

**A M B E R A . S M A L L**  
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February 4, 2014

Hon. Patrick Burke  
92 Franklin Street, 4th Floor  
Buffalo NY 14202

Re: 3rd Legislative District Vacancy

Legislator Burke:

This letter is a follow up to our conversation regarding my interest in seeking the appointment to my recently vacated 3<sup>rd</sup> District Legislative seat. Thank you so much for taking the time to speak with me about this process and your work in the Legislature. Your insight was very helpful to me as I went about making this decision. As I mentioned to you earlier, I've spent nearly ten years working to strengthen the foundation of my community and make it a place where my family and neighbors are truly proud to call home. Joining our County Legislature would allow me to do this on an ever greater scale and affect the kind of positive change needed to ensure Western New York's future success.

I currently serve a portion of the 3<sup>rd</sup> Legislative District in my role as the Executive Director of the Parkside Community Association, which organizes and facilitates a broad spectrum of programs and services to benefit our community. From advocating for traffic and safety changes, to holding absentee property owners accountable in housing court to prevent blight—I am fighting on behalf of the community every single day.

In addition to my work with the Parkside Community Association, I am a constant advocate for community regeneration and development. Some of these efforts include assisting in establishing a group called the NorthBuffalo.org, which will serve the residents in the Hertel Avenue area of North Buffalo, and collaborating with community stakeholders and the Village of Williamsville to improve our shared Main Street.

In my spare time, I volunteer for numerous civic organizations and sit on the Board of Directors for B Team Buffalo, which is a group of young professionals dedicated to promoting a lasting sense of civic pride in the Greater Buffalo area. The B Team creates high-impact signature projects and assists other organizations with the development and execution of volunteer-driven events. I am also an Advisory Board member of the Emerging Business Leaders council of the Amherst Chamber of Commerce, a group dedicated to cultivating the next generation of business and community leaders in Western New York.

As you'll see from my enclosed resume, I have a wide range of experience working toward the betterment of my community in both government and nonprofit positions. I believe that my professional experience provides me with a unique understanding of the needs of our local community and the challenges that we face. I have spent my entire career working on behalf of the residents of Western New York, and have found that the most satisfying aspect of this has been my ability to help better my community.

It would be an honor to join you and the other members of our Erie County Legislature in your work to better our community.

Sincerely,



Amber A. Small

Enclosure

Comm. 4M-5  
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## **PROFESSIONAL EXPERIENCE**

### **Parkside Community Association**

#### **Executive Director, September 2013 – Present**

- Serve as representative for Buffalo's oldest and largest community association, encompassing 2,500 households in the historic Olmsted Crescent of Buffalo, NY
- Strengthen ties with community stakeholders, cultural organizations and government entities
- Advocate for residents on issues ranging from traffic and housing concerns to commercial revitalization
- Manage all aspects of fundraising, including event planning and donor solicitation
- Administer organizational finances and projects

### **WomenElect**

#### **Development Director, January 2013 – September 2013**

- Managed organization's fundraising, including event planning and donor solicitation
- Established board fundraising plan for 2013
- Increased participants for leadership development program by 200% through active recruitment strategies
- Encouraged increased involvement of women in politics as featured speaker at 2012 TEDxBuffaloWomen
- Facilitated delegation trip to NYS Capitol, where WomenElect members met with Senate Democratic Conference leadership and were officially acknowledged on the Senate floor during session

### **Planned Parenthood of Western New York**

#### **Community Engagement Coordinator, January 2012 – November 2012**

- Responsible for approximately 300% growth in volunteer program
- Spearheaded community outreach campaign, resulting in recruitment of more than 1,000 supporters
- Designed and produced electronic supporter communications and print newsletters
- Planned and managed all aspects of volunteer program and events calendar
- Facilitated organization's media relations
- Managed local, state and federal government relations to increase funding for health & education services
- Served as representative for PPWNY's Political Action Fund
- Provided special event planning and fundraising support

### **City of Buffalo**

#### **Special Assistant to the Office of the Comptroller, October 2010 – December 2011**

- Prepared reports for use in bond sales, audits, and budget reviews
- Reviewed and analyzed local, state and federal legislation
- Prepared data and financial reports for Buffalo Fiscal Stability Authority and other agencies
- Provided media and public relations support
- Handled constituent concerns and complaints

#### **Special Assistant to the Office of Administration and Finance, October 2009 – August 2010**

- Formatted annual financial documents and budget proposals (for FY 2010 & FY 2011)
- Managed correspondence with municipalities throughout NYS
- Researched potential public sector budget issues at federal, state and local levels
- Examined and documented policy initiatives for administration to review
- Maintained governmental lobbying reports and expense reports

#### **Public Relations & Communications Assistant, August 2007 – October 2009**

- Planned and executed public appearances, press conferences and events
- Designed and produced documents for official city use
- Provided photography services for web and print materials
- Analyzed City policies and pertinent legislation for use in documents, speeches, press releases, etc.

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### **VOLUNTEER EXPERIENCE**

- Amherst Chamber of Commerce, Emerging Business Leaders member and Advisory Board member (2012-14)
  - B Team Buffalo, volunteer and Board of Directors member (2012-14)
  - NorthBuffalo.org (2014)
  - Western New York Regional Economic Development Council, Communications Committee (2013)
  - Business Alliance for Local Living Economies (BALLE), conference volunteer (2013)
  - WomenElect (2012-13)
  - Juvenile Diabetes Research Foundation, Western New York Chapter (2008-13)
  - Buffalo Pride Week, Planning Committee (2012)
  - YWCA of Western New York (2012)
  - Mayor Brown's Summer Reading Challenge (2009-10)
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### **TRAINING**

- EMILY's List Political Opportunity Program (Buffalo, NY)
  - YWCA Candidate College (Buffalo, NY)
  - WomenElect Class of 2012 (Buffalo, NY)
  - North Dakotans Against Measure 3 (Fargo, ND)
  - New Organizing Institute's "Training for Trainers" Advocacy Training (Washington, DC)
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### **EDUCATION**

<b>Bachelor of Arts, 2008</b> Communication	<b>University at Buffalo, Buffalo, NY</b>
<b>Master of Science, 2014</b> Communication, Public Relations	<b>Buffalo State College, Buffalo, NY</b>

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### **LECTURES**

**A Look Past the Numbers: What Keeps Women Out of Elected Office**  
TEDxBuffalo Women, December 1, 2012  
Link: <https://www.youtube.com/watch?v=Ltxx3KLE9KA>