

MEET THE 2017-19 ASID SD BOARD CANDIDATES:

President Elect – Lindsay Hester, ASID

ASID Activities:

- ASID San Diego, Nominating Committee, 2012
- ASID San Diego, Director of Programs and Professional Development, 2009-2011
- Art Institute of California- San Diego Student Chapter Advisor, 2004-2008
- ASID San Diego, Newsletter Editor, 2002-2004



"I believe the strength of our chapter lies in our diverse membership. If honored to serve as your President Elect/President, I would strive to:

- *promote relationship building between all, equally valuable membership segments*
- *energize our chapter by facilitating the exchange of new ideas to foster interpersonal and professional growth*
- *provide opportunity for support and development through every stage of a design-related career*
- *encourage our members to share and support the vision and mission of the San Diego Chapter of ASID. "*

Director of Financial Oversight – Ann Cummins, ASID

ASID Activities:

- ASID SD Holiday Party, Co-Chair, 2016
- ASID SD Holiday Party, Co-Chair, 2015
- ASID SD Mentorship Program, Mentor, 2014 /2015



“The key goals I would set as Director of Financial Oversight are:

- *Work hard to maintain the improvements and streamlined procedures made by the current director*
- *Be a productive, voting member of the board and participate actively in strategic planning*
- *Act as a liaison between the chapter administrator & bookkeeping/tax consultant and board members*
- *Create transparency and make sure that money is being spent where it is most beneficial to the chapter*
- *Where possible, reduce the cost to members of meetings and activities “*

Director of Programs – Brooke Williams, Allied ASID

ASID Activities:

- ASID SD Emerging Professionals, Chair 2014-15
- ASID National Student Advisory Committee, member
- ASID SD DISD Student Chapter, President



“Some of the key goals I would like to focus on, if elected include:

- *Establishing more community facing programs for designers to participate in, creating connections with prospective clients and enticing communities*
- *Collaborating with other professional organizations for networking opportunities*
- *Enticing student membership with value-added activities and programs that make membership a part of essential student experience”*

Director of Communications – Tamalyn Krecic Shea, IP ASID

ASID Activities:

- Industry Expo 2016

Community/Civic Activities, Other Professional Organizations

- CAG (Communicating Arts Group) Sandi Awards, Chair 1989



“As a chapter leader, I would like to accomplish substantial increases in current member participation and overall membership. I would position the ASID Chapter Brand as an integral part of members’ success as well as reaching out to the greater San Diego Design Community. By involving local media, collaborating with related design communities (Architecture, Photography, Graphic Design and Fine Art), and by creating compelling content (creative process stories, projects) we will gain valuable participation with old and new memberships.”