




City of Seattle Boards & Commissions Notice of Appointment

Appointee Name: <i>Teresa Springer</i>		
Board/Commission Name: <i>Seattle Women's Commission</i>		Position Title: <i>Member</i>
<input type="checkbox"/> Appointment OR <input checked="" type="checkbox"/> Reappointment		Council Confirmation required? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Appointing Authority: <input type="checkbox"/> Council <input checked="" type="checkbox"/> Mayor <input type="checkbox"/> Other: <i>Fill in appointing authority</i>	Date Appointed: <i>7/29/2016</i>	Term of Position: * <i>7/2/2016</i> to <i>7/1/2018</i>
Residential Neighborhood:	Zip Code: <i>98404</i>	Contact Phone No.: <i>N/A</i>
Background: <p><i>Teresa Springer has an impressive business background that includes establishing a non-profit organization, business consulting firm, owning and operating a health & wellness retail store and partnering in a digital media productions company. As a business owner, she began on a small scale in 1999 when she opened her first fashion-based retail kiosk.</i></p> <p><i>Her successes allowed her the opportunity to head a metro-area chapter organization for the professional women of color, as well as working as a commissioner for Seattle Women's Commission.</i></p> <p><i>She is the CEO of Seattle Fashion Week Foundation where she embraces the responsibility to positively impact the richness of culture within her community. Teresa's most recent accomplishment is developing a girls' empowerment program called GEMS Girls Empowered through Media in Sisterhood that teaches young girls of color their importance, respect and influence in front and behind the camera.</i></p>		
Authorizing Signature (original signature): 		Appointing Signatory: <i>Edward B. Murray</i> <i>Mayor of Seattle</i>

FILED
 CITY OF SEATTLE
 2017 JUL -3 PM 2:22
 CITY CLERK

*Term begin and end date is fixed and tied to the position and not appointment date.

SUMMARY OF SKILLS & QUALIFICATIONS

- Highly self-motivated, aggressive, energetic, creative, and personable.
 - Diverse experience networking and prospecting using social media, service organizations, cold calling, and other sales skills to help achieve revenue goals.
 - Connecting women to resources, personally and professionally.
 - Strong marketing, public relations, and fundraising experience with the ability to engage a wide range of stakeholders and cultures.
 - Action-oriented, entrepreneurial, adaptable, and innovative approach to business planning and development.
 - Ability to work effectively in collaboration with diverse groups of people.
 - Passion, idealism, integrity, positive attitude, mission-driven, and self-directed.
 - Unwavering commitment to quality programs and data-driven program evaluation.
 - Excellence in organizational management with the ability to coach staff, manage, and develop high-performance teams, set and achieve strategic objectives, and manage a budget.
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PROFESSIONAL EXPERIENCE

Partner & Director of Entertainment Lab
PaintBox Labs Media Group, Seattle, WA

11/2013-Present

- Interface directly with Clients and Sales Partners to launch online advertising campaigns and effectively optimize campaign performance.
- Managing strategic initiatives to deliver high impact business results.
- Implementing and analyzing research data.
- Developing and managing new business programs and requests for proposals from clients.
- New business development/selling of in-house studio services.
- Building and maintaining strong client relationships.

Founder, Director of Business Development & Executive Producer
Teresa Springer Int., Tacoma WA

12/2009-Present

- Oversee the development of video including intake, scripting, design, scheduling of shoots, pre-production, production and post-production.
- Provide creative input on video and print design to drive brand image and build awareness.
- Coordinate with content and delivery teams to meet the training needs and requirements set forth in project guidelines.
- Responsible for originating and planning product launch campaigns.
- Assist with the implementation of the marketing strategy with specific objectives and targets as agreed by the client.
- Designs, develops and implements creative, cutting-edge concepts for compelling interactive media.
- Conceptualizes and executes multimedia campaigns; inclusive of storyboarding, graphic design, animation, art, audio production, and video editing & compression.
- Source new partners for TSI and develop relationships with existing partners.
- Accomplishes marketing and sales objectives by planning, developing, implementing, and evaluating advertising, merchandising, and trade promotion programs.

- Identifies marketing opportunities by identifying consumer requirements; defining market, competitor's share, and competitor's strengths and weaknesses; forecasting projected business; establishing targeted market share.
- Improves product marketability and profitability by researching, identifying, and capitalizing on market opportunities; improving product packaging; coordinating new product development.
- Sustains rapport with key accounts by making periodic visits; exploring specific needs; anticipating new opportunities.
- Negotiate contracts with vendors and distributors to manage product distribution, establishing distribution networks and developing distribution strategies.

