Governance Committee Report  
(November 2019)

The attached documents provide an overview of the work that the Governance Committee has been doing over the past three months.

1. Establishing a More Uniform Process for Evaluating the Candidacies of Prospective Board Members and Integrating New Board Members

- On September 10, 2019, members of the Governance Committee met by conference call to develop recommendations for “standardizing” the processes that the Alliance should follow in evaluating prospective new Board members and in making sure that such candidates – if chosen to serve on the Board – more fully understand the expectations we have of them as Board members.

- Attached is a summary of the September 10 discussions. It is entitled: “Establishing a More Uniform Process for Evaluating and Integrating New Members of the Board of the Alliance.” The Governance Committee has, on an interim basis, started to follow the procedures set out in the summary. The Governance Committee is interested in hearing from other Board members concerning any changes/revisions that (i) should be made to the approach set out in the summary and then (ii) should be followed going forward.

2. Questionnaire to Be Completed by All Expressing an Interest in Serving on the Board of the Alliance

- During the September 19, 2019 conference call of the Governance Committee, participants agreed that we need to do a better job of timely gathering standard, basic information
from each person who appears to be a serious candidate for Board service. To do this, we believe that we should not only ask each such candidate to provide us with a letter of interest and/or resume, but also to complete a questionnaire designed to enhance our ability to evaluate each candidate's interest in the Alliance's work and the contributions each candidate might be able to make to the Alliance.

- Such a questionnaire has been developed and is attached to this report. We seek input from Board members on any changes/revisions that they believe should be made to the questionnaire.

3. Nominations of Individuals Candidates to Serve on the Board/Voting to Have Existing Members Continue to Serve on the Board

- Attached to this report is a list of all current Board members and information on when each one started to serve on the Board and when each individual's current term ends. The list also includes the names of three new candidates for Board service.

- The three new candidates for Board service are Elizabeth Abdoo, Lisa Aushlander, and Florence Von Pelet. Information on each of these candidates is attached. The Board will – on November 15 – be asked to vote on the election of these candidates to serve on the Board. If elected, each would begin a three-year term on the Board on January 1, 2020.

- Three current Board members -- Sally Hornor, Doug Palmore, and Tara Scully – are completing terms on the Board and each is eligible to serve another 3-year term. At the November 15 meeting, Board members will be asked to vote on extending the Board service of Doug, Sally, and Tara.
Establishing a More Uniform Process for Evaluating and Integrating New Members of the Board of the Alliance
Establishing a More Uniform Process for Evaluating and Integrating New Members of the Board of the Alliance

On September 10, 2019, the Governance Committee of the Alliance for the Chesapeake Bay met by conference call to develop recommendations for "standardizing" the processes that the Alliance follows in evaluating prospective new Board members for the Alliance and in making sure that such candidates – if chosen to serve on the Board – know and understand the expectations we have of them as Board members. Participating on the call were four members of the Governance Committee (Jim Elliott, Bill Gill, Steve Pattison, and Andrea Field), Ginny Snead, and Kate Fritz. During the call, participants discussed (a) the processes used to identify prospective new Board members; (b) approaches for trying to ensure that existing Board members can meet/learn more about prospective new Board members before voting on the candidacies of such candidates; and (c) ways to integrate new members onto the Board more quickly and effectively. The following is a summary of the discussions on those issues.

1. Identifying Promising Board Candidates

Prior to two years ago, existing Board members played the major role in identifying prospective new Board members. During the past two years, however, the Directors of the Alliance’s state offices and the Executive Director of the Alliance have taken the lead in identifying candidates for Board membership, with many of the candidates being individuals who have participated in/supported local projects of the Alliance.

Participants on the September 10 conference call concluded that the identification of prospective new Board members should be the responsibility of both existing Board members and the staff of the Alliance. Thus, in addition to urging the staff of the Alliance to continue to keep an eye out for possible Board candidates, participants stressed the importance of encouraging current Board members to play a more active role in this process. Suggestions for keeping all involved in the process included having each State Director periodically schedule conference calls and/or in-person meetings of all the Board members in that region and using those calls/meetings to discuss the Board candidacies of local residents who are supporting the activities of the Alliance or who otherwise might possess a skillset needed by the Alliance. Such calls and meetings might also lead Board members in each region to make their own recommendations for Board participation.
ACTION ITEM:
- Once a year, find a time for the Director of each regional office to meet (by phone or in person) with Board members in that region in order to develop/discuss a list of prospective new Board members.

