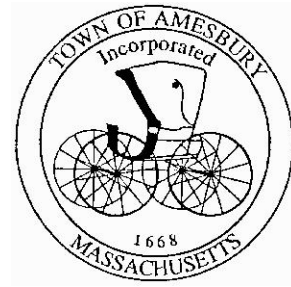


Town of Amesbury Massachusetts



Town Hall • 62 Friend Street • Amesbury, MA 01913 • (978) 388-8121 • Fax (978) 388-6727

APPLICATION FOR APPOINTMENT TO TOWN BOARD, COMMITTEE OR COMMISSION

The city appreciates your interest in serving on one of its Boards, Committees or Commissions. Please complete this form and return it to the Mayor's Office in Town Hall.

Name _____

Home address _____

Mailing address (if different) _____

Home phone number _____

Business phone number _____

Please indicate which Board, Committee, or Commission you are applying to be appointed to:

Board of Health

Landry Stadium Commission

Cable Advisory Commission

Liquor Licensing Commission

Cemetery Advisory Committee

Master Plan Implementation & Oversight Committee

Conservation Commission

Parks & Recreation Commission

Council on Aging

Registrar of Voters

Cultural Council

Tree Board

Fence Viewers

Trustees of War Memorials

Health Care Trust Commission

Woodsom Farm Committee

Historical Commission

Zoning Board of Appeals

Lakes & Waterways

Ad hoc Committees- Please Identify _____

Sub Committees of the Municipal Council*

Traffic and Transportation

* Please send applications for Municipal Council Sub Committees to **Town Clerk's Office at, Town Hall.**

1. Please explain why you would like to serve on a particular Board, Committee, or Commission. If necessary add additional sheets.

2. Please briefly describe your education and any relevant work or life experience or other activity which, in your opinion, would be beneficial in carrying out the responsibilities of this office. If necessary, attach additional sheets or your resume.

3. Please list any city offices you have held in Amesbury or elsewhere.

Date appointed or elected	Office	Term Expired
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4. Public service on a Board, Committee, or Commission can be demanding. Please indicate the realistic time commitment you are willing and able to make.

1 hour per week

2-4 hours per week

4-6 hours per week

Other

Additionally, please describe any standing commitments you may have which might conflict with set meeting schedules.

5. How did you hear about the vacancy on this Town Board, Committee or Commission?

Town Hall Information Board

Council, Board, Committee or Commission Meeting

Newspaper

City Website

Word of mouth

Other: _____

6. APPLICANT'S STATEMENT AND SIGNATURE: I hereby submit this as my application for the position I have indicated on the front of this form. I understand that my completion of this form in no way assures appointment. All Board, Committee, and Commission vacancies will be filled by citizens deemed most qualified to serve in a particular capacity. I also understand that in the event that I am appointed to a position, my activities will be governed by the Massachusetts Conflict of Interest Law (M.G.L. c 268A), the Massachusetts Open Meeting Law (M.G.L.c.39), the Massachusetts Public Records Law (M.G.L. c. 66), the Massachusetts Campaign Finance Law (M.G.L. c 55), the Amesbury Town Charter and ordinances, and all other applicable federal, state, and local laws or regulations.

Signature _____

Date _____



Town of Amesbury
Town Hall
62 Friend Street
Amesbury, MA 01913

Town Hall
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Amy Sherwood

Amesbury, Massachusetts

➤ Experience

VICE PRESIDENT AND CHIEF OPERATIONS OFFICER	7/13-Present
>VICE PRESIDENT	10/10-7/13
>OPERATIONS DIRECTOR	10/08-10/10
>EVENTS DIRECTOR	2/06-10/10
>EVENTS MANAGER	12/04-2/6

[International Association of Privacy Professionals](#) – Portsmouth, NH

World's largest association for data privacy professionals

Instrumental in building organization from the ground up, including various departments. Grew from \$1m in annual revenue to nearly \$20m in 12 years. Expanded from six to nearly 100 employees. Opened offices in US, Europe and Singapore. Nine direct reports (Director level) and over 50 indirect reports. Travel within North America, Europe and Asia. Established HR department.

Focused on creating operational rhythms and high performing teams, using one-page strategic plans, dashboards, active feedback systems and a supportive environment.

Oversight of the following departments and operational areas: Events, Publications, Marketing and PR, Training, Certification, International Operations, Customer/Member services and staff engagement and onboarding.

EVENTS AND FACILITY RENTALS MANAGER	4/02- 12/04
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[Strawbery Banke Museum](#) – Portsmouth, NH

An outdoor history museum educating the public about 400 years of community life

PUBLIC RELATIONS ASSISTANT	2/01-3/02
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[Beaupre & Co. Public Relations](#) – Portsmouth, NH

Award winning PR firm creating identities for companies in the high tech industry

PRESIDENT'S EXECUTIVE ASSISTANT	11/96-3/99
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[Markle Foundation](#) – New York, NY

At the time an organization dedicated to funding creative ideas in media and communications

MARKETING ASSISTANT	6/94-6/96
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[Fanlight Productions](#) – Boston, MA

Nationally known distributor of award winning educational films and videos on health and disability

➤ Education

Ithaca College, Ithaca, NY

Roy H. Park School of Communications

Bachelor of Science

Culinary Institute of America, Hyde Park, NY

Associates of Occupation Studies

James Beard Foundation Scholarship

International Foodservice Editorial Council Scholarship

Credentials—Certified Meeting Planner (CMP), Certified Information Privacy Professional (CIPP), Certified Information Privacy Manager (CIPM)

➤ Expertise

Non-profit administration	Strategic Planning	Contract Negotiation
Association Management	Governance Operating budgets	Vendor Management
Team leadership and team building	Marketing/PR	Event Management and Fundraising Events

