

Application of Annie Heckenberger

Your name: Annie Heckenberger

Section 3. Questions for you to complete. (If you need more space, you may attach additional pages.)

A. Please review the following requirements from the Home Rule Charter for serving on the Commission on Parks and Recreation. How do you meet those qualifications?

I've spent nearly 20 years working in the marketing domain, with expertise in both PR and marketing. My clients have spanned from Fortune 500 companies, national trade associations, to tourism and art festivals. I spent nearly two years working for Greater Philadelphia Tourism Marketing Corporation and was part of the founding group that developed the uwishnu initiative for Philadelphia; I continue to work with the State of Pennsylvania's Tourism Office and GPTMC through my employer, Red Tettemer + Partners.

I'm an active member of the Philadelphia community. I created and co-hosted BlogPhiladelphia in 2006, which was a social media "unconference" that brought 250 attendees to the city to share knowledge. I was part of the inaugural team that produced the sold out technology, education & arts event TEDxPhilly in 2010 and again in 2011, the theme of which was "The City" and spotlighted remarkable people in Philadelphia that are elevating and advancing our city. I founded the Philadelphia chapter of Social Media Club, which continues to meet and grow locally, now over 400 members. Recently, I organized the local "Philadelphia Foursquare Games" celebrating Foursquare Day, and held them at the Marion Anderson Recreation Center with donations accepted to benefit the rec center.

I served as a Research Assistant in the London House of Commons in 1994, during which time I learned a lot about infrastructure, maintenance, parks and planning in London and surrounding areas.

My nearly two decades working for global brands has given me unique experience in the insider workings of Parks departments in major cities all over the world. This is expertise I'd like to share with the committee to benefit Philadelphia.

Last, I love this city. In the six years I've been here, I've watched a renaissance sweep through it. I'd love the chance to aid that ongoing transformation.

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B. In these difficult economic times, what do you think the Commission on Parks and Recreation should do to support, promote, and invest in the City's park and recreation system? As a member of the Commission, what would you do to assist the Commission in achieving these goals?

A couple of things: There are number of private sector businesses I'd like to get more involved both fiscally and human resource-wise with the parks and related facilities. I'd like to see a privately funded Bench, Brick or even Tree program put in place, generating additional revenue for the parks. I'd like to see private sector using the parks more for corporate events that generate additional revenues for the parks. I'd like to see volunteer programs in place for corporations to help improve the parks – one that news media will cover and will generate buzz on social media.

Overall, I'd like to see more events happening in more of the parks and rec centers throughout the city. Quality programming that exposes more residents and visitors to the parks, increasing visitation and revenue systemwide.

I have many ideas. Ideas and making things happen are my job. Add me to the team and I'll share more thinking. And add a lot of doing.

C. Please review the role and responsibilities of the Commission, which are set forth in Part I of this application. Then, please attach a statement of no more than 500 words explaining why you want to serve on the Commission Parks and Recreation and why you believe you should be nominated to do so.

I feel like this may be redundant, so I'll keep it short.

The resources of Philadelphia Parks and Recreation are to a large degree, untapped resources for our residents and the city. We have 63 regional and neighborhood parks – how many residents know that? Do businesses that are considering relocation here know that? Students? Tourists?

Are we generating as much revenue as we could from these spaces, without overtaxing residents and community. Are we planning for the future with these resources in the most progressive and eco-smart way possible? Are we collaborating in the best ways possible with the community at large, including private sector?

I'd like to offer my commitment, my collaboration, expertise, personal and professional contacts and my genuine enthusiasm for this city, to the Committee.

ANNIE HECKENBERGER

EXPERIENCE

RED TETTEMER + PARTNERS, PHILADELPHIA, PA

MARCH 2008 – PRESENT

VP, COMMUNITY TRAILBLAZER

Head of public relations and social media departments for nationally acclaimed creative advertising agency. Client experience includes: *California Association of REALTORS, Century 21, Dial For Men, Fox Networks Group, Front Burner Brands, GPTMC, H2M Beverages, Le Meridien Philadelphia, PBS Kids Sprout, Pennsylvania Office of Tourism, Pennsylvania Wine Association, Septa, Ska Brewing, TuB Gin, Under Armour.*

Responsibilities:

- ✓ Established billable Agency social media practice, reporting directly to CCO/President and Partners:
 - Develop new client service, e.g. - social media portions of campaigns/plans for current clients and new business;
 - Manage and work with Social team to successfully execute tactics;
 - Educate clients on Social and continually author original POV documents featuring high-level social insights and counsel on the space;
 - Act as Agency ambassador and voice in online social networks/communities.
- ✓ Lead and build Agency PR practice, reporting directly to CCO/President and EVP:
 - Create, present and execute PR programs for clients whom have requested PR services;
 - Manage outside Trade PR agency, leading strategy and reviewing all press materials;
 - Oversee and coordinate all industry Award entries;
 - Manage and maintain Agency reputation in press.
- ✓ Increase profile of Agency by speaking about social/digital at high profile events and to press.
- ✓ Generate new business leads and provide creative and strategy on all new business pitches.

GREATER PHILADELPHIA TOURISM MARKETING CORPORATION, OCTOBER 2006 – MARCH 2008
SOCIAL MEDIA DIRECTOR

Established social media discipline for Philadelphia's destination marketing organization (DMO), reporting directly to CEO/President. Responsibilities included: educate organization & stakeholders on social media landscape, develop high-level social media strategies; establish social media measurement & goals among the organization, its Board and other stakeholders; lead social executions; oversee results reporting; head local and national community outreach.

