



# **Board Member Prospect Packet**

Version 4.2

**Girls on the Run Sonoma County**



Dear Prospective Board Candidate,

There's a lot of responsibility in choosing to become a Girls on the Run Sonoma County (GOTRSC) board member. Board members must have the ability and knowledge to set policy and approve programs that become the basis for operating GOTRSC. A board member does not manage the day-to-day business of GOTRSC. The board hires the Executive Director to do that.

A board member must have the time, or be willing to take the time, to attend board meetings, special meetings and committee meetings.

Some other criteria for board members include:

- Be an independent thinker, but open to other positions and opinions
- Be willing to listen and learn
- Be one who can accept change and even direct change
- Be willing to commit adequate time to the work of the board in order to be an effective member and properly discharge the duties of the board
- Be capable of and willing to acquire the knowledge necessary to cope with the issues of a modern organizations and its finances, operations, programs, services and public issues
- Possess character and demeanor that will reflect favorable on behalf of GOTRSC
- Be an individual who possesses sufficient stature to command the respect of fellow board members, management, employees and the public

For more information about GOTRSC, please visit [www.gotrsonomacounty.org](http://www.gotrsonomacounty.org) or visit the national program at [www.girlsontherun.org](http://www.girlsontherun.org).

For more information about becoming a GOTRSC board member, please contact me!

In Good Health,

Joy Hermsen  
President, GOTRSC Board of Directors  
[joy@nimbletraining.com](mailto:joy@nimbletraining.com)



## **Table of Contents**

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<i>Mission</i> .....	4
<i>Vision</i> .....	4
<i>Core Values</i> .....	4
<i>GOTR History</i> .....	5
National.....	5
Local .....	5
<i>GOTR Program Overview</i> .....	6
<i>GOTRSC Board Members</i> .....	7
<i>GOTRSC Staff</i> .....	9
<i>GOTRSC Board Member Job Description</i> .....	10
<i>GOTRSC Board Application Process</i> .....	10
<i>GOTRSC Testimonials</i> .....	11
Participants .....	11
Coaches.....	11
<i>GOTRSC Time Commitment</i> .....	12
<i>GOTRSC Board Candidate Application</i> .....	13
<i>GOTRSC Board Biography Questionnaire</i> .....	14



## ***Mission***

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We inspire girls to be joyful, healthy and confident using a fun, experience-based curriculum which creatively integrates running.

## ***Vision***

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We envision a world where every girl knows and activates her limitless potential and is free to boldly pursue her dreams.

## ***Core Values***

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Girls on the Run honors its core values. We strive to:

1. Recognize our power and responsibility to be intentional in our decision making
2. Embrace our differences and find strength in our connectedness
3. Express joy, optimism and gratitude through our words, thoughts and actions
4. Nurture our physical, emotional and spiritual health
5. Lead with an open heart and assume positive intent
6. Stand up for ourselves and others



## ***GOTR History***

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### ***National***

GOTR was founded in 1996 by Molly Barker, MSW and four-time Hawaii Ironman triathlete. A non-profit organization, the first GOTR was held in Charlotte, North Carolina with 13 brave girls.

Today, there are GOTR programs in over 150 cities across North America, with tens of thousands of girls and women participating. In 2007, GOTR hosted over 70 end-of-season 5k events across the United States and Canada. Corporate sponsors for GOTR International include New Balance Athletic Shoe and Apparel Company, Kellogg's Frosted Flakes and Goody's Hair Products.

### ***Local***

In 2007 Kathleen Cortez, Catrina Dierke and Lisa Hilbert started a GOTR program in Sonoma County. The first season kicked off in September 2007 with 2 sites and 34 program participants. The season finale celebration was held on a 5K course at Spring Lake, Santa Rosa, in December and 31 program participants successfully crossed the finish line.

Today the GOTRSC program is managed by executive director Catrina Dierke and program coordinator Erin Devincenzi and with the support of seven committees. Race director Shelli Main will introduce our first run/walk 5k on December 3, 2011, which will be open to the community.

The goal of GOTRSC is to introduce GOTR county-wide. By 2014, GOTRSC plans to have at least 30 program teams operating simultaneously with over 500 program participants.



