

City of Santa Fe, New Mexico

memo

DATE: November 5, 2014
TO: City Council
FROM: Mayor Javier M. Gonzales 
RE: Appointments

I would like to make the following appointments:

Arts Commission

Bryan "Chip" Chippeaux, Chair – term ending 10/2016 (Resume attached)
Shanan Campbell Wells – term ending 10/2016 (Resume attached)
Ashlyn Perry – term ending 10/2016 (Resume attached)
Gabe Gomez – Reappointment – term ending 10/2016

Nighttime Economy Task Force and Extension of Working Group Timeline

Request for Approval of Listed Candidates and Nine (9) Month Extension of Time for Taskforce to Report on Recommendations to Governing Body.

Kate Kennedy (Resume attached)
Shannon Murphy (Resume attached)
Todd Eric Lovato (Resume attached)
Victor E. Romero (Resume attached)
Vince Kadlubek (Resume attached)
Jamie Lenfestey (Resume attached)
Sonia Leyba (Resume attached)
Rochelle T. Esquerra (Resume attached)

Airport Advisory Board

Simon Brackley – to fill unexpired term ending 2/2016 (Resume attached)

Mayor's Youth Advisory Board

Brianna Trujillo (St. Michael's High School) – to fill unexpired term ending 12/2015 (Resume attached)

Manuel Segura (Capital High School) – term ending 12/2016 (Resume attached)

Brittany Gurule (Santa Fe High School) – to fill unexpired term ending 12/2015 (Resume attached)

Jared Lucero (Santa Fe Preparatory School) – term ending 12/2016 (Resume attached)

Santa Fe City and County Advisory on Food Policy

Cydney Martin – to fill unexpired term ending 1/2015 (Resume attached)

BRYAN J. CHIPPEAUX

P.O. Box 8905 • Santa Fe, NM 87504-8905

Hm: 505-988-2552, Wk: 505-995-1202, Cell: 505-690-3757 Fx: 505-982-3806

EXPERIENCE

CENTURY BANK, SANTA FE, NEW MEXICO

Chairman, Director

Vice President, Director – Century Financial Services (Parent Company)

Employment period - October 1983 to present (various positions)

Century Bank is one of the oldest financial institutions in New Mexico. Its assets are approximately \$592 million. It has nine facilities – located in Santa Fe, Albuquerque, Rio Rancho, Espanola, and Las Cruces, New Mexico.

The Bank is divided into four divisions – Retail, Administration, Lending and Trust. This position oversees the managers of the Administration, Retail and Trust divisions.

First Financial Savings Association, El Paso, Texas

Treasurer (June, 1979 to October, 1983)

First Financial was a \$310 million (assets) savings and loan with multiple branch locations in West Texas. Primary duties included managing the investment portfolio, asset/liability management, strategic planning and forecasting, and system development. The position reported directly to the Executive Vice President – Administration.

KPMG Peat Marwick, El Paso, Texas

Staff Accountant (June, 1977 to June, 1979)

KPMG is one of the largest public accounting firms in the world. Primary duties included performing audits of financial institutions, manufacturers, retail store corporations, hospitals and pension and profit sharing plans.

CURRENT AND PRIOR CIVIC EXPERIENCE

Wheelwright Museum Foundation, Vice President, Board Member
St. Vincent Hospital Foundation, Emeritus Board member
Western States School of Banking, Past Chairman, Board Member
Santa Fe Chamber of Commerce, Past Chairman, Board Member
Santa Fe Preparatory School, Finance Committee

Prior Affiliations

Tierra Contenta Corporation – President and Board Member
New Mexico Coalition to End Homelessness
Big Brothers/Big Sisters of Northern NM – President and Board Member
FNMA (New Mexico) Advisory Committee
Santa Fe Host Lions
New Mexico Centennial Foundation, Treasurer, Board Member

PROFESSIONAL ORGANIZATIONS

New Mexico Society of Certified Public Accountants
American Institute of Certified Public Accountants

EDUCATION

New Mexico State University
Bachelor of Accountancy (with honors)

Certified Public Accountant (Texas Certificate #20789)

Numerous continuing education courses in banking, personal computers, sales training, asset/liability management, personal financial planning, taxes, audits and marketing.

AWARDS

Melvin Jones Fellow
Lions International Foundation

Board Member of the Year - 2011
Santa Fe Chamber of Commerce

Big Brothers Big Sisters of Northern New Mexico
30 year anniversary (2009) – 30 who made a difference

St. Vincent Hospital Foundation
Director Emeritus

Shanan Campbell Wells

Owner, Sorrel Sky Gallery – Santa Fe, NM
125 W. Palace Ave., Santa Fe, NM 87501
(c) 720-346-4276



By adding beauty to our world, art enriches our lives...

SCW Art Consulting – Durango, CO

2006 - Present

Founder, owner and lead consultant of art consulting firm. Creating healing environments, interior and exterior, for large organizations such as banks, universities and healthcare facilities.

Sorrel Sky Gallery – Durango, CO

2002 - Present

Founder, owner and director of Western Art Gallery including western and contemporary works as well as still life and portraits. Specializing in painting, sculpture, bronze and jewelry.

The Smithsonian Institution – Washington D. C.

2003 to 2004

Co-curator for exhibit for the Smithsonian's Museum of American Indian.

Toh-Atin Gallery and Toh-Atin's Art on Main – Durango, CO

1995 to 2001

Director of two Southwestern and Native American Art Galleries with experience in both retail and wholesale aspects of the business.

The Franklin Mint – Philadelphia, PA

1994

Art scout for two-dimensional work focusing on plate art. Traveled the eight western states to museums, galleries and shows to locate appropriate artists.

