

Volunteer Opportunities

TOWN OF PARADISE VALLEY COMMITTEE VOLUNTEER APPLICATION FORM

There are vacancies on the following committees. Please select one or more of the committees you are interested in. The deadline to submit an application is February 15, 2017

Please select one or more of the following committees you are interested in being appointed to. *

- Advisory Committee on Public Safety
- Arts Advisory Committee
- Hillside Building Committee
- Planning Commission
- Board of Adjustment

Please provide the following background information.

Name* Colleen Steinberg

Address* Quail Run Road

Email*

Home Phone

Employer

Occupation former principal designer (Graphics 2, LLC)

Business Phone

Cell Phone

Number of years as PV resident 15 years

Professional experience highlights

I have a bachelor of fine arts degree from the University of Arizona with an emphasis in studio art. I worked as a principal graphic designer for over 15 years, developing visual identities for local and national clients. The work has ranged from designing the collateral materials for events such as the Paul McCartney US Tour, as well as a number of other cultural events sponsored by Lexus, (Philadelphia Orchestra, Hubbard Street Dance Company, Tanglewood Concert Series). I also worked extensively with Barrow Neurological Center and Catholic Healthcare West on annual reports and capital campaigns. I've enjoyed working with local galleries including The Cultural Exchange, Mind's Eye Gallery and The Bonner David Galleries.

What experience do you think qualifies you to be a committee member?

I have a great appreciation for the visual arts and this community. I enjoy acquainting myself with artists and their work and sharing the knowledge I gain with others. An example of this would be the Masterpiece Art Program at Kiva Elementary School which I led for a number of years and with which I continue to be involved. The program consists of volunteers leading the students in a monthly lesson on a particular artist in a way that relates to the current curriculum. The students create their own project in the style of that particular artist. I take pride in including local artists and women artists as often as possible.

In addition to admiring art, I love to create art myself. I continue to take classes and have exhibited my work in a number of juried shows at various places I have studied.

Community Activities

Since leaving the design firm I helped to build to raise my children I have been involved in a number of community activities. I served on the board of the Day School at Valley Presbyterian Church for several years including 3 as President. I also have served (and continue to serve) on the board of the Kiva Elementary School Parent Teacher Organization, including 2 years as Co-President. I also serve on the board of Mohave Middle School. I have served on the Nutcracker Festival Committee for Ballet Arizona, including a year as Co-Chair. I am excited to serve on the committee this year for the Juvenile Diabetes Research Foundation's Promise Ball. This organization has a special place in our family's heart, our 10 year old daughter was diagnosed with Type 1 Diabetes at the age of 5.

Attach resume and cover letter

No file chosen

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* indicates required fields.

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Please provide the following background information.

Name*	Diana
Address*	Georgelos
Email*	
Home Phone	
Employer	
Occupation	
Business Phone	
Cell Phone	
Number of years as PV resident	
Professional experience highlights	
See Cover Letter	

What experience do you think qualifies you to be a committee member?

See Cover Letter

Community Activities

See Resume

Attach resume and cover letter

DIANAGEORGELOSRESUME2016.doc

Diana Georgelos

Paradise Valley, AZ 85253

February 15, 2017

Dear Town of Paradise Valley Art Advisory Volunteer Selection Committee,

My name is Diana Georgelos. I am writing to express my interest in volunteering on the Town of Paradise Valley Art Advisory Committee. I am interested in joining this committee because I feel that I have much to offer. I am a passionate art lover and a life-long student of art history. I began taking art history classes while attending Yale University and have continued to study the history of art and photography informally throughout my entire life. I love visiting museums, attending lectures, and reading art books. In the past, I have also served as an art docent at the ASU Art Museum. I enjoy sharing my knowledge of art with my community and feel that by serving on the Town of Paradise Valley Art Advisory Committee I would be able to do so in a new way.

