

ELIZABETH MILLSAPS MERKEL

4203 Dakota Avenue • Nashville, Tennessee 37209 • 615.310.1121 • ElizabethMerkel@comcast.net

July 10, 2009

Metro Clerk
Metropolitan Courthouse
One Public Square, Suite 204
Nashville, TN. 37219-6300

To Whom It May Concern:

I am interested in filling the seat for the ninth school board district. I am pursuing the appointment and am willing to serve if appointed. My full name is Elizabeth Millsaps Merkel. I am 34 years old. I have lived in Davidson County since May 2001, and have lived at 4203 Dakota Avenue since March 2002.

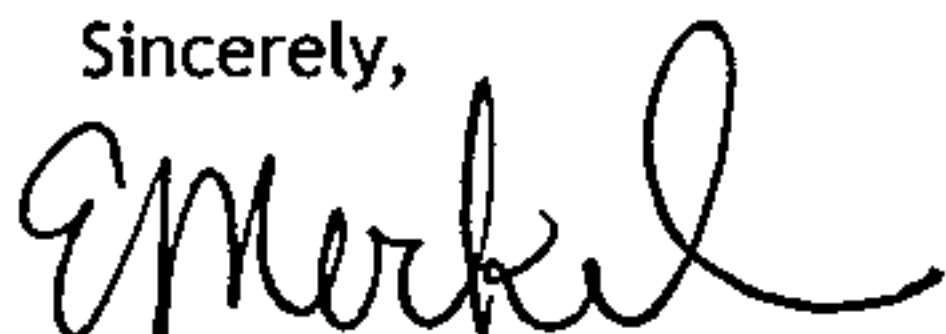
My career is in public policy and coalition building, having worked with diverse groups to introduce new ideas and develop compromises. I am excited about the opportunity to invest in the public schools where my daughter will grow up. Metro Public Schools are looking at major policy changes and have an incredible opportunity to change the entire face of public education. I believe in the importance of public education and look forward to adding to the dialogue that will be part of the future of Nashville.

My experience working with the Department of Education on school safety issues gives me a relationship with state government that will be invaluable as we face possible state intervention.

I serve as the Chair of the Children's Council for Calvary United Methodist Church, and have been a volunteer for the American Cancer Society, Book 'Em, and the Nashville Women's Political Caucus.

I am the Legislative Director for the Tennessee Department of Commerce and Insurance, live in Sylvan Park with my husband, Patrick, and daughter, Ella Clare, who will attend Sylvan Park Elementary school next year.

Sincerely,



Elizabeth Millsaps Merkel

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PROFESSIONAL EXPERIENCE

Tennessee State Government

Legislative Director, Department of Commerce and Insurance

Legislative Liaison, Department of Safety

Nashville, TN

October 2008 - Present

January 2005 - September 2008

- Serve as liaison between Department, Governor's Office and General Assembly.
- Work with industry professionals to develop meaningful, practical compromise on regulatory and legislative issues.
- Meet with House and Senate members, staff and other interested parties regarding legislation.
- Negotiate with legislators to reach compromise on pending legislative action.
- Develop legislative priorities on behalf of the Department.
- Provide legislative updates to department staff.
- Write bill analyses.
- Testify in legislative committees.
- Manage constituent issues for legislators.
- Member of Speaker's Bureau for the Governor's Cover Tennessee program.

Campaign Consultant

Campaign Consultant

Nashville, TN

April - December 2004

- Served as Campaign Manager for two State House races.
- Supported challenger candidates through the Tennessee Democratic Party.
- Managed vendors for direct mail and media campaigns.
- Wrote phone scripts for GOTV and persuasion phone calls.

SmartDM

Account Director

Senior Account Executive

Nashville, TN

January 2003 - March 2004

June - December 2002

- Led strategic direct marketing efforts for clients in the NHL, national hotel chains and mortgage banking industry.
- Developed email and print marketing campaigns to maximize market learning with minimal financial investments for long term program growth.
- Monitored and analyzed marketing campaign results to develop long term strategic plans for client marketing plans.
- Wrote new client presentations and responses to requests for proposals.
- Worked to increase sales and programs with existing clients.

