

APPLICATION FOR APPOINTMENT TO
COUNTY BOARDS/COMMISSIONS AND COMMITTEES

Submit Date: Jul 13, 2021

Profile

Instructions: You may fill out this application on-line by tabbing between fields. After you have completed the form, print the application by clicking on the Print button at the bottom of the page. Alternatively, you may print the blank form and fill it out by hand. You must sign and date the application. Attach any additional documents and mail to the address at the bottom of the form.

Must be a resident of Nevada County to apply.

Which Boards would you like to apply for?

Municipal Advisory Council (Penn Valley Area): Appointed

Incumbent?

☐ Yes ☒ No

Julia

First Name

Stidham

Last Name

Home Address

Suite or Apt

City

State

Postal Code

Mailing Address (if different from residence)

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

☒ District 4

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

Can attend most days and times, just need to know in advance.

Email Address

Primary Phone

Alternate Phone

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

Graduated from NU in 1988. Went to college in Florida for Business and Management. Started working at The Union/Union.com in 1999. Started as an Account Manager and worked my way up. Now the Associate Publisher for The Union/Union.com and for The Wildwood Independent.

Community Experience and Affiliations

I currently serve on the Greater Grass Valley Chamber of Commerce Executive Board. I grew up in Nevada City and Grass Valley. I married a third generation native and we have lived in Penn Valley since 2005. We have two grown kids. Our youngest just graduated from NU in 2021 and will be attending Serra College for his first two years. We serve on the local Boy Scouts Troop 855, we also support and serve many local non-profits specifically for the development and the support of our local youth. We also work with and strongly support local history and historical projects.

Other County Boards, Commissions, or Committees on which you have served:

We have a small home orchard and supply lots of fruit and support to the Food Bank of Nevada County.

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

I love Penn Valley and our surrounding community of Lake Wildwood. We held our sons Eagle Scout Honors ceremony at Gateway Park. We have raised our two kids in Penn Valley and love the beauty and the outdoors of this area. We feel it is a special place and love our small town charm. We respect and appreciate the growing and production of food for our community and support our farmers. Resume I have uploaded is a little out of date, but fine for this purpose. I also uploaded a write up from a past historical project I worked on. Thank your for your consideration to work with the PVMAC.

References: Please list two references with telephone numbers

Don Rogers [REDACTED] Robin Davies [REDACTED]

[Julia_Stidham_Resume_1_2_.pdf](#)

Upload a Resume

[GSOOP_Forgotten_postcard_Side2_2_.pdf](#)

Other attachment

Agreement

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.

☒ 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

JULIA STIDHAM

PROFESSIONAL PROFILE

Entrepreneurial advertising director who is passionate about building productive relationships with advertisers, partners and team members. Creative and supportive leader who focuses on developing and motivating skilled professionals. New customer acquisition expert who enjoys working with sales team professionals and emphasizes a mix of online and offline strategies.

SKILL HIGHLIGHTS

- Leadership/communication skills
- Product development
- Project management
- Employee relations
- Self-motivated
- Customer-oriented
- Product line expansion
- New product delivery

CORE ACCOMPLISHMENTS

- Consistent sales leader who has managed teams to exceed sales goals.
- Initiated expansion of event management in 2013 which resulted in \$60,000 new annual revenue and continued growth year over year.
- Spearheaded new niche publications which resulted in a 30% growth in print and digital revenue during the past 4 years.
- In 2006 negotiated and fulfilled largest advertising dollar volume contract to date at The Union.
- Awarded Top Customer Service Award in 2007.
- Awarded Top Sales Revenue Award in 2005.
- Awarded Ambassador of the Year in 1995 from Greater Grass Valley Chamber of Commerce.
- Multiple promotions during my past 17 years with The Union, always willing to expand my career.
- Awarded The American Press Institute scholarship to attend 3 day intensive course on Creating the Digital User Experience in 2011.

PROFESSIONAL EXPERIENCE

01/2010 to Current

Advertising Director

The Union Newspaper — Grass Valley, Ca

- Department Head responsible for advertising and advertising services including strategic planning, budgeting, expense management, initiative development, planning, execution and measurement.
- Manage team of 7 sales professionals, 4 graphic designers, event manager and special sections manager.
- Excelled in coaching and leading sales professionals in attaining their revenue and career goals.
- Lead implementation of community focused events, audience development initiatives and in-house advertising agency to strengthen the company's business and revenue streams.
- Coordinated print and media collateral pieces, monthly and quarterly marketing, community events such as advertiser seminars, social media training luncheons and mixers.
- Co-produced historical documentary feature film with premier showing event, DVD sales that was chosen for local film festival. Success resulted in a second feature film.
- Chosen by parent company, Swift Communications, to lead strategic operating team for Events Management for all of Swift Communications for the past 2 years.

