

**Staff Use Only:**

Council District

20

This application is a

Reappointment

New Appointment

# GREENVILLE COUNTY BOARDS AND COMMISSIONS APPLICATION

Greenville Area Development Corporation

(Name of Board or Commission to which you are applying)

An individual may only apply to serve on one board or commission during any election cycle.

In order for your application to be given consideration, it is critical that you answer all of the following questions as completely as possible.

Mr  Mrs  Ms  Miss Name Debbie Nelson

Home Address 207 Lake Circle Drive City GREENVILLE

Zip 29609 Home Phone \_\_\_\_\_ Work Phone \_\_\_\_\_

Voter Registration Number \_\_\_\_\_ Email \_\_\_\_\_

**\*\*You must be registered to vote in Greenville County at the time of application**

Occupation Public Relations Professional

Employer DNA Creative Communications

EmployerAddress 103 East Park Ave  
Greenville, SC 29601

**Volunteer Experience** \_\_\_\_\_

(Please see attached bio) Current Involvement: Meals on Wheels Board Member, Bank of Travelers Rest Advisory Board for Downtown Branch, Christ Church Episcopal School Board of Visitors, South Carolina Independent Colleges and Universities Trustee/Public Policy Committee, South Carolina Chapter of the Public Relations Society of America Board Member, South Carolina Association of Nonprofit Organizations Board Member, United Way Program Investment Team for Financial Stability, United Way Communit

Do you currently hold any elected or appointed office or commission No

If yes, list \_\_\_\_\_

Have you previously held any elected or appointed office or commission? No

If yes, list \_\_\_\_\_

Have you ever been fined for any ethics violations? No

If so, please comment  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Describe your understanding of the role of a member of the board or commission to which you are applying** \_\_\_\_\_  
Over the past twenty-four years I have served on numerous boards in Greenville. I, therefore, understand and appreciate the  
personal commitment required to be an engaged and effective board member. I bring these high expectations and standards as I  
present my application for the GADC Board. I am very familiar with and support the mission of GADC: to improve the quality of  
life of every Greenville County citizen by facilitating investment and job growth from new and existing companies and serving

Have you ever attended a meeting of this board or commission?  Yes  No

Are you available to meet at the regularly scheduled date and time of the board or commission meeting?  Yes  No

If appointed, will you pledge to faithfully attend the meetings?  Yes  No

How many hours/week are you available to give to this board of commission? 3-4 Hours

**What specific skills do you believe you could contribute as a member of this board or commission?** \_\_\_\_\_  
As a 24-year resident of Greenville County, I have seen our community grow and am extremely committed to our long-term  
economic success. This commitment is lived out every day as I pursue my professional and volunteer focus on improving the  
quality of life in Greenville County. My areas of expertise are in the fields of education, infrastructure and human services  
delivery. All of these areas are significant contributors to ensuring a vibrant community that can successfully attract high-paying j

Highest Degree Earned MBA

School Attended Smith College, Univ of Michigan & The Citadel

Field Of Study Business/Marketing

Do you have expertise in any of the following areas (check all that apply).

- |   |   |
|---|---|
| <input type="checkbox"/> Tourism Industry | <input type="checkbox"/> Architectural                                  |
| <input type="checkbox"/> Cultural / Arts  | <input type="checkbox"/> Fire Protection Eng / Contractor               |
| <input type="checkbox"/> Restaurant       | <input type="checkbox"/> Electrical Engineer / Contractor               |
| <input type="checkbox"/> Hotel Management | <input type="checkbox"/> Design/Architectural / Professional Contractor |
|   | <input type="checkbox"/> Structural Engineer / Contractor               |
|   | <input type="checkbox"/> Mechanical Engineer / Contractor               |
|   | <input type="checkbox"/> Plumbing Engineer / Contractor                 |

Have you ever been convicted of a crime other than a minor traffic violation? If so, please give details

Yes  No

---

---

---

Are you current in payment of Greenville County property taxes?

Yes  No

Do you reside in a municipality? If so, please name.

Yes  No

Do you, any member of your family or a business with which you or a member of your family is associated, provide goods and/or services to this board for payment?

Yes  No

---

**Statement**

*By my signature, I state that all information contained in this application is true and accurate to the best of my knowledge.*

*I understand it is my responsibility to insure my application is submitted within the application period and that it has been received by the County Council Office.*

*I understand my appointment to the board for which I am applying will not result in me receiving any compensation for my service.*

Signature \_\_\_\_\_ Date \_\_\_\_\_

Recommended by \_\_\_\_\_

**Please return completed form to:**

**Greenville County Council  
301 University Ridge, Suite 2400  
Greenville, SC 29601-3665**

If you have questions, please call 467-7115 or check the [www.greenvillecounty.org](http://www.greenvillecounty.org) website.

