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Lincoln Parish Police Jury  
ATTN: Doug Postel  
P.O. Box 979  
Ruston, LA 71270

25 March, 2021

Dear Ladies and Gentlemen of the Police Jury:

On 15 April, 2021, the term of office for Dr. Deborah Hollimon, currently a member on the Lincoln Parish Library Board of Control, expires. This letter is to place myself under consideration to fill Dr. Hollimon's seat on the Board. In 2020, the parish library became the subject of intense controversy, with matters coming to a head at the board's meeting of December 8<sup>th</sup>. Since November 2020, the Board has placed Lincoln Parish under national news coverage, casting the parish government as the villain in an anti-LGBTQ/censorship controversy, presided over the failure of a millage renewal of existential importance to the operation of the library, and ousted a respected professional who was more familiar with its operations than any of its members.

As a member of the community in Lincoln Parish, I find all of this extremely concerning. I'm not a native of this area, but this is my home, now; we're all part of the same community, which has a great deal to offer, and it's distressing to see that threatened and obscured by the kinds of issues that lately have swirled around the Library Board of Control. I want to be part of a solution, instead of merely complaining about what I see as a problem.

At their best, libraries create opportunity, and that makes them precious. I want this resource to remain available in the future, to anyone and everyone in the community who needs it.

There's a personal dimension to this; I'm offering to serve the community in this fashion because I've spent a great deal of time in libraries. I hold an advanced degree in English, and you don't get one of those if you don't like—even love—to read. I was a bookish child, who grew up to be a bookish adult, and my enduring interest in language and literature was fostered with the help of a cadre of very patient librarians in my hometown, who taught me how to use inter-library loan to get hold of obscure books that weren't part of the local collection. It's left me with a soft spot for libraries and librarians. In a very real sense, I wouldn't be the person I am today if I hadn't grown up with access to a succession of libraries, and been able to depend on the help of the men and women who staff them.

But a passion for libraries, whether because of a love of books or because they're a public good, isn't enough to make me a fit for the Library Board of Control. I started my professional life as a high school teacher; leaving education, I went into the portion of my career when I picked up most of the knowledge that I think would help me contribute to the Library's continued success. First, I got comfortable with technology, especially Web-based tech, very early on. Given that the Lincoln Parish Library is in the midst of an update to its website, and given that the digital resources on offer through the library are integral to its value to the community, it's helpful for a prospective board member to be comfortable with and able to assess the costs and benefits of new technology.

In addition, I've held positions that have developed my ability to understand an organization's finances and logistics. I've been involved with accounts payable/receivable and inventory management, as well as responsible for payroll, sales tabulations, and bank reconciliation, and have learned that good administration and planning, whatever the enterprise, is impossible without due consideration to budgetary concerns.

To vouch for my character and practical qualifications for a seat on the board, my resume also includes several references. Mary desBordes is the former director of a public library system, and can tell you how I'll get along with the people who actually keep the doors open and the books circulating. Paul Tran Austin is another transplant to Ruston; like me, he's putting down roots. He sits on the Ruston Cultural Board, is employed by Louisiana Tech's school of nursing, and prior to the coronavirus pandemic, his baked goods were a prominent attraction at the Ruston Farmer's Market on Saturdays. Finally, Joe Mitcham is an institution here in Lincoln Parish, and also my father-in-law; I'm married to his older daughter, Laura.

I look forward to speaking to you about how I can help to preserve and strengthen the Lincoln Parish Library, and try to regain the public's confidence and enthusiasm for all that it has to offer.

Sincerely,

A handwritten signature in cursive script that reads "Edward P. Richmond". The signature is written in dark ink and is positioned below the word "Sincerely,".

Edward Richmond

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### ***Educational Background***

**M. A. in English**, January 2005, University of Notre Dame, Notre Dame, Indiana.

**B. A. in English**, May 2002, Southeastern Louisiana University, Hammond, Louisiana. *Summa cum laude.*

### ***Knowledge, Skills and Abilities***

- Search engine optimization
- Online advertising (pay-per-click and cost-per-impression)
- Web content management
- Social media management
- Marketing analysis—demographics, ROI, customer engagement
- Mailing list development
- Website usability and accessibility best practices
- Print and e-mail newsletter publication
- Business process automation
- Web service integration
- Copywriting/copyediting
- Superior research skills

