

Nicole Crosby - St. Johns Soil and Water District Board

First, it's important for voters to understand the mission of the St. Johns Soil and Water Conservation District: to promote and encourage the wise use, management and general conservation of soil, water and related natural resources on private lands in the county.

Qualifications: I co-founded and am president of the nonprofit *Save Guana Now*, formed to protect private conservation land, wildlife, and the surrounding reserve that is imperiled by a proposed development. That effort is ongoing, and has so far been successful. I mobilized residents to fight for the preservation of this land and the protection of a Florida Outstanding Water – Guana Lake. (See SaveGuanaNow.org)

I also advocate for the protection of sea turtle nesting habitat (that includes privately owned land) by co-founding N.E.S.T. - *Never Endanger Sea Turtles*. (See NeverEndangerSeaTurtles.com)

In addition, I urge water conservation and organic methods of gardening in a large Facebook group that I moderate, and am well versed on using social media to reach the public with the message of conservation.

My many years of professional experience in advertising at Doyle Dane Bernbach also qualifies me for this position. Communicating to the public is part of the district's mission. As a writer and former Creative Director at DDB, I have the skills to communicate effectively to the public. For example, I created a campaign on recycling in Connecticut that motivated people to change their habits, and I secured donated ad placement in the local paper.

I am also skilled at public relations and helped garner over 60 news reports in our local media for *Save Guana Now*. I'll strive to secure coverage in local media related to conservation of our natural resources. And finally, I run an internet business in which I implement conservation practices at every opportunity. For example, my product is shipped nationwide with no box or packaging, and it's 100% recyclable. (TexasFireframe.com)

My goals are to 1) find new ways to educate the public about conservation of our natural resources and ensure that businesses also receive these messages; 2) make the messages relevant, memorable, and impactful; 3) explore how the board can influence county decision makers to implement policies that will increase conservation of our natural resources, 4) learn about the challenges farmers face in conservation of water and soil, and strategize with them to make improvements. 5) reach out to other soil and water districts, exchange information with them, and consider collaborating to maximize the reach of the most effective initiatives.

My vision for St. Johns County is for conservation of our precious natural resources to be a top priority. With the explosion of development and rapidly increasing population in our county, we must be vigilant about conservation in order to preserve and enhance the quality of life we cherish.

Education: I received a BS in Advertising at the University of Texas School of Communications. I have also taught advertising at the New York School of Visual Arts.