Nighthorse Studio – Ignacio, CO

1993

Managed studio for Ben Nighthorse. Oversaw all production work of jewelry. Focus on wholesale shows with galleries across the country. Trained sales staff. Worked retail shows.

Smithsonian Institution, Washington D. C.

1991 to 1992

Product development and licensing. Acted as liaison for curators at 22 museums and outside businesses interested in using the Smithsonian name and products based on collection.

Education:

Fort Lewis College, Durango Colorado Bachelor degree in Art Marketing and Management

Affiliations and Activities:

- Art and Culture Representative for Durango Area Tourism Office, Durango, Colorado
- Public Art Commission, Durango, Colorado
- Evidence-based design accredited and certified (EDAC) from the Center of Health Design
- The Global Alliance for Arts and Health (formally Society for the Arts in Healthcare)
- Member Women's Business Enterprise National Council (WBENC)
- Department of the Interior, Commissioner, Indian Arts & Crafts
- Board Fort Lewis College Foundation, board member 2006, Durango, Colorado
- Chairman "TLC for FLC" Leadership La Plata, Class of 2003 - 2004, Durango, Colorado
- 2002 to 2004 Chairman "Stars Over Fort Lewis", Durango, Colorado

ASHLYN PERRY

231 Washington Street, Suite #3, Santa Fe, NM 87501
Phone: (210) 240-8947 E-Mail: ashlynperry@me.com

Objective

I am interested in working with the City of Santa Fe Arts Commission. My husband, Dan, and I are very involved in supporting numerous Arts organizations and have attended many fundraisers in support of these wonderful programs. Some of the Arts groups we have been involved with include: The Santa Fe Opera, New Mexico Museum Foundation, IAIA, Silver Bullet Productions, Aspen Santa Fe Ballet, Performance Santa Fe, The Lensic Theater, Art Smart and NDI. We are also involved in support of other charitable causes, including Big Brothers Big Sisters of Northern New Mexico (I have been a Board member since 2011), Esperanza Shelter, Western Landowners Alliance (I was recently elected to the Board), Trout Unlimited, Rocky Mountain Elk Foundation and Chama Peak Land Alliance.

Experience

Ashlyn Perry Creative

2011 - Present

Provided all branding and marketing for our Trout Stalker Ranch, Chama, NM, in preparation for its commercial application in the future. See attached examples: logos, poster, slogan and ranch entrance gate. Managed donations and bookings of The Leopard Limousine that has resulted in over \$100,000 raised for Santa Fe-based charitable organizations. Produced short videos in celebration of special occasions, graduations, birthdays and anniversaries.

Senior Professional Sales Representative, GlaxoSmithKline 1992 - 2008

Responsible for pharmaceutical sales to physicians, hospitals and pharmacists in The Medical Center of San Antonio, Texas. Duties included sales presentations, coordination of medical educational programs and working with fellow teammates to accomplish sales objectives. I have won numerous sales awards and worked as a sales trainer.

Education

Kansas State University, B.S. in Marketing

1983 - 1987

Santa Fe Community College

2011 - 2013

Took courses in Adobe Photoshop and Illustrator and Jewelry Design.

Personal

Married to Dan Perry. Mother of McCaela Kelly. Interests include art collecting, interior design, friendships, charitable service, athletic training, travel and ranching.

Kate Kennedy

1346 Pacheco St.
Unit G
Santa Fe, NM 87505
505-670-0135
KateK@lanb.com or
KatePKennedy@gmail.com

Nighttime Economic Taskforce for the City of Santa Fe

Employment History

Partner/Marketing Coordinator

August 2014-Present Skylight Santa Fe, NM

- Marketing/Branding/Communication/Social Media
- Special Events
- Door/Event Ticket Coordination
- Community Relationship Manager

Partner/Event Coordinator

October 2010-Present Poetry Allowed Productions and Land of Enchantment Event Planning, Santa Fe, NM

- Wedding/Special Event Planning
- Relationship Manager
- Event Design

Marketing Coordinator

June 2009-Present Los Alamos National Bank, Santa Fe, NM

- Corporate and Community/Non-Profit Communication
- Event Planning
- Volunteer Coordination
- Social Media

Education

2005-2009 University of Miami, Coral Gables, FL

- Bachelor of Science in Communications
- Double Majors in Public Relations and International Studies with a Business Minor in Marketing

Other Experience

Santa Fe Prom Closet

- Board Member and special event/fundraising coordinator

MS Society of New Mexico

- Walk MS Team Captain and Santa Fe County Ambassador

Leadership Santa Fe

- 2015 Class member

Albuquerque Business First's 11th Annual Women of Influence Award

- 2014 Nominee

References

References are available on request.

106 Mesa Vista St., Santa Fe NM 87501 | 505 603 4225 | shannonmurphy80@gmail.com

Professional Experience

After Hours Alliance, Santa Fe, NM

Executive Director, August 2010 - Present

Manages fundraising, administration, and staff to produce annual festival, organizes community stakeholders in response to challenges facing nightlife and Santa Fe's emerging arts community.

Dynamic Events, Santa Fe, NM and Denver, CO

Director of Santa Fe Operations, September 2014 – Present

Manages Santa Fe office and contracts for event-production company specializing in art booth installation and lighting for art fairs and markets across the nation. Clients include Santa Fe Indian Market, Indigenous Fine Art Market, and Artisan Artist Materials Market.

Regenesis Group, Santa Fe, NM

Business Manager, June 2006 - Present

Manages business systems, oversees product development and marketing, and provides ongoing project management and support for firm of land and community development professionals working nationally in the field of sustainable design and development.

Earth's Birthday Project, Santa Fe, NM

Project Development, July 2006-August 2010

Designed programs, wrote grants, and developed grade- and middle-school level environmental education supplements for national, non-profit educational organization.

