

# Boards & Commissions Application



I am interested in serving on the following boards/commissions. (Please indicate the order of preference).

- 1. HEC Commission
- 2. \_\_\_\_\_

**As an applicant/member of a Council-appointed Board or Commission, your name, address, and phone number will be available to the press and public. Information will be kept on file for three years. Public discussion of information contained herein may occur in the meeting at which appointments are considered by the City Council.**

Mr.  Mrs.  Ms.  Miss.  Dr. (Please type or print clearly)

Name: Byrd Stephanne S Date: 11/11/20  
(Last) (First) (M.I)

Home Address: 238 Campbell Street Own/Rent? Own

Phone Number: 540-478-7315 Alternate Phone: \_\_\_\_\_

Occupation: Self-Employed Employer/Organization: \_\_\_\_\_

E-mail: StephanneByrd@gmail.com Harrisonburg resident for 32 years.

Were you referred by anyone:  Yes  No Name of Referring Party: Daphyne Thomas

How did you hear about volunteering on a board or commission?  Cable  Website  Council Meeting  
 Other: \_\_\_\_\_

### Why do you wish to serve on a board or commission?

I have spent the better part of my career working for the benefit of this wonderful community. HEC has a history of providing sustainable and competitive electric rates for our citizens as well as contributing to our community in so many other ways. I would very much like to be a part of decision-making for the Commission to enable it to continue to serve our citizens and community for decades to come.

### What relevant experience or education do you have to this board or commission?

I majored in Finance and Marketing at Virginia Tech in 1988 followed by an MBA at JMU in 1993, which provided me with a solid business background. After college, I spent several years working in the internal audit department for a local business and spent most of that time evaluating performance of various capital projects relative to expectations outlined. As the Director of Government Affairs, I had the opportunity to work on a variety of issues with multiple constituencies in local, state, and national arenas. Together, we identified viable solutions that would be amenable to all parties concerned.

Later in my career, I established and legitimized the Community Foundation which has provided significant funding, education, and resources for Harrisonburg and Rockingham County throughout the past 20+ years. I am most proud of achieving National Certification of our operating policies and procedures. Our Foundation was the youngest and smallest community foundation in the country to achieve this designation on the first attempt. The Foundation has continued to maintain its certification in all subsequent reviews which has enabled it to gain and maintain donor, nonprofit, and community confidence that the organization is operated according to the highest standards.

I believe that my education and career opportunities and experiences have provided me with a background that would enable me to add valuable insights related to the mission, direction and operations of the Commission.

**What other interests or concerns do you have regarding the community?**

This city is a wonderful community in which to raise a family. We have excellent schools, superior infrastructure, and access to wonderful outdoor spaces, both within the city and in the region. We have been very successful to date in meeting needs of our citizens. However, as our population continues to age, I am concerned that it will be more difficult to meet the needs of the young and the elderly with our limited tax base. Consequently, it will be increasingly important that the city become more efficient and effective in its delivery of services.

**Please list any past or present community involvement e.g. City Council, Board and Commissions, Citizen Academy, etc. in Harrisonburg or elsewhere:**

Please see my CV, attached.

**-Please return completed application to the City Manager's Office-**

*Applicants are encouraged to attach a resume or other supporting information that may be helpful to Council in considering their application.*

409 S. Main Street, Harrisonburg, VA 22801

Tel: (540) 432-7701 Fax: (540) 432-7778 E-mail: Erica.Kann@harrisonburgva.gov

**CURRICULUM VITAE**  
**Stephanne Strickler Byrd**

**ADDRESS**

238 Campbell Street  
Harrisonburg, VA 22801  
MOBILE: 540-478-7315  
EMAIL: [StephanneByrd@gmail.com](mailto:StephanneByrd@gmail.com)

**EXPERIENCE**

**Community Advocate** *July 2006-Present*  
**Board and Committee Service**

- Serve on a variety of community Boards of Directors and Committees.

