



CLERK OF THE BOARD DIVISION
OF THE BOARD OF SUPERVISORS' OFFICE

COUNTY OF HUMBOLDT

825 FIFTH STREET
EUREKA, CALIF. 95501-1153

PHONE (707) 476-2384; 445-7299 (FAX)

APPLICATION TO SERVE ON THE HUMBOLDT COUNTY CANNABIS MICRO-GRANT & LOAN ADVISORY COMMITTEE

APPLICANT NAME:
MAILING ADDRESS:

Laura Lasseter
[REDACTED] Drive Suite E
Garberville Ca - 95542

TELEPHONE: Home [REDACTED] Work: [REDACTED] Fax: [REDACTED]

E-MAIL ADDRESS: theshbvb@gmail.com

OCCUPATION: Director of Operations for the SHBVB

PERSONAL REFERENCES:

- (1) Ken Swithenbank PHONE: [REDACTED]
(2) John Porter PHONE: [REDACTED]

PRIOR ADVISORY BOARD OR BOARD OF DIRECTORS EXPERIENCE? NO ☒ YES

PLEASE WRITE A BRIEF STATEMENT DESCRIBING WHY YOU'RE INTERESTED IN SERVING ON THE HUMBOLDT COUNTY
CANNABIS MICRO-GRANT & LOAN ADVISORY COMMITTEE.

I have been part of Southern Humboldt since 1976. I have attended college and had employment in and outside the County of Humboldt. This helps give me a unique perspective regarding the influence that Cannabis has had regarding the culture and community in Humboldt County. Therefore I would like to offer my insight and serve on the Cannabis Micro-Grant & Loan advisory Committee.

PLEASE ATTACH A CURRENT RESUME.

DATE: 6/26/19 SIGNATURE: Laura L. Lasseter

Grant & Loan advisory
Committee.
Thank you.

I declare under penalty of perjury under the laws of the State of California that the above is true and correct

SUBMIT THIS APPLICATION TO:

HUMBOLDT COUNTY CANNABIS MICRO-GRANT & LOAN ADVISORY COMMITTEE, Clerk of the Board, 825 Fifth Street, Suite 111,
Eureka, CA 95501-1153.

DATE TO SUPERVISOR _____ DATE APPROVED _____ NOT APPROVED _____

Laura L. Lasseter

SUMMARY

A client driven, results oriented individual with over 27 years of hospitality, marketing and event industry experience. Recognized as a performer able to manage multiple responsibilities simultaneously and consistently to meet and exceed established objectives. Exceptional interpersonal skills with the proven ability to plan and synchronize the essential details of multiple events in an efficient and resourceful manner. Team player and leader. Able to function in a dynamic and ever changing environment with the ability to interact effectively with all levels of support staff and management.

COMPETENCIES

- *Strategic planning and leadership
- *Event Planning Coordination
- *Partnership Development
- *Facility/Operational Management
- *Quality Assurance
- *Initiated and coordinated ad campaigns
- *Contract/Price Negotiation
- *Client Vendor Relations
- *Marketing Management
- *Pre-Planning On Site Management

EXECUTIVE SUMMARY

Decisive, able to manage and implement tactical promotions. Capable of delivering solutions to achieve said organizational goals.

Work with operations, marketing and event coordination teams as well as outside vendors in conjunction with city, county and state for event permitting purposes.

EXPERIENCE

*Director Of Operations|Founding Board Member~ 07/2017-Current
Southern Humboldt Business and Visitors Bureau- Co-Creator of the Elevate the Magic campaign

*Executive Director~ 08/2015 to 06/2017
Southern Humboldt Chamber of Commerce

*Area- Catering and Event Coordinator~01/2003 to 1/2016
P.F. Chang's China Bistro-Dallas- Fort Worth Area, Texas

*Sales-Neiman Marcus-1/2002 to 2/2003
Plano, Texas

*Management/Buyer/Sales~ 02/1992 to 1/2002
Nordstrom~ San Francisco/Dallas, California/Texas

EDUCATION

Bachelor of Arts~ Radio, Television, Broadcast Journalism, 1992
San Francisco State University-San Francisco, California

AFFILIATED ORGANIZATIONS

- *Rotary Club of Garberville |President 2019-2020
- *Eureka,Humboldt CVB|Board Member
- *Alpha Phi International Fraternity |Eta Theta Chapter, SFSU
- *Humboldt Cannabis Chamber of Commerce|Board Member
- *Wine Industry Network- Wine & Weed Symposium| Advisory Board

Laura.Lasseter2015@gmail.com

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