

Application for Membership
City Council Boards/Commissions/Committees
City of Ann Arbor, Michigan

Return To: Office of the Mayor
3rd Floor - City Hall
100 North Fifth Ave, PO Box 8647
Ann Arbor, MI 48107-8647

Phone: 734 794-6161
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Name RITA L. COMBEST
Home Address 1700 TIMBER TRAIL ZIP 48103
Ann Arbor Resident: YES NO Number of Years Resident 19 Ward 1
Phone (H) (734) 649-7555 (W) (734) 930-9990 (Fax) (734) 930-9991
Email Address rcombest@comcast.net
Occupation Fundraiser - Associate Executive Director
Employer Name & Address SOLE 24359 Northwestern Hwy #225
Southfield MI ZIP 48075

Board/Commission/Committee on which you are interested in serving:

- 1) North Main-Huron River 3) _____
- 2) Corridor Vision Task Force 4) _____

Reasons for Seeking Appointment (Areas of Interest, Goals, etc.):

Interested in shaping the vision and purpose
of the North Main Corridor and surrounding area
along the Huron River - one of Ann Arbor's greatest treasures

Please submit a résumé including your job experience and education along with this application or a detailed letter of intent delineating relevant qualifications.

DISCLOSURE OF POTENTIAL CONFLICT OF INTEREST

In order to avoid any potential conflict of interest, I, the undersigned, agree not to be involved in any recommendations or decision making regarding any agency(ies) or entity(ies) for which I serve in the following capacity(ies) which may contract or subcontract with the City of Ann Arbor.

Agency	Capacity in Which I Serve
<u>N/A</u>	

Signature Rita Combest Date Nov 17, 2012

Rita Lynn Combest
 1700 Timber Trail
 Ann Arbor, Michigan 48103
 Cell: 734.649.7555
 E-mail: rcombest@comcast.net

Overview

Proven non-profit executive with extensive experience in all facets of event-driven fundraising in both local and regional markets. Consistently demonstrate excellence and focus on strategically growing revenue, while minimizing costs.

Current responsible for managing JDRF's Walk program, event staff and volunteer committees in three major Michigan markets and Northwest Ohio campaign, consisting of six Walk sites, raised \$2.3 million in 2010 - a 16.2% increase in net income over 2009. Also oversees JDRF's Northwest Ohio Branch operations and responsible for new market development.

Skills & Experience

Development & Special Event Management

- Proven track record of success with all facets of large-scale events in a wide range of market sizes
- Expertise in development of local and regional budgets and strategies to reach revenue targets
- Developed "best practices" that are implemented nationally; regularly asked to present to national conferences
- Consistently meet or exceeded fundraising goals despite challenging economic conditions
- Adept at integrating volunteer efforts with organizational practices
- Proven track record managing multi-resource teams to execute successful events
- Extensive experience in developing fund-raising materials
- Substantial experience with start-up operations; new events in new markets, regional offices for national organizations, and new programs within existing events
- Proven track record in negotiating trade-out agreements, in-kind donations, media sponsorships and corporate sponsorship packages
- Strategic planning and implementation of annual giving and special event activities
- Grant and proposal writing abilities

Administration & Management

- Proven success coordinating multiple profit centers within a region
- Excellent strategic planning skills to achieve both short- and long-term goals
- Broad experience in cultivating and managing volunteer-based boards and committees
- Experience in developing and maximizing departmental and project budgets
- Responsible for recruitment, training, evaluation and management of staff and volunteers
- Ability to coordinate and manage multiple events and projects

Marketing & Sales

- Solid background in development and execution of marketing strategies to support growth objectives
- Creation and implementation of marketing communication materials including newsletters, media kits, brochures, annual reports and direct mail pieces
- Considerable experience in the marketing of events, programs and services
- Ability to quickly establish rapport with clients, partners and prospects of all levels
- Proven track record in targeting, qualifying and acquiring new business, as well as growing base business

Public, Media & Community Relations

- Demonstrated ability to develop, manage and maximize relationships with media outlets
- Polished presentation development and delivery skills
- Solid understanding of online tools and their role in revenue generation and identification
- Strategic planning and execution of public relations, media relations and advertising campaigns
- Proven track record in generating awareness of programs and events in multiple markets
- Experience in composition, distribution, and placement of press releases and feature stories
- Proven ability to successfully implement community-based patient education and support programs

Rita Lynn Combest
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Employment History

2010-present Associate Executive Director; Juvenile Diabetes Research Foundation
2004-2010 Special Events Director; Juvenile Diabetes Research Foundation
2002-2004 Special Events Manager; Juvenile Diabetes Research Foundation
2000-2002 Special Events Coordinator; Juvenile Diabetes Research Foundation
1997-2000 Events Consultant; RL Combest & Associates
(client portfolio included: The University of Michigan, Lupus Foundation, Big Brothers Big Sisters, Tenneco Automotive and Juvenile Diabetes Research Foundation)
1996-1997 Executive Director; Cystic Fibrosis Foundation, Ann Arbor Region
1994-1996 Executive Director; Arthritis Foundation, Ann Arbor Region
1992-1994 Account Executive; Expressions Advertising and Marketing Services
1990-1992 Sales Representative; Browning-Ferris Industries
1988-1990 Public Relations Director; WDET-FM/Wayne State University
1985-1988 Assistant Public Information Director; CMU Public Broadcasting Network

Education

Central Michigan University; Bachelor of Applied Arts
Major: Interpersonal and Public Communication
Minor: Advertising and Public Relations

References

Professional references available upon request