**The Community Foundation of Harrisonburg and Rockingham County** *Oct 2001-Jun 2006*  
**Executive Director**

- Established the Foundation and legitimized its existence.
- Started with 1 fund and established 50 more during my tenure.
- Grew foundation assets from \$57,000 to \$7.62 million with planned gifts exceeding \$10 million.
- Developed and implemented policies and procedures necessary to obtain National Certification from an independent review board of the Council on Foundations.
- Actively participated in an emerging statewide coalition of community foundations led by The Community Foundation of Richmond.
- Identified, recruited and trained the two individuals who were hired to fill the positions of Executive Director and Director Development and Community Relations.

**Rocco, Inc.** *Aug 1993-Aug 2001*  
**Director of Government Affairs**

- Coordinated and executed the corporation's local state and national governmental affairs activities.
- Formed a national coalition of poultry, fruit and vegetable, and pine nut family farming corporations who were unintentionally targeted by tax legislation.
- Worked through the coalition to ultimately change the legislative language to include alternative language that was palatable to the family farming industry.
- Engaged in public affairs advocacy on behalf of Virginia poultry companies with the Virginia Poultry Federation.

**Staff Auditor**

- Participated in and performed fieldwork on a variety of internal audits on behalf of the corporation's Internal Audit Department, particularly in the area of capital expenditures.
- Identified areas in which audits might be beneficial, and identified problems which ultimately saved the company hundreds of thousands of dollars.

**The Corporate Resource Group** *Aug 1989-Jul 1991*  
**Staff**

- Performed duties assigned by President of Government and Public Relations Firm including client visits, sales of specialty items, copy writing for newsletters, bookkeeping and providing assistance with a variety of government relations events.

**Pazzazz** *Aug 1988-May 1989*  
**Special Events Planner & Manager for Retail Party Planning Store**

**EDUCATION**

<b>Hill &amp; Knowlton, Washington, DC</b>	1996
Specialized Public Affairs Communications Training	
<b>James Madison University</b>	1993
Masters of Business Administration	
<b>Virginia Tech</b>	1988
Bachelor of Science	
Double Major in Marketing and Finance	

**CURRENT AND PAST COMMUNITY INVOLVEMENT**

<b>Asbury United Methodist Church</b>	
<i>Building Committee</i>	2009-2016
<i>Capital Campaign Chair (\$4.1M Campaign)</i>	2013-2020
<i>Development for Memorial Bell Tower (\$520,000 Campaign)</i>	March 2020-Present

<b>Shenandoah Valley Economic Education Inc. Board of Directors</b>	2003-Present
<i>Chairman</i>	2005-2013
<i>Vice Chairman</i>	2019-Present

<b>Virginia Council of Economic Education Board of Directors</b>	2013-Present
<i>Governance Committee</i>	January 2018-Present
<i>Executive Committee</i>	January 2019-Present

<b>The Community Foundation Board of Directors</b>	July 2007-June 2019
<i>Past Chairman</i>	July 2017-June 2019
<i>Chairman</i>	July 2015-June 2017
<i>President Elect</i>	July 2013-June 2015
<i>Development Committee</i>	2007-Present
<i>ENL Committee</i>	October 2018-Present

<b>Harrisonburg Rotary Club</b>	1995-2019
<i>President</i>	2002-2003
<i>Chair of the Fellowship Committee</i>	2007-2019
<i>Tri-Chair of Family and Fellowship</i>	July 2015-December 2019

<b>Arts Council of the Valley Board of Directors</b>	2000-2013
<i>Progressive Party Chair</i>	2012

<b>JMU Alumni Board, Presidential Appointment</b>	2010-2013
<i>Recognition Committee</i>	

<b>Nonprofit Alliance for Harrisonburg &amp; Rockingham County</b>	May 2015-June 2018
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**PERSONAL**

Husband, Ted and four adult children Alexandra (27), Peter (26), Jacob (24), and Joshua (22)