketing & communications. I ensured that the company I worked for received certification in the Green Check Green Business certification program administered by BGGSS.

I am currently a board member of the Active Women's Health Initiative (<https://www.uky.edu/chs/awhi>). I have held past board positions with San Diego Bicycle Coalition and the California Bicycle Coalition.

Please identify any affiliations, memberships, and accreditations that may be valuable to SDGBC leadership.

I have a certification in Corporate Sustainability & Innovation from Harvard University Extension School. I am pursuing my LEED Green Associate certification. I completed a training program in LCA building design by OneClickLCA. I completed the GPRO Fundamentals of Building Green certification and the 2022 Title 24, Part 6 Essentials for Residential Building by Energy Code Ace. I have attended many additional hours of additional webinar training in ESG and Green Building practices.

Please identify any affiliations or memberships that may cause a potential conflict of interest with the San Diego Green Building Council.

None

Please add any additional thoughts on ways the SDGBC can improve attainment of our vision.

SDGBC Vision: Our buildings and our communities will regenerate and sustain the health and vitality of all life within a generation.

Beyond increasing active membership and funding, at this point I have three immediate areas for further assessment and consideration on helping achieve the vision:

1) Refined Communication

- a. I believe we need to continue to connect the vision to tangible bite-sized ideas that audiences can quickly comprehend.
- b. Define confusing terms; what does green building mean in San Diego?, sustainability?

2) Results measurement and transparency

- a. Has SDGBC specified how success is measured?
- b. Is there a master scorecard? Is it published? How do we compare to other regions?

3) Advanced Leadership

- a. What is San Diego doing that is above and beyond any other North American city effort?
- b. What has the region contributed to policy, requirements, engineering, materials, production systems, technology, design aesthetics, software, industry forums?
- c. How are we brokering the conversation between the build trades?
- d. How do we prove ROI?