

## Board / Committee / Commission Application

Please complete the online form below.

Select the Board, Commission, or Committee applying for:\*

Name:\*

Sex:\*

Applying as resident, employed in Emeryville, business representative, or special interest group representative?

If Special Interest Group Representative was checked please specify.

Home Address:\*

Preferred Phone Number\*

Place of Employment

Business Address:

Business Phone Number:

Occupation:\*

Email Address:

Length of Residency in City:\*

Length of Working in City:

High School:

College:

Trade or Business School:

Hobbies:

Are you currently serving on other Boards, Commissions, or Committees?\*

Have you served on a Board, Commission, or Committee before?\*

If yes, which:

Board, Commission, and/or Committee Memberships (past/current) outside of Emeryville :

### Personal Information

Economic Development Advisory Committee ▼

Mary Lou Thiercof

☐

Male

☒

Female

☐

Resident

☒

Business Representative

☐

Employed in Emeryville

☐

Special Interest Group Representative

[Redacted]

[Redacted]

Self - Working Images

[Redacted]

[Redacted]

Marketing/Public Relations

[Redacted]

### Residency Information

n/a

with clients in City since 1999

### Education and Hobbies

Santa Catalina School for Girls

U.C. Berkeley

Golden Gate University

Hiking, gardening, horticulture, cycling, piano, dogs, mus

### Organization Membership Information

☒

Yes

☐

No

☒

Yes

☐

No

(Not Applicable) ▼

Positions in Emeryville:  
Emeryville Chamber of Commerce - Board of Directors -2008-ongoing  
City of Emeryville - Economic Development Advisory Committee 2013 - 2015  
Prior to EDAC, led the America's Cup ad hoc committee for City of Emeryville under Helen Bean  
Positions Outside Emeryville:  
Aromatic Plant Project - SF  
Del Mar Foundation - Del Mar  
Foundation for Osteoporosis Research & Education - Oakland  
Peralta Community College District- Oakland  
Public Relations Society of America- East Bay/San Francisco  
Solana Beach Chamber of Commerce - Solana Beach  
Wheel of Life - Alameda

Please list organization memberships and positions held:

Emeryville Chamber of Commerce - Board of Directors  
-2008-ongoing  
City of Emeryville - Economic Development Advisory  
Committee 2013 - 2015

Board of Director Positions outside Emeryville:  
Aromatic Plant Project -1995-1997 Del Mar Foundation -  
1994-1995  
Foundation for Osteoporosis Research & Education  
Advisory Board - 2007, 2008  
Peralta Community College District, Gerontology Board  
-1981-1982  
Public Relations Society of America, President, Oakland  
East Bay Chapter - 2000, 2001, 2004; Chapter Board  
Member - 1998-2006  
Public Relations Society of America, VP, San Francisco  
Chapter - 2001-2010  
Solana Beach Chamber of Commerce, VP - 1991-1994;  
President - 1995  
Wheel of Life -President, 1979-81

**Relevant Work / Volunteer Experience**

I work with small businesses in Emeryville and serve on the Chamber board. Started (with my client) the first race for Emeryville - Shortest Triathlon Ever and the City adopted the race. Published the Emeryville News for the City of E/Chamber 1999-2006 where we covered local businesses and residents, City news, emerging tech and biotech businesses and the school district. Worked with John Flores & Karen Hemphill. Served as a leader on the EUSD Chamber/business/school committee. Developed new image for school district and tagline: EUSD: where partners power student success - under Tony Smith. Working Images, my company, has over 20 years of experience helping clients plan and implement targeted communications programs that create results with impact. Working Images fuses the best of breed in traditional, digital and new media to establish credibility for its clients. We deliver your unique core messages in clear and compelling language and images that resonate with your target audiences. For the America's Cup Working Images and Malaga Corp. strategized an America's Cup marketing plan for Emeryville with a committee that included reps from the marinas and hospitality businesses. We designed the flags that currently line our City streets and established Emeryville on the Bay, an online tourist hub for Emeryville. We sold ads and placed a 2-page ad in Latitude 38 for a year, touting ways to play in Emeryville. The website continues as a tourism mechanism for Emeryville. [emeryvilleonthebay.com](http://emeryvilleonthebay.com)

**Why are you interested in serving on this Board, Commission, Committee?**

In the EDAC, we started a process and I would like to continue to help guide/monitor the implementation of our marketing strategy. I work with small businesses in Emeryville. I serve on the Chamber board and can represent the Chamber or can represent small businesses. I believe that on this committee, the voice of small business can be heard.

**"Planning Commission Applicants Only"** A short (300 words or less) statement discussing your ideas and attitudes about planning in Emeryville. Please consider issues such as traffic, industrial and commercial development density, affordable housing, maintaining community diversity and jobs/housing balance.

\* indicates required fields.