2. Refining the Candidate Vetting Process

Participants then discussed various aspects of the candidate vetting process, including the following.

- **Getting “Standard Information” from Each Candidate.** Currently, candidates for Board membership come to our attention in a variety of ways. For example, they may send in letters expressing an interest in Board service, they may come to the attention of the Alliance staff from their participation in activities of the Alliance, or they may be people who are otherwise known to Board or staff members. This means there can be a great deal of variation in how much we know about individual candidates when we start the process of seriously evaluating them for Board service. This can still be the case when candidates send us letters of interest and/or resumes.

While recognizing the importance of keeping many avenues open for learning about prospective Board candidates, conference call participants agreed that it would make sense to ensure that we early on gather some standard, basic information from each person who appears to be a serious candidate for Board service. Because there is a great deal of variation in the information we can glean from a candidate’s letter of interest and/or resume, it was suggested that the Alliance consider asking each Board candidate not only to provide a current resume, but also to complete a questionnaire, the answers to which would give us basic information about the candidate, the candidate’s interest in the Alliance’s work, and the contributions each candidate might be able to make to the Alliance. In this way, we would hope to be better able to determine what the candidate is doing/has done that would help the Board and Alliance achieve their goals/mission. This approach might also make us better able to assess how the candidate might best “fit into” the overall Board (i.e., what key skillsets are missing among current Board members and are possessed by the candidate).
Responding to the suggestion that each prospective Board member complete a standard questionnaire, Kate Fritz provided a “sample questionnaire” used by other NGOs. This has been revised to reflect comments made by conference call participants. A copy of the draft revised form is attached/

- **Ensuring that Prospective Candidates Timely Receive Information on the Alliance and on the Expectations that the Alliance Has for All Board Members.** There was consensus that, early in the process for meeting and vetting possible new Board members, all such candidates should be given certain information about the Alliance – including information that may not readily be found on (or might not be on) the part of the Alliance website that is accessible to the public. Such information would include a list of all current Board members, a list of the Board’s Standing Committees, a current Calendar of Alliance Events, the Alliance’s bylaws, the Alliance’s conflicts of interest policy, the Annual Pledge Form, a copy of the recently completed Strategic Plan, the Alliance’s Diversity and Inclusion Statement, a summary of what the Alliance expects of its Board members, and a history of the Alliance (including this link: https://www.allianceforthebay.org/about-us/history/).

Recognizing that it is important for prospective Board members to have access to this information but not wanting to inundate candidates with piles of paper, conference call participants discuss the advisability of having an Executive Summary of all such information. Conference call participants also discussed other ways in which necessary information could be shared. This could include having a separate link on the Alliance’s website that would contain all the above-described information (updated as necessary) and could be accessed by all serious candidates for Board membership.

- **Ensuring that Board Members and Promising Candidates for the Board Meet Prior to Any Vote on Board Membership.** While recognizing that the candidate vetting process cannot be one-size-fits-all, conference call participants agreed that there are certain “minimum process” steps that should be followed before any candidate for Board service is brought forward for a final vote by the Board. In particular, it was recommended that any candidate for Board service meet (in person or by phone) with the Executive Director of the Alliance, the Chair of the Alliance’s Board, and other members of the Alliance’s Board (including,
where possible, the Chair and at least one other member of the Alliance’s Governance Committee).

It was recognized that these are minimum requirements and that if it is possible for more current Board members to meet prospective Board candidates prior to any votes on their candidacies, such meetings are to be encouraged. With this in mind, we should encourage attendance at each year’s Taste event (in September) of any prospective member who is being considered for membership at the beginning of the next calendar year. Similarly, during other times of the year, we should invite prospective members to attend upcoming Board events (e.g., the social gatherings prior to Board meetings) where many current Board members will likely be in attendance.

While being in agreement on these approaches for learning more about prospective Board candidates before their candidacies are voted upon, conference call participants also agreed that such approaches should be guidelines and not hard-and-fast rules. In those likely-few instances in which it is necessary to move more quickly on a desirable Board candidate, the process needs to be flexible enough to allow more rapid action. No changes to the bylaws are needed to allow this overall process to be developed and implemented.

