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Submission information

Form: [CBJ Board Application](#) [1]
Submitted by Visitor (not verified)
Fri, 10/18/2024 - 3:37pm
209.165.145.78

First Name

Todd

Last Name

Schur

Residence Address

[REDACTED]

Mailing Address

Same

Primary Phone Number

[REDACTED]

Secondary Phone Number

Email

[REDACTED]

Board, Commission, Committee

Other Board

Current of Prior Experience on CBJ Boards/Commissions/Committees

None

Reasons for Applying

JEDC Board

Qualifications

Please see the submitted resume and cover letter

Civic Activities, Memberships or Non-profits Involved With

Please see list on attached resume

Working with a Group

Listening is the key. When people disagree about a topic or issue it is important for each party to feel heard, respected and understood before any progress in the conversation can take place. Throughout my career I have encountered these types of

situations, and I have learned better ways to address them each time. Humility during conflict can lead to solutions.

Meeting Schedule and Attendance

Yes

Date of Birth (Optional)

Ethnicity (Optional)

Gender (Optional)

Acknowledgment/Certification

Todd Schur

Resume, Education, etc. (Optional)

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October 18, 2024

Juneau Economic Development Council
Attn: Board of Directors
612 W. Willoughby Ave, Suite A
Juneau, Alaska 99801

Dear JEDC Board Members,

I am writing to express my gratitude for the opportunity to be considered for a position on the JEDC Board of Directors. I have a deep admiration for the work that JEDC does, and I am confident that my involvement would contribute positively to the Board's important functions. It would be an honor and a privilege to work with such an exceptional team.

My professional background spans multiple industries. During my time in Portland, Oregon, I have owned businesses in diverse sectors such as complimentary healthcare, online retail, commercial and residential construction, as well as small business and non-profit consulting. Furthermore, I have a comprehensive understanding of the commercial real estate development process, gained through involvement in projects ranging from single multi-use buildings to large-scale urban redevelopments.

I take great pride in my work as a non-profit consultant, particularly in my contributions to the Blanchet House of Hospitality in Portland. This organization provides vital services such as housing, treatment, and over 1,000 free meals per day, six days a week, to the working poor and homeless members of the community. My experience with Blanchet House was transformative, and I am confident that the knowledge I have gained can be of great benefit to Juneau, JEDC and Southeast Alaska.

I am sincerely grateful for the time and consideration given to my application. I eagerly anticipate the opportunity to further explore this process and engage in more detailed discussions.

Sincerely,
Todd Schur
VP Marketing and Community Impact
True North Federal Credit Union

TODD D. SCHUR

HISTORY *Vice President of Marketing and Community Impact* **True North Federal Credit Union**

01/23 – Current

True North Federal Credit Union is a member-owned and locally managed credit union that provides quality financial solutions for its Alaskan members. True North is dedicated to improving the economic well-being of the members, employees and communities it serves.

- Reviews and maintains a strong knowledge of changes in the marketplace and recommends appropriate strategies for marketing, product and pricing to executive management. Champion innovation by bringing new products, services and enhancements to the market. Understand and communicate credit union demographic and membership trends, and how they advise strategy.
- Responsible for Credit Union marketing and corporate messaging. This includes assuring effective and compliant content that furthers credit union objectives and brand across delivery channels including web, social media, radio and print. Provide consistent messaging internal to the Credit Union. In charge of public relations and communications with the media.
- Identify and manage business and community development opportunities, participating in special partnerships and events focused on assisting the Credit Union in community impact efforts.
- Responsible for the development of marketing and communications plans that support the Credit Union's strategic objectives, as well as the policies, budgets and metrics necessary to meet those objectives. Assess adequacy of Credit Union tools to best communicate with members and recommend enhancements where necessary. Evaluates the Marketing Department's effectiveness through analyses of department activities, results of campaigns, and reporting of new memberships and relationships with True North.
- Oversees the marketing department: hires, reviews, schedules, trains, directs, and monitors the work of direct reports; conducts performance reviews; allocates resources to meet operational needs within the department; manages relationships for assigned third party vendors.
- Coordinates special events; monitors planning, schedules and implementation as required for proper execution of each event. Coordinates the annual meeting, including production of reports, facilities, and meeting logistics.

