



Office of the Mayor  
Gavin Buckley, Mayor  
160 Duke of Gloucester Street  
Annapolis, MD 21401-2517

Chartered 1708

June 1, 2022

To: Alderpersons, City of Annapolis

From: Mayor Gavin Buckley

Re: Education Commission Reappointment

Pending your approval, I would like to reappoint Ms. Jessica Pachler to the Education Commission. Ms. Pachler has served on this commission since 2012.

Ms. Pachler's term will expire on 6/30/25. A copy of her resume is attached.

Thank You.

GB/hrr

Reviewed by: <u>Housing and Human Welfare Committee</u>	
<input type="checkbox"/> Favorable	<input type="checkbox"/> Unfavorable
_____	_____
Committee Chair	Date



**City of Annapolis**  
 Office of the Mayor  
 160 Duke of Gloucester Street  
 Annapolis, MD 21401-2517

Mayor@annapolis.gov • 410-263-7997 • Fax 410-216-9284 • TDD use MD Relay or 711 • www.annapolis.gov

### Boards and Commissions Application

**Personal information**

Name Jessica Pachler  
 Address 506 President St  
 City Annapolis ST MD Zip 21403  
 Phones Home 4109900150 Other 4109165500  
 E-mail jess@pachler.us

**Statement of interest – Why should you be appointed to this board/commission?**

I have been a member of the Annapolis Education Commission since 2013 and look forward to continue to advocate for education resources and opportunities for the citizens of Annapolis. I am an active involved parent at Eastport Elementary and, just recently, Annapolis Middle School, as well as in the Eastport community as a whole. Our Annapolis city schools have many benefits and many challenges and it is our mission on the Annapolis Education Commission to work with all available organizations and governmental bodies to ensure our students are getting the opportunities, resources and facilities they need. I love our students and our schools and look forward to continue to do advocate for them as a member of the Annapolis Education Commission.

Are you a resident of the City of Annapolis?  Yes  No

Are you an employee of the City of Annapolis?  Yes  No  
 If yes, please state your job title, department & duties.

Do you do business with the City of Annapolis?  Yes  No  
 If yes, please detail.

Are you currently serving on any city boards or commissions?  Yes  No  
 If yes, please list board(s).

Annapolis Education Commission

**Work experience (titles and duties)**

See Attached

**Educational background (certificates, diplomas, degrees, seminars, etc)**

Colby College, Waterville, Maine, BA, Anthropology and International Studies (dual major), concentration in African Development, 1993 – 1997  
School for International Training, Central and Northern Kenya, Tourism and Development, 1995

**Other experience (volunteer experience, memberships etc)**

See attached

**References**

Name John Brock Phone 410-693-3397  
Address 3521 Rockaway Avenue Annapolis MD 21403  
Name Leslie Thornton Phone 202-390-6690  
Address 65 Bay Drive, Annapolis MD 21403  
Name Susan Gallagher Phone 410-222-1605  
Address 420 Fifth St Annapolis MD 21403

Appointees are subject to the provisions of the City of Annapolis Ethics Code, Annapolis City Code Chapter 2.08. Appointees are strongly encouraged to review this Code and contact the City of Annapolis Office of Law and/or City of Annapolis Ethics Commission with all inquiries.

Signature *Jessica Pachler* Date 1/2/19

E-mail electronically completed form to [constituents@annapolis.gov](mailto:constituents@annapolis.gov). Paper copies may be faxed to 410-216-8284 or mailed to the Mayor's Office address above, attention Boards and Commissions Coordinator.

## Contact

jess@pachler.us

## Top Skills

Event Planning

Event Management

Logistic Management

Writing

Marketing and PR

## Languages

Swahili

Spanish

# Jessica Pachler

Marketing & Event Planning Consultant  
Annapolis, Maryland

## Experience

DMV Distributing LLC

Marketing Director

March 2015 - Present

Frederick MD

Responsibilities include, but are not limited to, print and social media campaigns, graphic design, website development, onsite marketing events, copywriting, editing, networking functions.

Back Creek Benefits, Inc.

Director

April 2015 - Present

Eastport, MD

Director of charity music festival, Eastport A Rockin'. Annual event draws crowd of 4000, 4 stages, 35 bands, 9 food and beverage vendors, 26+ art, craft and game vendors.

~Manage Board of Directors

~Coordinate sponsor acquisition and management

~Manage equipment rentals, vendor negotiation, web and art direction, schedule, merchandising, site plan and personnel direction.

~Create, write, edit and distribute marketing and media materials.

Independent Contractor

Event Planner and Marketing Consultant

January 2005 - Present

Annapolis MD

Events, Logistics, Marketing, and Graphic Design, ... Small events, large events, parties, fundraisers, conferences, corporate, or private... if you need help putting all of the pieces together, let me know! My experience ranges from small business meetings to 4500-person street festivals, 100-guest fundraisers to large conferences. I strive to create well-organized, exciting events that meet your every expectation.

Provide event support services for multiple clients on varied events, including RBM West & Central African Regional Meeting, Congressional Medal Of

Honor 2018 Convention, Annapolis Rising, Cherry Blossom Festival Opening Ceremony 2018, DCCK Food Fight 2017, Eastport 150, TSHA 2014, PEPFAR 2013/14, PBI Gala 2013, ICASA 2012, TOPOFF3 and TOPOFF4, IEEE Energy Conversion Congress and Exposition, PEPFAR Tanzania 2010, the Department of Energy's 2009 Weatherization conference, the Fuel Cell Seminar, the Treatment and Management of HIV Infection in the United States Conference and the Indoor Tanning Association Leadership Council., and more.