**ACTION ITEMS:**

- Develop guidance calling for the Executive Director and/or Chair of the Governance Committee (or their designees) to ask each promising candidate for Board membership to provide a resume and to complete a standard questionnaire. (As noted above, a draft questionnaire has been prepared for review by members of the Governance Committee and then by the entire Board.)

- Ensure that all serious candidates for Board membership receive adequate – and current – information on the Alliance, the current members of the Alliance’s Board, and the expectations that the Alliance has for all its Board members.

- Develop written guidance to routinely enable multiple Board members (including the Chair of the Board) and the Alliance’s Executive Director to meet all promising Board candidates before their candidacies are voted upon by the entire Board of the Alliance. Any such written guidance should be flexible enough to accommodate adjustments in individual cases if necessary.
3. **Bringing New Board Members Up to Speed Expeditiously**

Finally, conference call participants discussed best practices for preparing new members to become active/productive Board members as soon as possible after they join the Board. Topics discussed included the following:

- Whether existing Board members should be assigned to be mentors (or sherpas or guides or “buddies”) for new Board members and, if so, how long each such mentorship relationship should remain in place. How long would this mentoring relationship last – Six months? A year? To be decided on a case-by-case basis? Should the Executive Director and/or Board Chair check in with new Board members quarterly to see how they are doing?
- Whether it makes sense to have an orientation process for each new Board member. Who should participate in any such orientation process – the Executive Director? Board Chair? Chairs of the Alliance’s Standing Committees?
- Should each new Board member be required to join a Standing Committee of the Board? Should such assignments be discussed with candidates before their election to the Board?
- Should new members (and existing Board members) be required/urged to sign up for/get a better understanding of more specific/targeted programs at the Alliance?

**ACTION ITEM:**

- Put in writing a standard “onboarding process” that the Governance Committee can adopt and can then be followed as individuals first join the Board of the Alliance.
- Provide a written description of the expectations for existing Board members to mentor/provide guidance to new Board members.
Service on the Board of the
Alliance for the Chesapeake Bay:
Statement of Interest Form
SERVICE ON BOARD OF ALLIANCE FOR THE CHESAPEAKE BAY:
STATEMENT OF INTEREST FORM

Thank you for your interest in joining the Board of Directors of the Alliance for the Chesapeake Bay. Please complete this form so that we have more information about you, your interest in the Alliance’s work, and the contributions you can make to the Alliance as a Board member.

Your name: ____________________________________________________________

Best contact phone number: _____________________________________________

Address: _____________________________________________________________

Email address: _________________________________________________________

The Alliance brings together communities, companies, and conservationists to improve the lands and waters across the Chesapeake Bay watershed. What is your interest in the work of the Alliance? As a Board member, how would you help the Alliance accomplish its mission?

____________________________________________________________________

____________________________________________________________________

____________________________________________________________________

____________________________________________________________________

____________________________________________________________________

____________________________________________________________________

____________________________________________________________________

Have you had previous Board service experience? If so, please list the organizations with which you have served and your role(s) for those organizations.

1. ___________________________________________________________________

2. ___________________________________________________________________

3. ___________________________________________________________________
What skills would you bring to the Alliance as a Board member? Check all those that apply:

☐ Environmental Knowledge  ☐ Administration/Management

☐ Financial Oversight  ☐ Fundraising  ☐ Government Affairs

☐ Investment Management  ☐ Law/Legal  ☐ Leadership/Motivator

☐ Marketing/Public Relations  ☐ Human Resources  ☐ Strategic Planning

☐ Real Estate/Lease Negotiation  ☐ Technology  ☐ Volunteer Management

☐ Community Networking  ☐ Understanding of Community Needs

List other skill(s)/experiences that could benefit the Alliance if you were to serve on our Board:

________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________

The Board of the Alliance meets four times a year, and we expect Board members to attend most meetings. Would you be able to meet this requirement? ____________________________

We expect Board members to become involved in the work of one or more of the Board’s Committees. Please indicate which Committee(s) you would be interested in joining.

☐ Development Committee  ☐ Finance Committee

☐ Governance Committee  ☐ Program Committee

Would your participation on the Board pose any conflicts of interest? ____________________________

Your signature: ___________________________________________ Date: ________________________

Whether or not you are not selected as a member of the Board at this time, would you like to be a volunteer to assist our organization in various ways that match your skills and interests?

