

County Executive Office  
1195 Third Street, Room 310  
Napa, CA 94559-3082  
(707) 253-4421 FAX (707) 253-4176

**APPLICATION FOR APPOINTMENT TO  
BOARD, COMMISSION, COMMITTEE OR TASK FORCE**

Page 1 of 3

PLEASE TYPE OR PRINT (Complete pages 1 through 3)

\*Application for Appointment to: (Name of Board, Commission, Committee or Task Force)

Conservation, Development and Planning Commission

\*Category of membership for which you are applying:  
(This information can be found on the news release announcing the opening.  
You may apply for more than one category if more than one position is open.)

Commissioner

\*Supervisorial District in which you reside:

1st District

\*Full Name

Heather Twist Phillips

Date

9-15-06

\*Current Occupation (within the last twelve (12) months):

Self-employed

Current License (Professional or Occupational); Date of issue and/or expiration including status:

—

Education/Experience: (A resume may be attached containing this and any other information that would be helpful to the Board in evaluating your application.)

See attached

Community participation (nature of activity and community location):

See "other" section on resume

Other County Board/Commission/Committee on which you serve/have served:

Congress Valley Water District - current Board Member

\* Denotes Mandatory Entry Required

APPLICATION FOR APPOINTMENT TO BOARDS, COMMISSIONS, COMMITTEES, OR TASK FORCE

Application for Appointment to: (Name of Board, Commission, Committee or Task Force)

Conservation, Development and Planning Commission

Names, addresses and phone numbers of three (3) individuals familiar with your background:

\*Name

Kathryn Reasoner - Director  
di Rosa Preserve

\*Name

Jill Techel

\*Address

\*Address

\*City

\*State \*Zip Code

\*City

\*State \*Zip Code

\*Telephone

\*Telephone

\*Name

Jennifer Kopp - Napa Valley Grape growers

\*Address

\*City

\*State \*Zip Code

\*Telephone

Name and occupation of spouse within the last 12 months, if married (for Conflict of Interest purposes):

Bruce Phillips, Director of Sales and Marketing analysis, Constellation

\*Please explain your reasons for wishing to serve and, in your opinion, how you feel you could contribute:

I am committed to Napa County. I have family and my two children were born here. I want to give back to the community that I care so much about, and would be honored to do that through participating as a Planning Commissioner.

I throw my heart and humor into whatever I do and feel I am patient, objective and as a partner in a family grape growing operation am aware of the balance and issues of living in an ag community.

APPLICATION FOR APPOINTMENT TO BOARDS, COMMISSIONS, COMMITTEES, OR TASK FORCE

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Application for Appointment to: (Name of Board, Commission, Committee or Task Force)

Conservation Development and Planning Commission

APPLICANTS APPOINTED BY THE BOARD OF SUPERVISORS WILL BE REQUIRED TO TAKE AN OATH OF OFFICE.

PLEASE NOTE THAT APPOINTEES MAY BE REQUIRED BY STATE LAW AND COUNTY CONFLICT OF INTEREST CODE TO FILE FINANCIAL DISCLOSURE STATEMENTS.

All applications will be kept on file for one year from the date of application

PERSONAL INFORMATION

The following information is provided in confidence to the extent that it will not be posted on the Internet, but may be used by the Board of Supervisors when making the appointment, or be used by the committee/commission/board/task force following appointment for purposes of communicating with the appointee.

Full Name

Heather Twist Phillips

\*e-mail Address

\*Home Address

\*Work Address

\*City

State

\*Zip Code

\*City

State

Zip Code

\*Telephone

Telephone

# HEATHER TWIST PHILLIPS

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## PROFESSIONAL SUMMARY

Highly motivated public relations professional with ten years experience in online, print, and broadcast public relations for consumer products. Creative, resourceful and resilient team player who thrives in a fast-paced environment.