Recent Projects

- Leads the production of the annual AHA Festival of Progressive Arts, a free multidisciplinary arts festival featuring close to 100 artists and drawing over 2,500 attendees per year, 2011 – 2014.
- Co-organizer (with Talia Kosh of New Mexico Lawyers for The Arts) of The Business of Music Summit, featuring a dozen panel discussions for musicians and music-industry professionals, 2013.
- Functions as project manager for The Regenerative Practitioner program, a system of educational offerings for community development professionals worldwide, 2013-present.
- Worked as a volunteer co-coordinator of MIX Santa Fe, an economic development project tapping young professionals to address systemic community-level challenges in Santa Fe, 2010-2013.

Community Engagement

- Panelist, Innovation and Creativity in Santa Fe: Emerging Leaders Building Support for the Arts, produced by New Mexico Lawyers for The Arts, EVOKE Contemporary, 2014
- Panelist, Growing Santa Fe Young, co-produced by Santa Fe Forward and Creative Santa Fe, Jean Cocteau Theater, 2014
- Volunteer coordinator, MIX, Santa Fe NM, July 2010-March 2013
- Volunteer Phone Bank Manager, Barack Obama presidential campaign, Santa Fe NM, 2008

Education

Institute for Developmental Processes, Carmel, California
2007-2008; Engaged in the ongoing development of capability to apply systemic concepts and use systemic frameworks

Arizona State University, Tempe, Arizona
2002, Non-degree seeking student studying human genetics

Northern Arizona University, Flagstaff, Arizona
1998; 1999, Non-degree seeking student studying humanistic sciences

Todd Eric Lovato
2210 Miguel Chavez Rd., Unit 1423
(505) 480-3865 * toddericlovato@gmail.com

Objective: To provide expertise, vision, creativity, leadership and cultural insight to the City of Santa Fe Nighttime Economic Taskforce.

Professional Summary: Excellent writing, editing and proofing skills and a thorough knowledge of AP style. Web- and tech-savvy with experience in project management, strategic planning, content production and online multimedia marketing. Established personal connections in areas like arts and culture, news and media, marketing and public relations. Strong management and leadership skills. Self-motivated and creative multi-tasker with a built-in motivation to see projects actualize. Strong journalism and communications background. Comfortable with writing and editing under deadlines, pitching ideas, photography, video, gathering artwork, layout and graphic design and communicating with media relations and the greater public. Detail-minded and clutch under pressure. Quick and enthusiastic learner.

Job Experience:

Editor-in-chief, Hutton Broadcasting/SantaFe.com – April 1, 2011 to present

Director of Media and Public Relations, Santa Fe Community College – January 2008 to April 2011

Staff Writer, Albuquerque Journal – August 2005 to December 2007

Entertainer, Todd and the Fox and Independent Record Label Owner, Penguinino Records LLC – May 2000 to present

Education:

College of Santa Fe- Albuquerque
Jan. 2004 – Mar. 2006
Masters of Business Administration – Finance

University of New Mexico
Sept. 1998 – May 2003
Bachelor of Arts – Mass Communications and Journalism

Additional Highlights

- Commissioner, City of Santa Fe Arts Commission
- Radio DJ, Host, Producer, Editor, Production Assistant and Engineer: KUNM 89.9 FM, KSFR 101.1, Hutton Broadcasting (six stations)
- Board of Directors, Good Radio Shows Inc.
- Member of \$35-million SFCC bond campaign, passed Aug. 2010
- Santa Fe Chamber of Commerce “Leadership Santa Fe” graduate, class 2010

- Guest speaker, TEDxABQ and Ignite NM
(<http://www.youtube.com/watch?v=tek7qyMv7F8>)
- Five-time New Mexico Music award winner

References

Scott Hutton

Owner – Hutton Broadcasting

(505) 471-1067

scott@santafe.com

Debra Griego

Director – City of Santa Fe Arts Commission

(505) 955-6707

degarcia@ci.santa-fe.nm.us

Franchesca Maher

Publisher – Local iQ magazine (Albuquerque)

PO Box 7490

Albuquerque, NM 87194

505- 247 -1343

VICTOR E. ROMERO

2940 Yucatan Santa Fe, New Mexico • 505.577.6969 • victor@thesantafevip.com

PROFILE

Proven experience in tourism, hospitality, restaurant and hotel management with diverse understanding of marketing and promotions, profit and loss management, food and beverage planning, event coordination and guest service operations.

EXPERIENCE

2/08 – PRESENT SOCIAL MEDIA MARKETING FIRM, CEO/ FOUNDER

- THE SANTAFEVIP.COM: Created and developed Santa Fe's #1 Social Media Network with a website to advertise and promote economic development, showcase and stimulate nightlife and special events to local businesses and charities while increasing tourism to the Hotel/ Restaurant community in Northern New Mexico. Since inception, the website has increased membership to 25,000 members through Facebook, Twitter, LinkedIn and YouTube.
- OLD SCHOOL SANTA FE WALKING TOURS: To further maximize tourism in partnership with local businesses, the walking tours was created to draw cultural appreciation to the art, music, dining and architectural history of Northern New Mexico's offerings.
- CONSULTING: Demonstrated success in strategizing restructuring, training, and promotions efforts in collaboration with management to establish and revamp profitability to local restaurants. Consulting projects include: Coyote Café of Santa Fe, The Den, The Cantina At Coyote Cafe, Stats Sports Bar and Grill, and Dragon Room at the Pink Adobe.

10/07 - 12/09 WELLS FARGO ADVISORS, ASSOCIATE BROKER

- Served as assistant to financial broker overseeing office operations to include buying and ordering stocks and bonds for specified accounts.
- Coordinated logistics for meetings including catering, meeting locations and last minute agenda changes under strict time constraints.