☐ Yes  ☐ No  ☐ Perhaps
List of Existing Board Members and Their Terms
And
Information on Three Prospective Board Members
<table>
<thead>
<tr>
<th>Member</th>
<th>State</th>
<th>Beginning of Board Service</th>
<th>End of Board Service (If Member Serves Two Terms)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ginny Snead*</td>
<td>VA</td>
<td>01/01/2015</td>
<td>12/31/2020</td>
</tr>
<tr>
<td>Robert Paul**</td>
<td>MD</td>
<td>01/01/2012</td>
<td>12/31/2018</td>
</tr>
<tr>
<td>Jack Detweiler</td>
<td>PA</td>
<td>01/01/2013</td>
<td>2nd term ends 12/31/2019</td>
</tr>
<tr>
<td>Jim Elliott</td>
<td>PA</td>
<td>01/01/2014</td>
<td>2nd term ends 12/31/2019</td>
</tr>
<tr>
<td>Steve Pattison</td>
<td>MD</td>
<td>01/01/2014</td>
<td>2nd term ends 12/31/2019</td>
</tr>
<tr>
<td>Jennifer Troy</td>
<td>MD</td>
<td>01/01/2014</td>
<td>2nd term ends 12/31/2019</td>
</tr>
<tr>
<td>Dennis Chestnut</td>
<td>DC</td>
<td>01/01/2015</td>
<td>2nd term ends 12/31/2020</td>
</tr>
<tr>
<td>Andrea Field</td>
<td>VA</td>
<td>01/01/2015</td>
<td>2nd term ends 12/31/2020</td>
</tr>
<tr>
<td>William Gill</td>
<td>VA</td>
<td>01/01/2015</td>
<td>2nd term ends 12/31/2020</td>
</tr>
<tr>
<td>Steve Levitsky</td>
<td>MD</td>
<td>01/01/2016</td>
<td>2nd term ends 12/31/2021</td>
</tr>
<tr>
<td>Sally Hornor</td>
<td>MD</td>
<td>01/01/2017</td>
<td>1st term ends 12/31/2019; eligible for 2nd term ending 12/31/2022</td>
</tr>
<tr>
<td>Tara Scully</td>
<td>VA</td>
<td>01/01/2017</td>
<td>1st term ends 12/31/2019; eligible for 2nd term ending 12/31/2022</td>
</tr>
<tr>
<td>Shawn Kimbro</td>
<td>MD</td>
<td>01/01/2018</td>
<td>1st term ends 12/31/2020; eligible for 2nd term ending 12/31/2023</td>
</tr>
<tr>
<td>Brian McNamara</td>
<td>MD</td>
<td>01/01/2018</td>
<td>1st term ends 12/31/2020; eligible for 2nd term ending 12/31/2023</td>
</tr>
<tr>
<td>Greg Wims</td>
<td>MD</td>
<td>01/01/2018</td>
<td>1st term ends 12/31/2020; eligible for 2nd term ending 12/31/2023</td>
</tr>
<tr>
<td>Susan Johnson</td>
<td>MD</td>
<td>1/01/2019</td>
<td>1st term ends 12/31/2021; eligible for 2nd term ending 12/31/2024</td>
</tr>
<tr>
<td>Deb Lucas</td>
<td>VA</td>
<td>1/01/2019</td>
<td>1st term ends 12/31/2021; eligible for 2nd term ending 12/31/2024</td>
</tr>
<tr>
<td>Chris Sigmund</td>
<td>PA</td>
<td>1/01/2019</td>
<td>1st term ends 12/31/2021; eligible for 2nd term ending 12/31/2024</td>
</tr>
<tr>
<td>Naomi Young</td>
<td>PA</td>
<td>1/01/2019</td>
<td>1st term ends 12/31/2021; eligible for 2nd term ending 12/31/2024</td>
</tr>
<tr>
<td>Jenn Jackson</td>
<td>VA</td>
<td>8/01/2019</td>
<td>1st term ends 7/31/2022; eligible for 2nd term ending 7/31/2025</td>
</tr>
<tr>
<td>Matt McGehrin</td>
<td>MD</td>
<td>8/01/2019</td>
<td>1st term ends 7/31/2022; eligible for 2nd term ending 7/31/2025</td>
</tr>
<tr>
<td>Doug Palmore</td>
<td>VA</td>
<td>01/01/2017</td>
<td>Serving last 7 months of J. Carnahan’s term; can then serve two 3-year terms (1st term ending 12/31/2022; 2nd term ending 12/31/2025)</td>
</tr>
<tr>
<td>Nominee: Elizabeth Abdoo</td>
<td>VA</td>
<td>01/01/2020</td>
<td></td>
</tr>
<tr>
<td>Nominee: Lisa Aushlander</td>
<td>MD</td>
<td>01/01/2020</td>
<td></td>
</tr>
<tr>
<td>Nominee: Florence Von Pelet</td>
<td>PA</td>
<td>01/01/2020</td>
<td></td>
</tr>
</tbody>
</table>