## ***GOTR Program Overview***

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GOTR is a fun after school program for 3<sup>rd</sup> through 8<sup>th</sup> grade girls that uses the power of physical activity, life lessons, and positive mentoring to “prepare girls for a lifetime of self-respect and healthy living”. Through interactive activities including walking and running, playing games, and discussing important issues girls learn how to celebrate being girls. The program focuses on building self-esteem and improving emotional and physical health.

During the program, girls are empowered with a greater self-awareness, a sense of achievement and a foundation in team building to help them become strong, contented and self-confident young women.

Our goal is to empower all girls to:

- have a strong sense of identity
- give and receive support from a group
- stand up for themselves in a healthy manner
- have a healthy body image
- understand the importance of their community
- complete a 5K run/walk event

The girls will meet for an hour and fifteen minutes twice a week for 12 weeks, for a total of 24 lessons. At the end of the season the girls have worked up to, and complete a community 5K event to celebrate their accomplishments throughout the season. Upon completion of the program, the girls have learned lessons that apply to real life and have a set of “tools” to deal with peer pressure and other uncomfortable situations so they can live their lives according to their own values.



## ***GOTRSC Board Members***

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**Carrie Cheadle, M.A., CC-AASP** is a Sport & Exercise Mental Skills Coach and has an M.A. in Sport Psychology. She has dedicated her career to helping athletes and aspiring athletes enhance the quality of their athletic experience by empowering them with the necessary mental skills to achieve their goals and perform to their potential. Carrie has worked with a range of athletes from recreational to elite and professional competing at national and international levels. Carrie is energetic, fun, has a great-sense of humor, and has her own personal commitment to life-long fitness. She is passionate about trail running and her favorite sport, snowboarding.

**Barbara Chown, MBA, CFP** received her Master of Business Administration degree from Sonoma State University after graduating from St. Mary's College with a bachelor's degree in Business Management. She is a Certified Financial Planner™, a licensed General Securities Principal, and a Registered Investment Advisory representative with Foothill Securities, Inc. Barbara's experience spans individual financial planning, small business consulting, and portfolio management. She and her husband love to travel and spend several months each year in Argentina. They have two adult children, an old and loveable Golden Retriever and two very active Siamese kitties.

**Kelly Cooper, Vice-President**, has a degree in Economics and Art History from Dartmouth College and a certificate in Fashion Design from the Paris American Academy. She has been with Athleta as VP of Merchandising, Design and Product Development since moving from the East Coast in 2004. She is an avid downhill skier, tennis player, knitter and runner- having completing 2 half marathons. She is passionate about her career, her sports, her family- husband and Chef Willie and two girls, age 9 and 12, their animals including two English Cocker Spaniels (a.k.a. running buddies), and last but not least- her fantastic friends and coworkers.

**Cheryl A. Heaney, Treasurer**, received her Bachelor of Science in Business Administration from California State University, Chico. She is a Certified Public Accountant and currently employed as a Controller at Agilent Technologies, Inc. in Santa Rosa. In addition to her experience at Agilent, she has also held roles in corporate finance and audit. Cheryl is a Sonoma County native and loves the beauty and bounty the county offers. Cheryl loves to travel often combining her interest in food and wine with adventure. Cheryl enjoys various activities such as snorkeling, sailing, and most recently, golf.

**Lisa Hilbert, Secretary**, has a Bachelors of Science degree in Computer Science, with Business and Math minors from Hope College, Holland Michigan. She spent 15 years in the computer industry in a technical sales and marketing roles. She has been coaching soccer and softball teams for over 15 years. Currently, Lisa is a Physical Education teacher at Grant Elementary school in Petaluma. She has always been involved in sports like softball, tennis and soccer, and she's been an avid runner for 25 years competing in many races such as 10K's, marathons and triathlons. Lisa has three athletic children and finds time to keep running.



**Joy Hermsen, M.B.A, President**, is passionate about helping teams of leaders achieve their goals. A compassionate and effective coach for over 16 years, Joy teaches Organizational Development, Management and Leadership Courses at the Santa Rosa Junior College. She also trains women athletes to complete their first big event (in triathlon, cycling or running) with her training company, Jill B. Nimble. Joy earned her B.A. in Political Science at UC Davis, and her M.B.A. from the UC Davis Graduate School of Management. She is currently a Director on the Cal Aggie Alumni Association Board. She is also an alumna of the Sacramento Entrepreneurship Academy, and is serving on the SEA Board and faculty.