05/05 - 09/07 ASSURE FINANCIAL, ASSISTANT AND C.A. TO MICHAEL SEGURA

- Manage all aspects of customer service to include setting up and confirming appointments, scheduling meetings and coordinating schedules.
- Coordinated process for all insurance policy lines to include Life, Death, and College and oversaw ordering of securities and bonds for accounts.

01/04 - 04/05 KOKOPELLI PROPERTY MANAGEMENT VACATION RENTALS, PROPERTY MANAGER

- Supervised, scheduled and managed 12 plus housekeepers overseeing and inspecting 53 rental properties.
- Advised and educated homeowners and company owners on how to market and manage their investment properties related to hospitality, guest services, trademarking, price points, improvements and home details.
- Managed reservations for home owners as well as real estate sales of rental properties.

12/02 - 12/03 DRAGON ROOM AT THE PINK ADOBE, BARTENDER/COCKTAIL

- Responsible for High Volume /High Cash flow, fine dining service and consulting support during year long renovation project.
- Maintain compliance to all standards: Ensure safety of guests and team members by encouraging and adhering to legal and safety guidelines.

VICTOR E. ROMERO

2940 Yucatan Santa Fe , New Mexico • 505.577.6969 • victor@thesantafevip.com

- Ensure proper handling procedures are followed to include reconciling of all tickets, comps, cash and credit card vouchers and discretely handle payment complications.
- Renovation Consultation

10/98 - 12/02 HOTEL SANTA FE/ HACIENDA AT HOTEL SANTA FE, HOTEL MANAGEMENT TEAM MEMBER

- Catered to elite clientele with proper and discrete etiquette, to include members of European Royalty, Hollywood officials, and executive ranked US Government officials.
- Responsible for the supervision of up to six- member butler team. Very first full service hotel and restaurant in NM, native American owned in downtown Santa Fe.
- Managed all aspects of morning breakfast service, supervision of cleaning schedules for three housekeepers, hosting of afternoon cocktail parties, and in-room formal dinner service.
- Ensure food and beverage quality by maintaining high levels of cleanliness, storage, sanitation and handling of food and beverage products in compliance with NM Department of Health Guidelines.

07/97 - 10/98 LA POSADA HOTEL, HOTEL CONCIERGE

- Managed a team of seven in coordination with hotel sales and catering managers to seamlessly execute special events, site tours and high security pre-conference meetings for business planners and group leaders.
- Organized and verbally communicated activities and customized various tours, events, and casual activities for incoming hotel guests.

03/94 - 07/97 COYOTE CAFÉ AT MGM GRAND LAS VEGAS, FOOD SERVER, BARTEND

- Gained extensive knowledge of wine, spirits and fine cuisine under the guidance and expertise of Mark Miller, Executive Chef.
- Promoted to Expert Server in fine dining and private dining rooms requiring extensive knowledge of wine and cuisine content and presentation.

05/91 - 03/94 COYOTE CAFÉ AT SANTA FE, BUSSER/FOOD SERVER

- Provided prompt, efficient, and knowledgeable service under time-sensitive deadlines while making menu suggestions to increase restaurant ticket sales.
- Worked in team-driven environment to support all staff often times in high-stress emergency or rush periods.

EDUCATION

2006 Kaplan Universities ~ Series 6 insurance and variable annuities licensed

2004 Real Estate Commission Dear Born Institute, Real Estate License

1994 1998 – University of Nevada, Las Vegas ~ Hotel Management/Business/ Computer Science

1991- 1993- Santa Fe Community College, Santa Fe

1998- 1991 – Santa Fe High School, Santa Fe

REFERENCES AND LETTERS AVAILABLE ON REQUEST



Vince Kadlubek

2451 Vereda Encanto, Santa Fe, NM, 87505 • 505-603-9176 • vince@meowwolf.com

○ Profile

Vince Kadlubek, founder of local arts collective Meow Wolf, writer/producer of theater performance *The Moon Is To Live On*. Director of Meow Wolf's *The Due Return*. Owner and Administrative Director for Meow Wolf.

Project Director of *Night Wave*, which took place in the summer of 2014.

Very well-experienced promoter and organizer of numerous music events at various venues. Well-experienced in Event Creation and Coordination, most non-profit/office work, fundraising, multi-tasking, grant writing, Mac computer processes, and PR and Marketing.

○ Education

Santa Fe High School
Diploma, 2000

○ Skills

Project Management Skills

Experience working with budgets upwards to \$100,000, handling multiple management tasks at once, overseeing the work of others while not being unnecessarily overbearing. Very comfortable creating timelines, prioritizing budgets, and phasing projects towards a deadline. I have an abundance of experience handling highly creative, strong personalities of various skill levels and mindsets, focusing them all on a single goal.

Organizational Skills

Organizational skills have been developed through creating and operating Meow Wolf; organizing and leading over 50 talented individuals to produce quality work at a high-level, capable of developing a vision and following through on a strategy until that vision comes to fruition, and following the directions of those in other leadership roles.

Experienced promoter of nightlife events, primarily music shows and dance parties.

PR/Marketing Skills

PR and Marketing skills have developed significantly over the last 12 months. Turned a DIY art show into an international success, landing reviews in global art magazines, and getting 25,000 people through the door.



Vince Kadlubek

2451 Vereda Encanto, Santa Fe, NM, 87505 • 505-603-9176 • vince@meowwolf.com

Computer Skills

Very skilled with computers, computer programs, service order units, word processors. Have experience with Word, Excel and PowerPoint. Very knowledgeable regarding the internet and internet-based applications, Google Docs, etc.

