

## DOUGLAS COUNTY ADVISORY BOARDS AND COMMISSIONS APPOINTMENT APPLICATION

To better assist the Douglas County Board of Commissioners in appointing volunteers to County advisory boards and commissions, we ask that you submit this application. Your name will be kept on file in County Board office and will be submitted to the County Board of Commissioners no less than 30 days prior to the next available vacancy to the advisory board or commission to which you are applying. Please complete and return to:

Douglas County Board of Commissioners  
1819 Farnam Street, Suite LC2  
Omaha, NE 68183  
(fax) 444-6559

Resumes may be included with your application. You may also update your form at any time or ask to be removed from consideration. For additional information please call 444-7025.

### PERSONAL INFORMATION

In consideration for appointment to the  
County Visitors Promotion Fund

I submit the following information:

Todd Simon

Name

9800 Harney Parkway South

402.960.7777

Home Address

Telephone Number

Omaha Steaks International, Inc.

Senior Vice President

Business Name

Job Title

11030 O Street

402.597.8115

Business Address

Telephone Number

todds@omahasteaks.com

Email Address

Home or Business

Correspondence Direction (circle)

Do you currently conduct business with taxpayers who may be appearing before the advisory board or commission to which you are applying? Yes  No  Previously? Yes  No

*To assist in the selection of appointees, you are asked to voluntarily provide the information below which is necessary for statistical reporting purposes. Under State and Federal Law, this information may not be used to discriminate against you.*

Sex: Male  Female  Race: Caucasian

**EDUCATION**

| High School                | Location     | Dates       | Major/Degree      |
|----------------------------|--------------|-------------|-------------------|
| Westside                   | Omaha        | 1978 - 1982 |                   |
| College                    | Location     | Dates       | Major/Degree      |
| University of Pennsylvania | Philadelphia | 1982 - 1986 | B.S. in Economics |
| Other                      | Location     | Dates       | Major/Degree      |

**EMPLOYMENT**

| Past Employer | Location | Dates | Job Title             |
|---------------|----------|-------|-----------------------|
|               |          |       | Senior Vice President |
| Past Employer | Location | Dates | Job Title             |
|               |          |       |                       |
| Past Employer | Location | Dates | Job Title             |
|               |          |       |                       |

**PRESENT OR PREVIOUS COMMUNITY/VOLUNTEER/PROFESSIONAL BOARD POSITIONS AND/OR ACTIVITIES**

Present: Omaha Community Foundation, Vice-President and member of their Strategic Planning, Governance & Compensation committees;  
Bemis Center for Contemporary Arts, Vice-President; United States Artists, Founding Board Member;  
Mid-America Arts Alliance; Board of Directors  
Previous: Jewish Family Service, Board of Directors; Jewish Federation of Omaha, Allocations Committee;  
United Way of the Midlands, Allocations Committee; R.E.S.P.E.C.T. 2, Board of Directors; Young Presidents Organization of Nebraska, Chapter Chair and Education Chair, active member; Film Streams Dundee Theatre, Renovation Capital Campaign;  
Omaha Conservatory of Music, Capital Campaign; Trustee of the Fred & Eve Simon Charitable Foundation;  
Trustee of the Phillip and Terri Schragger Foundation; Regency Homes Association, Board of Directors

I am qualified to serve on the above named advisory board or commission and my appointment to said board or commission will not conflict with my professional or personal interests.

Todd D. Simon  
Name (Print or Type)

Signature

5/6/2019  
Date

**Todd D.Simon**  
11030 O Street - Omaha, Nebraska 68137  
[todds@omahasteaks.com](mailto:todds@omahasteaks.com)  
402.597.8115

Todd Simon is a 5th Generation owner of the Omaha Steaks® group of companies, serving as Senior Vice-President of Omaha Steaks International, Inc., President of OS SalesCo, Inc. and Vice-Chairman of Omahasteaks.com, Inc.

In his various roles, Mr. Simon is responsible for and involved in all consumer sales, marketing and strategy of Omaha Steaks branded products and services in many channels including Mail Order, Stores, Telemarketing, Internet, and Business-to-business.