I am very committed to volunteering in my community. In college, I taught Spanish in New Haven public schools. When I lived in New York, I volunteered with a non-profit group called New York Cares. In 2009, while serving on the Yale Alumni Association Governing Board, I worked with my fellow board members to develop and launch "The Yale Day of Service." Every year since its inception, roughly 3,500 Yale alumni, along with their families and friends, have volunteered at one of over 200 Yale Day of Service sites to improve the lives of those individuals who live in their communities. I have chaired and attended many Yale Day of Service events here in Phoenix. By serving on the Art Advisory Committee, I hope to continue my volunteer efforts by enriching the lives of my friends and neighbors through art.

I believe that the professional skills that I have developed while working in the fields of marketing and advertising could prove helpful when working to promote art events in the Town of Paradise Valley. In my professional career as a marketing and advertising executive, I have had the opportunity to develop marketing and communication campaigns for companies including: IBM, Unilever, Banco Santander, Sanofi-Aventis GlaxoSmithKline, Procter & Gamble, and Vail Sun Property. I am very excited by the prospect of planning and promoting art events as a future member of the Art Advisory Committee and hope to meet with you soon to further discuss my candidacy.

Sincerely,

Diana G. Georgelos

DIANA G. GEORGELOS

EXPERIENCE

VAIL SUN PROPERTY LLC, Phoenix, AZ, 2007 – Present

PARTNER/MEMBER

- Own membership stake and have decision-making responsibility in a privately-held restaurant, hospitality and real estate ownership company. Establish business strategy and oversee marketing and operations. Develop brand identity plans, marketing plans, traditional and social media advertising initiatives, competitive assessments, new product plans, financial and operational analyses.

BBDO, New York, NY

VP, ACCOUNT DIRECTOR, PROCTER & GAMBLE-GILLETTE, 2005-2007

- Managed all aspects of client service relationship and led multi-functional teams to develop new products and reposition existing products for Gillette female and male razor brands. Developed brand positionings for: Fusion Phantom, Fusion Phenom, Venus Breeze and Venus Embrace razors. Oversaw product strategy development and advertising development process including: new product concept development, product naming, marketing plan development, brand and communication strategy development, creative development, research, production, budgets and finances.
- Developed and presented on-boarding presentation to new P&G Divisional President.
- Developed recommendations for managing global account after account was consolidated at BBDO.
- Mentored winning team in the Account Executive Training Program Competition.

MCCANN ERICKSON, New York, NY, 2004-2005

VP, ACCOUNT SUPERVISOR, GLAXOSMITHKLINE (GSK) & SANOFI-AVENTIS

- Managed all aspects of client service relationship for Coreg and Nasacort brands. Oversaw strategy and advertising development process including: marketing plan development, brand and communication strategy development, creative development, qualitative and quantitative testing, media strategy development, production, legal review, budgets and finances.
- Led multi-agency team to ensure development and implementation of integrated launch effort.
- Coordinated all aspect of FDA DDMAC advertising review process.
- Worked on new business pitch for Cervarix which expanded GSK relationship with McCann.

MCCANN ERICKSON, Sao Paulo, Brazil, 2004

KUMMEL INTERNATIONAL EXCHANGE PROGRAM AWARD RECIPIENT

- Selected as one of eight worldwide Kummel International Exchange Program participants.
- Learned Portuguese in three months before going to Brazil. Conducted business in Portuguese.
- Developed global analysis of trends driving worldwide ice cream innovation and formulated new product development recommendations for the Good Humor brand in the Brazilian marketplace.
- Developed strategy and brand campaign for the merger of the Banco Santander and Banespa banks.
- Created and tested brand positioning approaches for Clearasil to enter the Brazilian market.
- Crafted global image footprints of Brazil and its trading partners for the Brazilian government.
- Hosted weekly English language and culture table for McCann Brazil employees.
- Developed recommendations for strengthening working relationships between worldwide offices.
- Wrote participant orientation handbook that was implemented by the International HR department.

