



Central Texas–Balcones

P.O. Box 157
Austin, TX 78767-0157
www.usgbc-centraltexas.org
512-470-9923

BOARD OF DIRECTORS

Jeff Haberstroh
2011 Chair
Boerne ISD
Effie Brunson
Co-Vice Chair - Austin
ClearResult
Dr. Diana Glawe
Co-Vice Chair – San Antonio
Trinity University
Andrew Kelch
Treasurer
Wells Fargo Advisors
Liza Meyer
Secretary
City of San Antonio
James Andrews
Immediate Past Chair
Overland Partners
Gerry Acuna
Board Member
TRI Recycling
Cliff Braddock
Board Member
Robust Energy
Heather Holdridge
Board Member
Lake|Flato
Dana Nichols
Board Member
SAWS
Eduardo Parra
Board Member
CDM
Marc Stroope
Board Member
The Gardner Law Firm
Kalpana Sutaria
Board Member
City of Austin
John Walewski
Board Member
Texas A&M University
Erin Zayko
Board Member
Lockheed Martin
Larry Zinn
Board Member
Law Office of Larry Zinn

Jane Baxter Lynn
Executive Director

Kathy Zarsky
SCRC Representative
Holos Collaborative

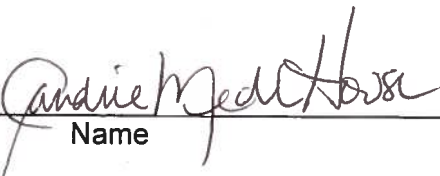
2012-2013 Commitment Form

If elected to the USGBC Central Texas-Balcones Chapter Board of Directors, I will commit to the following basic responsibilities of a Director as requested:

- Help determine the organization’s mission and purposes;
- Hire staff (if applicable);
- Ensure effective organizational planning;
- Ensure adequate resources;
- Manage resources effectively;
- Determine, monitor, and strengthen the organization’s programs and services;
- Enhance the organization’s public standing;
- Ensure legal and ethical integrity and maintain accountability, and
- Recruit and orient new Board members and assess Board performance.

If elected to the Board, I will also commit to the following specific responsibilities reflected in the election materials:

1. Remain a Chapter member in good standing;
2. Serve on the Board for two years;
3. Donate or raise a minimum of \$2,500 each year for the Chapter;
4. Help secure funding for the Chapter’s programs through sponsorships, corporate and charitable sources, and other significant sources of funding;
5. Contribute knowledge and experience to help assure success of priority programs and needs of the Chapter;
6. Help influence key players and sectors in the industry including high priority sectors of real estate, corporate, energy/utility, finance, residential and product manufacturers;
7. Help recruit new members for the Chapter;
8. Serve as Board liaison for a standing committee as needed;
9. Abide by the USGBC’s conflict of interest policy;
10. Make every attempt to attend the six face-to-face Board meetings and February conference call. However, I will attend at least five of the seven meetings.


Name

9-8-11
Date



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Nominees: Please answer the following questions in the space provided and return this completed Application Form plus the signed attached Commitment Form to buhlrich@usgbc-centraltexas.org in an electronic format by 5:00 pm, **Friday, September 9, 2011**. Email or call Brian Uhlrich at 210-546-0200 with any questions.

This application will be made available to the Nominations Committee for evaluation and to the Chapter membership for consideration during the election process. The Committee reserves the right to delete narrative exceeding the space provided. Thank you!

Submitted By:

Name: Candice Medlin House

Title: President

Company/Organization: ThinkStreet, Inc.

Address: 3601 South Congress Avenue, Building C, Suite 200, Austin, TX 78704

Telephone: 512-444-7900

Email: Candice@thinkstreet.net

Membership Category (Primary business of your company or organization – see list in Board of Directors Fact Sheet): Professional Firm (Marketing, Advertising, Public Relations)

- i. Is your company or organization a member of the National USGBC? NO
- ii. Are you a member of the USGBC Central Texas – Balcones Chapter? YES

If yes, when did you become a member? 2010

Signature: 

Date: 9-8-11



Print Name

Questionnaire – Please note that answers will appear online as they are answered below:

- a. In general, why do you wish to be a member of the Chapter Board?

I'm a strong advocate of healthy and sustainable building practices; so much so that, along with other investors and family members, I have opened House+Earth, an Austin-based retail store specializing in healthy, eco-friendly and sustainable building and design products for the home. I was diagnosed with lung cancer in 2008 and, as a non-smoker, found myself a member of this fast-growing population. Research is very clear about the relationship between cancer and indoor air quality and I believe this is an area of the green and sustainable building movement that needs to be addressed.