* Ginny Snead serves as President of the Board; her term as President ends on 2/31/2020.
** As immediate past Board President, Bob serves as an ex-officio, non-voting member of the Board.
SUMMARY
Public company general counsel with over 30 years of experience in securities, mergers and acquisitions, finance and joint ventures. Extensive experience in corporate governance, compliance, and risk management with over 18 years of direct oversight and responsibility over those functions.

EXPERIENCE
Host Hotels & Resorts, Inc., Bethesda, Maryland
Executive Vice President, General Counsel, Secretary 2003-Present
Senior Vice President, General Counsel, Secretary 2001-2003

Host Hotels & Resorts, Inc. (NYSE: HST) is an S&P 500 company and is the largest lodging real estate investment trust and one of the largest owners of luxury and upper-upscale hotels in North America and globally.

Responsibilities
- Member of the executive leadership committee addressing business plans and initiatives, policy formulation and short- and long-term strategy.
- Member of the investment committee which is responsible for the review, assessment and approval of all acquisitions, dispositions, investments and major capital expenditures.
- Manage and oversee the corporate secretary function and a 17-person department, including 8 attorneys who handle all legal affairs of the company including real estate, litigation, contracts, securities, mergers and acquisitions, government relations, finance, labor and employment, intellectual property and lodging operations.
- Advise and counsel CEO, senior management and Board of Directors on corporate governance, compliance and federal and state securities laws and regulations.
- Oversee SEC and regulatory compliance, disclosure and reporting functions.
- Oversee investment activities, including over $14 billion of debt and equity transactions in 12 countries, and over $15 billion in acquisitions and dispositions.
- Serve on fiduciary committee for retirement savings plan and executive deferred compensation plan.

Accomplishments
- Advised the Chair, Lead Director and Board of Directors and oversaw the transitions and rebuilding of the executive leadership teams, including three CEOs and five CFOs.
- Oversaw the negotiations on key corporate acquisitions and dispositions, including the negotiations for the acquisition of $3.5 billion of hotel properties from Starwood Hotels & Resorts Worldwide and the issuance of over 100 million shares of HST common stock.
- Directed the Company’s nine-year litigation in Texas state courts, resulting in a Texas Supreme Court victory reversing a $95 million judgment against the Company.
- Led the internal investigation and litigation against a former broker who defrauded the Company of $22.5 million, which included cooperating with the FBI and US Attorney in criminal prosecutions, resulting in criminal pleas and prison sentences for four individuals and the deportation of another.
Oversaw negotiations, development and implementation of joint ventures in Europe, Singapore and India.

Oversaw negotiations, settlement and resolution of insurance claims, ground lease claims and operational claims related to the 2001 destruction of Company’s World Trade Center hotel in New York City.

With the Special Committee of the Board of Directors and senior management, led a multi-year negotiation to resolve issues with Marriott International resulting in new management, governance and other agreements between the parties.

**Orbital Sciences Corporation, Dulles, Virginia**  
*(now Northrop Grumman Innovation Systems)*  
Senior Vice President, Assistant General Counsel 2000-2001  
Vice President, Assistant General Counsel 1997-1999  
Assistant General Counsel 1996-1997

Primary responsibility for transactions at NYSE-listed space systems and satellite technology company, including structuring and negotiating acquisitions, divestitures, mergers, joint ventures, debt and equity financings, credit facilities and bridge financings.

- Negotiated the company’s entry into new product lines through the acquisition of automotive navigational products group and subsequent negotiation of licensing and joint venture agreements with industry leaders for product development.
- Structured and negotiated the acquisition of over ten companies and divisions for various operating groups over a three-year period.
- Worked with the chief financial officer and independent accountants to resolve accounting and financial reporting issues, including restatements of financial results. Responsible for communication and resolution of accounting issues with the SEC and regulatory issues with the NYSE.

