

Addendum – General Agenda
Monday, November 20, 2017 – 5:30 pm

Council will need to make a motion to suspend the rules to add the following item to tonight's agenda:

Appointment – Ashley Tillery – ABC Board

Mayor Bencini is requesting Council confirm the appointment of Ashley Tillery to the ABC Board to fill a vacancy on the board. Appointment to be effective immediately and will expire February 8, 2021.

Profile

Ashley

First Name

Tillery

Last Name

ashleyctillery@gmail.com

Email Address

1010 Wickliff Avenue

Street Address

Suite or Apt

High Point

City

NC

State

27262

Postal Code

What district do you live in? *

☒ Within High Point Corporate Limits

Mobile: (336) 905-0166

Primary Phone

Home: (336) 875-4942

Alternate Phone

Cystic Fibrosis Foundation

Employer

Which Boards would you like to apply for?

Board of Alcoholic Control: Submitted

4

Ward you reside in?

Interests & Experiences

Please list any work, volunteer, and/or educational experience that you would like us to consider in the review of your application.

In addition to my career spent in non-profit I am an active member of the Junior League of High Point and will be a graduate of the BHP Leadership Class of 2017. I support and co-chair the silent auction for the Wesley Memorial UMC Bazaar and help support other local events/organizations. I would enjoy giving back to my city and utilizing my MBA and non-profit experience. Specifically I would like to fill the role of the ABC Board Finance position.

[ATillery Resume 10.2017.pdf](#)

Upload a Resume

Have you participated in Leadership High Point?

☒ Yes ☐ No

2017

If yes, please list the year in which you participated in Leadership High Point:

Gender

☒ Female

Ashley C. Tillery

1010 Wickliff Ave. ✕ High Point, NC 27262 ✕ (C)(336) 905-0166
ashleyctillery@gmail.com

Professional Summary

- Experienced Event Planning professional with extensive knowledge of project management, special event planning, communications, logistics, social media, graphic design and individual relationship management.
- Forward thinker with demonstrated ability to adapt and lead in an ever-changing market.
- Proven success in building and maintaining relationships with community, corporate partners, co-workers, vendors and senior leadership.
- Organized and self-motivated to meet deadlines with creativity and enthusiasm.

Employment

Development Director, Cystic Fibrosis Foundation, Greater Triad, NC (January 2014 – Present)

- Manage planning, logistics, site selection, event coordination and implementation for 3 major Triad fundraising events, developing and forecasting budgets to achieve net growth over prior year.
- Execute all contracts, vendor negotiations, key deliverables and invoicing for related events and meetings occurring in assigned territory (1,000+ volunteers and attendees).
- Responsible for area specific communications, eblast online newsletters, design/editing of event related collateral materials and social media to increase participation for events.
- Planned, implemented and oversaw all budgeting, site selection, logistics and revenue for new Xtreme Hike event in fiscal year 2014 and new Black Tie & Blue Jeans Gala in fiscal year 2015.
- Serve as support staff for Chapter Golf, Cycle, Master Chef's Gala, Pipeline Gala and Annual Meeting.
- Develop sponsorship proposals, conduct corporate recruitment events, volunteer training and continued evaluation of event effectiveness and outcomes; manage donor and corporate fulfillment for events.

Director of Development and Marketing, STARS Computing Corps (Students in Technology, Academia, Research and Service), Charlotte, NC (June 2011 – September 2013)

- Lead coordination, site selection, RFP negotiation, planning, logistics, registration process and implementation of annual conference; 300+ attendees of students, faculty, staff and Affiliate Partners.
- Responsible for overall creation and dissemination of communications for STARS Corps 50 member institutions; including online resume database, eNewsletter, Social Media, print media and solicitation materials.
- Oversee all marketing, PR and communications for academic institutions, collaborative partners and community resources; designed print materials and program for annual conference (STARS Celebration).
- Direct and lead re-branding development campaign for STARS, including logo, web design, and marketing collateral materials; facilitated and managed branding project between graphic artist, print vendors and STARS management team.
- Facilitate and build corporate support and sponsorship for STARS Computing Corps, STARS Celebration and related activities; managed donor and corporate fulfillment for STARS Celebration.
- Successfully established and managed creation of 501c3 for STARS Computing Corps.

Interim Development Director, Matthews Playhouse for the Performing Arts, Matthews, NC (March 2011 – June 2011)

- Responsible for overall development of donor stewardship plan and strategic fundraising growth.
- Manage individual, corporate and foundation donor relations and fulfillment.
- Oversee and identify local and regional grant opportunities.
- Manage and coordinate program ad sales revenue.

Development Manager, Easter Seals UCP North Carolina, Charlotte, NC (July 2009 – January 2011)

- Coordinated, recruited and managed event committees, volunteers and Advisory Board members with regards to communication, fiscal management, strategic growth and project planning.
- Researched, identified, and solicited corporate supporters for agency and special projects both locally and statewide; managed individual and corporate donor relations and fulfillment.
- Responsible for all event related planning, invoicing, budgeting and vendor negotiation for assigned territory and combined 500+ attendees.
- Implemented use of social media tools for fundraising enhancement, event marketing and growth.

Income Manager, American Cancer Society, Richmond, VA (Dec. 2005 – Dec. 2007)

Charlotte, NC (Dec. 2007 – July 2009)

- Developed, directed and managed logistics for fundraising events raising more than \$728,500 for the 2009 fiscal year; successfully raised net total of \$1,432,154 over 3 years.
- Successfully planned and executed all aspects of Cure by Design Gala with net income of \$100,000, a 294% increase over 2006 including site selection, budgeting, vendor negotiation and marketing.
- Developed and customized Division and State training for volunteer committees.
- Produced concepts, designed and implemented collateral materials for fundraising events and related publications; managed corporate donor relations and fulfillment for related events.

Development Associate, Chrysler Museum of Art, Norfolk, VA (July 2004 – Dec. 2005)

- Designed and implemented marketing strategies for promotional event materials for museum.
- Ensured proper donor recognition and benefit fulfillment for Annual Fund donors, corporate and individual underwriters.
- Maintained donor database in order to report and track fundraising effectiveness and results.
- Researched and composed proposals from government and private sector agencies.
- Managed planning and implementation of fundraising events with an estimated combined income of \$100,000.

Development & Special Events Coordinator, Virginia Symphony, Norfolk, VA (Aug. 2002 – July 2004)

- Planned all special events and receptions; functioned as on site supervisor and contact for all donor events.
- Designed printed materials for department, annual fund campaigns and events.
- Responsible for coordination and execution of departmental Annual Fund campaigns and correspondence.
- Managed individual and corporate donor relations and fulfillment.

Education

MBA in Finance, Wingate University, Wingate, NC (2011)

BFA in Art, Concentration: Graphic Design, Western Carolina University, Cullowhee, NC (2001)

Computer/Social Media Proficiency

Microsoft Office Suite, Outlook 360, Raiser's Edge/E-Tapestry, PledgeMaker, Clearview CRM, Adobe Acrobat, Adobe Creative Suite, Adobe Lightroom, Windows and Mac OS, Twitter, Instagram and Facebook

Professional/Community Affiliations & Certifications

2017 First Aid/CPR Certification

2017 Pure Barre Instructor Certification

2017 ACSM Group Exercise Instructor Certification (pending Nov 2017)

Leadership High Point 2017 Class Participant

Junior League of High Point (Member 2016 – present); Communications Chair (2016 – 2017 League Year),
Member Services Chair (2017-2018 League Year)

Wingate University Board of Visitors Member (2011 – 2015), Executive Committee Member (2013 – 2015)