I believe that small, committed organizations like USGBC are the catalysts of change. I'm convinced if more people knew about the USGBC (and its Balcones Chapter) they would understand and embrace that this organization is about and for everyone—not just architects, builders and designers. Green and sustainable building practices need to be presented at the “every man” level. As a seasoned communicator with over 30+ years in advertising and marketing, I believe I can offer a great deal of value to USGBC's Central Texas' efforts.

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

I have served as President and Partner of ThinkStreet, Inc., a full-service advertising and marketing firm in Austin for 10 years. Prior to that I served as President and Partner at U.S. Creative –having cut my teeth on national marketing programs. I supervised the national marketing efforts for Simon Properties, for the Hyatt Corporation's senior living division, and for a number of other national and international consumer and business's marketing programs.

Currently at ThinkStreet, I supervise all social marketing efforts on a number of statewide programs for TxDOT's Traffic Safety Division; including campaigns for impaired driving prevention, distracted driving prevention, seat belt use among others. I supervise a staff of fifteen full-time employees and four part-time employees engaged in every aspect of the business: strategy, media planning and buying, account management, creative execution, public relations and event management as well as our Spanish language division.

As an investor and partner in House+Earth, I am responsible for guiding their marketing, public relations and grassroots marketing efforts. House+Earth has been open for one year and has been the recipient of numerous articles and interviews—as well as one helluva grand opening party sponsored by Tribeza Magazine.

- c. The Chapter is committed to strengthening its 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.

I work with and have access to a variety of corporate entities, among them Forestar's real estate division. More importantly, I believe that I bring the expertise to help promote the USGBC mission and brand to media partners and other high-profile influencer organizations.

- d. One of the important functions of 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.

Through the resources at ThinkStreet, we can offer certain in-kind support: marketing materials, public relations and publicity efforts to name a few. I will actively help identify and seek funding and/or contributions and sponsorships from appropriate organizations. I believe I represent a change from the traditional current USGBC Board Member – I am not an architect or designer nor am I actively involved with a government or corporate entity that has a primary focus of building or resource management. Rather, I bring large-scale consumer marketing expertise, an understanding of partnership acquisition (for the Texas Department of Motor Vehicle's "Put Texas in your corner" vehicle registration campaign, I secured a \$1.5 million partnership with State Farm Insurance) and a passion for communicating the benefits of healthy and sustainable building to consumers.

- e. Describe what expertise, experience and resources you would bring to any of the following priority activities: advocacy, LEED, marketing and communications, education, fundraising, research, community and organizational excellence.

Given my background in marketing and communications, if elected I will focus on this area; although I have participated in fundraising efforts for a variety of non-profit organizations.

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

I have been active in a number of community programs and contributed my fundraising, organizational and marketing expertise to Safe Place, St. David's "Toast of the Town" the Susan G. Komen Race for the Cure, and the Austin Museum of Art (including serving as the chairperson for the museum's first-ever Art Ball fundraising gala).

- g. Outline any leadership positions (volunteer or professional staff) with nonprofit governance

See above.

- h. Other areas of your qualifications and experience you believe are critical for the Chapter.

My passion for healthy and eco-friendly building, my willingness to "put my money where my mouth is" through the start-up retail company, House+Earth, as well as my years of experience in advertising, marketing and public relations will serve the USGBC Balcones Chapter well. My versatility and ability to supervise marketing and communications efforts and my long associations with media and decision-makers in a variety of industries will be put to work on behalf of USGBC's Balcones Chapter.

- i. Please identify any affiliations, memberships, and accreditations you have which may be pertinent for Chapter leadership.

Member of the Austin Advertising Federation

- j. Are you a Chapter Member in good standing and employed in the membership category you listed?

Yes.

- k. Are you aware of any extenuating circumstances which might prevent your attendance at the six face-to-face Board meetings (2 each on the second Monday afternoon of the relevant months - San Marcos [January, July]; Austin [March, September], and San Antonio [May, November], and one Conference Call (second Monday in February)? If so, please indicate what they are.

No.

- k. The Board's Conflict of Interest policy is summarized in the Board of Directors Fact Sheet. As the full statement indicates, conflicts are not inherently improper but Directors must be conscious of such conflicts and act with candor and care in dealing with such situations. Will you abide by the Chapter's conflict policy and can you do so without significantly affecting your Board responsibilities?

Yes.