- 10/2008 to 01/2010 Classified Advertising Manager/Online Sales Manager
The Union Newspaper — Grass Valley , CA
- Managed and lead a team of three classified sales consultants.
 - Responsible for reaching classified revenue budgets and strategic planning.
 - Worked with Swift Communication teams to launch new online products and classified verticals.
 - Worked with vendor partners to launch text and mapping classified tools and readership enhancements such as text alerts, garage sales mapping and digital auto inventory feeds for our sites.
 - Developed recruitment collateral and worked with our classified team to establish relationships with large employers and staffing agencies.
 - Worked on staff development training, resources and procedures.
- 10/2007 to 10/2008 Account Manager
Biotech Calendar — Grass Valley , CA
- Company produced Biotechnology specialized niche magazines and events for colleges and universities.
 - Sold advertising and sponsorship to companies such as Siemens, Amgen, Biogen, Vertax and Illumination and many other bio-pharmaceutical research companies.
 - Attended IEG conference in Chicago in 2008. IEG sponsorship sales, training, trends, data and events sponsorship sales professional.
- 07/1999 to 10/2007 Account Manager
The Union Newspaper — Grass Valley , CA
- Worked in a variety of different territories through the years. Covering major/national accounts to local Real Estate and Auto categories.
 - Awarded many sales awards. Still hold the local company record of highest dollar volume contracts signed.
 - In 2003-2006 managed the account list with the highest dollar volume growth.
 - Attended many industry sales training courses. Some provided by Swift Communications and others for my career development.
 - Thrive working in a competitive environment and enjoy being a team player.
 - Always worked closely with new account managers coming on board and sharing practices of organization and account management for success.
 - Enjoy taking on new projects and challenges. Always working in partnership with my managers successfully.
- Account Manager
KNCO Radio — Grass Valley , CA
- Account Executive
Sierra Heritage Magazine — Auburn , CA

EDUCATION

Business and Managment
Hillsborough College — Tampa , Florida
Multiple courses and certificates for Business and Management

FILMMAKER



Zoe Toffaleti moved to Nevada County when she was two years old and immediately fell in love with the community. After going to UC Santa Cruz and majoring in film production, she returned to Nevada City, where she works as a freelance filmmaker and barista. As a first-generation resident and aspiring old-timer, she welcomed the opportunity to learn about the history of this wonderful community from the people who lived it.

CO-PRODUCERS



Mary Anne Davis is the Event Manager for The Union Newspaper, where she has helped grow existing events as well as created new ones, like the popular Chocolate Infusion. She is very proud to have co-produced both of the “Golden Stories of Our Past” films, and to have this first one in the Nevada City Film Festival. Having spent the past 28 years in this community, it is important to her that these stories are preserved, because so much of what you’ll see in these films you won’t find in history books.



Julia Stidham is the Advertising Director for The Union Newspaper. She has worked in advertising, marketing, special projects and other areas now for the past 15 years at The Union. She is proud to be a co-producer of both films. Growing up here, listening to the stories, always made her appreciate her hometown even more. This film and its sequel are all about capturing those stories so that we can continue to share them with future generations.

“If history were taught in the form of stories, it would never be forgotten.”

Rudyard Kipling, *The Collected Works*

The Union Newspaper celebrated a milestone in 2014 with their 150th Anniversary. As a gift of thanks to the community for their support, The Union produced the film, “Golden Stories of Our Past”. This documentary-style film features the stories of many long-time families, many who have resided in Western Nevada County since the 1800’s. While there is no way to cover 150 years of history of our great community in a feature length film, many stories are shared that will take you back to the way it was, at least the way these folks remember it. The “stars” of this film are likely to be your friends and neighbors—you are certain to know at least one of these folks as they share their stories.

We are honored to have this film chosen for the 2015 Nevada City Film Festival and hope you will also attend the premiere of our second film, “Golden Stories of Our Past – Forgotten Places” on November 17.