### ***Software/Web Tools***

- Salesforce.com
- Google AdSense
- Microsoft Office 2013
- Sharepoint
- Joomla 2.5
- Google Analytics
- Constant Contact
- Microsoft Access
- Exchange Online
- Wordpress
- Google AdWords
- Vertical Response
- Zapier.com
- Office 365
- Drupal 7
- Quickbooks
- Intuit Online Payroll

### ***Computing Languages***

- HTML 5
- PHP
- XSL-T/F
- CSS 3
- XML
- SQL
- JQuery
- RDF
- Python

### ***Professional Experience***

**Webmaster/IT Manager**, JEB Design/Build, LLC, Shreveport, LA. Full-time position. September 2012-March 2014. Duties included maintenance of company website, online marketing and social media presence. Additionally, the position required significant activity related to the following major projects:

- Implement and administered Salesforce.com
- Automated direct response marketing to clients and prospects
- Performed regression analysis to identify top-performing clients' demographics
- Developed a qualified sales prospects list based on top clients' demographics
- Conducted initial postal mail campaign based on the above list
- Created automation pipeline to republish blog content as a monthly e-mail newsletter
- Outsourced the publication of company's print newsletter
- Redesigned and redeployed company website, improving SEO performance and page rank
- Implemented Exchange Online and Office 365 to replace previous locally-hosted mail server and various outdated versions of Microsoft Office
- Deployed a new company network based on AVAYA/Nortel hardware, allowing remote access for employees working in the field

**Project Manager**, Synche Enterprises, LLC, New Orleans, LA. Full-time position. February 2011-September 2012. Instrumental in the design, development, importation, and launch of four successful consumer products for the tobacco industry.

- Installed and configured the company's IP phone systems
- Prepared business plan, policy and procedure documents, and product design documentation
- Sourced and managed a diverse portfolio of vendors in China and the US
- Forecasted sales and set restocking points to prevent over- and under-stock of inventory
- Administered payroll, accounts payable/receivable, and bank reconciliations

**Operations Manager**, Tommy's Lock and Alarms, Inc., Hammond, LA. Full-time position. May 2009-November 2010. Primary responsibilities included sourcing and managing Chinese camera vendors, managing inventory and supply chain to prevent over- and under-stock. Secondary involvement in proposal writing, online marketing and social media, and print marketing.

**Documentation Specialist**, Strategic Staffing Services, Baton Rouge, LA. Full-time temporary position. June 2008-May 2009. Composed system and business process documentation for the insurance claims processing system of Blue Cross and Blue Shield of Louisiana. Member of configuration and design team for BCBSLA's corporate intranet portal using Microsoft Office Sharepoint Server 2007.

**Business Consultant**, Hammond, LA and Ruston, LA. Part-time position. January 2006-present. Network design and configuration, web design and development, online and print marketing.

**English, Civics/Free Enterprise, and Publications Teacher**, Loranger High School, Loranger, LA. Full-time position. August 2007-December 2007. Teaching duties covered English I, Civics/Free Enterprise, and Publications I and II courses. Other duties included budgeting, fund-raising, and oversight of publication of LHS's yearbook, oversight of coverage and content of yearbook, and editing, proofreading, and revision of material associated with the publication.

**English and Photojournalism/Yearbook Teacher**, Archbishop Hannan High School, Covington, LA. Full-time position. August 2006-June 2007. Taught English III, IV, and V (H) as well as Photojournalism/Yearbook. Duties also included fund-raising, budgeting, and oversight of publication of yearbook, procurement of hardware necessary for desktop publishing components of yearbook program, and editing, proofreading, and revision of material published in the book.

### **References**

Mary desBordes  
Director (retired), St. Charles Parish Library System  
1108 Rue Cannes, Hammond, LA 70403  
Email: [marydesbordes65@gmail.com](mailto:marydesbordes65@gmail.com)  
Cell: 985-320-3744

Note: Mary doesn't answer her phone to unfamiliar numbers, but she reliably returns calls after an unknown caller leaves voicemail. Her preferred contact is via e-mail.

Paul Tran Austin  
Member, Ruston Cultural Board  
117 Godchaux Dr., Ruston, LA 71270  
Cell: 214-505-5909

Joe Mitcham  
Owner, Mitcham Farms  
Member, Lincoln Parish School Board  
1007 Woods Rd., Ruston, LA 71270