~ Capabilities include, but are not limited to, on-site management and logistics, travel and transportation management, housing management, research, exhibit sales, attendee organization, event coordination, marketing, graphic design, proposal writing and budget development for numerous government and commercial projects.

#### Pachler Family

Wife/Mom

October 2002 - Present

Wife to Mike, Mom to Sampson, Henry, John Thomas and Louis

#### Capital Gazette Communications

Freelance Writer

February 2004 - June 2017 (13 years 5 months)

Wrote a weekly column, entitled Out and About, for The Capital (Primary Annapolis/Anne Arundel newspaper), approximately 2000 words.

~Researched and conveyed details of music, nightlife and special events.

~Focused on Anne Arundel County and Annapolis area, with occasional forays into Baltimore and DC.

Occasionally wrote cover stories, approximately 2500 words, for the Entertainment section.

#### Second Street Benefits

Director

March 2004 - April 2015 (11 years 2 months)

Director of annual charity music festival, Eastport A Rockin'. Annual event draws crowd of 4000, 28 bands, 9 food and beverage vendors, 26 art, craft and game vendors.

~Coordinate equipment rentals, vendor negotiations, web and art direction, schedule, merchandising, site plan and personnel direction.

~Create, write, edit and distribute marketing and media materials.

~Respond to requests for information, verbally and in writing.

Courtesy Associates

Contractor - Event Planner

March 2005 - 2014 (9 years 10 months)

Provide event support services on multiple events, including PEPFAR 2010 / 2013 / 2014, TSHA 2014, ICASA 2011, NLE 2011, IEEE ECCE 2010 / 2011 / 2012 / 2013, ACTHIV 2010, ACNM 2010, The Goddard Memorial Dinner, the 2009 US Department of Energy Weatherization Training Conference, TOPOFF4, TOPOFF3, the 2005 Fuel Cell Seminar, the Treatment and Management of HIV Infection in the United States Conference, the Indoor Tanning Association Leadership Council and more. Experienced in all aspects of major event management, with specialties in travel, housing and logistic management.

VI Inc.

Sales Representative

August 2009 - October 2011 (2 years 3 months)

Annapolis area sales representative for Maryland wine, beer and liquor distributor carrying 800+ labels.

Maritime Republic of Eastport

Premier

February 2005 - January 2007 (2 years)

Managed a non-profit organization. Served as a board member and community liaison.

~Coordinated event planning, community relations, volunteer actions and networking programs.

~Oversaw fiduciary responsibilities for charitable distributions.

November '07 event raised over \$25,000 for local charities.

Director of Communications, March 2003 – February 2005

Managed communications and public affairs.

~Responded verbally and in writing to requests for information from media and membership.

~Assisted Premier as an advisor and regarding public affairs and communications.

~Created, edited and distributed mailings, signage and press releases.

2004 Tug of War Director, Fall 2004

~Planned and coordinated all aspects 2004 Tug of War, a dual-site, day-long event that drew a crowd of 1000+ and incorporated 4 bands, a 1700' Tug of

War, a chili-cook-off and the coordination of 50+ volunteers. Supervised and directed 15-person Tug Committee. Also directed sponsorship and donation activities.

#### Davis Pub

Manager

April 2004 - January 2006 (1 year 10 months)

Managed daily operations and merchandise at local restaurant and bar. Managed staff; supervised food preparation, quality control and delivery; ordered and controlled merchandise. Provided input for policy decisions. Completed independent projects.

#### McNasby's Seafood

Manager

April 2003 - September 2003 (6 months)

723 Second St, Annapolis MD 21403

Managed daily operations and merchandise at local restaurant and seafood store. Managed staff; supervised food preparation, quality control and delivery; ordered and controlled merchandise. Provided input for policy decisions. Completed independent projects.

#### e-IDC

Director of Marketing

February 2000 - March 2003 (3 years 2 months)

Directed marketing efforts for e-IDC, a digital solutions provider. Primary press and public affairs contact. Achieved increase in number of qualified leads through marketing campaigns.

~Developed marketing strategies, policies and procedures

~Created, maintained publicity, advertising, web, promotional and collateral materials

~Wrote, edited business plans, press releases, articles, web content, advertisements and other publications

~Served as media relations contact, fielding and responding to inquiries

~Communicated information to clients, investors and partners

~Coordinated trade shows; served as company representative at conferences and other events

~Produced presentations for conferences, meetings and training events

~Coordinated, planned travel, meetings and fund-raising, promotional and staff events



~Conducted competitor, user/customer/client and industry trend research and analysis

~Supported, assisted in overall development of web sites

### World Learning, Inc.

Resources and Field Services Assistant

September 1998 - January 2000 (1 year 5 months)

Supported World Learning's Global Training for Development contract with USAID, working with DC office, ten field offices in Central and Eastern Europe and over 3,000 trainers in the US and abroad.

~Produced conference and training presentations.

~Created advertising and marketing materials and supported staff with program information.

~Wrote and edited quarterly and monthly reports and supported Resource Center library and database.

~Served as representative at conferences and events.

~Organized informational seminars for staff and trainers.

~Coordinated field staff travel information and itineraries.

~Liaised for home and field offices and maintained relationships between staff and trainers.

~Supervised Interns and provided backup assistance to MIS department.

~Vice-President of Community Council - Planned annual and monthly staff events, coordinated fund-raising activities, served as elected staff liaison.

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## Education

### Colby College

BA, Anthropology and International Studies Dual Major, Concentration in Development in Africa. (1993 - 1997)

### School for International Training

Development and Culture, Kenya, Development (1995 - 1995)

### Georgetown Visitation

College/University Preparatory and Advanced High School/Secondary Diploma Program (1989 - 1993)