

**Name:** Wendy Monday

**Title:** Director

**Organization:** Zeitlin NewHomes/Zeitlin & Co., Realtors

**Address:** 2550 Meridian Blvd. Ste. 100 Franklin, TN 37067

**Membership Category:** Real Estate Brokers & Property Management Firms

**Phone Number:** 615-642-1313 **Email:** wendy.monday@zeitlinrealtors.com

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A. In general, why do you wish to be a member of the Chapter Board?

My desire to become a member of the Chapter Board comes from my genuine interest in seeing our community embrace the standards and practices of the USGBC.

My commitment to sustainability began in my childhood. I was raised in a very sustainable household complete with a vegetable garden, compost pile, clothes line and a decided lack of central heat and air conditioning. Absolutely nothing was wasted in our house. We were definitely conservationists, though more out of necessity than conviction, but it has resulted in my appreciation for making the most of my resources.

I believe that sustainable building is vital to the health and well-being of our community. I view my commitment as a responsibility to influence others to embrace sustainability, and I want to be actively involved in an organization committed to that goal.

I strive to be environmentally friendly in both my personal life and my professional life, and I encourage those around me to do the same.

B. Please provide a summary of your professional qualifications, knowledge and experience of most relevance to the Chapter. Also indicate the degree to which you have senior management and executive level experience.

I am currently the Director of Zeitlin NewHomes, a division of Zeitlin & Co., Realtors that focuses solely on new construction development, marketing and sales. I work closely with builders and developers to market and sell their properties.

My motivation for joining the USGBC came from my desire to extend my personal practices to my professional endeavors. I realized that because I market and sell new homes, I have an opportunity to educate and influence the people who are those building homes.

One of my most rewarding professional experiences occurred when I partnered with a fellow USGBC member company to host a Green Building Seminar. The seminar featured Billy Fields of Metro Codes who outlined the benefits of the Metro Green Building Permit. Attendance at the event was more than I had

hoped for and the response to the information on Green Building Permits was overwhelmingly positive.

I also publish an e-Newsletter titled ZCO ECO which I distribute to builders, developers, Realtors and building industry professionals. The newsletter features green building trends, MLS green energy features, local green building resources and other sustainable building news and information.

C. The Chapter is committed to strengthening its membership diversity. What resources could you bring to bear (e.g., demonstrated expertise, leadership positions, and willingness) to help further Chapter participation from high priority sectors including: real estate, energy/utility, finance/insurance, residential, corporate, and product manufacturing? You can also address other sectors you think require greater involvement in the Chapter.

Through my professional contacts, there is a tremendous opportunity for membership recruitment in the Nashville real estate industry.

Realtors: We have a growing number of Realtors who are interested in helping their clients find healthier, more energy efficient homes. Reaching out to that group of people gives our organization access to a large pool of prospective members.

Builders & Developers: I interact with Builders and Developers on a daily basis. I am committed to increasing awareness of the USGBC and sustainable building practices to this group of building professionals. Networking with builders and developers represents another opportunity to reach prospective members.

Service Providers: As a Realtor, I also work with a variety of service providers who would be candidates for membership. Home inspectors, pest control, remodeling contractors, attorneys and mortgage lenders are just a few of the service providers that would be great prospects to approach for USGBC membership.

D. One of the important functions of Board members is fundraising and other activities to support priority needs of the Chapter. This may take many forms, including: direct sponsorships; helping secure funding or otherwise opening doors from corporate, governmental, and charitable sources; seeking third-party sponsors; recruiting new members; in-kind support, etc. Please explain your ability and willingness to participate in resource development.

I am ready, willing and able to generate support for the USGBC through fundraising and partnerships with sponsors. I visualize such great potential for fundraising in our organization.

We have some untapped potential in the fundraising category, and I have several ideas to realize that potential and generate revenue for the organization. I am eager to propose these ideas and to see them implemented, regardless of whether or not I am elected to the USGBC Board.

I sincerely believe in our organization. Approaching sponsors and asking for donations is a much easier and more rewarding task when you are confident that the money is going to a worthy cause.

E. Describe what expertise, experience and resources you would bring to any of the following priority activities: Fundraising, Membership Growth, Local Advocacy, Board Leadership

As a marketing professional, I would make Fundraising and Membership Growth my priorities. I have experience in Fundraising for the American Red Cross, American Heart Association, Special Olympics and Nashville Humane Association.

I have a background in membership attraction and retention. Early in my career, I held the position of Membership Director and have extensive experience in creating and managing membership campaigns.

F. Describe your experience from other organizations with successful chapter programs.

I am an active member of the Greater Nashville Association of Realtors (GNAR). I serve on the Environmental Committee, and I chaired the Presidential Advisory Committee (PAG) on Environmental Sustainability.

As Chair of our Environmental PAG, I worked with the committee to create and submit a recommendation to the GNAR Board and President to add Environmental Sustainability to our organization's strategic plan.

I am also an active member of the Homebuilders Association of Middle Tennessee (HBAMT). I am also a member of the Green Council of the HBAMT.

I served on the 2002 HBAMT Parade of Homes committee as the host community representative for The Governors Club. As Director of Marketing for The Governors Club, I oversaw the largest Parade of Homes to date with attendance of approximately 30,000 visitors.

G. Leadership positions (volunteer or professional) with nonprofit governance.

- Committee Member, USGBC Middle Tennessee Chapter Programs Committee
- Chair, Environmental Sustainability Presidential Advisory Group for the Greater Nashville Association of Realtors
- Committee Member, Environmental Committee for the Greater Nashville Association of Realtors
- Member, Young Professionals Network of Greater Nashville Association of Realtors
- Committee Member, Homebuilders Association of Middle Tennessee Parade of Homes

H. Other areas you believe are critical for the Chapter.

I am very glad to see that we are moving forward with hiring a Director. Our leadership has done an admirable job growing our organization to this point; however the time commitment that it takes to push us to the next level will requires the focus of an employee in a Director's position. I also think that a focus on communication between committees and a centralized point of organization is key to growth and success.

I. Please identify any affiliations, memberships, and accreditations which may be pertinent for Chapter leadership.

- Member, Homebuilders Association of Middle Tennessee
- Member, Green Council of Homebuilders Association of Middle Tennessee
- Member, Greater Nashville Association of Realtors
- Licensed REALTOR
- Member, National Association of Realtors

J. Are you a chapter member in good standing and employed in the membership category depicted above?

Yes

K. Are you able to attend at least 7 of 10 regularly-schedule Board meetings each year?

Yes

L. The Board's conflict of interest policy is summarized in the Fact Sheet. As the full statement indicates, conflicts are not inherently improper but Directors must be conscious of such conflicts and act with candor and care in dealing with such situations. Will you abide by the Chapter's conflict policy and can you do so without significantly affecting your Board responsibilities?

Yes