

ADVISORY COMMITTEE APPLICATION FOR BOARD API

<p>It is the applicant's responsibility to keep the information on this form current. To advise the County of any changes please contact Christine Coble by telephone at 606-5300 or by e-mail at CobleC@leoncountyfl.gov Applications will be discarded if no appointment is made after two years.</p>		
Name: Deanna A. Mims		Date: 4/1/2011
Home Phone: 850.425.5240	Work Phone: same	Email: dmims@marketdone.com
Occupation: marketing	Employer: self	
<p>Please check box for preferred mailing address.</p> <p><input type="checkbox"/> Work Address: 3006 SouthShore Circle City/State/Zip: Tallahassee, FL 32312</p>		
<p><input type="checkbox"/> Home Address: same City/State/Zip:</p>		
<p>Do you live in Leon County? <input checked="" type="checkbox"/> <u>Yes</u> <input type="checkbox"/> No If yes, do you live within the City limits? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> <u>No</u></p> <p>Do you own property in Leon County? <input checked="" type="checkbox"/> <u>Yes</u> <input type="checkbox"/> No If yes, is it located within the City limits? <input checked="" type="checkbox"/> <u>Yes</u> <input type="checkbox"/> No</p>		
<p>For how many years have you lived in and/or owned property in Leon County? <u>40</u> year resident, <u>10</u> year owner_ years</p>		
<p>Are you interested in serving on any specific Committee(s)? If yes, please indicate your preference</p> <p>1st Choice: <u>Leon County Commission on the Status of Women</u> 2nd Choice:</p>		
<p>If not interested in any specific Committee(s), are you interested in a specific subject matter? If yes, please check those areas in which you are interested, or describe other areas not listed:</p> <p>Culture and Arts ___ Environmental/ Growth Management ___ Health Care ___ Human Relations ___ Human Services ___ Housing ___ Library Services ___ Other Areas _____</p>		
<p>Have you served on any previous Leon County committees? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> <u>No</u></p>		
<p>If Yes, on what Committee(s) have you served? _____</p>		
<p>How many days per month would you be willing to commit for Committee work? <input type="checkbox"/> 1 <input checked="" type="checkbox"/> <u>2 to 3</u> <input type="checkbox"/> 4 or more</p> <p>And for how many months would you be willing to commit that amount of time? <input type="checkbox"/> 2 <input type="checkbox"/> 3 to 5 <input checked="" type="checkbox"/> <u>6 or more</u></p> <p>What time of day would be best for you to attend Committee meetings? <input checked="" type="checkbox"/> <u>Day</u> <input type="checkbox"/> Night</p>		
<p>(OPTIONAL) Leon County strives to meet its goals, and those contained in various federal and state laws, of maintaining a membership in its Advisory Committees that reflects the diversity of the community. Although strictly optional for Applicant, the following information is needed to meet reporting requirements and attain those goals.</p> <p>Race: <input checked="" type="checkbox"/> <u>Caucasian</u> <input type="checkbox"/> African American <input type="checkbox"/> Hispanic <input type="checkbox"/> Asian <input type="checkbox"/> Other</p> <p>Sex: <input type="checkbox"/> Male <input checked="" type="checkbox"/> <u>Female</u> Age: _____ Disabled? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> <u>No</u></p> <p>District _____</p>		
<p>Persons needing a special accommodation to participate in an Advisory Committee should contact Christine Coble by telephone at 606-5300 or e-mail at CobleC@leoncountyfl.gov</p>		

In the space below briefly describe or list the following: a) any previous experience on other Committees; b) your educational background; c) your skills and experience you could contribute to a Committee; d) any of your professional licenses and/or designations and indicate how long you have held them and whether they are effective in Leon County; e) any charitable or community activities in which you participate; and f) reasons for your choice of the Committee indicated on this Application. Please attach your resume, if one is available.

a) Citizen Review Team Volunteer 2010, 2011
 Community Human Service Partnership (CHSP), a citizen-driven funding distribution process, a partnership of the United Way of the Big Bend, the City of Tallahassee, and Leon County

b) Graduated Leon High School in 1984, since various classes independent studies not for credits

c) Marketing, public relations, networking, speaking/teaching, curriculum building

d) No professional licensure

e) Business & Professional Women, President, Community Outreach, Media Interface 04/10 – 05/11
 Vice President/Program Chair
 Formatted yearly program, selected speakers
 Assisted in Governance, Increased Membership 04/09 – 04/10