## SKILLS

**Program Development and Implementation:** define program goals and identify strategies for success; implement program element, track outcome

**Event Planning:** plan and execute trade and consumer show presentation and participation; organize product launch events, press tours and press conferences

**Pitching and Presenting:** identify key messages and pitch against competitors; plan and present in corporate and editorial environments

**Written and Verbal Communication:** summarize key information and communicate it effectively; cultivate friendly, productive business contacts

**Vendor/Independent Contractor Management:** evaluate vendors, negotiate job costs, set milestones and monitor performance

**Agency Management:** establish and maintain productive agency relationships; provide strategic direction and oversight; negotiate contracts

**Employee Management:** assess workload and headcount; hire, train, motivate, and conduct performance reviews; delegate responsibilities among team members

**Budgeting:** allocate dollars as appropriate to objectives; monitor actuals

## EMPLOYMENT HISTORY

**LucasArts Entertainment Company** 1998-2005  
Public Relations Manager

Responsibilities include strategic development and implementation of public relations programs:

- Setting strategic objectives and developing PR plans for a variety of consumer entertainment software products; seamless integration of online PR opportunities into traditional print and broadcast plans
- Planning and executing local and national tours; video news releases and satellite media tours; trade shows and special events
- Developing ongoing, productive relationships with game and consumer entertainment contacts in print, online and broadcast media
- Generating PR deliverables such as press releases, digital press kits, b-roll, beta and final code mailings

**LucasArts Entertainment Company** 1996-1998  
Public Relations Specialist

Led the implementation and coordination of national PR strategies and programs, acted as International PR liaison; responsibilities included creating pre-launch and promotional opportunities via all media, managing product review and awards programs, cultivating and maintaining community relations efforts

**Atlas Snow-Shoe Company** 1990-1996  
Communications Manager

Generated and executed product marketing plans; responsibilities included creative and collateral development, PR and advertising programs, trade show management

## EDUCATION

Pitzer College, Claremont CA  
BA in Psychology and Marketing

Member of Psi Chi – National Psychology Honor Society

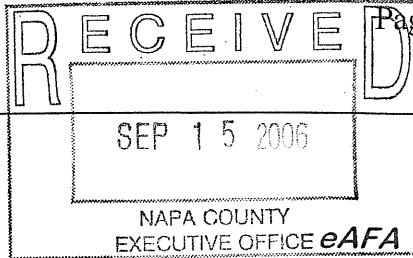
## OTHER

**di Rosa Art & Nature Preserve** 2001 - Present  
Board Member, Development Chair, Executive Committee

**Congress Valley Water District** 2006 – Present  
Board Member

**Napa Valley Grapegrowers** Member

**Leadership Napa Valley** Class 19



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CONSERVATION, DEVELOPMENT AND PLANNING COMMISSION

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NAPA COUNTY PLANNING COMMISSION

\*Supervisorial District in which you reside:

4

\*Full Name

JACK JOSEPH STEEN

Date

9/15/06

\*Current Occupation (within the last twelve (12) months):

CONSTRUCTION

Current License (Professional or Occupational); Date of issue and/or expiration including status:

I AM A GENERAL CONTRACTOR. CLASS B  
LIC # 846412

Education/Experience: (A resume may be attached containing this and any other information that would be helpful to the Board in evaluating your application.)

HIGH SCHOOL DIPLOMA.  
TWO SEMESTERS AT NAPA VALLEY COLLEGE.  
I WAS ALSO IN THE MARINE CORPS FROM  
11-28-78 to 11-28-84.

Community participation (nature of activity and community location):

I HAVE BEEN INVOLVED IN SOFTBALL AND  
LITTLE LEAGUE, AND NAPA SAINTS FOOTBALL FOR  
MY SON.

Other County Board/Commission/Committee on which you serve/have served:

NONE.

\* Denotes Mandatory Entry Required

APPLICATION FOR APPOINTMENT TO BOARDS, COMMISSIONS, COMMITTEES, OR TASK FORCE Page 2 of 3

Application for Appointment to: (Name of Board, Commission, Committee or Task Force)

CONSERVATION, DEVELOPMENT, AND PLANNING COMMISSION

Names, addresses and phone numbers of three (3) individuals familiar with your background:

\*Name BRITT MILLER

\*Name TODD SANTIAGO

\*Address

\*Address

\*City \*State \*Zip Code

\*City \*State \*Zip Code

\*Telephone

\*Telephone

\*Name ROBERT HIGHSHOE

\*Address

\*City \*State \*Zip Code

\*Telephone

Name and occupation of spouse within the last 12 months, if married (for Conflict of Interest purposes):