American Cancer Society

Advocacy Director

Nashville, TN

May 2001 - May 2002

- Served as state lobbyist.
- Developed yearly legislative goals, based on organizational needs and legislative feasibility.
- Communicated with ACS volunteer network to engage grassroots supporters to contact their legislators and developed necessary online marketing tools.
- Planned and hosted 20 statewide events to encourage volunteers to interact and communicate with legislators locally.
- Managed media grassroots campaign to place letters to the editor in newspapers across the state.
- Worked to sign 30 House sponsors and five Senate sponsors to increase the cigarette tax.
- Managed communications firm and national grant funding for CHART, the Campaign for a Healthy and Responsible Tennessee.
- Implemented a \$150,000 targeted media campaign with billboard placement, online marketing, and radio and newspaper advertisements to promote our legislative goals.

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O'Brien, McConnell and Pearson

Account Executive

Production Manager

Washington, DC
November 2000 - May 2001
January 2000 - November 2000

- Managed fundraising program for political and non-profit clients.
- Designed target customer list strategy for a donor acquisition plan that had a 100% growth rate in four years.
- Wrote and edited copy for client marketing materials.
- Developed and implemented an internet and phone based member activism strategy, providing immediate access to fundraising and grassroots efforts for legislative priorities.
- Managed a team of five employees.
- Managed production of all print and online direct marketing materials.
- Reduced marketing expenses in FY 2000 by 11%, saving a client over \$1 million.

EMILY's List

Production Manager

Production Coordinator

Washington, DC
April 1999 - January 2000
November 1997 - April 1999

- Managed the production of a \$15 million direct marketing campaign, including developing schedules, projecting and managing costs, and hiring and managing vendors.
- Developed and implemented new strategies to increase response and broaden donor base.
- Served as in-house graphic designer.
- Supervised production staff.
- Worked closely with political, research, direct marketing and personal solicitation programs to maintain consistent messaging.
- Reduced production costs by over \$50,000 my first year by merging all print campaigns into one production program.
- Consulted with 64 Congressional candidates on fundraising planning and message development.

Stateside Associates

Staff Associate

Washington, DC
April - November 1997

- Monitored state legislative activity in southern states for business and industry association clients.

Internships

Congressman Bart Gordon, 1997

Mark Stewart for Congress, 1996

Tennessee Senate Commerce, Labor and Ag Committee, 1996

Washington, DC
Winchester, TN
Nashville, TN

EDUCATION

Middle Tennessee State University

B.S. in Public Relations

Murfreesboro, TN
December 1996

INFORMATION SHEET FOR CANDIDATES

Appearing Before
Metropolitan Council
Rules-Confirmations-Public Elections Committee

Nomination for: 9th School Board District
Name: Elizabeth M. Merkel Home Phone 310-1121
Home address: 4203 Dakota City/Zip Code: Nashville, TN 37209
Place of business: TN Dept. of Commerce + Insurance
Business address: Davy Crockett Tower
500 James Robertson Pkwy City/Zip Code: _____
Preferred mailing address: Home Business _____
E-mail address: elizabeth.merkel@comcast.net

PLEASE ATTACH YOUR RESUME AND COMPLETE THE SECTION BELOW

Complete educational background: Bachelor's of Arts, Communication,
MTCU 1996, Moore Co. High School, 1992
Occupation: Legislative Director
Professional/occupational experience: Community Advocate, parent
Are you a registered voter in Davidson County? Yes Council District No. 24
Metro boards/commissions on which you serve or have served and dates of service: none

Describe any potential conflict of interest your election may present: none

Describe your qualifications and/or reasons why you wish to be elected : _____
I am a parent committed to public schools. I am
a coalition builder and great at negotiating
compromise.

Thank you for your willingness to serve.

(continue on separate page if necessary)