**Hogan & Hartson (Hogan Lovells), Washington, D.C.** 1993-1996  
Associate, corporate and securities practice

*(now Pillsbury Winthrop Shaw Pittman)*  
Associate, securities, mergers and acquisitions and finance practices

**EDUCATION AND BAR ADMISSIONS**  
Georgetown University Law Center, J.D., cum laude  
Georgetown University, BA, Government, cum laude  
Member of the bars of New York and District of Columbia

**AFFILIATIONS AND AWARD**  
Advisory Board Member, Hotel & Lodging Legal Summit 2015-Present  
Board of Visitors, Finance Committee Georgetown University Law Center 2018- Present  
Board of Advisors, Leadership Academy of ACC National Capital Region 2019-Present  
2015 Georgetown Law Alumnae Award
SERVICE ON BOARD OF ALLIANCE FOR THE CHESAPEAKE BAY: STATEMENT OF INTEREST FORM

Thank you for your interest in joining the Board of Directors of the Alliance for the Chesapeake Bay. Please complete this form so that we have more information about you, your interest in the Alliance’s work, and the contributions you can make to the Alliance as a Board member.

Your name: Elizabeth A. Abdoo
Best contact phone number: 240-507-0333 (mobile)
Address: 10922 Thimbleberry Lane
           Great Falls, Virginia 22066
Email address: Elizabeth.Abdoo@gmail.com

The Alliance brings together communities, companies, and conservationists to improve the lands and waters across the Chesapeake Bay watershed. As a Board member, how would you help the Alliance accomplish its mission?

I bring over 30 years of diverse and progressive experience delivering strategic legal and business advice and solutions, which I hope would assist the Alliance in both determining and implementing its mission and objectives.

I have extensive experience in strategic planning, capital raising, management and governance that has enhanced business success and driven value creation in the private sector. Most importantly, I have learned how to collaborate, inquire and advise to enhance discussion and decisions.

Have you had previous Board service experience? If so, please list the organizations with which you have served and your role(s) for those organizations.

1. I serve on the Board of Visitors of Georgetown Law and as a member of its Finance Committee.

2. I have served as Corporate Secretary at Host for 18 years and have advised the Chair, Lead Director and Board on all legal, compliance and governance matters. I have also overseen and had primary responsibility for the Compensation Committee and Nominating Committees of the Board of Directors. In prior experience both in-house and in the private sector, I have advised board on mergers and acquisitions and other public transactions.

3. I served on advisory board for AH&LA, the trade association for the hotel, lodging and hospitality industry, assisting in the development and planning of its ForWard program for the advancement of women in the hospitality industry.
4. I have served on the advisory board of the Hotel and Lodging Legal Conference at Georgetown Law since the conference's inception 5 years ago, assisting in all aspects of the curriculum, programming and sponsorship.

What skills would you bring to the Alliance as a Board member? Check all those that apply:

- [ ] Environmental Knowledge  X  Administration/Management
- X  Financial Oversight  [ ] Fundraising  [ ] Government Affairs
- [ ] Investment Management  X  Law/Legal  X  Leadership/Motivator
- [ ] Marketing/Public Relations  X  Human Resources  X  Strategic Planning
- X  Real Estate/Lease Negotiation  [ ] Technology  [ ] Volunteer Management
- [ ] Community Networking  [ ] Understanding of Community Needs

List other skill(s)/experiences that could benefit the Alliance if you were to serve on our Board:

_Extensive network in the legal and business community both in the area and nationally from my work here and in New York._

The Board of the Alliance meets four times a year, and we expect Board members to attend most meetings. Would you be able to meet this requirement?   Yes

We expect Board members to become involved in the work of one or more of the Board’s Committees. Please indicate which Committee(s) you would be interested in joining.

- [ ] Development Committee  X  Finance Committee
- X  Governance Committee  [ ] Program Committee

Would your participation on the Board pose any conflicts of interest?   No

Your signature:  

Date:  October 5, 2019

Whether or not you are not selected as a member of the Board at this time, would you like to be a volunteer to assist our organization in various ways that match your skills and interests?

- [ ] Yes  [ ] No  [ ] Perhaps
LISA S. AUSHERMAN
ASID

lisa@amazingspacedesign.net
(240) 415-8475
Frederick, MD
www.amazingspacedesign.net

OBJECTIVE

Seeking a leadership role as a Development Director or Manager to sustain, promote, enhance and preserve public and private gardens as relevant resources for education and enjoyment through change and renewal.