Mr. Simon joined Omaha Steaks more than 30 years ago after graduating from the Wharton School at the University of Pennsylvania. He is responsible for developing and implementing Omaha Steaks' brand-strategy and award-winning marketing programs, as well as the employee development efforts that make Omaha Steaks one of the finest customer service organizations in the country.

Omaha Steaks is one of Omaha's and Douglas County's largest employers, with approximately 2,000 full-time staff and nearly 5,000 seasonal associates. Omaha Steaks has five processing, distribution and administrative facilities in Nebraska and 60+ retail stores in 19 states.

Omaha Steaks and the Simon family have a strong commitment to community leadership and philanthropy, and Todd has been extremely involved in shaping his family's leadership in supporting the arts as well as social and human services agencies and programs. Mr. Simon believes that supporting the community attractions that bring visitors to Omaha and Douglas County will likewise enable all businesses in the greater-Omaha area to attract and retain talented employees.

Mr. Simon is the immediate-past Chairman and current vice-president of the Omaha Community Foundation where he is also a member of their Strategic Planning committee. He is vice-president of the Board of Directors of the Bemis Center for Contemporary Arts where he chairs the Development Committee. Mr. Simon is a founding board member of United States Artists, a national arts organization that raises private money to award 50 significant fellowships each year to America's finest living artists in all disciplines. He is also on the Board of Directors of the Mid-America Arts Alliance where he serves on the Marketing and Communications Committee.

Over the past 30 years, Todd has had leadership roles in numerous organizations and projects in Omaha including:

- United Way of the Midlands Allocations Committee
- Jewish Federation of Omaha Allocations Committee
- Omaha Community Foundation Fund For Omaha Grants Committee
- Jewish Family Service Board of Directors
- R.E.S.P.E.C.T. 2 Board of Directors
- Young Presidents' Organization of Nebraska Chapter Chair, Education Chair, active member
- Film Streams Dundee Theatre Renovation Capital Campaign
- Omaha Conservatory of Music Capital Campaign
- Trustee of the Fred & Eve Simon Charitable Foundation
- Trustee of the Phillip and Terri Schragger Foundation
- Co-founder Big Brother Big Sisters of the Midlands *Impact Circle*, a leadership giving group

Beginning in 2012, Mr. Simon served on the Building Committee for the new Temple Israel campus at Sterling Ridge, helping to steer this \$20+ million capital project from conception to completion.

A frequent speaker at national and international marketing conferences, Todd has been invited to speak in Barcelona, Mexico City, Amsterdam, New York and Orlando. In November of 2017, he was a keynote speaker at *Family Business* magazine's annual conference in San Diego.

Mr. Simon was the recipient of the Humanities Nebraska 2017 Sower Award which is presented annually to an individual who has made a significant contribution to public understanding of the arts and humanities in Nebraska. He has also been named Outstanding Volunteer Fundraiser of the Year by the Nebraska Chapter of the Association of Fundraising Professionals, and along with his wife, Betiana, was named 2013 Humanitarian of the Year by Inclusive Communities.

TODD SIMON  
OMAHA STEAKS  
11030 "O" STREET  
OMAHA, NEBRASKA 68137

May 6, 2019

Douglas County Board of Commissioners  
ATTN: Karen Cole  
1819 Farnam Street, Suite LC2  
Omaha, NE 68183

Dear Karen,

I am very excited to submit my application to be considered for a position on the Douglas County Visitors Promotion Fund committee.

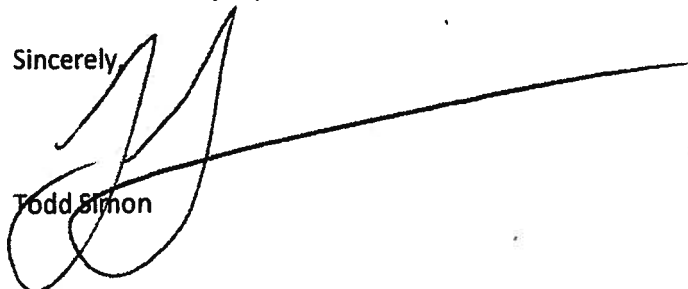
As you can see from my attached bio, I have been deeply imbedded in the Douglas County community for my entire life and career.