ECHO Board of Directors, Governance, Personnel and Budget 2008 – 2010
 Committee Chair/Outreach, Volunteered to create committee to focus on ECHO integrated marketing & public relations plan 2010 - present

Building Better Boards 2 sessions, Networking & Building Relationships May 3&4, 2011
 and Board Members Responsibilities in Marketing Their Association

Junior Achievement Program Chiles SGA - Success Skills for Studentstaught 7 week curriculum 02/10-04/10

Junior Achievement Program Business Ethics/Integrity Fall 2011

Mentoring/presentations at Florida State Colleges of: Business, Real Estate, Sales, Marketing and Accounting student associations, AMA, FPRA student chapter, speaking on panels for FSU Women in Business Conferences 2010, 2011

f) Having served in leadership capacities for BPW: Business & Professional Women/Tallahassee, TEN: Tallahassee Entrepreneurs Network and facilitating private women's networking groups, I am supportive of OASIS Center for Women and Girls and would like to become more actively involved in helping this Commission be robust, meaningful and make a difference in our community. I attended the Governors reception/awards ceremony for inductees into the Hall of Fame, Governors Commission on the Status of Women and thought it remarkable that there were not other representatives from important women's groups in town. More outreach and collaboration can be accomplished for a higher end result.

Resume attached.

References (you must provide at least one personal reference who is not a family member):

Name: Christy Crump, Past President, BPW and Owner, Crump & Associates
Telephone: 528-7099, Address: P.O. Box 180494, Tallahassee, Florida 32318

Name: Laura Reeves, President Elect, BPW and Owner, Common Sense Practice
Telephone: (850) 447-4631, Address: Common Sense Practice, 2910 Kerry Forest Parkway #D4-352, Tallahassee, Florida 32309

IMPORTANT LEGAL REQUIREMENTS FOR ADVISORY COMMITTEE MEMBERSHIP

AS A MEMBER OF AN ADVISORY COMMITTEE, YOU WILL BE OBLIGATED TO FOLLOW ANY APPLICABLE LAWS REGARDING GOVERNMENT-IN-THE-SUNSHINE, CODE OF ETHICS FOR PUBLIC OFFICERS, AND PUBLIC RECORDS DISCLOSURE. THE CONSEQUENCES OF VIOLATING THESE APPLICABLE LAWS INCLUDE CRIMINAL PENALTIES, CIVIL FINES, AND THE VOIDING OF ANY COMMITTEE ACTION AND OF ANY SUBSEQUENT ACTION BY THE BOARD OF COUNTY COMMISSIONERS. IN ORDER TO BE FAMILIAR WITH THESE LAWS AND TO ASSIST YOU IN ANSWERING THE FOLLOWING QUESTIONS, YOU MUST COMPLETE THE ORIENTATION PUBLICATION www.leoncountyfl.gov/bcc/committees/training.asp BEFORE YOUR APPLICATION IS DEEMED COMPLETE.

Have you completed the Orientation? Yes No

Are you willing to complete a financial disclosure form and/or a background check, if applicable? Yes No
Will you be receiving any compensation that is expected to influence your vote, action, or participation on a Committee? Yes No If yes, from whom? _____

Do you anticipate that you would be a stakeholder with regard to your participation on a Committee? Yes No
Do you know of any circumstances that would result in you having to abstain from voting on a Committee due to voting conflicts? Yes No If yes, please explain _____

Do you or your employer, or your spouse or child or their employers, do business with Leon County? Yes No
If yes, please explain _____

Do you have any employment or contractual relationship with Leon County that would create a continuing or frequently recurring conflict with regard to your participation on a Committee? Yes No
If yes, please explain _____

All statements and information provided in this application are true to the best of my knowledge.