Credit & Debt Management Director

The Trinity Group, Tacoma, WA

07/2007-04/2009

- Counsels client on personal and family financial problems such as excessive spending and borrowing of funds. Provides information to clients including, but not limited to bankruptcy, collection action, court judgments, credit education, credit reports, housing issues, consumer protection laws, student loans and wages.
- Performs elements of on-going casework as needed to provide service and problem-solving assistance for client inquiries and account management.
- Implement financial planning recommendations.
- Determine clients' current income, expenses, insurance coverage, tax status, financial objectives, risk tolerance, and other information needed to develop a financial plan.

Business Owner

Emerald City Smoothie/Stewart St, Seattle, WA

07/2003-Present

- Maintains store staff by recruiting, selecting, orienting, and training employees.
- Achieves financial objectives by preparing an annual budget; scheduling expenditures; analyzing variances; initiating corrective actions.
- Identifies current and future customer requirements by establishing rapport with potential and actual customers and other persons in a position to understand service requirements.
- Ensures availability of merchandise and services by approving contracts; maintaining inventories and vendor relationships.
- Formulates pricing policies by reviewing merchandising activities; determining additional needed sales promotion; and studying trends.
- Markets merchandise by studying advertising, sales promotion, and display plans; analyzing operating and financial statements for profitability ratios.
- Determines marketing strategy changes by reviewing operating and financial statements.
- Maintains professional and technical knowledge by attending educational workshops; reviewing professional publications; establishing personal networks; participating in professional societies.

Wholesale Distributor

Images Wholesaler, Tacoma, WA

01/2000-10/2003

- Identify and develop relationships with target wholesale customers.
- Work with new customers from initial call to launch of retail merchandise.
- Explaining our wholesale philosophy and requirements to interested customers.
- Helping retail customers develop a program within their business by: establishing flow and layout, suggesting merchandise choices and selling retail gift/novelty merchandise.
- Locate, select and procure relevant and innovative merchandise for retailers.

Retail Boutique Owner*Sukie's Collection, Tacoma, WA***12/1999-05/2004**

- Create a unique retail experience in line with Sukie's brand.
- Manage the shop to ensure a creative and inspiring layout, and stock display.
- Study market research and trends to determine consumer demand, potential sales volumes and effect of competitors' operations on sales.
- Determine merchandise and services to be sold, and implement price and credit policies.
- Responsible for managing the retail budget and P&L account.
- Develop and implement marketing strategies.
- Analyzing and reacting to business trends. Pulse of the marketplace and competition.
- Build strong product assortments that are compelling and represent incredible value and excitement to the customer.
- Demonstrate the ability to strategically analyze and understand a multi category in retail merchandise.
- The ability to purchase goods under specific margin, inventory turn and net investment requirements
- Proactively assesses merchandise mix in attempt to continuously improve assortment, with relentless pursuit of emerging trends.
- Understands the customer demographics in each market area, and builds assortments accordingly.
- Traveled frequently to purchase merchandise, develop key items and make new market contacts.
- Vigilantly monitors sales, takes appropriate action to capitalize, or has contingency plan to react to potential shortfalls.
- Actively pursues creative avenues in order to procure merchandise.
- Positively represents the company in the marketplace.

Cosmetics & Gift Buyer*Longs Drugs, Seattle, WA***02/1997-01/2000**

- Assist selection and placement of assortment in critical floor sets.
- Identify opportunities and recommend new product or concepts for cosmetics and Gift department.
- Collaborate in managing product life cycle and new item process for introducing products into the assortment.
- Provide information for implementation of sales programs to marketing team.
- Proactively assesses merchandise mix in attempt to continuously improve assortment, with relentless pursuit of emerging trends.
- Traveled frequently to purchase merchandise, develop key items or vendors and make new market contacts.
- Skillfully negotiates with vendors on pricing, content of assortment and terms.
- Analyzing consumer buying patterns and predicting future trends.
- Meeting suppliers and negotiating terms of contract; maintaining relationships with existing suppliers and sourcing new suppliers for future products.
- Manages direct buying responsibility and accountability for sales and margin dollar performance against plan. Demonstrates advanced problem solving skills. Objectively assesses merchandise mix in an attempt to continually improve assortment

VOLUNTEER EXPERIENCE

Director of Community Outreach

Divine Revelation Ministries, Tacoma WA

02/2007-06/2013

- Conduct community outreach events to ensure maximum residential participation and Give-Back initiatives.
- Build relationships with local residents, civic, business, faith –based community, and other organizations or individuals that can move the community involvement forward.
- Oversee the volunteer program ensuring effective contributions to target Give-Back programs, a positive experience for volunteers, and engagement in the broader work of DRM.
- Make recommendations for the organization’s budget planning purposes and regularly track and report upon progress toward goals.
- Work collaboratively with other auxiliaries to ensure positive communication with all members and community supporters.