MCCANN ERICKSON, New York, NY, 1999-2004

ACCOUNT SUPERVISOR, UNILEVER

- Managed all aspects of client service relationship for I Can't Believe It's Not Butter! ("ICBINB!"), Promise, Take Control, and Vaseline Intensive Care Lotion ("VICL") brands. Oversaw strategy and advertising development process including: marketing plan development, brand and communication strategy development, new product development, creative development, qualitative and quantitative testing, media strategy development, production, legal review, budgets and finances.

- Led strategy development for successful repositioning of the ICBINB! brand. New consumer-relevant position led to the development of the “Best of the Best” advertising campaign, which delivered one of the highest returns on investment in the brand’s and company’s history.
- Expanded Unilever relationship with McCann WorldGroup. Assisted in preparation of pitch materials resulting in McCann winning Bertolli assignment and Weber Shadwick winning Ragu PR assignment.
- Developed new product strategy that repositioned Promise as a heart-healthy food brand.
- Developed strategy and produced integrated TV and print campaigns for launches of VICL Healthy Hand Essentials Lotion and VICL Healthy Body Complexion Lotion.
- Developed and presented on-boarding presentations to new President of Unilever Food Division and to new President of McCann Erickson.
- Recipient of McCann Erickson “Truth Well Told” Award for leadership excellence.

OGILVY & MATHER, New York, NY, 1998-1999

ACCOUNT EXECUTIVE, IBM PERSONAL SYSTEMS WORLDWIDE GROUP

- Oversaw integrated roll out of advertising strategy and campaign adoption on worldwide basis.
- Developed global strategy, style guide, and creative materials for use in nine international regions. Advised regions on adaptation of global campaign and coordinated approvals with worldwide client.
- Created organizational structure for Ogilvy & IBM solution center, an electronic library used for worldwide strategic and creative collaboration between IBM and Ogilvy worldwide offices.
- Coordinated and supervised centralized photo shoots in the US, resulting in 65% photo expense savings. Created photo library used for general, channel, interactive and direct advertising.

OGILVY & MATHER, New York, NY, 1997-1998

ASSISTANT ACCOUNT EXECUTIVE, IBM PERSONAL SYSTEMS US GROUP

- Managed all TV and print advertising for \$50MM IBM Personal Systems Group account.
- Launched “The Tools” campaign, integrating 5 divisional product campaigns under one cohesive strategy. Campaign resulted in a 38% increase in sales leads and revenue from call centers doubled.
- Established process for administering Intel Inside Reimbursement Program valued at \$32.5MM.
- Authored award-winning Effie submission.

THE PROCTER & GAMBLE CO., Cincinnati, OH, 1995-1996

ASSISTANT BRAND MANAGER, OLAY

- Created category model for transition to bilingual packaging for US and Canadian markets.
- Developed integrated Hispanic TV and print campaign claiming product superiority vs. competition.
- Managed Olay body wash entry-point sampling program. Distributed 6.5MM samples.
- Executed promotion plan: in-store demonstrations, cross-brand promotions, coupons and displays.
- Conducted analysis of Olay body wash and bar pricing, resulting in more profitable pricing strategy.
- Managed Olay’s \$52MM marketing budget and developed volume forecasting model.
- Coordinated Yale Externship Program and created procedural manual for running program.

RONAI Y ASOCIADOS CONSULTING GROUP, Quito, Ecuador, 1994-1995

MANAGEMENT CONSULTANT

- Conducted marketing assessment of Ecuadorian computer hardware industry for IBM. Interviewed Chief Technology Officers of approximately 1,200 companies in Spanish. Prepared industry analysis, strategy recommendations and sales lead recommendations for IBM senior management team.