○ Work Experience

July 31st - August 2nd Night Wave Santa Fe Project Director

- Designed, organized, and implemented a 3-night working model weekend in 2014 to explore ways to improve the health of Santa Fe's nighttime economy
- Handled all PR/Marketing of the weekend
- Collected data from the event to showcase how city funding was used and investigate what strategies could be effective on a long-term basis

Other Related Experience

Feb. 2008 - Current Meow Wolf, Santa Fe (www.meowwolf.com) Founder, Co-Owner

- Founder of Meow Wolf, Feb. 2008
- Running weekly meetings of 25 - 50 group members
- Booking, promoting, and operating 3-6 events a month including dance parties, performances, music shows, and installations.
- Project Lead for 3 installations utilizing the collaborating efforts of 25-100 artists
- Responsible for all press material, press contact, and social networking promotion
- Responsible for all money generated by Meow Wolf, as well as purchases that Meow Wolf makes
- Director of The Due Return and the 15 events programmed over the 3 months of its run
- Director of Glitteropolis, an installation and educational interaction with NMSU
- Creator and Director of Robocalypse 2012, the largest New Year's Party in Santa Fe
- Director of OmegaMart, exhibit that opened July 7th, 2012 at St. Michael's Village.

Aug. 2006 - February 2008 Warehouse 21, Santa Fe Program Coordinator

- Chaired 5 sub-committees that assisted in the design of Warehouse 21's new facility
- Programming duties such as creating, scheduling, promoting, and operating arts workshops, music shows, parades, and special events
- Office work including filing documents, taking minutes at meetings, and inputting data into computer applications
- Promotional duties such as writing press releases, operating social network sites, designing flyers, and creating a promotion strategy



Vince Kadlubek

2451 Vereda Encanto, Santa Fe, NM, 87505 • 505-603-9176 • vince@meowwolf.com

- Assistant duties such as grabbing food, making coffee, scheduling appointments, and answering the phone

○ References

Joe Ray Sandoval- Owner of Skylight Santa Fe, (505) 577-5801

Sarah Coleman-Craig, Meow Wolf adviser, 505-603-8806

Daniel Werwath - Grant Writer, co-director of MIX, (505) 699-9017

Jamie Lenfestey

Jamie Lenfestey brings 25 years experience in the concert and event business to Heath Concerts.

A music fan his whole life, Jamie started in the concert business after graduating with a BA in English Literature from Connecticut College. After graduating he volunteered for non profit environmental concerts producer, Concerts for the Environment (CFE) to produce the 20th anniversary Earthday Concert at Merriweather Post pavilion outside Washington DC and the ensuing Earthday Rally on the National Mall.

That led to working for CFE on various projects including National tours with the Steve Miller Band managing the tours environmental outreach campaign, as well as working on other CFE events including National Earthday concerts in Boston and Los Angeles.

He came to Santa Fe in 1991 with his girlfriend, now wife, Laurie, passing through on one of those stunningly beautiful High desert Autumn days that captivate the soul. 23 years later they are still living in Santa Fe where they have raised two children, William and Olivia and Laurie founded the jewelry line Bittersweet Designs.

Over the years in Santa Fe Jamie has produced some of northern New Mexico's most notable concerts. He came to the Heath Foundation to start Heath Concerts in 2011 to utilize the power of Music to engage and connect people and community. He has worked to grow Santa Fe and northern New Mexico's cultural landscape by producing a wide array of free community events and benefit concerts as well as ticketed concerts at venues such as the Lensic, Santa Fe Opera, Sol Santa Fe and many more.

His signature achievement at Heath is Heath Concerts annual Railyard concert and movie series, presenting free concerts and movies for all in Santa Fe's Railyard District. Thousands of people have enjoyed free events in the Railyard since 2011 and Jamie's dedication and vision for the newly developed Railyard as a hopeful new future for Santa Fe, has helped make it one of Santa Fe's most dynamic areas.

SONIA LEYBA

EXPERIENCE

Aug. 2014 to Present <i>NM Retail Sales Manager</i>	Independent Natural Food Brokers	Santa Fe, NM
<ul style="list-style-type: none">■ Conducted store audits■ Placed products on retail store shelves		
<hr/>		
Jan. 2014 to Present <i>Retail Sales Manager</i>	Pristina Natural Crystal Water	Santa Fe, NM
<ul style="list-style-type: none">■ Made sales to retail stores■ Developed marketing program■ Managed promotions and special events■ Placed products on retail store shelves		
<hr/>		
Feb. 2009 to Present <i>Vice President and Assistant Manager</i>	Santa Fe Tea Company	Santa Fe, NM
<ul style="list-style-type: none">■ Direct the overall marketing, sales, and operation of the corporation.■ Develop and implement marketing programs.■ Find new and service existing customers■ Purchase goods to produce and bottle beverages■ Ferment culture and bottle the finished beverages.■ Distribute bottled product to retailers.■ Bill customers and pay bills.		
May 2008 to Feb. 2009 <i>Sales Associate</i>	Agapao Coffee & Tea	Santa Fe, NM
<ul style="list-style-type: none">■ Made sales calls to prospective wholesale customers■ Opened new customer accounts■ Delivered products to existing customers■ Stocked product on warehouse shelves		
Apr. 2007 to May 2008 Oct. 2006 to Apr. 2007 Sep. 2004 to Oct. 2006 <i>Associate Real Estate Broker</i>	Santa Fe Properties Santa Fe Agency Santa Fe Exec. Realtors	Santa Fe, NM Santa Fe, NM Santa Fe, NM
<ul style="list-style-type: none">■ Located prospective sellers and buyers.■ For sellers, conducted market analysis, executed listing agreement, advertised properties, hosted open houses, received purchase offers, negotiated offer price, and assisted in closing.■ For buyers, identified property requirements, identified potential matches, previewed properties, conveyed offers, negotiated offer price, and assisted in closing.		
Nov. 2002 to Oct. 2003 Jun. 2002 to Nov. 2002 Nov. 1999 to Jun. 2002 May 1999 to Oct. 1999 <i>Sales Associate</i>	Mountain Trails Gallery Rich Haynes Gallery Mountain Trails Gallery Mountain Trails Gallery	Santa Fe, NM Park City, UT Park City, UT Jackson Hole, WY
<ul style="list-style-type: none">■ Researched and recruited new artists.■ Welcomed clients and showed selected art as appropriate.■ Negotiated prices and finalized sales.		

