



Application

Name of Board, Commission or Committee: Monterey County Regional Fire District

Email *

[Redacted]

This Form and its contents may be subject to the California Public Records Act, and as such may therefore be subject to public disclosure unless otherwise exempt under the act.

First Name *

Teri

MI

Last Name *

Short

Address 1 *

[Redacted]

Address 2 (optional)

City * East Garrison

State * CA

Postal Code * 93933

What district do you live in? *

District 4 Wendy Root Askew

Some boards and commissions require membership to be racially, politically or geographically proportionate to the general public. The following information helps track our recruitment and diversity efforts.

Ethnicity

African / American

Gender

Female

Primary Phone *



Alternate Phone

Please identify how you prefer to be contacted.

- Please contact me by mail, using the address listed above
- Please contact me by phone using number entered above
- Please contact me by email

Are you currently serving on a County of Monterey Board, Commission, Committee or other Community Advisory Group? *

- Yes
- No

Interests & Experiences

Please tell us about yourself and why you want serve.

Public safety and representation of East Garrison.

Please state the reason you would like to be a member of this board committee/commission/district.

I am a dedicated volunteer for decades, caring deeply about marginalized communities.

Have you served on an advisory group before?

Yes No

If yes, please explain

I have served on the East Garrison Advisory Committee since 2018.

How did you hear about the position?

Wendy Root AsKew

Monterey County Policy - states that Commissioners are required to attend meetings on a regular basis. If appointed, will you be able to attend meetings regularly and devote the time necessary to fulfill your duties as a member *

Yes No

Background Information

Include a resume with the names, addresses, and dates of employers for the last five (5) years and a brief statement of interest/intent in this position.

Seperate attachment

Employer Self employed

Job Title Consultant

Occupation

Consultant

Employer Address

same as home address

Information Regarding Conflict of Interest and Filing of Statements of Economic Interests (Form 700)

State and local law requires that you abstain from participation in decisions that may affect your financial interest, including sources of income and interest in real property or investments. In addition, if appointed you may be required to fill out a disclosure statement that identifies certain of your financial interest beginning with the immediate 12 months period prior to your appointment.

In accordance with Government Code Sections 87313 and the County of Monterey's Conflict of Interest Code, this Board/commission/Committee/District, you may be required to file statements disclosing certain types of information so that the public can be made aware of potential conflicts of interest. The types of disclosures are:

- Investments
- Interests in Real Property Held by a Business Entity or Trust
- Investments Held by a Business Entity or Trust Income (other than loans and gifts)
- Income – Travel Payments, Advances, Reimbursements
- Income gifts
- Business Positions
- Commission Income Received by Brokers, Agents, and Salespersons
- Income and Loans to a Business Entity or Trust Income from Rental Property

If you have any questions regarding disclosure requirements, please contact the Clerk of the Board's office at **831-755-5066**.

Please identify any specialized accommodations needed for equal participation:

I DECLARE, UNDER PENALTY OF DISQUALIFICATION AND TERMINATION, THAT ALL STATEMENTS IN THIS APPLICATION ARE TRUE AND COMPLETE TO THE BEST OF MY KNOWLEDGE.

Enter Your Initials *





Teri Short



Leadership Profile

Experience demonstrating and providing outstanding client service, building community partnerships, promoting teamwork, and effectively achieving goals in the corporate and public sectors. I believe in an organized thoughtful approach and sharing best practices with my teammates for mutual growth and success.

Experience

TERI SHORT CONSULTING – 2015-PRESENT

Providing campaign management and field operations for state senate, state assembly, county supervisors, city councils, and water district candidates. Locate, setup, and management of campaign offices. Recruiting, training, and supervision of hundreds of paid staff and volunteers. Coordinate candidate speaking engagements, media events, and debates. Work with all aspects of media, press releases, and interviews. Built and maintain websites and Facebook pages.