EDUCATION

YALE UNIVERSITY, New Haven, CT, B.A. Economics, *Cum Laude*, May 1994, GPA 3.7

- Yale Daily News Publisher, Timothy Dwight College Masters Cup Award Winner, Freshman Counselor, Admissions Office Tour Guide, Yale College Dean’s Office Alcohol Educator, Wexler Grant School Spanish Teacher, Timothy Dwight College Seminar Committee Member

LANGUAGES

Modern Greek, Spanish, French, Portuguese

ACTIVITIES

ASSOCIATION OF YALE ALUMNI (“AYA”), New Haven, CT, 2008-2011 MEMBER, YALE BOARD OF GOVERNORS

- Served a three-year term from 2008-2011 on the Yale alumni governing board. Attended quarterly board meetings and annual leadership assembly in New Haven, CT. Served on three working committees annually. Worked with Secretary of the University, AYA Executive Director, AYA staff and other AYA Board of Governors members to develop and implement programs to strengthen Yale alumni involvement. Developed two new areas of alumni engagement through the creation of student-alumni programs and residential college programs.

ASSOCIATION OF YALE ALUMNI, New Haven, CT, 2011

DELEGATE, YALE ALUMNI GLOBAL LEADERSHIP EXCHANGE PROGRAM - CHINA

- Traveled to China with Yale delegation to host the Alumni Global Leadership Exchange Program. Delegation organized alumni affairs conference attended by delegates from 55 Chinese Universities. Delegation visited top Chinese Universities in China and Hong Kong to develop on-going partnerships.

ADDITIONAL YALE ALUMNI ACTIVITIES

Yale Day of Service Regional Chair for AZ, NM, LA and MS, Yale Day of Service Local Chair for AZ, Yale Timothy Dwight Student-Alumni Networking Program Co-Chair, AYA Board of Governors New Member Mentor, Yale Class of '94 Fifteenth Reunion Committee Member, Yale Club of Phoenix Revitalization Committee Member, Yale Meet-Up Phoenix Co-Chair, Yale Alumni Schools Committee (“ASC”) Phoenix New Student Reception Co-Chair, Yale Leadership Assembly At-Large Delegate, Yale Daily News 125th Anniversary Dinner Chairwoman, Yale ASC Admissions Interviewer

ADVERTISING & COMMUNITY ACTIVITIES

- Advertising Women of NY (“AWNY”) Career Conference Speaker, AWPY Networking with Notables Mentor, AWPY Young Executives Mentor, McCann Erickson Mentor, BBDO Mentor, Holy Trinity Greek Orthodox Church Soiree Co-Chair, NY Cares Volunteer, ASU Art Museum Docent

INTERESTS

Cooking, Travel, Jewelry Design, Art Collecting, Swimming, Movie Watching and Greek Folk Dancing

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Please provide the following background information.

Name*	Barbara Terranova
Address*	
Email*	
Home Phone	
Employer	na
Occupation	volunteer
Business Phone	
Cell Phone	
Number of years as PV resident	2

Professional experience highlights

-- 9 years Docent at San Francisco Museum Modern Art
-- 3 years Docent at Scottsdale Museum Contemporary Art
---5 years Historical Society Northport, NY
--- Houston New York, San Francisco, Paradise Valley- extensive home-
renovations-I specialize in taking unique homes and renovating them appropriately
---Berkeley School of Architecture and Design, attended 2 years

What experience do you think qualifies you to be a committee member?

I have always been an active community member- I have been PTA president, and involved in the school system for years , a Big Sister, Historical Society Home Tour chair, and have been a docent for many years at various museums of art. I am interested in working in small towns, to maintain the small town character and in helping to create beautiful environments through art, and design. Having lived in Houston, Texas, I have first hand knowledge what happens to a town when there is no zoning!! It is important for me to nurture young people through art and education . Paradise Valley is a very special place, and I would like to help to maintain and enhance its unique character --

Community Activities

I would be interested in working on the Arts Advisory committee, ~~and/or helping advise on the Visually Significant Corridors project.~~

Attach resume and cover letter

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