EDUCATION

Jun. 1995 to Aug. 1997 Joanne Baron, DW Brown Santa Monica, CA

54 OSHARA BOULEVARD . SANTA FE, NEW MEXICO 87508
CELL (505) 690-7791 . olaoca@gmail.com

Certificate in Acting

Sep. 1989 to May 1993
High School Diploma

Mary Carroll High School

Corpus Christi, TX

INTERESTS

Hiking, camping, cooking, acting, water activities and parenting four children.



Rochelle T. Esquerra

✉: rochelleesquerra@hotmail.com Cell: (928) 530-3358

Professional Experience

Production	Director/Manager	Position	Term
Zircus Erotique	Mena Domina	Lighting Designer	November 2014
Give it All Away	Tanya Rubenstein	Lighting Consultant	August 2014
Silk Painters Fashion Show	Kaki Steward	Lighting Designer	July 2014
The Sound of Music	Roy Rogosin	Lighting Designer	June 2014
Lust and Marriage	Eleanor O'Brien	Lighting Designer	April 2014
Zircus Erotique: Tassel Rama III	Mena Domina	Lighting Designer	Fall & Spring 2014
The Hobbit	Cristina Vigil	Lighting Designer	November 2013
Starting Here, Starting Now	Dallett Norris	Lighting Designer	August 2013
The Screwtape Letters	Sarah LeBlanc	Lighting Technician	July 2013
West Side Story	Nicholas W. Sabato	Lighting Designer	July 2013
Santa Fe Bandstand 2013	Miguel Castillo	Freelance Lighting Designer	June 2013
Les Miserables	Roy Rogosin	Lighting Designer	June 2013
Patti Griffin: American Kid Tour	Jamie Lenfesley	Lighting Designer	June 2013
"8"	Nicholas W. Sabato	Lighting Designer	May 2013

University Experience

Production	Director(s)	Position	Term
Some Girl(s)	Gail Springer	Lighting Designer	Fall 2014
Les Liaisons Dangereuses	Jon Jory	Lighting Designer	Spring 2014
Middletown	Gail Springer	Lighting Designer	Fall 2013
Musical Theater Workshop	Gail Springer	Lighting Designer	Spring 2013
Once On This Island	Gail Springer	Co-Lighting Designer	Spring 2013
Cold Water: A Documentary Theater Project	Victor Talmadge	Production Stage Manager	Spring 2013
Performing Arts Dance Recital	Shannon Elliot	Sound Board Operator & Assistant Lighting Designer	Fall 2012
Count Dracula	Shepard Sobel	Properties Designer	Fall 2012
The Ten Minute Plays	S. Parish, M. Knox, & M. Morgan	Lighting Designer	Fall 2012
C.A.M.P. Recital	Roy & Eileen Rogosin	Technical Director	Summer 2012
P.A.D Dance Recital	Shannon Elliot	Lighting Designer	Spring 2012
Musical Theater Workshop	Gail Springer	Assistant Lighting Designer	Spring 2012
Little Shop of Horrors	Gail Springer	Assistant Lighting Designer	Spring 2012
Cementville	Victor Talmadge	Master Electrician & Light Board Operator	Spring 2012
New Student Show	John Weckesser	Lighting Designer	Spring 2012
Angels in America: Part II	Jon Jory	Master Electrician	Fall 2011
The Odd Couple	Robert Benedetti	Props Run Crew	Fall 2011

Please Continue to the Back



Rochelle T. Esquerra

✉: rochelleesquerra@hotmail.com Cell: (928) 530-3358

Special Skills

- First Aid/CPR Certified (2014-2016)
- Experience with/knowledge of NSI Leviton, ETC Element, ETC Expression, and ETC Ion Light boards
- Lighting Designer, Master Electrician, and Practiced Electrician
- USITT Vice President of SFUAD Chapter
- Medium Skills in Microsoft Office suite, Vectorworks 2012-2014, Lightwright 5, & AutoCAD 2013
- Problem solver and Team player
- Strengths in time management, multi-tasking, organization, and communication
- Student Leader, SFUAD 2012-2014
- Student Programming Board member, SFUAD 2013
- Basic Stage Lighting teaching assistant and tutor, SFUAD 2013-2014
- Basic Sewing/Sewing Machine skills
- Ticket scanning/selling with HoldMyTicket
- Actor and Singer

Achievements

- Outstanding Overall Contribution award from the SFUAD Performing Arts Department, May 2013
- USITT Elite Training Program w/Cirque du Soleil, Summer 2014

Education

Santa Fe University of Art and Design: Santa Fe, NM

- *BFA Theater Design, Expected May 2015
- *Hall Director: January-Present, 2014
- *Resident Assistant: January-December, 2013

Kingman High School: Kingman, AZ

- *Diploma in 2011 with Valedictorian honors
- *AP courses & credit from Mohave Community College: Dean's List 2011

*“I regard the theatre as the greatest of all art forms,
the most immediate way in which
a human being can share with another
the sense of what it is to be a human being.”*

Simon Brackley

Box 5864, Santa Fe, NM 87502

505-660-9497

santafemags@msn.com

Summary

Experienced Chamber of Commerce professional with extensive leadership experience spanning over 25 years in the private and non-profit sectors. Proven expertise in organization management, collaboration, communications and lobbying. Solid reputation for innovative and effective initiatives in support of business and Chamber members' interests. Active involvement in community and professional associations.