Marketing Operations Manager **Alaskan Brewing Company**

08/21 – 04/22

Alaskan Brewing is a leader in the craft brewing industry, successfully operating in Juneau, Alaska since 1986. With distribution in 25 states, they are one of the top 40 craft breweries in the United States.

- Lead, manage and hold the marketing team accountable for all aspects of departmental performance. Develop and implement the annual marketing plan, marketing strategy and annual budget in association with leadership.
- Responsible for all website and social media maintenance, planning and execution. Develop comprehensive monthly KPI reporting for all website and social media channels to present to leadership.
- Identify and create regional marketing campaigns to support sales department's on-premise and off-premise advertising needs. Produce and deliver all point-of-sale marketing collateral based on regional planning.
- Assume the role of Communications Manager until the position can be filled. Produce and distribute all press releases and maintain all media contact lists.

Co-Owner

03/15 – 03/20

Pacific Trail Construction Company

Pacific Trail Construction is a small, Portland-based construction company that performs a variety of residential and commercial renovation and repair projects. Successfully operated the business while continuing my Freelance Consulting services.

- Began the company in 2015 with a business partner and sold my interest in the company after five successful years of operation.
- Responsible for all construction project management including estimates, budgeting, material orders, permitting, construction schedules, contracts and invoicing.

- Directed all hiring and employee management including safety training, worker's comp reporting and hourly tracking using app-based technology to streamline efficiency.
- Oversaw all facets of accounting processes from bookkeeping to interfacing with the CPA firm. Filed all monthly and quarterly payroll and tax filings.
- Supervised all subcontractor agreements ensuring all vendors were properly licensed, bonded and insured. Developed subcontractor schedules and benchmarks to maintain project timelines to comply with construction planning.

Freelance Consultant - Self Employed

09/10 – 08/21

I have been providing freelance communications and public relations consulting services that focus on providing cost effective marketing, fundraising and management solutions along with detailed communications plans to local organizations of all sizes.

- Creation and implementation of editorial calendars for social media, blog and website campaigns. Writing short form content pieces for automated distribution using platforms like Hootsuite, Sendible and SproutSocial. Providing reporting back to clients to evaluate effectiveness of campaign topics.
- Provided guidance to clients for planning of SEO, SEM and pay-per-click campaigns. Includes key word research, long form content topics, site optimization and back linking. Tracking effectiveness using Google Analytics or SEM Rush to highlight campaign results.
- Designed and produced traditional print projects ranging from direct mail campaigns, logos and brochures to transit advertising, magazine spots and large format such as billboards. Responsible for print campaign budgeting, vendor selection and management, adherence to brand standards and quality control.
- Authored and implemented numerous email marketing campaigns utilizing Mailchimp, Constant Contact and Drip. Designed and wrote content for clients and scheduled campaign delivery timelines. Integrated campaigns with client CRM's including Salesforce, Footsteps and Raiser's Edge.
- Worked with numerous local small to mid-sized businesses to produce custom websites, manage vendor projects and provide a variety of marketing and PR consulting services. Successfully completed projects for clients in the following industries: commercial real estate, non-profit, healthcare, retail, food service, marketing, construction, education, manufacturing and agriculture.

Co-Owner

06/09 – 08/21

Blyss Chiropractic, Portland, Oregon

Blyss Chiropractic is a boutique complimentary healthcare clinic with two locations in downtown Portland. Our dedicated team delivers services include chiropractic, naturopathic, massage, acupuncture and Chinese herbology.