PROFESSIONAL EXPERIENCE

2017-PRESENT
Owner, Designer
AMAZING SPACE DESIGN, LLC

Sole Proprietor for all facets of interior and exterior projects, operations, and marketing.

2005-2016
Co-Founder, Past Chair, and Trustee
AUSHERMAN FAMILY FOUNDATION

Conceptualized and developed a mission-based organization through governance, policies, staffing and management of non-profit organizational funding initiatives exceeding $1.2 million per year in grant programs and capital expenditures.

1988-2016
Interior Designer, Commercial and Residential
LSB INTERIORS, HIGH GLEN INTERIORS & GARDENS

Responsible for design, operations and marketing to high end residential clients and professional offices, later evolving into creating the interior of a 10,000 sq. ft estate home and exterior grounds on 65 acres, including formal gardens, outdoor living, and entertaining spaces.

AWARDS

Woman of Excellence Award
Frederick Commission for Women, 2015

William Donald Shaeffer Helping People Award
Peter Franchot, Comptroller of MD, 2012

Honoree for “Affair of the Heart”
Hearty House, 2011

Honor of the Good Samaritan
Frederick Memorial Hospital, 2010
EDUCATION AND CERTIFICATIONS

The George Washington University
Masters Certificate, Landscape Design, 2017

James Madison University

Leadership Frederick County
Certificate, 2010

Rapport Leadership International
Certificate, 2004

American Society of Interior Design
Licensed Professional Member, 1988-Present

SKILLS

Leadership
Created innovative programs and grant funding initiatives to support community initiatives and bolster non-profit organizations.
Initiated (and current Chair) The Frederick Speaker Series, 2013- present. Frederick, MD
Organized fundraising initiatives and hands-on projects to promote non-profit organizations and other community projects.
Managed personal assistants, grounds staff, foundation trustees, and business employees.

Strategic
Implemented two professionally led strategic plans for the Ausheran Family Foundation and worked with an LA to develop a master plan for the transformation of our private garden into a public garden.
Charter member of the Women's Giving Circle to create governance and policies and later Grants Chair.
Fundraising Chair for RISE Program with the Housing Authority of Frederick, MD. Frederick Alliance for Youth, Girl Scouts of America projects.
Spearheaded volunteer initiatives to renovate domestic violence shelter and offices and three church interiors.

Budgeting
Implemented tracking and reporting systems for several types of grant funding.
Managed budgets and expenditures for design businesses, philanthropic endeavors, estate management and investment portfolios.

Communication/Collaboration
Resourceful in building relationships and collaborative partnerships within the community, public/private partnerships and the non-profit sector.
Connected with philanthropic peers at annual conferences, periodic roundtable discussions, and convened meetings to bring groups together to resolve relevant issues.
Presenter for business engagements and introductions for other keynote speakers.
Use of branding and targeted strategies for reaching desired audiences through social media and website.
Organized and implemented project planning from concept to finalization on numerous projects.

Technical skills
Microsoft Office Suite, WordPress website mgmt., PowerPoint, some Vectorworks
Social media platforms; Facebook, LinkedIn, Instagram, Pinterest

ACTIVITIES AND CONTRIBUTIONS

Boards
Women's Giving Circle, Tasker's Chance Garden Club, Weinberg Center for the Arts, Delaplaine Center for the Arts, Rotary Club of Carroll Creek, Christmas in April, American Cancer Society, Frederick Alliance for Youth

Volunteer projects
Kline Hospice House, Heartly House, Evangelical Lutheran Church, Brook Hill United Methodist Church Renovation Committee, Church of the Brethren- Chair of Lenten services, Design for Pastoral offices, Blue Ridge Bank corporate offices

Mentoring
Lincoln Elementary, Rotarian Initiative for Successful Employment program, Penn Laurel Girl Scouts, Al Anon, Eagle Scout Project

Memberships
The Garden Conservancy, ASID, The Historical Society of Frederick Co., Tivoli Society
SERVICE ON BOARD OF ALLIANCE FOR THE CHESAPEAKE BAY:
STATEMENT OF INTEREST FORM

Thank you for your interest in joining the Board of Directors of the Alliance for the Chesapeake Bay. Please complete this form so that we have more information about you, your interest in the Alliance's work, and the contributions you can make to the Alliance as a Board member.

