

PINESTEAD REEF OWNERS' ASSOCIATION

1265 US 31 NORTH

Traverse City, MI 49686

CANDIDATE APPLICATION

CANDIDATE NAME: Judith (Judy) Herrick

DATE: September 13, 2021.

HOME ADDRESS 6776 Campau Lake Drive SE

CITY Alto

STATE Michigan

ZIP 49302

PHONE: (616) 340-9937

1. **OCUPATION OR PROFESSION:** __I am a recently retired Organizational Development consultant in the medical and hospitality industry. I taught Leadership Development, Conflict Management, Team Building, Crucial Conversations, Customer Service and Executive Coaching.
2. **EDUCATIONAL BACKGROUND:** I have an Associate and Bachelor's degree in Advertising and Public Relations and a Masters in Organizational Communications.
3. **AFFILIATIONS (PROFESSIONAL,CLUBS,ETC):** For 7 years, I was a consultant in the Hospitality Organization called American Hospitality and Lodging Association. I traveled world-wide helping to develop hotel schools and educating participants on how to teach. I am a past member of the Trinity Health Systems educational team, a leadership session member of our church, a member of the Outreach Committee, a leader of the safety and security committee, the chairperson for the campaign for the electronic sign, a county delegate and member of a political party, Secretary of our Lake Association for 5 years, long time member of The Grand Rapids Sweet Adelines holding several leadership positions throughout. I also taught at Grand Valley State University in both the Communications and Hospitality curricula.
4. **WHY WOULD YOU LIKE TO SERVE ON THE BOARD?** I have been an owner for 35 years and in that time, I have missed only 2 weeks. During that time, I have watched Pinestead Reef develop and grow into an excellent, unique and well managed organization. And I want to give back to this wonderful and important organization in my life. I am close enough geographically to be able to respond to the needs of the organization and the board as needed.
5. **WHAT KINDS OF SPECIAL SKILLS OR EXPERIENCE CAN YOU CONTRIBUTE TO THE BOARD?**
I believe that my past education and experience in the Hospitality industry has given me an insight on how to maintain a facility that is responsive to guests and to the local, state, and national client base. My P.R. background may help in promoting the property. I have a high level of energy and positive attitude that allows me to work tirelessly for the good of the organization. I am both a leader and participant and can serve the board as needed.
6. **OTHER COMMENTS:** For a long time, I have wanted to serve on this board. This is my second attempt so as you can see, I am persistent. My husband and I are both retired, which allows me to give time to this board and the organization. This organization means a great deal to me. It has seen me through a variety of challenges in my own life. It was and remains my respite for both me and my family. And while I am a one-week owner, my goal is to purchase a flex unit so I can be on site even more. And, finally, I care about what happens to Pinestead Reef in this challenging and ever-changing economic setting.