- Responsible for overall business operations including marketing, accounting, human resources, payroll processing and HIPPA compliance.
- Built the business into two successful downtown locations while increasing the quality and variety of services offered. The main clinic location was also an approved internship clinic for students at the University of Western States regularly hosting interns and preceptorships.
- Our team was so highly regarded that we regularly treated active members of the NBA's Portland Trailblazers.
- Once the decision was made to move to Juneau, I sold my portion of the business to my partner.

Marketing & Communications Manager

10/06 – 09/10

Melvin Mark Companies, Portland, Oregon

Melvin Mark Companies is Portland's largest locally owned commercial real estate firm and owns or manages 3+ million square feet of commercial space in the Metro area.

- Designed and built a new 200+ page website with minimal outside vendor involvement saving \$21,000 of the proposed web development budget. The new site averaged over 10,000 hits per month the first six months after launch.
- Led a comprehensive re-branding effort that included the creation of a graphic standards manual and the updating of all print collateral. Responsible for the creation and production of all marketing collateral.
- Responsible for the planning, budgeting and staffing of all promotional, trade show and educational events.

- Worked with the company President to create annual marketing budgets, responsible for tracking and reporting of all expenses on a quarterly basis.

Marketing Specialist

06/05 – 10/06

Block Graphics, Inc., Portland, Oregon

Block Graphics was the West Coast’s leading wholesale manufacturer of business forms and envelopes for over 30 years at the time of my employment. They manufacture, print and distribute the highest quality products to independent distributors.

- Authored a completely new annual sales and marketing plan that included all strategies, tactics and resources necessary to achieve those plan objectives.
- Completed the design and launch of the new Block Graphics website including the addition of online ordering functionality, also updated all printed sales and trade show collateral.
- Represented the company at trade events to remain current on industry strategies and trends including the DMIA Print Expo, On-Demand Print Conference and K1 Council.

Director of Marketing & Alumni Relations

07/01 – 06/05

University of Western States, Portland, Oregon

University of Western States has been the leader in integrating health and science since 1904, beginning with the second oldest chiropractic educational program in the world. The school has an annual enrollment of more than 525 full time students.

- Hands-on manager of all campus graphic design projects for both internal and external audiences. Wrote, designed and produced a wide variety of projects including the College catalog, Alumni directory, quarterly Alumni magazine, weekly campus newsletter, regular web content and brochures.
- Created the school’s first Office of Career Services with 47% of annual graduates seeking direct professional services from the office.
- Developed an online Alumni directory that improved overall Alumni involvement with the campus by 4.5% annually and converted nearly 1/3 of all Alumni to electronic communications with the College.
- Responsible for the planning and implementation of all College annual events including Alumni Homecoming, annual Holiday Gala, graduation, new student orientation and various Alumni meetings.
- Increased Alumni involvement in campus-based activities by approximately 18% by utilizing more consistent Alumni communications and better implementation of the Raiser’s Edge software.

EDUCATION STATE UNIVERSITY OF NEW YORK COLLEGE AT OSWEGO
Bachelor of Arts in Communication & Public Relations

DEC. 1996

COMMUNITY ROTARY CLUB OF JUNEAU

2023 – CURRENT

- Active Member in Good Standing (2023 – Current)
- Capital Brewfest Committee and Event Volunteer (2023 – Current)
- Fish Creek Shelter Volunteer Build Crew (2023)
- Club Vice President Elect (2024)
- Club President Elect (2025)

JUNEAU CHAMBER OF COMMERCE

2023 – CURRENT

- Active Member in Good Standing (2023 – Current)
- Annual Golf Tournament Committee and Volunteer (2024)

ALASKA DOWN SYNDROME NETWORK

2023 – CURRENT

- Alaska Walk for Down Syndrome Volunteer (2024)

ALASKA CREDIT UNION LEAGUE

2024 – CURRENT

- Annual Conference Planning Team Volunteer (2023 – 2024)
- Annual Conference Planning Chair (2024 – 2025)