



MEMPHIS REGIONAL CHAPTER

2010 Board of Directors Election Nominee Application

2009 Board

Steering
Committee

Regina Hunt
Chair

Matt Coulter
Vice Chair

Chris Claude
Treasurer

Peter Warren
Secretary

Committee
Chairs

Lindsay Doty
Membership

Jeremy Benkin
Programs

David Bradford
Finance

Teresa D Kress
Communications

Russ Phillips
SERC

Les Binkley
SERC

Brian Martinelli
Webmaster/Spons
orship

Submitted by:

Name: Kate Bidwell

Title: Student

Organization: University of Memphis

Address: 404 Jones Hall, Memphis TN 38152

Membership Category: Student Member

Telephone: 901 268 1718 Fax: _____

Email: kbidwell@memphis.edu

Board member requirements include attendance of a minimum of 6 of the 12 monthly board meetings, being a chapter member, and signing the attached conflict of interest policy acknowledgement.

a. Why do you wish to serve on the USGBC Memphis Regional Chapter Board?

I would like to serve on the board of the Memphis Chapter of USGBC to enhance others' knowledge of green design as well as my own. I feel that Memphis is full of opportunities pertaining to the issues that USGBC focuses on, and I would like to be a part of that.

b. Please provide a summary of your professional qualifications, knowledge and experience that is of the greatest relevance to the Chapter. Also indicate the degree to which you have senior management and executive level experience.

My professional qualifications consist of working with numerous organizations within the architecture community. I assisted in started AIAS at the University of Memphis in 2007, and served as the secretary and then President of the student chapter. This led me to sit on the board of AIA Memphis for 2 years, where I was involved in several different committees including the strategic planning and special events committees. More on the lines of sustainability, after becoming a LEED AP in 2007, I taught a workshop for both students and professors at the University of Memphis to prepare them for the LEED examination. Due to this class, several people in the Dept. of Architecture went on to pass the exam. This transfer of knowledge is essential to the green building community and a main reason why I would like to join this board.

c. The USGBC and Chapters are committed to strengthening membership diversity. What resources could you bring to bear (e.g. demonstrated expertise, leadership positions and willingness) to help further Chapter participation from high priority sectors including: real estate, energy/utility, finance/insurance, residential, corporate and product manufacturing? You can also address other sectors you think require greater involvement in the Chapter.

Strengthening membership diversity is one of the most difficult hurdles any organization faces. I think that through providing diverse programming and keeping a direct line of communication with the design community,



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the organization will be able to attract members of all types. Local government officials should be one of the top priorities for new members, because if you are able to convey that sustainability should be at the forefront of the city, the organization could have a much bigger impact as a whole.

- d. One of the most important functions of the Board members is fundraising and other activities to support priority needs of the Chapter. This may take many forms, including direct sponsorships; helping secure funding or otherwise opening doors from corporate, governmental and charitable sources; seeking third-party sponsors; recruiting important new members; in-kind support; etc. Please explain your ability and willingness to participate in resource development.

I have previously participated in many fundraising campaigns; however I strongly believe that people should not give money without getting something in return. This could simply be recognition of the donation or selling items to make money. In the past, I have found that having a diverse board will be an advantage to fundraising because everyone has a different set of people that they have built relationships with. This can turn into a very successful fundraising plan if each person was to use their own resources for the betterment of the organization.

- e. Describe what expertise, experience and resources you would bring to any of the following priority activities: membership growth, sponsorship, and education programs.

As a past president of AIAS Memphis, I planned all of the education programs throughout the 2008-2009 academic year. I think that providing a diverse arrangement of programs is key to getting new members and to keep them active. I believe that membership growth is a byproduct of the programs, and that is how I have approached such situations in the past, which have ended successfully.

- f. Describe your experience from other organizations with successful Chapter programs.

I feel that the organization that I have been a part of with the most successful programs is the student chapter of the American Institute of Architects. The programming was focused on creating opportunities for members that would not be available otherwise. Another aspect of their programming was the way that non-members were charged to attend. It was made a point to charge them enough money per event that throughout the year, they would be paying double the amount of membership dues. With this being the basis of setting fees, that was a major selling point of the organization: if you attend only 50% of the programs, you would then be going to the rest of the programs for free.

- g. Leadership positions (volunteer or professional staff) with non-profit governance.

American Institute of Architects Memphis Chapter
2007-2009 Board Member
2008-2009 Special Events Committee
American Institute of Architecture Students
2007-2008 Chapter Secretary
2008-2009 Chapter President
Alpha Rho Chi (Professional Architecture Fraternity)
2009-2010 Sergeant of Arms
Construction Specifications Institute-Student Chapter
2007-2008 Chapter Secretary
Habitat for Humanity
2008-2009 Volunteer Coordinator



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- h. Please identify any affiliations, memberships and accreditations that may be pertinent for Chapter leadership.

I have been a LEED AP since June 2007.

- i. What do you see as the greatest impediments to the acceleration of green building demand, delivery, and accessibility for the region?

I think the first step to making green design more visible in our region is through the involvement of political officials. In other areas of the country, government has played a vital role in establishing new principles for themselves, which in turn effect the ideas of the citizens around them. This cannot refer to just one official, but it must take the notice of most in our region. Dealing with delivery and accessibility, I feel that those aspects are available, but society must be taught how they can be accessed and where those sources are located in proximity to their location.

- j. What are some immediate changes the Memphis Regional Chapter could make to increase effectiveness?

I think a major untapped resource is the student bodies at many different universities across our region, including campuses both in the Memphis area, and the surrounding locations (i.e. Jackson etc.). I feel that another aspect that would raise membership (from my perspective, this would in turn improve the chapter as a whole) would be for the board to take on a different aspect of Green Drinks. I think if each board member was to take a firm, get a sponsor, and have a smaller version of the event to explain what USGBC Memphis has to offer, the word about what the organization does would be able to be heard. If a group of people were given a more one on one explanation of the organization, those people would feel more inclined to join the larger group at the monthly Green Drinks. In addition to increasing membership, I think that more opportunities to learn about sustainable products and ideas should be offered, much like the Steel Mill visit last month. These types of educational experiences would not be available for individual access, which would in turn increase the value of USGBC Memphis membership.

Please submit forms by (day, date and time) to (name of contact) (phone number of contact, email and fax number). For questions contact (insert name and email)