

Staff Use Only:

Council District _____

This application is a

Reappointment

New Appointment

GREENVILLE COUNTY BOARDS AND COMMISSIONS APPLICATION

Greenville Area Development Corporation

(Name of Board or Commission to which you are applying)

An individual may only apply to serve on one board or commission during any election cycle.

In order for your application to be given consideration, it is critical that you answer all of the following questions as completely as possible.

Mr Mrs Ms Miss Name Debbie Nelson

Home Address 207 Lake Circle Drive City GREENVILLE

Zip 29609 Home Phone 864-232-5632 Work Phone 864-235-0959

Voter Registration Number 2639968 Email debbie@dnacc.com

****You must be registered to vote in Greenville County at the time of application**

Occupation Professional-Public Relations Agency

Employer Owner-DNA Creative Communications

EmployerAddress 103 East Park Ave
Greenville, SC 29601

Volunteer Experience _____

Please see my attached bio which supports the listed information.

Current Involvement: Meals on Wheels Board Member, Bank of Travelers Rest Advisory Board for Downtown Branch,
Christ Church Episcopal School Board of Visitors, South Carolina Independent Colleges and Universities Trustee/Public
Policy Committee, United Way Program Investment Team for Financial Stability, United Way Community Impact

Do you currently hold any elected or appointed office or commission No

If yes, list _____

Have you previously held any elected or appointed office or commission? No

If yes, list _____

Have you ever been fined for any ethics violations?

No

If so, please comment

Describe your understanding of the role of a member of the board or commission to which you are applying

Over the past twenty-three years I have served on numerous boards in Greenville. I, therefore, understand and appreciate the personal commitment required to be an engaged and effective board member. I bring these high expectations and standards as I present my application for the GADC Board. I am very familiar with and support the mission of GADC; to improve the quality of life of every Greenville County citizen by facilitating investment and job growth from new and existing companies and

Have you ever attended a meeting of this board or commission?

Yes No

Are you available to meet at the regularly scheduled date and time of the board or commission meeting?

Yes No

If appointed, will you pledge to faithfully attend the meetings?

Yes No

How many hours/week are you available to give to this board of commission?

4-8 hours

What specific skills do you believe you could contribute as a member of this board or commission?

As a twenty-three year resident of Greenville County, I have seen our community grow and am extremely committed to our long-term economic success. This commitment is lived out every day as I pursue my professional and volunteer focus on improving the quality of life in Greenville County. My areas of expertise are in the fields of education, infrastructure/environment and human services delivery. All of these areas are significant contributors to ensuring a vibrant

Highest Degree Earned MHS and MBA

School Attended Smith College, Univ of Michigan, The Citadel

Field Of Study Health Administration and Business

Do you have expertise in any of the following areas (check all that apply).

Tourism Industry

Cultural / Arts

Restaurant

Hotel Management

Architectural

Fire Protection Eng / Contractor

Electrical Engineer / Contractor

Design/Architectural / Professional Contractor

Structural Engineer / Contractor

Mechanical Engineer / Contractor

Plumbing Engineer / Contractor

Have you ever been convicted of a crime other than a minor traffic violation? If so, please give details

Yes No

Are you current in payment of Greenville County property taxes?

Yes No

Do you reside in a municipality? If so, please name.

Yes No

Do you, any member of your family or a business with which you or a member of your family is associated, provide goods and/or services to this board for payment?

Yes No

Statement

By my signature, I state that all information contained in this application is true and accurate to the best of my knowledge.

I understand it is my responsibility to insure my application is submitted within the application period and that it has been received by the County Council Office.

I understand my appointment to the board for which I am applying will not result in me receiving any compensation for my service.

Signature _____ Date _____

Recommended by _____

Please return completed form to:

**Greenville County Council
301 University Ridge, Suite 2400
Greenville, SC 29601-3665**

If you have questions, please call 467-7115 or check the www.greenvillecounty.org website.



Debbie Nelson,
President and Founder
debbie@dnacc.com
864-235-0959 x 2

- Rebranded as DNA Creative Communications, LLC in 2009
- Founded Debbie Nelson & Associates in 1997

EDUCATION

- AB – Smith College, Northampton, MA
- MHSA – University of Michigan, Ann Arbor, MI
- MBA – The Citadel, Charleston, SC

COMMUNITY RELATIONSHIPS

Current Board Positions

- Bank of Travelers Rest
- Christ Church Episcopal School
- Meals on Wheels
- South Carolina Independent Colleges and Universities
- United Way Community Impact Cabinet
- United Way Program Investment Evaluation Team

Previous Involvement

- Public Education Partners Greenville County
- Cancer Society of Greenville County
- American Heart Association/Upstate Heart Ball
- Greenlink Transit Vision & Master Plan
- Community Foundation of Greater Greenville
- Junior League of Greenville
- A Child's Haven
- Center for Developmental Services
- YWCA
- Child Watch Greenville

PROFESSIONAL RELATIONSHIPS

- Rotary Club of Greenville
- Greenville Chamber of Commerce
- Leadership Greenville Class XXI
- Leadership South Carolina 2011
- SC Public Relations Society of America

RELEVANT EXPERIENCE

- Execute public education strategies for water and wastewater utilities - ReWa, MetroConnects
- Manage community awareness and public relations events - Cytec, Caliber Ridge, Project Rx
- Develop tools for community leadership and the legislative delegation that focus on the importance of higher education for economic development - University Center of Greenville
- Educate community members on how they can help to protect our watershed - Be Freshwater Friendly
- Facilitate community relations for quality of life initiatives - City of Greenville Master Bicycle Plan
- Develop brand identities and marketing plans for affordable-housing organizations - GCRA, CommunityWorks Carolina, Homes of Hope
- Present communications strategies at statewide conferences - SC Special Purpose Districts, SC Technical Colleges, SC Environmental Conference, SC Association of Nonprofit Organizations
- Provide educational resources to strengthen board and staff members at more than 130 Upstate nonprofit organizations each year in partnership with the Community Foundation, United Way and the Hollingsworth Funds.

AWARDS

- 2012 Outstanding Corporate Citizen Recognition – Association of Fundraising Professionals (AFP)
- 2012 George L. Johnson Community Spirit Award – South Carolina Public Relations Society of America (SCPRSA)
- 2012 Dream Achiever Award – YWCA of Greenville
- 2011 Creative Spirit Award – Community Foundation of Greenville
- 2005 Small Business of the Year – Greenville Chamber of Commerce
- 1994 Ruth Alexander Nicholson Leadership Award – Community Foundation of Greenville
- Winner of numerous industry awards for public relations and marketing including ADDY, Silver Wing and Mercury Awards.

COMMUNITY PROGRAMS

- Live Here Give Here – DNA's annual pro-bono program to partner with an Upstate nonprofit 2009-2013.
- Shine the Light – DNA's annual training series for SC nonprofit organizations since 2010.
- Nonprofit Matters – Monthly column in the Upstate Business Journal.