I believe that my experience as a marketing executive brings a useful skill to the mission of the VPF which, as I understand it, is to promote, encourage and attract visitors to Douglas County by supporting attractions, events and facilities in the County. I also bring extensive volunteer experience, board experience, knowledge of the arts and grant/allocation committee experience to the position.

Plus, my experience with numerous Arts organizations has allowed me to be involved in growing audiences with the same kind of projects that fall within the VPF mandate, allowing me to add value to the committee decision-making process to maximize the positive economic and community impact of these important allocation decisions.

Thank you in advance for considering my application and please feel free to reach out to me directly if you have any questions.

Sincerely,



Todd Simon

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### PERSONAL INFORMATION

In consideration for appointment to the  
Douglas County Visitor Fund Grant selection committee

I submit the following information:

**Tim Clark**

Name

15214 Martin Ave

402-306-2734

Home Address

Telephone Number

Metropolitan Community College

President/CEO

Business Name

Job Title

5300 North 30th Street

531-622-2371

Business Address

Telephone Number

tclark24@mccneb.edu

Email Address

Home or Business  
Correspondence Direction (circle)

Do you currently conduct business with taxpayers who may be appearing before the advisory board or commission to which you are applying? Yes  No  Previously? Yes  No

*To assist in the selection of appointees, you are asked to voluntarily provide the information below which is necessary for statistical reporting purposes. Under State and Federal Law, this information may not be used to discriminate against you.*

Sex: Male  Female  Race: African American

**EDUCATION**

|               |                   |       |              |
|---------------|-------------------|-------|--------------|
| Benson High S | 5120 Maple Street | 1983  |              |
| High School   | Location          | Dates | Major/Degree |
| USD           | Vermillion, SD    | 1989  | Music        |
| College       | Location          | Dates | Major/Degree |
| Other         | Location          | Dates | Major/Degree |

**EMPLOYMENT**

|                |           |       |             |
|----------------|-----------|-------|-------------|
| Clark Connecti | Omaha, NE | 2019  | President/( |
| Past Employer  | Location  | Dates | Job Title   |
| Love's Jazz an | Omaha, NE | 2017  | Executive   |
| Past Employer  | Location  | Dates | Job Title   |
| Greater Chamk  | Omaha, NE | 2011  | VP of Mer   |
| Past Employer  | Location  | Dates | Job Title   |

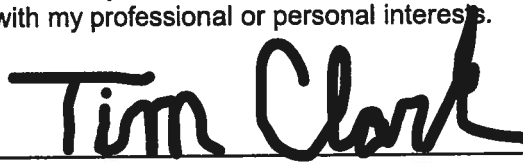
**PRESENT OR PREVIOUS COMMUNITY/VOLUNTEER/PROFESSIONAL BOARD POSITIONS AND/OR ACTIVITIES**

Boards: 100 Black Men of Omaha. Past Boards: Girls Inc., Om  
Chair of the Fund for Omaha, NorthStar Foundation, and Omaha Convention and Visitors Bureau, and U

Talk Show Host of NBC Omaha WOWT Heartland Focus

I am qualified to serve on the above named advisory board or commission and my appointment to said board or commission will not conflict with my professional or personal interests.

Tim Clark  
Name (Print or Type)

  
Signature

05/1  
Date

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## PERSONAL INFORMATION

In consideration for appointment to the

Visitors Promotion Council

I submit the following information:

Jay Lund

Name

5014 Chicago Street, Omaha, NE 68132

402-681-6701

Home Address

Telephone Number

GreenSlate Development

Principal

Business Name

Job Title

3814 Farnam Street, Omaha, NE 68131

402-991-1800

Business Address

Telephone Number

jay@greenslatedevelopment.com

Email Address

Home or Business

Correspondence Direction (circle)

Do you currently conduct business with taxpayers who may be appearing before the advisory board or commission to which you are applying? Yes  No  Previously? Yes  No

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Sex: Male  Female  Race: Caucasian