Signature: Deanna A. Mims

Please return Application

by mail: Christine Coble, Agenda Coordinator
Leon County Board of County Commissioners
301 South Monroe Street
Tallahassee, FL 32301

by email: coblec@leoncountyfl.gov

RESUME

DEANNA A. MIMS
(850) 425.5240 CELL, DMIMS@MARKETDONE.COM
3006 SOUTHSORE CIRCLE, TALLAHASSEE, FL 32312

MARKETDONE

6/08 – PRESENT

PRESIDENT, OWNER

- Marketing management consultancy targeting new entrepreneurs, small business and non-profit social service associations
 - Customize integrated and strategic marketing plans for new business clients
 - Develop brands, discover unique selling proposition, refine introductions
 - Creation of core messaging and attendant collateral
 - Training client's staff on public elations, crisis communication and customer service
 - Craft social media accounts and messaging mix management
 - Planning signature events for maximum brand exposure, media liaison
 - Coaching, training on entrepreneurial principles, networking and professional relationship building
 - Increase earned media, visibility to drive new traffic and increase customers
- Have assisted 6 local businesses in their development and soft and hard launches over 2 years*

Producer of Tallahassee Entrepreneurs Network, a networking workshop for intra and entrepreneurs on business development, networking and collaboration. *Have trained over 375 entre- and intrapreneurs in these gatherings.*

CHILDREN'S CAMPAIGN, INC.

10/07- 3/08

PUBLIC RELATIONS COORDINATOR

- Targeted Public Relations Communications:
 - Media messaging on children's advocacy issues, press conferences, media advisories
 - Public policy news monitoring on children's issues
 - Reporting on Legislative committee meetings
 - Governor's 2008-09 Budget summarizing
 - Vision 2010 Planning Retreat planning
 - Draft outreach to community leaders by media market for grassroots campaigning
- Public Policy:
 - Research and article drafting on Quality After-School Care and Juvenile Justice SCHIP, Juvenile Justice, 501©(3) lobbying regulations
 - Represent President at Department of Juvenile Justice Blueprint Commission
 - Grant writing to large foundations, campaign strategy, including political and public policy issue development, advocacy areas in other states;
- Membership Development:
 - Membership brochure design and wording, drafted benefits list, pitch and follow-up

RESUME

DEANNA A. MIMS
(850) 425.5240 CELL, DMIMS@MARKETDONE.COM
3006 SOUTHSORE CIRCLE, TALLAHASSEE, FL 32312

BRAIN INJURY ASSOCIATION OF FLORIDA, INC. (BIAF) 2001-10/07

COMMUNITY RELATIONS SPECIALIST 5/06-10/07

- Community Outreach, Fundraising
 - Outreach to local high school athletics departments, twenty-one state designated trauma facilities
 - Develop and market annual fundraiser
 - Plan and implement new programs designed to solicit and maintain unrestricted dollars, research new grant and foundation funding opportunities
 - Coordinate with conference company to produce annual educational conference; Develop, plan and supervise community outreach for annual BIAF Jamboree
 - Design, plan and orchestrate outreach and public awareness projects for Brain Injury Awareness Month;
 - Educate House and Senate staffers and legislators on brain injury awareness
- Membership and Public Relations
 - Revise membership materials, news magazines and brochures;
 - Edit brochures, correspondence, manuals, personnel & procedures handbook, etc.
 - Community relations networking

OFFICE MANAGER, EXECUTIVE ASSISTANT 2001-2006

- Project Management, supervision, meeting planning
- Staff training and supervision, office management, meeting/vent planning, human resource and accounting activities for thirty person staff

VISIT FLORIDA, NATIONAL SALES ASSISTANT, 3/00-4/01

ASSOCIATED MARINE INSTITUTES, OFFICE MANAGER, 1/99-2/00

FIRST AMENDMENT FOUNDATION MEMBERSHIP COORDINATOR, 12/97-12/98

FLORIDA COALITION AGAINST DOMESTIC VIOLENCE (FCADV), PROGRAMS ASSISTANT 1/95-5/97

COMMUNITY BOARDS & OTHER AFFILIATIONS

- 2011 "25 Women You Need to Know", Tallahassee Democrat
- Business & Professional Women (BPW), President
- American Advertising Federation, Programs Chair 2009-10, Community Service Co-Chair, 2010-11
- E2E (Entrepreneur to Entrepreneur), Board President
- LGBT Business Partners
- BBSHRM – Big Bend Society for Human Resources Management
- Florida Society of Association Executives (FSAE)
- Florida Public Relations Association (FPRA)
- Greater Tallahassee Chamber of Commerce
- ECHO (Emergency Care Help Organization) Board of Directors
- KCCI Volunteer for Tallahassee Business Resources