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## Instructions

You may fill out this application on-line by tabbing between fields and selecting the green Submit at the bottom once complete.

If you prefer to submit a paper application you can select the Print button at the bottom of the page. Printed applications require an original signature and date noted. Any additional documents will need to be attached and then mailed to the address at the bottom of the form.

Must be a resident of Nevada County to apply.

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## Profile

### Which Boards would you like to apply for?

Adult and Family Services Commission: Submitted

Question applies to multiple boards

### Confirm your desired member position:

Private Sector

### Incumbent?

Yes  No

Louise

First Name

Reed

Last Name

Home Address

Suite or Apt

Grass Valley

City

CA

State

95949

Postal Code

### Mailing Address (if different from residence)

### Business Address (Optional)

563 Brunswick Road, Suite 11, Grass Valley, CA 95945

### Supervisory District 1 through 5 (Available from Election Office, 265-1298)

District 4

### Time(s) available to attend meetings (days, evenings, etc.)

Prefer weekdays but can make myself available for evenings.

Email Address

### Business Email Address

Primary Phone

Alternate Phone

### Are you currently employed with the County of Nevada?

Yes  No

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### Interests & Experiences

**Experience:** A resume, or additional sheets, may be attached containing any information that would be helpful to the Board in evaluating your application.

### Education/Employment Experience

Bachelor of Arts from Ohio Wesleyan University. Bay Area career in advertising and marketing (see attached resume).

### Community Experience and Affiliations

United Way of Nevada County Executive Director. I have worked for the past 2 years to help feed and clothe our community as well as increase knowledge of disaster preparedness.

### List any other County boards, commissions, or committees on which you have served:

This would be my first.

### Other experience you feel would be helpful to the Board of Supervisors in making this appointment:

Strong volunteer in my previous location. \* Education Foundation Board Member. \* East Bay Moms Demand Action Chapter Leader. \* Elementary and Middle School PTA President. \* Alameda Soccer Board Member.

### References: Please list two references with telephone numbers

[20\\_10\\_21\\_Reed\\_Louise\\_Resume\\_Updated.docx](#)

Upload a Resume

Additional Attachments

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### Agreement

Louise Reed

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**Applicants may be required by State Law and County Ordinance to file a financial disclosure statement as part of the appointment process. The form may be viewed at <http://www.fppc.ca.gov>. An Oath of Office will be required upon appointment. I have reviewed the Financial Disclosure Statement requirement.**

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I Agree

Applications must be filed with:

**Clerk of the Board of Supervisors - County of Nevada**

**950 Maidu Ave.**

**Nevada City CA 95959-8617.**

This application is a public document.

**Document-16360 Rev 1/2008**

# Louise Reed

## Summary

With a long and successful career in marketing, I am looking to leverage my strategic, client relationship and project management skills to help grow an organization who is leading positive change within the public/non-profit sector.

## Strengths and Experience

Branding	Fundraising	Adwords set up / supervision
Marketing strategies	Community outreach	Social media
Team leadership	Event coordination	Online advertising
Client relations	Website production / management	Television/Radio media / production
Project management	Email strategy, content	Print: paid and earned
Volunteer coordination	Customer retention systems	Outdoor advertising supervision

## Career Highlights

### United Way of Nevada County – Executive Director

2022 - Present

- Increased community impact by 50% each year since 2022.
- Supervised two food programs that provided over 16,000 meals to Nevada County residents in 2023.
- Wrote and obtained California Office of Emergency Services Disaster Preparedness Grant in 2023.
- Provided over \$30,000 of COVID relief to Nevada County Farmworkers.
- Welcomed 5 new members to the Board of Directors.

### Louise Reed Marketing - Virtual

2018 - 2022

- Created the first virtual fundraiser for Alameda Education Foundation which incorporated all items the school district needed for remote teaching.
  - Developed and wrote web content, email and social media.
- Planned and executed Minimum Wage and Shop Local Outreach for the City of Alameda.
  - Developed, wrote and project managed direct mail, collateral, press releases, online posts and ads.
- Planned and executed Alameda Spirits Stroll for the Downtown Alameda Business Association.
  - Signed up Distillers and local businesses, sold sponsorships, obtained and coordinated volunteers.
- Developed marketing plans, strategic direction, websites and other online communications.

### Moms Demand Action - East Bay Local Group Leader

2019 - 2023

- Lead/support group of 4,413 volunteers.
  - Increased leadership team from 5 to 9 member in 4 months.
- Partner with NGOs in Gun Violence Prevention movement.

- Created/executed various events both in person and virtual.
- Produce emails, texts and social media posts.

Account Director - West Advertising, Alameda, Ca

2009 to 2018

- Build strategic marketing objectives and plans for Clients with no internal marketing staff.
- Lead an Account Services team of five to provide business to consumer marketing.
- Non-profit and Government Clients include: Elder Care Alliance, City of Alameda, Alameda County Industries (Recycling), Downtown Alameda Business Association.
- Other Clients include: Coliseum Lexus of Oakland, Sloat Garden Center, AgeSong, Harvey Auto Group
- Highlights:
  - Increased monthly gross profits by 32%
  - Coliseum Lexus of Oakland became the fastest growing Lexus dealer in Northern California in 2014

Founder / Client Services Director - Thegze, Reed & Partners, San Francisco, Ca

2001 - 2009

- Created and grew a virtual advertising agency, highlighting Client relations and fine-tuned creative.
- Highlights:
  - Introduced grassroots.com, an online political movement platform (predecessor to change.org); supported successful funding of \$33.4 million
  - Renamed/introduced Addison Avenue Credit Union

PTA President

2001 - 2006

Haight Elementary School/Wood Middle School - Alameda Unified School District, Alameda, Ca

- Partnered with administration to determine school needs; created/executed fundraising and event plan
- Led monthly meetings of parents and teachers; Organized up to 50 volunteers
- Highlights:
  - Led a parent driven campaign to successfully lobby school district to halt the planned closing of 500 student middle school
  - Fundraised and contracted for new playground for elementary school
  - Created and ran after-school enrichment program, classes included Kendo, Guitar, Sign Language

Additional Community Involvement \_\_\_\_\_

Alameda County Citizens Academy - 2017 Graduate

Alameda Education Foundation - Board Member

All Rise Alameda - Steering Committee Member

UCSF Benioff Children's Hospital Oakland - Hill Branch - Board Member

Alameda Soccer Club - Board Member

Education \_\_\_\_\_

Ohio Wesleyan University - B.A. Political Science / Journalism