**EDUCATION**

|                      |              |           |              |
|----------------------|--------------|-----------|--------------|
| Creighton Prep       | Omaha, NE    | 1994-1998 |              |
| High School          | Location     | Dates     | Major/Degree |
| University of Kansas | Lawrence, KS | 1998-2002 |              |
| College              | Location     | Dates     | Major/Degree |
| Other                | Location     | Dates     | Major/Degree |

**EMPLOYMENT**

|               |           |           |           |
|---------------|-----------|-----------|-----------|
| Lund Company  | Omaha, NE | 2004-2015 | Principal |
| Past Employer | Location  | Dates     | Job Title |
| Past Employer | Location  | Dates     | Job Title |
| Past Employer | Location  | Dates     | Job Title |

**PRESENT OR PREVIOUS COMMUNITY/VOLUNTEER/PROFESSIONAL BOARD POSITIONS AND/OR ACTIVITIES**

|  |
|--|
| Board Member Transit Authority City of Omaha 2015-present          |
| Board Member Blackstone Business Improvement District 2014-present |
| Board Member Omaha By Design Advisory Committee 2013-present       |
| Board Member Benson Business Improvement District Board 2008-2012  |
| Leadership Omaha Class 40  |
| Founder Modern Streetcar Advocates                                 |

I am qualified to serve on the above named advisory board or commission and my appointment to said board or commission will not conflict with my professional or personal interests.

Jay Lund

Name (Print or Type)



Signature

3/26/19

Date



## TO WHOM IT MAY CONCERN

I believe Omaha is positioned to become one of the next great American cities. Our community is reaching a population tipping point and the decisions being made today about our built environment and our cultural identity are going to impact the trajectory of the City for generations to come.

For the last six years my company, GreenSlate Development, has been developing a part of midtown Omaha now known as the Blackstone District. This stretch of Farnam Street between Mutual of Omaha and the Med Center has seen a massive reinvestment totaling over \$250 million dollars. We have helped open over 30 new locally owned and operated businesses, most of which are completely original concepts by first time business owners. GreenSlate Development is included on the list! Over 600 new housing units have also been built or renovated which has made this District the premier live, work, play destination in Omaha.

Our company is now working to bring the historic Blackstone Hotel back to life, for which the neighborhood has its namesake. Once known as the most famous hotel between Chicago and San Francisco, this iconic property is undergoing a \$75 Million dollar renovation and upon completion this will once again become a nationally significant attraction for the City to call its own. The property will include 205 hotel rooms, over 10,000 sf of meeting and event space including a roof top ball room, a re-creation of the iconic Cottonwood Room and Orleans' restaurant, and a resort style pool club. The property is scheduled to open in May 2020.

In my work helping to create the constantly evolving Blackstone District as well as my effort in leading Modern Streetcar Advocates, I have tried to ask myself very simple questions: what does Omaha want, what is it missing, what kind of place should we be? If we want to grow as a community and attract and retain talent and visitors alike, we must continue to evolve and think differently.

I appreciate your consideration for an appointment to the Visitors Improvement Fund Council. I would hope to bring my skills and experiences and more importantly a unique perspective on how best to make Omaha the most attractive place it can be. Please feel free to contact me anytime with questions or comments.

Sincerely,

Jay Lund

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## PERSONAL INFORMATION

In consideration for appointment to the

Visitor Promotion Council

I submit the following information:

Haley Armstrong

Name

806 Elk Ridge Drive Elkhorn, NE 68022 (402) 677-8985

Home Address

Telephone Number

Nebraska Medicine

Patient & Community Engagement Liaison

Business Name

Job Title

980826 Nebraska Medical Center Omaha, NE 68198 (402) 552-2249

Business Address

Telephone Number

harmstrong@nebraskamed.com

Email Address

Home or Business  
Correspondence Direction (circle)

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Sex: Male  Female  Race: Caucasian

**EDUCATION**

|                             |                          |                    |                                   |
|-----------------------------|--------------------------|--------------------|-----------------------------------|
| Elkhorn High<br>High School | Elkhorn, NE<br>Location  | 1999-2002<br>Dates | Diploma<br>Major/Degree           |
| UNL<br>College              | Lincoln, NE<br>Location  | 2002-2006<br>Dates | Bachelor's Degree<br>Major/Degree |
| Bellevue uni.<br>Other      | Bellevue, NE<br>Location | 2015-2016<br>Dates | Masters Degree<br>Major/Degree    |