Key accomplishments:

- ✓ Member of elite team assembled to define and create *uwishunu@*, a new media-based initiative funded by the City of Philadelphia, designed to showcase unconventional Philly to an untapped audience - the tech-savvy visitor.
- ✓ In under a year, *uwishunu@* generated more than 1400 room nights, bringing in more than \$500,000 in direct hotel revenue, with a high average daily rate of \$367.33 per night. The initiative also generated 352 magazine, Web, television and newspaper stories, including coverage in: *USA Today, The New York Times, Rolling Stone's "Hot Issue,"* and top travel media/blogs.
- ✓ Created and hosted BlogPhiladelphia, a free 2-day social media event and the first "unconference";
 - Attended by 250+ attendees from 10 states;
 - Created/lined up 24 sessions led by 18 leading social media practitioners from all over the US;
 - Secured event sponsorship, which underwrote event cost;
 - Generated 100+ positive blog/vlog/podcasts and traditional press placements;

- ✓ Created and hosted DMO's first "Blogger Press Trip," generating 30+ blog placements including a series of posts on top-ranked tech blog Crunchgear.com and leading global travel blog Jaunted.com, which included Brand's key messages.

MARINA MAHER COMMUNICATIONS, NEW YORK, NY

JULY 1998 – SEPTEMBER 2006

SENIOR ACCOUNT EXECUTIVE, MEDIA TO VICE PRESIDENT; ESTABLISHED MMC DIGITAL PRACTICE

Senior-level media relations specialist at award-winning agency servicing Fortune 500 clients. Client experience included: *Amazon.com, Audiovox, BBC Worldwide Americas, Church & Dwight, GlaxoSmithKline, Hain Foods, Johnson & Johnson, Mastercard, Pfizer, Procter & Gamble (Cascade, Clairol, CoverGirl, Dawn, Dryel, Head & Shoulders, Herbal Essences, Joy, Max Factor, Pert Plus, Secret), New World Pasta, Schering-Plough (Dr. Scholl's, Coppertone, Bain De Soleil), Sara Lee, Sonicare, Tag Heuer, Weight Watchers*

Key accomplishments:

- ✓ Created agency emerging media department, reporting directly to President:
 - Developed new client services;
 - Launched "road tour" to educate clients/prospects on new world of social media and market services to press;
 - Set and met aggressive quarterly business goals;
 - Educated agency on SM tools and mentored staff to raise agency competency levels;
 - Built and led team for implementation, resulting in agency's first web 2.0 case studies.
- ✓ Generated "big idea" creative for and co-managed integrated global marketing teams to execute strategic "stunt" for Dawn dishwashing liquid; campaign was captured as part of brand's national advertising effort, contributed to 10% volume share growth and was nominated for Sabre, Big Apple and Silver Anvil Awards;
- ✓ Revitalized Audiovox brand resulting in a Mercury Award and high-profile placements (*CNN, The Ellen DeGeneres Show, EXTRA!, Live with Regis and Kelly, MSNBC, The New York Times, Newsweek, Pimp My Ride, Rolling Stone, Time Magazine, The TODAY Show, USA Today and The Wall Street Journal*)
- ✓ Launched Amazon.com's Gift Store earning a CIPRA Award, garnering 161MM impressions in 38 days, generating more than 1MM new customers and quadrupling holiday sales from the previous year;
- ✓ Partnered celebrities with brands: Amy Jo Johnson, Christina Milian and Mya for *Secret Antiperspirant*, Rachael Ray for *Cover Girl* cosmetics and Kaptain Robbie Knievel for *Dawn*;
- ✓ Simultaneously managed three separate teams, all with low turnover, and nurtured long term mentoring relationships with several staffers.

HWH PUBLIC RELATIONS, NEW YORK, NY

SEPTEMBER 1995-JULY 1998

ACCOUNT EXECUTIVE TO SENIOR ACCOUNT EXECUTIVE

Account management professional at mid-sized public relations agency servicing primarily entertainment, fashion and technology clients. Client experience included: *Aerosoles, Director's Guild of America, Gold, Farrell & Marks, HBO Video, UAV/Kathy Ireland Fitness Videos and One For All Remote Controls.*

- ✓ Created annual PR programs, secured placements with local, national and trade media, provided trade show coverage, coordinated national radio promotions and media tours and launched new products.

EDUCATION

FAIRFIELD UNIVERSITY, Fairfield, CT, May 1995

BA in English Writing; Minors in Political Science & Communications

INDUSTRY

Founder & co-leader of Social Media Club Philadelphia; Founder and Co-Host, BlogPhiladelphia (2006); Curation Committee, TEDxPhilly (2010, 2011); Featured member of NBCPhiladelphia's "The 20" (Twitter voices leading local conversation).

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Section 5. Optional supporting materials. You are invited to submit up to three letters of recommendation. You may submit them along with your application or separately. If you have not submitted them by the time that Council holds its public hearing for applicants, please bring the letters with you and submit them when your name is called.

I will bring them.

Section 6. Signature. Please sign on the line immediately below. If you are submitting your application by e-mail directly from your computer, type your name instead.

Annie Heckenberger

Section 7. Date. Indicate the date that you are submitting this application:

May 9, 2012

If you are selected to serve on the Commission on Parks and Recreation, you will be required to file the City's annual financial disclosure form. You will also be subject to ethics laws applicable to City boards and commissions (and to the jurisdiction of the Philadelphia Board of Ethics). In addition, the Mayor's Executive Order No. 3-10 requires that appointees to City boards and commissions be in compliance with tax laws and all City fines and fees; in that connection, you will be required to complete a "Tax Clearance Application," which will authorize the City's Department of Revenue to confirm that you are in compliance (or have entered into a voluntary payment agreement).

If you have questions about the application process, please contact
Theresa Brunson at 215-686-3424 or
Hal Fichandler at 215-686-7667.

This is the last page of the application.