

**County Council of Howard County, Maryland**

2019 Legislative Session

Legislative day # 6

**RESOLUTION NO. 52 - 2019**

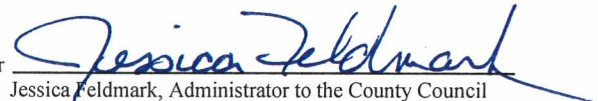
Introduced by: Chairperson at the request of the County Executive

A RESOLUTION confirming the appointment of Christine "Tina" Horn to the Martin Luther King, Jr. Holiday Commission.

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Introduced and read first time on May 6, 2019.

By order

  
Jessica Feldmark, Administrator to the County Council

Read for a second time and a public hearing held on May 20, 2019.

By order

  
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This Resolution was read the third time and was Adopted , Adopted with amendments , Failed , Withdrawn  by the County Council on June 3, 2019.

Certified by

  
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.



## CHRISTINE "TINA" HORN

Columbia, Maryland

**VOLUNTEER WORK**

- Howard County Public Schools (HCPSS) Community Advisory Council, 2019 to present, newly-elected Secretary (term begins June 2019)
- HCPSS Policy Development Committee for Policy 1080 Educational Equity, 2019 to present, committee member
- Start School Later of Howard County, 2018-present, co-leader
- Howard County Public Library, Undesign the Redline tour leader, 2018-2019
- HopeWorks of Howard County, Telling This Truth cast member, 2018
- People Acting Together in Howard (PATH), volunteer activist, 2012-present
  - Choir Showcase fundraiser co-chair, 2017
  - Social media team member, 2017-present
- Unitarian Universalist Congregation of Columbia
  - 2018 to present, Deconstructing Whiteness book club co-facilitator
  - 2014 to present, Black Lives Matter team member
  - 2013-2016, Nominating Committee member
- Cub Scout Pack 61, 2012-2015, Committee Chair and Assistant Den Leader
- Bryant Woods Elementary School PTA, 2010-2011 Membership Chair
- Domestic Violence Center of Howard County, 2000-2001, child care provider

**PROFESSIONAL EXPERIENCE****ENTERPRISE COMMUNITY PARTNERS**, Columbia, MD 2010-present

National affordable housing finance intermediary

Program Director, Data Management and Analysis

Integrate business data across Enterprise's various business units to enable impact and other analysis. Coordinate data standardization and data governance activities with IT department and business units. Improve data quality for Enterprise's historic database of real estate production. Provide information and analysis across Enterprise based on the historic database. Audit and ensure quality for funder compliance reports. Leverage social media to drive community use of Opportunity360 data platform.

**AMERICAN ASSOCIATION OF NATUROPATHIC PHYSICIANS**, Washington, DC · 2008-2010

National trade group serving naturopathic physicians, colleges and medical students

Director of Naturopathic Community Affairs

Lead membership operations. Design and implement social media presence, including Facebook and LinkedIn. Drive innovative creation and implementation of new marketing plans to enhance membership retention rates.

**DMAA: THE CARE CONTINUUM ALLIANCE/DISEASE MANAGEMENT ASSOCIATION OF AMERICA**, Washington, DC · 2007-2008

National trade group representing disease management, wellness, care coordination and population health improvement within healthcare platforms

Vice President of Membership and Marketing

Orchestrate membership and marketing operations. Lead promotion/marketing efforts, budgeting, and strategic planning. Direct Membership Coordinator and sponsorship sales efforts. Drive innovative creation and implementation of new marketing plans to enhance membership retention rates. Represent organization at conferences.

**AMERICAN COLLEGE OF NURSE-MIDWIVES**, Silver Spring, MD 2006

National individual membership organization serving certified nurse-midwives.

Director of Member Services

Developed and implemented marketing plans to improve membership retention rate.

Conducted organization's first membership exit survey. Improved the College's membership management systems, membership retention program, new member orientation program and lapsed member management processes. Managed Information Technology staff and vendors.

**CHILDREN & ADULTS WITH ATTENTION-DEFICIT/HYPERACTIVITY DISORDER (CHADD)**,

Landover, MD 2005

National voluntary health agency offering services to those with AD/HD.

Director of Member Services

Developed and implemented marketing plans to improve membership retention rate. Designed and distributed the organization's first membership surveys. Utilized intelligence gathered to refine marketing materials. Streamlined data processing steps.

**CONSUMER DATA INDUSTRY ASSOCIATION**, Washington, DC 1991-2005

National association offering services to companies regulated by Fair Credit Reporting Act.

Senior Program Manager (2000 to 2005)

Developed and directed non-dues revenue-generating programs, including web-based educational products and services. Devised operational requirements, marketing strategies, and project plans for new e-commerce products. Coordinated 1-day training workshops. Maintained current website content and recommended design enhancements. Evaluated production and training software. Trained help-desk analysts.

Program Manager (1998 to 2000), Program Coordinator (1996 to 1998), Credit Community Network Service (CCNS) Coordinator (1993 to 1996), Member Services Assistant / Education Registrar / Accounts Payable Clerk (1991 to 1993)

## **TRAINING**

Leadership Howard County Premier class 2016

Institutes for Organizational Management, US Chamber of Commerce 2000

## **FORMAL EDUCATION**

UNIVERSITY OF DETROIT, Detroit, Michigan, Dean's List

Bachelor of Arts, Political Science, Minors in Mathematics and History

May 20, 2019

Ladies and Gentlemen of the Howard County Council,

Thank you for this opportunity to speak before you. My name is Christine Horn, though I most commonly am called Tina. I am deeply and profoundly honored by the County Executive's trust and regard in nominating me for the Martin Luther King Jr. Holiday Commission. I hope to earn your trust and regard as well.

A little bit about me, I have been a Howard County resident for almost 20 years, having grown up in deeply racially segregated mid-Michigan. I fell in love with Jim Rouse's vision for a better world and am grateful to live in Columbia and raise our son in Wilde Lake. I've worked in non-profits my entire professional career, including 20 years in association management and 9 years today at Enterprise Community Partners. I have been involved with the Movement for Black Lives since it began working here in Columbia in 2014. In that time, the most important lesson I have learned about systemic and structuralized racism and other oppressions is how very much I still have to learn, both about myself and how I have internalized those messages, and how those systems and structures operate regardless of my ability to see them.

I am excited by the past work of the Commission and believe that it has a good mix of education and celebration and action. I also very clearly hear the call to service, as Dr. Ball described earlier this year, "a chance to harness [Howard County's] wealth and power to change the lives of the poor and disenfranchised." That is an important consideration to me in honoring the Rev. Dr. King's life and legacy. I am not old enough to remember Dr. King while he was alive, but I have heard stories and impressions from my parents of just how hated he was and how badly much of the country reacted to his messages of peace and economic and racial justice at that time. Dr. King is much loved now, but I wonder if that is because we have lost or set aside his more challenging calls for justice and peace. I hope for the opportunity to explore his more challenging calls publicly and together, as Howard Countians. We have good reasons to explore Dr. King's more challenging calls. Dr. Ball described it well when he said that "we live in challenging and controversial times." I take his call to "be even more courageous [and] to do a little bit more" personally. This is daily work and it is local work to Howard County. No matter how well we do here, or how well we profess we are doing, we will always be able to do more and to do it better. That applies in our educational opportunities around Dr. King's life and legacy, both for students and adults. That applies in our celebrations and it applies in the service we must do for each other. I wish to offer my time, talents, energy, and networks to be a part of that work.

With that, I would like to ask for your trust and your vote for a seat on the Martin Luther King Jr. Holiday Commission. Thank you very much.



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