

Hi Nate-

I have been chatting with Maggie and have attended the last couple of Conservation Committee meetings. I'd love to help out moving forward, so am letting you know I'd like to formally apply to be on it. Let me know what else you need from me.

Thanks,  
Nate

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Hi Nate-

Thanks for the nudge; had just kicked off a couple of projects and had some travel so it's good to get the reminder!

1. I can make next Monday at 7.15 work

2. Like many others who call Charlotte home, we appreciate the unique feel the town has in the area made possible by the preservation and thoughtful use of space throughout town. Preserving that unique mix of people, places and flora/fauna should be a cornerstone of how the town thinks about its future, and I'd like to do my part to act as a thoughtful steward of those resources.

3. While my day-to-day work life is as a consultant advising companies on brand strategy and innovation space (often with components of market research), which might not seem like the most natural background for a member, I think I can bring a helpful, complementary perspective to the group. Specifically, I often advise brands on how best to position themselves to their constituents to drive more engagement, which I believe could be of value when the committee thinks about new outreach initiatives for the community. This process often necessitates visioning to identify areas of opportunity for the company, meetings to build consensus around a common strategy, and specific activation tactics like messaging development, all of which I'd hope might be of some value during both committee meetings and in interfacing with other groups/parties in town (e.g., around things like DRB). And, if helpful, [here](#)'s my LinkedIn page with a more formal catalog of some of my past clients and types of things I help clients with.

Let me know if there's anything else you need from me.

Thanks,  
Nate