**Stacie Sather, M.A.**, has a Masters degree in English Literature from Sonoma State University and is currently working as an editor for a market research company, as well as the Writing Center Assistant Director at Santa Rosa Junior College. While an athlete in high school, playing tennis, Stacie did not start running until 2004, and has since completed seven half marathons, as well as countless 10Ks, and two years ago added cycling and swimming to complete her first half-Ironman triathlon. Stacie is the mother of a wonderful daughter, who will one day be a Girl on the Run – until then her daughter simply keeps her running.

#### **Peyton Wilert**

**Rose Zoia** is an environmental land use attorney practicing across the state on behalf of environmental and citizens' groups. She has been active on a daily basis her entire life, mostly running and weightlifting. Over the last couple of years, her training has expanded to include swimming and cycling and she recently completed her first sprint triathlon. She has her sights set on the 2011 Gran Fondo. She cycles with her husband, Doug, and keeps up with the couple's energetic and athletic 10 and 12 year-old girls, the pride and joy of their life. Rose has served on several agency boards and is excited to now focus on Girls on the Run Sonoma County!



## ***GOTRSC Staff***

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**Catrina Dierke, M.B.A, Executive Director**, holds a Masters in Business with a focus in Strategic Leadership. She lives in Sebastopol with her husband and children. Catrina has over 10 years operations and management experience in the software industry, and occasionally teaches business classes at Dominican University. She is passionate about helping others reach their full potential and values the opportunity to help young girls become strong women. Running and other sports have been a part of her life since childhood. Now she runs to keep up with her three energetic young kids.

**Erin Devincenzi, Program Coordinator** is the mother of three active children. She is a graduate from the University of California Santa Barbara and has a teaching credential from Dominican College. She was a first and second grade teacher for 11 years. She started running after her second child was born and ran her first marathon before her third child. She has completed a marathon a year since 2000 and has participated in many triathlons. She has coached her daughter's soccer team and enjoys watching all the various sports her children are involved in. She is grateful for the chance to work with young girls and share her love and enthusiasm for running and healthy living.

**Shelli Main, Race Director**, is a fifth generation Sonoma County Resident. She is the mother of three college aged children who inspired her to go back to school recently and complete her AA degree in Social and Behavioral Sciences. Shelli has been quite active in athletics most of her life and found a love for running many years ago, which led to completing five marathons, twice qualifying for and running in the Boston Marathon. She and her husband keep busy competing in numerous distance events all over Northern California and sometimes beyond. Her first experience with Girls on the Run was as a running buddy and then coach, eventually adopting the name "Coach Shell Bell".



### ***GOTRSC Board Member Job Description***

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- Provides guidance and policy for GOTRSC program, staff and volunteers
- Helps with problem solving and conflict resolution
- Helps identify and plan site locations
- Identifies and communicates with donors and sponsors
- Helps plan 5K celebration, special events and fundraisers
- Recruits new potential Board and Committee members
- Works with the Executive Director, other employees and program volunteers
- Adds input to operations, marketing and fundraising
- Provides guidance on financial review and IRS filings
- Provides guidance with legal issues
- Attends 5K celebration and community events on behalf of GOTRSC

### ***GOTRSC Board Application Process***

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- 1) Board Candidate Application completed and submitted to GOTRSC.
- 2) Nomination Committee screens the candidate. If Nomination Committee feels candidate is a good match for GOTRSC, candidate proceeds to Step 3.
- 3) Nomination Committee recommends candidate to President, Executive Director and Nominating Committee Chairperson. Application is forwarded to board members, with agenda; to be reviewed at next meeting (held 2<sup>nd</sup> Wednesday, every other month, beginning January).
- 4) Ultimate decision is made by a majority vote of the board members (candidate not present for vote).
- 5) Once the above process is completed, the candidate will be notified by the President as to the result of their application and, if accepted, invited to join the Board and attend the next meeting(s).