Your name: Lisa Simmons Austerman

Best contact phone number: 301-676-5566

Address: 1109 Boucher Ave
Annapolis, MD 21403

Email address: Lisa@amazingspacedesign.net

The Alliance brings together communities, companies, and conservationists to improve the lands and waters across the Chesapeake Bay watershed. As a Board member, how would you help the Alliance accomplish its mission?

I'm passionate about being good stewards of our environment. We must protect our lands, enhance public awareness and engage all generations to participate in whatever ways they can. Once I understand how best to support your organization, I will enlist others to help, volunteer my time and resources to improve the image and effectiveness of the organization and their mission.

Have you had previous Board service experience? If so, please list the organizations with which you have served and your role(s) for those organizations.

1. Audubon Foundation - Co-founder, Trustee from 2005-2014, Chair from 2013-2016

2. Bolton Club of Catonsville - Member since 1998, Bd. member for 8 yrs, served on Membership, Fellowship, Grants committee

3. Weinberg Center for the Arts - Development

4. Delaplaine Ctr. for the Visual Arts - Development

5. Frederick Alliance for Youth - Development
What skills would you bring to the Alliance as a Board member? Check all those that apply:

- [✓] Environmental Knowledge
- [✓] Administration/Management
- [ ] Financial Oversight
- [✓] Fundraising
- [ ] Government Affairs
- [ ] Investment Management
- [ ] Law/Legal
- [✓] Leadership/Motivator
- [✓] Marketing/Public Relations
- [ ] Human Resources
- [✓] Strategic Planning
- [ ] Real Estate/Lease Negotiation
- [ ] Technology
- [✓] Volunteer Management
- [✓] Community Networking
- [✓] Understanding of Community Needs

List other skill(s)/experiences that could benefit the Alliance if you were to serve on our Board:

I enjoy convening and collaborative work in the community and at large. Being environmentally trained in the landscape field, I enjoy abundant learning opportunities and will speak to audiences on topics which I am passionate about! Not afraid to fundraise and like to plan and chair events.

The Board of the Alliance meets four times a year, and we expect Board members to attend most meetings. Would you be able to meet this requirement? **Yes - if I know the dates!**

We expect Board members to become involved in the work of one or more of the Board’s Committees. Please indicate which Committee(s) you would be interested in joining.

- [✓] Development Committee
- [ ] Finance Committee
- [✓] Governance Committee
- [✓] Program Committee

Would your participation on the Board pose any conflicts of interest? **none**

Your signature: [Signature] Date: **10.16.2019**

Whether or not you are not selected as a member of the Board at this time, would you like to be a volunteer to assist our organization in various ways that match your skills and interests?

- [✓] Yes
- [ ] No
- [ ] Perhaps
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PROFESSIONAL EXPERIENCE

Modenus Media LLC | Lancaster, PA
Director of Operations

- Manage daily communications and operations for the company
- Maintain client relationships during campaigns, consulting and other marketing efforts
- Develop and implement full digital media strategies for client marketing campaigns
- Develop social media, blog and newsletter content strategies for social platforms
- Oversee and conduct offsite tours and campaigns

White Good MARCOM Agency | Lancaster, PA
Social Media Strategist

- Developed full content strategies for client social media platforms
- Executed content scheduling, monitoring and listening
- Develop marketing campaigns for client events, tradeshows and product launches
- Conducted live social media coverage for clients during various campaigns and events
- Created quarterly reports for clients and at the conclusion of campaigns

O’Reilly- DePalma | Lancaster, PA
Social Media Intern

- Worked with lead SEO strategist at agency to develop weekly blog content for client
- Developed social media content strategy for client
- Deployed weekly content on all social media platforms for clients
- Created social media initiatives to align with all PR and Communications for client

EDUCATION

University of Maryland University College | Baltimore, MD-Online
Bachelor of Arts in Marketing

S.I. Newhouse School of Public Communications at Syracuse University | Online
Advanced Social Media Strategy Certification

Seminole State College of Florida | Sanford, FL
Associate of Arts in Business

May 2017
May 2015

SKILLS & PROFICIENCIES

- Project Management
- Event Coordination
- Campaign Development
- Marketing Strategy
- Hootsuite, Tailwind
- MailChimp
- Google Analytics
- Adobe Suite