

# Sandra L. Hershelman

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## Executive Officer/Communications Specialist

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- Highly capable executive officer with strong leadership skills. Breathed new vitality into a struggling nonprofit association. Increased membership by 60 percent, doubled meeting attendance, changed public perception.
- Extensive background in written and oral communication. Able to think quickly on feet, even when being eyed by a television camera. Personable, articulate, intuitive, intelligent and professional. Accustomed to demanding deadlines and high-pressure situations. An effective debater. Cool in chaos.
- Strong aptitude for business; 20 years of hands-on experience operating small businesses. Hired by business owners to ensure their success, via marketing, advertising, message development and creation of collaterals.
- Organized multitasker. Award-winning writer, editor, interviewer, photographer, desktop publisher, Web designer. Excellent computer skills. Eye for composition, whether on paper or through a camera lens.
- Client satisfaction is top priority. Conscientious, intuitive, friendly and sincere. Passionate about life. Believe strongly that life's too short to not have a positive attitude.

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### Jefferson County Home Builders Association Executive Officer

Since 2002

- Devoted to promoting the building trades within Jefferson County, Washington. Effective in all aspects of running an HBA: public relations, marketing, government affairs, publications, budgeting, personnel management, website design and maintenance, strategic planning, event planning, networking, record keeping and accounting.
- Create and produce an effective newsletter, website and membership recruitment tools. Conduct recruitment classes. Operated as liaison to the local college for the HBA's nine-month-long residential carpentry class.
- Increased membership by 60 percent (and growing!). Doubled attendance at monthly dinner meetings. Continue to work diligently—and effectively—at changing the negative public perception of the JCHBA into one of a positive community partner. Fought to secure and develop a Built Green® program for Jefferson County HBA. Nurtured a committee to develop a home show (May 2008). Secured seats on the WRIA 17 planning unit, critical areas ordinance and housing needs committees, and on the board of Olympic Economic Development (formerly Economic Development Council of Jefferson County). Am a stakeholder in the Tri-Area sewer planning process.
- Strive to maintain a presence within the Building Industry Association of Washington. Elected 2007 chairman of the Washington State Executive Officers Council. Served as 2006 vice chair.
- Presented *Effective HBA Websites* at the 2006 National Association of Home Builders' EOC Seminar in Connecticut.
- Negotiated with the local business journal to publish the JCHBA monthly newsletter in its paper at no charge, increasing the exposure of the JCHBA's efforts to all registered businesses across two counties.

### Sandy Hershelman Designs (Cat's Eye Design)

Since 1997

- Owner and creative talent, offering communications expertise for business and personal needs. Business marketing, writing, desktop publishing, public relations, websites, book development, photography (custom and stock), development of collaterals, branding, résumés, instruction (at local college and privately), public speaking and more.
- Contract with myriad businesses, in and out of Washington State. Guide businesses in successful marketing campaigns, including print, Web and television exposure.
- Developing small business seminars to assist new businesses. With other professionals, will teach various topics to help others overcome potential pitfalls and strengthen their starts in business. Topics presented may mirror already published business management articles. (Examples: marketing, networking, dare to fail, effective collaterals, SWOT analysis. . .and more.)
- Managed campaign for 2005 city council candidate. Ensured his strong message was broadcasted via brochures, the Web, effective newspaper ads, personal appearances, forums and TV talk shows (producer and co-host). Consulted with 2002 sheriff candidate, strengthened his message and designed his brochure, mail piece and website. Also accompanied him on numerous personal appearances, evaluating his efforts while schmoozing for him.

- Since the mid-1990s, created most of the Chimacum School District's bond and levy campaign informational brochures. Produce the school's award-winning *Chimacum School Matters* newsletter.
- In 2002, Cat's Eye Design was renamed Sandy Hershelman Designs to take advantage of strong existing name recognition within the local community. Web site: [www.sandyhershelman.com](http://www.sandyhershelman.com).

## Freelance Writer/Photographer

Since 1990

- Byline has appeared in numerous local, regional and national publications. Award-winning journalist and photographer. Photos have graced magazine covers and calendars. Co-taught a digital photography class at Washington State University; asked to teach PageMaker (computer software) and newsletter production classes.
- Since 1998, an on-air interviewer for Port Townsend, Washington, television station, PTTV 47. Covered elections and co-hosted town meetings, as well as produced and co-hosted shows to spotlight political candidates.

## Alpha Electric

1988-1989

### Port Hadlock, WA

- Active partner in an electrical contracting firm. Was "the office," handling all of the paperwork, accounting and human resources. Company closed when my electrician partners joined the union (IBEW 46).

## Other Career Highlights

Bank of America	Port Townsend, Washington
Jefferson National Bank	Port Townsend, Washington
Wells Fargo Bank	Redding and Anderson, California
Statue of Liberty Moving and Storage	Garden City Park, New York
Bank of Lisle	Lisle, Illinois
Downers Grove National Bank	Downers Grove, Illinois
United States Naval Reserve	Honorable discharge

- Experienced in real estate and installment loans, title insurance, fire and mortgage insurance, electronic data processing, general ledger research, accounts receivable, credit investigating, reception, payment processing, collections and various secretarial duties. "Best Banker" awards for sales and service.

## Professional Awards

- Washington Newspaper Publishers Association "Better Newspaper Contest" awards for "Best Comprehensive Coverage," "Government Affairs," "General News Stories" and "Best Humorous Feature"
- First Place winner, 2006 & 2007 Web Page Contests, Washington State Fairs Association (for [www.jeffcofairgrounds.com](http://www.jeffcofairgrounds.com))
- Nominated for 2007 Business Leader of the Year (Port Townsend Chamber of Commerce)
- Winner, 2003 and 2004 Rotary District 5020 Conference Newsletter Competition
- "Fort Worden Searchlight Tower" photo was chosen for Gatheringplace's 2001 Port Townsend calendar
- *School Planning & Management* magazine awarded the *Chimacum School Matters* newsletter its 1998 Community Relations Award
- "Lone Oarsman" photo was Best of Show in Seafirst's 1995 Faces of Washington competition

## Education

- National Association of Home Builders' EOC Leadership & Management Seminars (week-long) 2005, 2006, 2007
- Conflict Mediation (40 hours), Peninsula Dispute Resolution Center (Port Angeles, WA) 2004
- Internet Marketing, Washington State University, 2004
- Group Problem-Solving Initiatives: Build Communication, Conflict Resolution and Collaboration (seminar) 2004
- American Institute of Banking (Chicago, IL) 1977
- University of Illinois (Chicago, IL) 1975-76
- Park High School (Cottage Grove, MN) 1975

## Community Involvement

- Olympic Economic Development (board of directors)
- Port Townsend BPOE #317 (Elks)
- Port Townsend Chamber of Commerce
- Chimacum School District
- Jefferson County Masterminds (business think-tank)
- Soroptimist International of Port Townsend & East Jefferson Co.
- Habitat for Humanity of East Jefferson County
- Washington Coalition For Open Government
- Jefferson County HBA (member)
- Rotary Club of East Jefferson County 2002-06; Paul Harris Fellow