Executive Director

Trinity Organizational Society, Tacoma, WA

06/2008-Present

- Community and Public Relations -- Assures the organization and its mission, programs, products and services are consistently presented in strong, positive image to relevant stakeholders.
- Overseeing fundraising planning and implementation, including identifying resource requirements, researching funding sources, establishing strategies to approach funders, submitting proposals and administrating fundraising records and documentation.
- Expand local revenue generating and fundraising activities to support existing program operations.
- Assure that the organization has a long-range strategy which achieves its mission, and toward which it makes consistent and timely progress.
- Establish sound working relationships and cooperative arrangements with community groups and organizations.
- Represent the programs and point of view of the organization to agencies, organizations, and the general public.
- Encourage staff and volunteer development and education, and assist program staff in relating their specialized work to the total program of the organization.

Chapter Director

Professional Women of Color Network, Seattle WA

09/2009-Present

- Work with the Leadership to schedule, execute, and host successful events, including 1 - 2 large events in the Seattle and other chapter locations throughout the year.
- Work with the Leadership team on other fundraising opportunities as they arise.
- Implement intensive personal and professional development training programs.
- Manage program member outreach, recruitment, and selection process with the Leadership team.
- Represent the organization and expand PWOCN’s network of diverse women, including working with elected officials, political activists, non-profit and political communities, the media, and the public.
- Actively work with PWOCN to obtain technical assistance, training, and sharing best practices among members.
- Recruit, develop and oversee leadership team. Orchestrate successful programs to include regular luncheons, networking and educational events; implement new programs as appropriate to meet member and community needs and PWOCN financial goals.
- Develop and implement marketing strategies to drive attendance at PWOCN’s networking events, programs, PWOCN-sponsored events and other business activities; and to attract new members.
- Develop new revenue streams, such as sponsorships and new programs for existing members and targeted new members, to consistently increase organizational revenue.
- Promoting strategic partnerships within and around the Seattle area.
- Facilitating one-to-one mentoring and support for individual personal and professional development needs.

Seattle Women's Commission

JULY 2017

21 Members: Pursuant to *SMC 3.14.920*, all members subject to City Council confirmation, 2-year terms:

- 9 City Council-appointed
- 10 Mayor-appointed
- 2 Other Appointing Authority-appointed: Commission-appointed

Roster:

*D	**G	RD	Position No.	Position Title	Name	Term Begin Date	Term End Date	Term #	Appointed By
	F		1.	Member	Vacant	7/02/15	7/01/17		Mayor
2	F		2.	Member	Teresa Springer	7/02/16	7/01/18	2	Mayor
	F		3.	Member	Vacant	7/02/15	7/01/17		Mayor
9	F	7	4.	Member	Loida C. Erhard	7/02/16	7/01/18	2	Mayor
2	F		5.	Member	Tracey Whitten	7/02/15	7/01/17	2	Mayor
6	F		6.	Member	Erica J. Soelling	7/02/15	7/01/17	1	Mayor
			7.	Member	Tara Cookson	7/02/15	7/01/17	1	Mayor
6	F		8.	Member	Morgan R. Beach	7/02/15	7/01/17	2	Mayor
	F		9.	Member	Vacant	7/02/15	7/01/17		Mayor
9	F		10.	Member	Idabelle Fosse	7/02/15	7/01/17	1	City Council
	F		11.	Member	Vacant	7/02/15	7/01/17		City Council
	F		12.	Member	Vacant	7/02/15	7/01/17		City Council
			13.	Member	Xochitl Makovich	7/02/16	7/01/18	1	City Council
2	F		14.	Member	Mergitu Argo	7/02/16	7/01/18	3	City Council
	F		15.	Member	Vacant	7/02/15	7/01/17		City Council
2	F		16.	Member	Rokea Jones	7/02/15	7/01/17	1	City Council
5	F		17.	Member	Ruchika Tulshyan	7/02/16	7/01/18	1	City Council
2	F		18.	Member	Lakeisha Jackson	7/02/16	7/01/18	2	City Council
6	F		19.	Member	Michele Maureen Frix	7/02/16	7/01/18	3	Commission
	F		20.	Member	Vacant	7/02/15	7/01/17		Commission
			21.	Get Engaged	Jacquelyn Kurdas	9/01/16	8/31/17	1	Mayor

SELF-IDENTIFIED DIVERSITY CHART

(1) (2) (3) (4) (5) (6) (7) (8) (9)

	Men	Women	Transgender	Unknown	Asian	Black/ African American	Hispanic/ Latino	American Indian/ Alaska Native	Other	Caucasian/ Non- Hispanic	Pacific Islander	Middle Eastern	Multiracial
Mayor	0	8			0	2	0	0	0	2	0	0	1
Council	0	8			0	3	0	0	1	1	0	0	1
Comm	0	2			0	0	0	0	0	1	0	0	0
Total	0	18			0	5	0	0	1	4	0	0	2

Key:

- *D List the corresponding *Diversity Chart* number (1 through 9)
- **G List *gender*, M = Male, F= Female, T= Transgender, U= Unknown
- RD Residential Council District number 1 through 7 or N/A

Diversity information is self-identified and is voluntary.