

County Council of Howard County, Maryland

2017 Legislative Session

Legislative day # 13

RESOLUTION NO. 135-2017

Introduced by: Chairperson at the request of the County Executive

A RESOLUTION confirming the reappointment of Suellen Seigel to the Commission for Women.

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Introduced and read first time on October 2, 2017.

By order

Jessica Feldmark  
Jessica Feldmark, Administrator to the County Council

Read for a second time and a public hearing held on October 16, 2017.

By order

Jessica Feldmark  
Jessica Feldmark, Administrator to the County Council

This Resolution was read the third time and was Adopted , Adopted with amendments \_\_, Failed \_\_, Withdrawn \_\_ by the County Council on November 6, 2017.

Certified by

Jessica Feldmark  
Jessica Feldmark, Administrator to the County Council

NOTE: [[text in brackets]] indicates deletions from existing language; TEXT IN SMALL CAPITALS indicates additions to existing language. Strike-out indicates material deleted by amendment; Underlining indicates material added by amendment.



**SUELLEN SEIGEL****CONNECTING PEOPLE WITH RESOURCES**

Creative, dynamic, marketing / promotions professional, with solid multifunctional business and non-profit background with emphasis on strong community, public relations. Recognized for planning and implementing successful programs, great events. Extremely energetic and supportive team member, known for strong interpersonal and organizational skills. Dedicated and successful leader with ability to mobilize diverse individuals into a cohesive working unit; statewide contacts in private, public and non-profit sectors that further strong public/community relations.

**SELECTED ACCOMPLISHMENTS**

- Organized major fund raising events for area non-profits with net profits in excess of \$1,000,000
- Created/developed innovative, award winning programs that served as role models for national organization
- Spearheaded development of Maryland Energy Institute (MEI) to deliver Energy Management Courses throughout Maryland
- Coordinated MEI Utility Deregulation Conferences from 1998 to 2004
- Organized Kids Voting project in Baltimore, Harford and Washington Counties involving 164,000 students, 250 schools, 11,000 teachers, 700 administrators and 2,000 volunteers resulting in 60,348 Maryland students "voting"
- Wrote grants and assisted the state fund raising committee in raising more than \$65,000

**PROFESSIONAL EXPERIENCE****Consultant**

**Connecting People with Resources** *Consulting to non-profits for event planning/fundraising* **1997 – 2013**

- Developed fundraising and programming for: League of Women Voters • Leadership Howard County • Grassroots Crisis Intervention Center Concerts • Christmas in April • Columbia Pro Cantare • American Heart Association Heart Walk & Heart Ball

**Development Officer**

**MADD Maryland -** **2009 - 2011**

- Organized all aspects of major fundraising events raising in excess of \$200,000
- Developed key partnerships for future involvement; increased sponsorships, donors, participants
- Created/enhanced awareness of MADD in community increased recognition of organization
- Initiated board development strategies, reorganization

**Development Manager**

**Crohn's & Colitis Foundation – Maryland/Southern Delaware Chapter** **2006 – 2009**

- Coordinated, organized 3 major fundraising events that raised in excess of \$400,000.00
- Recruited new members, redefined structure of Board of Trustees
- Coordinated Patient Education Events to raise level of understanding/knowledge for patients
- Re-invigorated Support Groups, established 2 new groups, initiated training for facilitators
- Developed partnerships with key constituencies (i.e. hospitals, community businesses) to further the mission, enhance fundraising capabilities; wrote grants, coordinated quarterly professional meetings

**Hospice of Howard County** *An affiliate of Hospice of Baltimore*

**Development Specialist** **2000 – 2002**

- Wrote grants made presentations that generated monetary awards in excess of \$80,000
- Coordinated, organized major fundraising encompassing silent & live auctions, 50/50 raffle and restaurant tasting – sold out to over 600 people, raised over \$100,000

**Project Administrator/Marketing/Event Coordinator****Baltimore Gas & Electric Co.** *A subsidiary of Constellation Energy*

**1997 – 1999**

- Developed and administered all aspects of BGE's Architect & Engineer Ally program (AEA) creating/developing public relations literature

**Executive Director**

1995 – 1997

**Kids Voting Maryland** *An affiliate of Kids Voting USA, national non-profit organization*

- Developed corporate presentation packets including follow-up mailings and all special events
- Created state-wide events including a major regional conference and developed the public relations campaign for the 3 counties in the Kids Voting program
- Facilitated in-service training for approximately 850 teachers, printing and distribution of curriculum to all three county school systems.
- Developed and supervised election day logistics, special events and public relations

**Community Events Coordinator**

1989 - 1995

**The Mall in Columbia** *A wholly owned subsidiary of The Rouse Company*

- Created & developed The Mall in Columbia's sponsorship of a youth environmental club and raised over \$70,000 in the 5 year period to fully fund the program
- Established programs with non-profit organizations, created collaborative partnership and wrote grants to generate over \$20,000 annually for their various causes.
- Developed, coordinated center-wide events promoting both community organizations and the 200 stores of a major regional shopping center. Promoted 12+ major events annually, known for their high standards, organization and outstanding results, including chemical free dances for 2,000 county high school students at The Mall in Columbia – 1988, 1989, 2000
- Created relationships with local/regional press, generated \$500,000+ worth of publicity for The Mall in Columbia
- Represented the center on various county and state committees and task forces producing additional recognition for the shopping center and its merchants

Previous experience includes: *Village Manager • Technical Illustrator • Fashion Illustrator • Art Teacher*

**SELECTED COMMUNITY INVOLVEMENT**

- Leadership Howard County – *Chair Program Committee, Class Rep, various other Alumni Committees*
- Howard County Commission for Women
- POAC Affinity Group- *Co-Facilitator CPR Group (Communications Public Relations)*
- Columbia Pro Cantare – *Chair of Auction Fundraiser; developed marketing package; various committees*
- Howard County League of Women Voters – *Chair of Capital Steps Fundraiser; various other committees*
- Howard County Chamber of Commerce – *Signature Event Committee, Logistics Chair of Business Showcase – 1993-94*
- Maryland Energy Institute Advisory Board – *Chairperson, 1997-2004*
- Governor's Energy Task Force – *1992 -1993; Chair of Building Committee*
- Citizen's Advisory Committee to Howard County Board of Education *1980 – 1986*

**SELECTED AWARDS**

- Leadership Howard County 2011 Unsung Hero Award
- "Over & Above" Award for creation of School Nurses Education Program - 2008
- Mission Award for innovative Pharmaceutical Education Program - 2007
- Manager's Club Award – *BGE 1999*
- Governor's Citation for Kids Voting Maryland *1996*
- Howard County Chamber of Commerce Recognition Awards – *1993- 1994 (including the 1st "Howard's Heroes" award)*
- The Governor's Volunteer Service Award – *1989*

**AFFILIATIONS**

- Leadership Howard County
- Howard County Commission for Women
- Howard County Chamber of Commerce
- Columbia Pro Cantare
- League of Women Voters

**EDUCATION**

- BFA Bachelor of Fine Arts – The Maryland Institute College of Art/Johns Hopkins University  
*Winner of Gold Medal for Excellence in Art*