ANDREA M. STEEN WAITRESS

\*Please explain your reasons for wishing to serve and, in your opinion, how you feel you could contribute:

I AM AWARE OF THINGS THAT GO ON IN THE COUNTY FROM READING THE NEWSPAPER, WATCHING T.V., AND TALKING TO PEOPLE. MY WIFE HAS TOLD ME THAT I SHOULD GET INVOLVED BECAUSE SHE IS TIRED OF LISTENING TO ME ABOUT MY THOUGHTS ON WHAT I WOULD DO. SO, I DECIDED TO APPLY. I FEEL I COULD CONTRIBUTE AS A PLANNING COMMISSIONER BECAUSE I AM OPEN MINDED, AND I CARE ABOUT WHAT HAPPENS IN THE COUNTY BECAUSE I HAVE AN 11 AND 14 YEAR OLD KIDS AND I CARE ABOUT WHAT GOES ON IN THE COUNTY.

APPLICATION FOR APPOINTMENT TO BOARDS, COMMISSIONS, COMMITTEES, OR TASK FORCE

Page 3 of 3

Application for Appointment to: *(Name of Board, Commission, Committee or Task Force)*

CONSERVATION, DEVELOPMENT AND PLANNING COMMISSION

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Full Name

JACK JOSEPH STEEN

\*e-mail Address

NONE

\*Home Address

\_\_\_\_\_

\*Work Address

\_\_\_\_\_

\*City

\_\_\_\_\_

State

CA

\*Zip Code

\_\_\_\_\_

\*City

\_\_\_\_\_

State

\_\_\_\_\_

Zip Code

\_\_\_\_\_

\*Telephone

\_\_\_\_\_

Telephone

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\_\_\_\_\_



AppForMembership



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Commissioner

\*Supervisory District in which you reside:

Date

9-16-06

\*Full Name

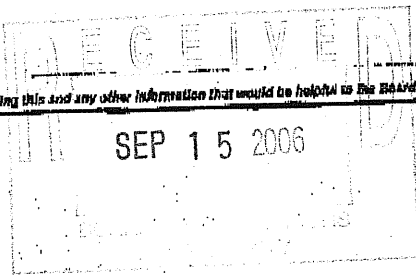
Carrie J. Bisson

\*Current Occupation (within the last twelve (12) months):

Human Capital Associate  
(Human Resources Consultant)

Current License (Professional or Occupational); Date of issue and/or expiration including status:

Education/Experience: *(A resume may be attached containing this and any other information that would be helpful to the Board in evaluating your application.)*



Community participation (nature of activity and community location):

Past volunteer with Democratic Party  
Former co-chair of Napa County chapter of  
National Organization for Women (NOW)

Other County Board/Commission/Committee on which you serve/have served:

n/a

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AppForMembership

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Conservation, Development and Planning Commission

Names, addresses and phone numbers of three (3) individuals familiar with your background:

*Name <u>Daniel Snively</u>	*Name <u>Jane Hartman</u>
*Address	*Address
*City	*City
*State *Zip Code	*State *Zip Code
*Telephone	*Telephone

*Name <u>Kurt Jeanne Schultz</u>
*Address
*City
*State *Zip Code
*Telephone

Name and occupation of spouse within the last 12 months, if married (for Conflict of Interest purposes):  
N/A

Please explain your reasons for wishing to serve and, in your opinion, how you feel you could contribute:

I am interested in serving on this commission because I am a concerned citizen and homeowner in Napa.

I believe I bring a unique perspective in that I am not employed by, or connected to any special interests within Napa County.

As a resident of Napa since the early 90's, I have observed the growth in and around Napa. I'm concerned about its future.

As a citizen of Native American descent, I believe we are all to be stewards of the land, our Mother Earth.

AppForMembership

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Full Name: Carrie Jo Blissen \*E-mail Address

\*Home Address: \_\_\_\_\_ \*Work Address

\*City: \_\_\_\_\_ State: \_\_\_\_\_ \*Zip Code: \_\_\_\_\_ \*City State Zip Code

\*Telephone: \_\_\_\_\_ Telephone