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Name of Council Member

## CONTESTED APPOINTMENT

Endorsement

**Alexandria Marketing Committee**

(3-year term)

2 positions for members with experience or expertise in the following areas:  
marketing/communications, advertising agency/public relations, media buyer, graphic  
design/production and or media relations/media outlet.

\* 7 Ab Emam Ewille, Pepper, Lovain, Wilson, Chapman,  
Smolberg, Silberberg ✓

1 Edward Greene Chapman

\* 6 Rebecca Mullen Ewille, Pepper, Lovain, Wilson,  
Smolberg, Silberberg.

Ø Kara Noto

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Edward Greene

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Rebecca Mullen

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Kara Noto

Vice Mayor Silberberg  
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Rebecca Mullen

      

Kara Noto

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2-24-13

Councilman Chapman  
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Council Member Lora In  
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☐            Kara Noto

Councilwoman Pepper  
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Councilman Smedberg  
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Councilman Wilson  
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       Edward Greene

✓ Rebecca Mullen

       Kara Noto



**From:** mullenrc@hotmail.com  
**Sent:** Monday, February 25, 2013 11:50 AM  
**To:** City Council; City Council Aides; JoAnn Maldonado; Elaine Scott; Jackie Henderson  
**Subject:** Call.Click.Connect. #29637: Mayor, Vice Mayor, City Council Good morning,I am writing to introdu

Dear *Call.Click.Connect.* User

A request was just created using *Call.Click.Connect.* The request ID is 29637.

**Request Details:**

- Name: Rebecca Mullen
- Address: No Address Specified
- Phone Number: No Phone
- Email: [mullenrc@hotmail.com](mailto:mullenrc@hotmail.com)
- Service Type: Mayor, Vice Mayor, City Council
- Request Description: Good morning,

I am writing to introduce myself, and to ask for your support of my application to serve on the Alexandria Marketing Committee. I would like to join this committee because I was raised in Alexandria, have lived here for the majority of my adult life, and now am raising my family in the Rosemont neighborhood. I have seen our city go through many changes, and I am ready to contribute my skills and experience to helping Alexandria continue to grow as an exceptional place to live, work, and visit.

I will bring 10+ years of digital and email advertising and marketing experience to the committee. I have spent a large portion of this time working with advertising agencies and clients to create ad campaigns based on their marketing objectives, and then evaluating success based on pre-established metrics. I believe that my expertise will be a valuable asset to the committee as it determines whether applicants for marketing fund support have set clear and measurable goals for their campaigns, and whether those results are achievable based on their proposals. In addition to my professional background, I will bring an in-depth knowledge of Alexandria built over a lifetime. I have lived in Old Town, the West End, and now in Rosemont, and am personally familiar with many of the shops, restaurants, and other benefits of living and working in Alexandria that the Marketing Committee seeks to promote.

Thank you for considering my application, and I hope to have the opportunity to serve on the Alexandria Marketing Committee, and to meet all of you in person soon.

Kind regards,

Rebecca Mullen

- Expected Response Date: Monday, March 4

Please take the necessary actions in responding, handling and/or updating this request at the *Call.Click.Connect.* staff interface.

If you need assistance with handling this request, please contact [CommunityRelations@alexandriava.gov](mailto:CommunityRelations@alexandriava.gov) or call 703.746.HELP.

This is an automated email notification of a *Call.Click.Connect.* request. Please do not reply to this email.