Professional Experience

June 2004 - Present

Santa Fe Chamber of Commerce - President and CEO

Organization Management

- Graduate of the US Chamber of Commerce Institute of Organizational Management
- Fifteen years experience in all aspects of chamber management including budget development and oversights, financial statement and position analysis, policy development, member recruitment, lobbying, staffing, board and volunteer coordination.
- Managed a staff of nine and a budget of \$600,000+.
- Worked with a 21-person volunteer board of directors
- Revised and updated bylaws, employee handbook and other legal documents
- Hosted and organized membership drives recruiting 500+ members
- Recruited numerous sponsors in support of Chamber programs

Volunteer Management

- Grown chamber membership from 600 to a high of 1000+
- Recruited and managed 300+ volunteers to serve on committees, to staff events and to grow and retain Chamber membership
- Hosted 25+ member networking events each year
- Managed 10+ volunteer committees and task forces

- Developed peer group programs with downtown merchants, art galleries, tourism businesses and other professional groups
- Utilized latest social networking technology to communicate with members, professional associations and volunteers
- Created and managed volunteer-driven Business Excellence Awards program
- Managed volunteer-driven Leadership Santa Fe program

Business Development

- Actively lobbied for business at City, County and State levels
- Lobbied in Washington DC in support of funding for Los Alamos National Labs
- Hosted and managed 50+ annual networking events
- Host of weekly Chamber radio show - *Business Matters* - for five years

Created and funded Business Development Division to support existing business

- Created and managed the Santa Fe Business Expo and Job Fair (1000+ attendees)
- Helped manage the MIX young professionals organization (2000+ attendees)
- Created and managed a series of Spanish Language Business Resource forums
- Helped recruit American Eagle and United Airlines direct air service to Santa Fe from Dallas, Denver and Los Angeles
- Extensive collaboration with business and community organizations to grow the Santa Fe economy and improve quality of life
- Certified by New Mexico Economic Development program
- Led 500+ travelers on foreign trade missions to China, Thailand, Cuba

Feb. 1998 - June 2004

Santa Fe Chamber of Commerce - Vice President of Public Affairs

Responsible for all aspects of Chamber public relations, event planning, communications and marketing including award-winning newsletter,

Jan. 1996 - Feb. 1998

Santa Fe Furniture Expo Inc. - Trade Show Producer

Responsible for all aspects of trade show production including but not limited to booth sales and organization, bookkeeping, payroll, budgeting, daily operations, marketing, PR, customer service and sales management.

Education

- Bachelor of Arts - Sheffield University U.K.

Current Affiliations

- New Mexico Chamber Executives Assoc. - Past Board Chair
- Western Assoc. of Chamber Executives (WACE) - Past Board member
- City of Santa Fe Economic Development Review Committee - Chair
- Santa Fe Restaurant Assoc. - Past Board member
- New Mexico First - Past Board member
- Convention and Visitors Bureau Advisory Committee - Past member
- Solid Waste Advisory Committee - member
- Named "Power Broker" by *New Mexico Business Weekly* in 2009
- International Rotary Foundation - Paul Harris Fellow
- American Chamber Executives Award for Communications Excellence recipient

Past Affiliations

- American Chamber of Commerce Executives Association (ACCE) - Communications Advisory Committee Member
- Mayor's Information Technology Advisory Committee - member
- Santa Fe Community Housing Trust - Board member

Personal and Professional references available on request

Brianna N. Trujillo
212A Los Pinos Road
Santa Fe, NM 87507
505-946-7332

Objective:

I would like to be able to make Santa Fe a place for all to be able to enjoy themselves in a safe environment. Currently the youth of Santa Fe have few options for entertainment/activities.

Education:

St. Michael's High School
100 Siringo Rd.
Santa Fe, NM 87505
2010-Present (Grade 11)

Activities:

Cathedral Basilica of St. Francis of Assisi: Teen Helper/Mentor for Confirmation Program 2013-present

St. Michael's High School: Volleyball, cheer, yearbook and campus ministry.

Work Experience:

City of Santa Fe: Summer youth counselor (Sweeney Elementary site)

References:

Diahann Larson, Director of Lasallian Ministry

505-983-7353 dlarson@stmikessf.org

Liz Gallegos, Youth Director, Cathedral Basilica of St. Francis

505-982-5619

Manuel N. Segura

3120 Jacona Circle • Santa Fe, New Mexico • (505) 490-0296

Education

Pursuing a High School Diploma • Senior, Capital High School, Santa Fe, NM

Professional Experience

**City of Santa Fe
Summer Youth Program Aide**

Santa Fe, NM 05/2014 – 07/2014

Provide guidance and supervision for children ages 6-12. I was responsible for administering the reading program, playing structured and unstructured games and activities with the children assigned to my care. Additionally, I was responsible for my scheduled cleaning responsibilities, games, art supplies and lunch distribution.

Extra-Curricular Activities

**Football
Track
DECA**

Brittany Gurule
HCR 64 Box 2-A
Santa Cruz, NM 87567

Education:

Santa Fe High School – currently a junior with a 3.4 average

Employment:

May 2014 – July 2014

City of Santa Fe
PO Box 909
Santa Fe, NM 87504-0909

Summer Youth Program Aide – Assisted staff with the reading program, playing and watching children ages 6-12. Assisted staff with cleaning duties, games, art supplies and lunch distribution.

May 2013- July 2013

City of Santa Fe
PO Box 909
Santa Fe, NM 87504-0909

Summer Youth Program Mentor – Assisted staff with the reading program, playing and watching children ages 6-12. Assisted staff with cleaning duties, games, art supplies and lunch distribution.