# Debbie Nelson

**DNA Creative Communications**  
**President & Founder**



## DEBBIE NELSON

- Twenty-four Year Resident of Greenville County
- Married to Fred Nelson for 30 years
- Sons: William Turner (26) and Christopher Edward (28)
- Favorite activities: Walking, biking and running on the Swamp Rabbit Trail

## EDUCATION

- Smith College, Northampton, MA  
Bachelor of Arts
- University of Michigan, Ann Arbor, MI  
Masters of Health Services Administration
- The Citadel, Charleston, SC  
Masters in Business Administration

## PROFESSIONAL INVOLVEMENT

- Diversity Leadership Initiative Class XVI
- Greenville Chamber of Commerce Small Business Awards Committee
- Leadership Greenville Class XXI
- Leadership South Carolina 2011

## COMMUNITY INVOLVEMENT

### Current

- Bank of Travelers Rest (Advisory Board)
- Christ Church Episcopal School (Board of Visitors)
- Meals on Wheels (Board Member)
- South Carolina Association of Nonprofit Organizations
- South Carolina Chapter of the Public Relations Society of America
- South Carolina Independent Colleges and Universities
- United Way Community Investment Cabinet
- United Way Program Investment Evaluation Team

### Previous

- Child Watch Greenville
- Greenville Humane Society
- Leukemia and Lymphoma Society
- Public Education Partners Greenville County
- Cancer Society of Greenville County
- American Heart Association/Upstate Heart Ball
- Greenlink Transit Vision & Master Plan Steering Committee
- Community Foundation of Greater Greenville
- Junior League of Greenville
- A Child's Haven
- Center for Developmental Services
- YWCA

## WHY GADC?

My expertise and passions are strongly aligned with GADC strategic dimensions. Below is a partial listing of related organizations that I have worked with and supported.

### Workforce Education and Development

- University Center of Greenville
- Clemson University
- SC Independent Colleges and Universities
- United Way of Greenville County
- Personal Pathways to Success
- Public Education Partners of Greenville County
- First Steps of Greenville County
- Institute for Child Success
- Dream Connectors

### Infrastructure Strategic Plans

- Upstate Roundtable
- Renewable Water Resources (ReWa)
- MetroConnects (Metropolitan Sewer Subdistrict)
- Blue Ridge Rural Water Company
- Powdersville Water District
- Laurens County Water and Sewer Commission
- Newberry County Water & Sewer Authority
- Greenville Water
- Spartanburg Water
- Greenwood Metropolitan District

### Quality of Life

- United Way of Greenville County
- Community Foundation of Greenville
- Hollingsworth Funds
- Piedmont Health Foundation
- Meals on Wheels
- Project Rx – A River Remedy - Medication take-back event
- Be Freshwater Friendly – Public awareness campaign to protect our watershed
- Greenville County Soil and Water Conservation District
- Greenville County Redevelopment Authority
- Homes of Hope
- Miracle Hill Ministries
- LiveWell Greenville

103 E. Park Ave. | Greenville, SC 29601

864.235.0959 x2 | [dnacc.com](http://dnacc.com)



creativecommunications



## Why DNA?

**A Woman-Owned Firm Located in Downtown Greenville's East Park Avenue  
Historic Preservation District**

### **FOR THE PAST 17 YEARS, DNA HAS PROVIDED THE FOLLOWING PROFESSIONAL SERVICES TO GOVERNMENT AND NONPROFIT ORGANIZATIONS**

- Public Relations
- Brand Development
- Community Outreach Programs
- Public Awareness Campaigns
- Special Event Strategy
- Social Media Strategy
- Crisis Communications
- Stakeholder Communications
- Communications Training Programs
- Web/Digital Strategy and Development
- Creative Direction/Design

### **DNA IS AN AWARD-WINNING ORGANIZATION**

- 2013 South Carolina Chapter of the International Association of Business Communicators (SCIABC) Palmetto Award of Excellence for Government Communications Program
- 2013 SCIABC Palmetto Award of Merit for Brand Communications
- 2013 SCIABC Palmetto Award of Merit for Writing and Design
- 2013 SCIABC Palmetto Award of Merit for Graphic Design
- 2013 SCIABC Palmetto Award of Merit for Special Events
- 2013 SCIABC Palmetto Award of Merit for Corporate Writing
- 2013 American Advertising Federation (AAF) Silver Medal Award
- 2012 South Carolina Chapter of the Public Relations Society of America (SCPRSA) Mercury Award of Merit for Community Relations
- 2012 SCPRSA Mercury Award for Public Service
- 2012 SCPRSA Silver Wing Award of Merit for Nonprofit Annual Reports
- 2012 SCPRSA Silver Wing Award of Merit for Brochures
- 2012 SCPRSA Silver Wing Award for Editorials/Op-Eds
- 2012 SCPRSA Silver Wing Award for External Presentations
- 2012 Outstanding Corporate Citizen recognition from the Association of Fundraising Professionals (AFP)
- 2012 Dream Achiever Award presented by the YWCA of Greenville
- 2011 George L. Johnson Community Spirit Award presented by SCPRSA
- 2011 SCPRSA Silver Wing Award of Merit for Annual Reports
- 2011 SCPRSA Mercury Award in Public Service
- 2011 Creative Spirit Award presented by the Community Foundation of Greenville
- Greenville Chamber's 2005 Small Business of the Year

### **DNA HAS A SOLID FOUNDATION OF STRONG PROFESSIONAL RELATIONSHIPS**

- American Advertising Federation of Greenville
- Association of Fundraising Professionals
- Greenville Chamber of Commerce
- Leadership South Carolina
- South Carolina Association of Nonprofit Organizations
- South Carolina Chapter of the Public Relations Society of America
- South Carolina Independent Colleges and Universities
- United Way of Greenville
- Water Environment Association of South Carolina