**EMPLOYMENT**

|   |                       |                       |  |
|---|-----------------------|-----------------------|--|
| Current<br>Nebraska Medicine<br>Past Employer | Omaha, NE<br>Location | 2012-Present<br>Dates | Patient Comm. Eng.<br>Liaison<br>Job Title     |
| OneWorld<br>Past Employer                     | Omaha, NE<br>Location | 2010-2012<br>Dates    | Community Relations<br>Specialist<br>Job Title |
| American Heart Association<br>Past Employer   | Omaha, NE<br>Location | 2008-2010<br>Dates    | Sr. Heart Walk Director<br>Job Title           |

**PRESENT OR PREVIOUS COMMUNITY/VOLUNTEER/PROFESSIONAL BOARD POSITIONS AND/OR ACTIVITIES**

⊗ Please see attached resume.

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I am qualified to serve on the above named advisory board or commission and my appointment to said board or commission will not conflict with my professional or personal interests.

Haley Armstrong      Haley Armstrong      5-23-2019  
 Name (Print or Type)      Signature      Date

**Haley A. Armstrong**  
806 Elk Ridge Drive  
Elkhorn, NE 68022  
(402) 677-8985  
Haley.Armstrong2@gmail.com

## **Education**

**Bellevue University**, Master of Science in Marketing, Fall 2016

**University of Nebraska-Omaha**, Certification in Fundraising Management, Spring 2012

**University of Nebraska-Lincoln**, Bachelor of Journalism & Mass Communications, Spring 2006

## **Experience**

**Patient and Community Engagement Liaison**, Nebraska Medicine, August 2015 – Present

- Created and oversee the hospitals first ever employee and employer driven volunteer programs
- Manage a significant budget for charitable giving, sponsorships and grant processes
- Develop community and corporate engagement efforts not limited to health fairs, wellness events and outreach activities
- Prepare the community benefit data for reporting the organization's annual tax return
- Organize and communicate the internal community health improvement plan and needs assessment

**Marketing Outreach Consultant**, Nebraska Medicine, July 2012 - August 2015

- Directed marketing and networking programs including seminars, conferences, grand rounds, dinner meetings, reunions and outreach events
- Facilitated engagement activities with internal and external referring providers
- Led the promotion of the digestive diseases and kidney service line locally, regionally and nationally
- Assisted in the development and design of flyers, displays, websites and promotional giveaways

**Community Relations Specialist**, OneWorld Community Health Center, October 2010 - July 2012

- Coordinated print, television and radio advertisements for the clinics and satellite locations
- Managed publications including annual appeal, newsletters, event invitations, news releases and clinic brochures
- Produced online presence through company website and social media pages
- Oversaw annual marketing and community relations budgets

**Senior Heart Walk Director**, American Heart Association, April 2009 – October 2010

- Supervised more than 100 client account, volunteers and Heart Walk staff
- Executed event materials for the CEO Leadership Breakfast including invitation, PowerPoint and script
- Organized and directed media for the National Start! Walking Day press conference
- Achieved fundraising goal with 38% increase over previous event

## **Honors**

Nebraska Medicine, Caring Kind Award Nominee, Summer 2018

American Marketing Association, Pinnacle Award Recipient, Spring 2016

Nebraska Healthcare Marketers, Bright Idea Award Recipient, Fall 2015

American Heart Association Midwest Affiliate Newcomer of the Year Award Recipient, Fall 2008

## **Involvement**

Elkhorn Public Library Foundation, Board Member, 2017 - Present

Nebraska Healthcare Marketers, Board Member, 2015 - Present

Nebraska Women's Leadership Network, Advisory Council Member, 2006 – Present

Project Pink'd, Board Member, 2019 – Present

TeamMates Mentoring Program, Mentor, 2019 – Present

University of Nebraska-Lincoln Alumni Association Young Alumni Leadership Academy, 2012 - 2013

United Way of the Midlands, Community Investment Resource Team, 2018 – Present

Women's Fund of Omaha Leadership Circles, Steering Committee, 2016 – 2018