I would like to become a part of the Mayor's Youth Advisory Board to continue helping the youth of Santa Fe understanding the city. I also have many ideas to bring to the Mayor's Youth Advisory Board.

Jared P. Lucero
5 Cloudstone Drive
Santa Fe, New Mexico 87505
(505) 310-4234 and (505) 920-3028

Education: Sophomore at Santa Fe Prep

Related Experience: Santa Fe Prep Cross Country and Tennis
Santa Fe Prep Tap
Santa Fe Prep Peer Mentors
Speech and Debate
Northern Soccer
AYSO Soccer
Wood Gormley Elementary Boys Basketball Coach
Activities Volunteer
GCCC Youth Activities Volunteer Coordinator
Santa Fe Boy's and Girls Club Youth Activities Volunteer
Coordinator
Natural Student Helpers
Model United Nations

References:

Matthew Ortiz, Santa Fe City Council & Attorney,
Cell: 231-2592

James Rivera, Youth Coordinator GCCC and SF Boys and Girls Club and Teacher,
Phone: (505) 983-6632

Ted Freeman, Physical Education Instructor at Wood Gormley Elementary,
Phone: (505) 467-480

Roman Abeyta, Director of Boys and Girls Clubs
Phone: (505) 919-9722

Cydney Martin

3229 Rodeo Road
Santa Fe New Mexico 87507
cydneym@nmsu.edu
505-471-4711



Objective

My objective is to serve on the Santa Fe Food Policy Council

Experience

High School English and Business Teacher	Fall 1988 to Spring 1992
College Instructor	Fall 1993 to Spring 1994
Owner/Operator of Antique & Decorating Store	1995 to 2013
Santa Fe County Adult Home Economist	March 2013 to present

Education

Bachelor of Science in Business Communications Lubbock Christian University	April 1985
Master of Education Eastern New Mexico University	May 1989
Bachelor of Science; Major in Family and Consumer Science Eastern New Mexico University	December 2010



Significant Experience Related to the Food Council

- Supervise the ICAN program in Santa Fe County: As the adult home economist for Santa Fe County, I have three ICAN educators that I supervise through the NMSU extension office. The Ideas for Cooking and Nutrition (ICAN) program provides hands-on, needs-based education in the areas of healthy food choices, food preparation, food safety, and food resource management. The ICAN program is sponsored and funded by the New Mexico State University Cooperative Extension Service, USDA'S Supplemental Nutrition Assistance Program (SNAP), and the Expanded Food and Nutrition Education Program.

The purpose of the ICAN program is to teach limited-resource participants, and their families, skills that assist in food selection, food preparation, and food safety, as well as to provide information that assists stretching their food dollars. The primary target audience is SNAP recipients. However, participants are not required to be on SNAP to participate in the ICAN nutrition education classes.

- Kitchen Creations: I teach Kitchen Creation classes, which are hands-on cooking schools for people with diabetes. During the series of four classes, the participants learn to plan healthy meals and prepare delicious dishes that manage carbohydrates. Additionally, the participants learn to prepare tasty healthy dishes, while reducing fat, sugar and sodium in cooking, without cutting taste.
- I teach food preservation classes through the county extension office.
- I attended the 4th Annual Food Protection Alliance in April of this year. The topics included were *the Regional Resilience Assessment Program, County Food Alliances, FDA Sunland Peanut Investigation Summary, Food Safety and Food Bank Storage and Implementing a Wild Game Donation Program.*
- I taught the class "Are You Label Able?" at the School Health and Education Institute this year, which was an educational conference for health related fields.
- I also teach nutrition classes at Santo Nino Elementary School, Santa Fe High School, and Capital High School, and the Camino Jacobo Housing area.
- I provide the quarterly nutritional education for the Senior Centers in Santa Fe County.



Skills

- I am a friendly, capable, creative self-starter and leader.
- I am proficient in giving demonstrations, PowerPoint presentations, teaching and public speaking.
- I have taught at Clovis High School and Clovis Community College.
- I have worked with both youth and adults in the classroom and in a volunteer setting. I successfully trained and hired young adults and adults in my business. I have worked with and recruited volunteers for school activities, as well as for the Clovis Main Street organization.
- I have successfully started and owned/managed a business, growing from 900 sq. ft to 18,000 sq. ft. in business size, while gaining 60 lessee/vendors in the process. I managed employees, vendors, and worked with the general public. In addition, I did the payroll, advertising, marketing, and purchasing. I restored four historic buildings during the course of growing my business. I also wrote contracts, employee policies and published monthly newsletters. I coordinated open houses, book signings, sales and sidewalk events. I have successfully worked with all types of people from a diverse population.
- My business was featured in the Albuquerque Journal (Feb. 2, 2006) as one of the “21 places that traveler’s should see”.
- My business was chosen as the “Clovis Business of the Year” by the New Mexico Mainstreet Association.
- The Clovis Reader’s Choice Awards, sponsored by the Clovis News Journal, also chose my business several times as the “Best Antique Store”.
- I served as Design Chair from 2001 to 2005, for Clovis Mainstreet and successfully procured street improvements, buildings, and façade improvements. I was responsible for recruiting volunteers, projects, fund raising and completed several goals, such as trashcans and benches for Mainstreet. I was also in charge of several functions, such as the opening party for the Arts Festival and the children’s entertainment portion of the Arts Festival.
- In 2010 I published a cookbook entitled “Apron Strings; Cydney’s Family and Friends Cookbook”.
- I recently (5/11/2010) successfully passed the CFCS exam for Family and Consumer Sciences.
- I was chosen as the “Outstanding Senior in Family and Consumer Sciences” in April 2010.