## **GOTRSC Testimonials**

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### **Participants**

- ***"I learned that it is easy to run, now that I've done Girls on the Run. I like that the coaches are so supportive."*** - Sonya, 10 year old participant
- ***"Girls on the Run made me learn to help other people and not just myself."*** - Anna, 9 year old participant
- ***"In Girls on the Run I have learned to be a better person. You make new friends and you lose weight."*** - Enza, 9 year old participant
- ***"I learned that you should not stop trying your best."*** - Katelyn, 9 year old participant
- ***"Something I learned in Girls on the Run is how to get along with people."*** - Morgan, 9 year old participant
- ***"I like that we get to run, and I learned that bullies aren't always physical."*** - Sara, 9 year old participant
- ***"I learned to be safe, responsible and respectful."*** – Sarah, 10 year old participant
- ***"I learned that you should never give up even if it is hard."*** – Madi, 8 year old participant

### **Coaches**

- ***"Coaching Girls on the Run is an amazing experience! I get to share my love for running with some amazing young girls!"*** - Erin Devincenzi, Coach
- ***"Coaching Girls on the Run was an incredibly rewarding experience! My favorite moment was at the 5k when girls who had finished their 5k ran out and cheered our last girl in. It was a beautiful moment and something I will keep close to my heart forever."*** - Deb Buffleben, Coach

More testimonials can be found at [www.gotrsonomacounty.org/quotes](http://www.gotrsonomacounty.org/quotes).



## ***GOTRSC Time Commitment***

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### **Time commitments of all board members**

Two year commitment for the following duties:

- Attend all regular board meetings (2<sup>nd</sup> Wednesday every other month beginning January at 6:30pm for approximately 1.5 hours)
- Chair or serve on one of the following committees:

Audit	meets approximately 5 hours per year or as needed
Event	meets 4 – 6 hours per month or as needed
Finance	meets 4 – 6 hours per month or as needed
Fundraising	meets 4 – 6 hours per month or as needed
Nomination	meets 4 – 6 hours per month or as needed
Program	meets 4 – 6 hours per month or as needed
Scholarship	meets 4 – 6 hours per month or as needed
Volunteer	meets 4 – 6 hours per month or as needed

- Attend at least one special event sponsored by GOTRSC per year (5K's or Annual Celebration)
- Attend at least one community function on behalf of GOTRSC (civic meetings, Human Race, etc.)
- Observe at least one GOTRSC site program per season
- Attend one GOTRSC board retreat per year

### **In addition, all board members must ...**

- Accept the GOTRSC's policy, vision and mission
- Participate in some capacity in the solicitation of monetary or in-kind donations
- Promote GOTRSC to the community
- Recruit and recommend prospective board members, committee members, and others who will help GOTRSC advance in its mission
- Respect the ideas and opinions of all people involved with GOTRSC



## ***GOTRSC Board Candidate Application***

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***Directions:*** Please fill out this form and email it to the GOTRSC President, Joy Hermsen at [joy@nimbletraining.com](mailto:joy@nimbletraining.com). If you have any questions or concerns about your ability to serve, discuss them with the President before you accept this board appointment.

1. Why do you want to serve on this board?
  
2. What special skills or expertise do you possess that will help this board function more effectively?
  
3. How would you share these skills?
  
4. What do you hope to accomplish during board service?
  - Leadership position (which ones)?
  
  - Your personal goals for board service:
    - 1)
  
    - 2)
  
    - 3)
  
  - Personal development (How will serving on the GOTRSC board help you develop skills to meet your interests?):



## ***GOTRSC Board Biography Questionnaire***

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***Directions:*** Please fill out this *Questionnaire* and email it to the *GOTRSC President, Joy Hermsen* at [joy@nimbletraining.com](mailto:joy@nimbletraining.com) prior to the next *GOTRSC board meeting*.

Name (including nicknames you go by): \_\_\_\_\_

Home Address: \_\_\_\_\_

Street Address

PO Box

City

State

ZIP code

Office Address: \_\_\_\_\_

Street Address

PO Box

City

State

ZIP code

Home Phone Number: (\_\_\_\_) \_\_\_\_\_

Office Phone Number: (\_\_\_\_) \_\_\_\_\_

Cell Phone Number: (\_\_\_\_) \_\_\_\_\_

How long have you lived in this community: \_\_\_\_\_

Educational experience:

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Hobbies or other non-work interests:

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Where do you work and what do you do on the job?

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Past work experience:

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Past board experience:

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Have you volunteered for GOTRSC before?

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Have you held a leadership position on a board in the past? \_\_\_\_\_

If yes, what was your position(s), what was the name of the board and how long did you serve?

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