➤ Extra

BIG SISTER Big Brothers/Big Sisters of the Greater Seacoast Mentor for a young woman	2002-Present
SCHOOL RELATED VOLUNTEERISM Cashman School Council, Amesbury PTO, Amesbury School Coalition	Ongoing
GRADUATE 2016 Leadership Seacoast A six-month experiential learning program for those who want to discover how their communities function and how they can become a positive catalyst for change	2016
Citizens' Legislative Seminar A citizen program, organized by the Senate Office of Education and Civic Engagement, which aims to better educate the public on the functions of the Massachusetts State Legislature.	2013- 2015
BOARD MEMBER, TREASURER Greater Newburyport Mother's and Families Club (501c7) A social club focused on networking, providing resources to families and charitable activities	2011-2012
EDUCATION COMMITTEE MEMBER New England Society of Association Executives The association of association executives in New England	2014-2015
CO-CHAIR-AMESBURY CULTURAL COUNCIL Amesbury Cultural Council works to increase cultural awareness and participation in the community by Funding and visibility for culture and arts in Amesbury	2005-2008
BOARD MEMBER, VICE PRESIDENT Pro Portsmouth , Inc. is a non-profit organization dedicated to promoting the diversity of the Seacoast's artistic and business communities by enhancing the quality of life, building community and encouraging economic health. They produces three events each year; Market Square Day, Children's Day and First Night Portsmouth.	2004- 2006
FILM FESTIVAL ORGANIZER Banff Film Festival WORLD TOUR Originator of festival in New Hampshire, provided marketing support Avis Goodwin Community Health Center – Dover, NH	1995-2006
INTAKE COORDINATOR Pine Street Inn – Boston, MA Provided support in a healthcare center, within men's homeless shelter	1994-1996
LOGISTICS & RIDER RELATIONS COMMITTEE BOSTON TO NY AIDSride – Boston, MA Planned bicycle route from Boston to NY for 4000 cyclists. Organized rider events and solicited donations	1994-1995
DIRECT SERVICE VOLUNTEER A.I.D.S. WORK– Ithaca, NY "Buddy"; support for person with AIDS	1993-1994

Amy Sherwood
Applicant for School Committee
January 13, 2017
Attachment

Please explain why you would like to serve on a particular Board

I'm interested in getting more deeply involved with our schools. This is an exciting time for Amesbury Public Schools (APS) with a new strategic plan in the works, a potential new school building and brand new leadership in the Central Office. I believe deeply in public education, education for all, and see both the challenges and potential for our local schools. Amesbury is blessed to have many talented and committed leaders and I would like to join them in making our schools the best they can be.

With shrinking capital, increasing High Needs and the shadow of high taxes making the possibility of more funding limited, we have our challenges ahead. I do not see the State coming to our rescue so figuring out how to innovate in a highly regulated space with limited resources is our ultimate challenge.

We do have new energy in our school leadership and our school committee and the potential to ignite teachers and staff in a new shared vision with clear, articulated strategic goals is before us. When you talk to staff you realize how battered down they have felt from a decade of cuts; now is the time to lift them up again. I believe this can be done with a shared strategic view by not only the schools, but residents and organizations such as the Amesbury Educational Foundation and the PTO. Rowing together with a plan is essential.

If selected I see a few areas of focus I would wish to pursue.

- Defining excellence and making Amesbury the choice for Amesbury residents
- Innovation beyond regulation
- Managing funding

Please briefly describe your education and any relevant work or life experience or other activity which, in your opinion, would be beneficial in carrying out the responsibilities of this office. If necessary, attach additional sheets or your resume.

I have B.S. in Communications from Ithaca College in Central New York, but it is my work experience and my volunteer work that is most relevant. I have been an elected-member of the Cashman School Council for a year and a half. (A school council is a representative, school building-based committee composed of the principal, parents, teachers and community members, required by Massachusetts General Law.) I was interested in joining CES' Council because my son has been a student at Cashman for the past three years.

Additionally I have been jointly leading the Amesbury School Coalition (Formally known as Support Our Schools (SOS)), a group of committed parents, citizens and educators dedicated to the continued excellence of our school system. As part of that coalition we have fought for more school funding both locally and at the state level. We work to keep members informed of

Amy Sherwood
Applicant for School Committee
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Attachment

relevant school issues both locally and nationally. I have attended almost every school budget meeting over the past few years, watched most school committee meetings, attended community visioning sessions and ASC co-hosted a community school forum in 2015 with the Amesbury School Committee.

Over the past year I have also been working with the Suburban Coalition on school related issues, particularly pushing the State Legislature on implementing the Foundation Budget Review Commission's recommendations. (The Suburban Coalition is a statewide organization of local officials that advocates for the resources, funding and support at the state level to sustain vibrant communities throughout the Commonwealth of Massachusetts.)

In my free time I also help the PTO (Parent Teacher Organization) a small bit. I cook and give donations for the teacher appreciation lunches, organize the annual boys dance, and last year I hosted the fundraiser night at Flatbread.

While much of the above hopefully illustrates my commitment to our schools, I believe the most relevant experience I bring to the job of School Committee is my day job. I am the Chief Operating Officer for a global organization I helped build from 6 employees to over 100. In that capacity much of my work is strategic. Every five years we build a strategic plan and then annually we develop a one page roadmap that is comprised of strategic plans and key performance indicators. It is my job to shepherd this planning and then drive this through a management team, ensuring the strategies translate into operations. A crucial piece of this work is aligning strategies with operational resources. Overall Governance is one of my strengths and I understand the delineations between a School Committee member's role and school staff.

I believe strongly we can continue to achieve great things in Amesbury. Thank you for considering me for School Committee.