Responsible for raising thousands of dollars for campaigns and overseeing fundraising efforts and reporting of funds per FPPC/FEC regulations. Develop innovative ideas for field operations to increase candidate visibility and gain early voting opportunities. Manage multiple locations for precinct walking and phone banks. Maintain VAN, PDI, and other sensitive voter databases. Build phone and walk lists for campaigns and candidates. Create campaign messaging, brochures, and materials in English and Spanish. Teach voter registration and moderate candidate forums.

BUSINESS DEVELOPMENT REPRESENTATIVE, FIRST AMERICAN – 2017-2019

Developed and retained a residential client base of Real Estate Agents, Brokers, Lenders, Builders, Attorneys, and others through the acquisition of new clients and maintenance of existing customers. Interfaced with division management, branch managers and escrow staff in delivering seamless client service on all escrow transactions.

Maintained the client relationship, while servicing their needs throughout the entire sales order, shipping, billing, customer payment, and follow-up for future business. Licensed by the CA Department of Insurance.

**MARKETING COORDINATOR | OFFICE MANAGER | TAX PREPARER, H&R BLOCK
2010-2017**

As Marketing Coordinator, I worked closely with our District General Manager to build district and office level marketing plans that led us to surpass our new client growth goal of 14%. We identified target areas to partner with local businesses and non-profit agencies to showcase our brand. We increased our Latino outreach with tax talks and tabling events. With the help of our office marketing ambassadors, we held weekly events in shopping centers, farmers markets, schools, sporting events, and were able to reach over 400 businesses with materials.

During my 5 years as office manager (managing multiple locations), I ensured superb client experience was demonstrated and maintained at all times, while exceeding office goals for revenue, retention, and new client growth by 18%. I held a PTIN and CTEC to prepare tax returns.

EDUCATION

Available upon request.

Skills

- **Administrative:** Handle all management tasks, special projects, office associates, client issues, and provide excellent support to upper management directors.
- **Communication:** Conduct myself with the utmost level of professionalism with all levels of staff. Maintain the highest level of associate and client confidentiality. Exceed company standards for communicating corporate initiatives and expectations to teams.
- **Computers:** Proven ability to adapt quickly to new technology and find solutions when technology isn't our friend. Proficient in Microsoft Windows and macOS.

- **Marketing Strategies:** Formulate and coordinate office level and district-wide marketing plans and activities to promote brand and services. Design promotional materials and execute tactics and strategies. Plan and organize kickoff events and rallies. Expert in grassroots organizations and building community partnerships.
- **Community Outreach:** Built relationships with local non-profits, schools, businesses and partner with their special projects to gain brand visibility. Successful outreach in our diverse communities with tax talks and events. Develop press relationships and opportunities for earned media to promote brand.
- **Management:** Implement office expectations and procedures to associates, share daily results with team, coach, achieve commitments, and recognize performance.
- **Microsoft Programs:** Word, Excel, PowerPoint, Outlook, and Publisher.
- **Clerical Duties:** POS, phone, fax, copier, multi-tasking and organizational skills, associate scheduling, analyze and share reports, research, and ensure offices are ready to serve clients.
- **Office Efficiency:** Promote efficient time management, timely communication of company initiatives to associates, possess cultural awareness and sensitivity, ensure protection and security of client files and records, meet deadlines, and maintain office equipment.

Teri Short



December 13, 2023

Dear Monterey County Regional Fire District,

I am interested in serving on the Board of Directors for your organization.

Having witnessed firsthand the importance of community involvement and engagement with the East Garrison Fire Station, I believe my experience and passion for serving the community would make me a valuable addition to your Board of Directors. I would be dedicated to supporting and advocating for the county regional fire district's needs and working towards creating safer and stronger communities for our residents.

On a personal note, having lost a bonus daughter and her father to a fire in 2018, I take fire safety and fire mitigation seriously. They perished because they did not have a working smoke detector. I've wanted to work on this issue and help create solutions to put smoke detectors in every housing unit that needs one.

Thank you for your time and consideration of my application.

Sincerely,

Teri Short