



Application Confirmation

Thank You For Your Application

Your application has been successfully sent with the following information:

Name of committee applying to:	Eldon House Board of Directors (Interim Board)
Organization/Sector represented:	Business professional/interest in and knowledge of local history and heritage
Name:	Roxanne Lutz
Address:	London, Ontario
Home telephone number:	
Business telephone number:	
Email address:	
Occupation:	Marketing Specialist - London Life
Work experience description:	12 years work experience in marketing. Three years in Toronto with a conference organization marketing large industry events and obtaining sponsors and building business relationships. Ten years and present occupation in marketing at London Life. Experience includes creating and executing marketing plans for the financial services industry. Writing compelling business materials and communicating quickly and effectively. Relationship management, facilitating meetings and presentations. Communicating with large teams. Monitoring expenses and budgets. Creative thinking and problem solving. Fundraising for charity events.
Educational background description:	Associate member of the Canadian Institute of Marketing (ACInst.M.) Business Marketing diploma & Advanced Marketing diploma - Fanshawe College (3year program)
Skills, abilities and specialized knowledge description:	Excellent knowledge of Eldon House's history as well as how the house is run, existing public programs, challenges it faces, visitor demographics and opportunities available for growth. Understanding of local heritage/museum landscape. In addition to my marketing background, I bring my local heritage knowledge as a historian and member of the London and Middlesex Historical Society Executive Committee.
Reason for application interest:	I have volunteered with Eldon House over the past three years as a researcher, speaker and at other events and strongly believe in the museum's potential as a stand-alone attraction. I have visited other National Historic sites in Canada and see many opportunities that Eldon House has to grow and gain recognition on a larger scale. As a nearby neighbor of Eldon House I have a vested interest in seeing it become self sufficient and independent to ensure its future health so it can remain London's oldest remaining residence.
Contribution description:	I would contribute critical thinking, business minded planning and project management. I also bring enthusiasm, ideation management and experience with many different kinds of events including fundraisers. As a marketing professional with many years of experience working in teams I

Past contributions description:

would bring a positive and productive attitude to helping the board make the right decisions at the right time for the right reasons.

In the past year I have made contributions on the London and Middlesex Historical Society Executive Committee as the Publication Chair. Our meetings involve project management, ideation, problem resolution, creative and objective thinking in regards to local history and supporting the heritage community. I have also been an active member of the London Writers' Society for the past two to three years participating in general meetings, special events and promotion of the local arts community.

Interpersonal experience description:

As a marketing professional and member of the local heritage community I enjoy working with other individuals in a collaborative and respectful environment. Knowing that such a group is as passionate about their ideas as I am allows me to approach topics with an open mind, listening to peers on how to grow those ideas in a way that reaches the common goal. My years of experience has taught me the art of diplomacy, listening and communicating effectively and the importance of respecting the experience, skills and opinions of others.

Interested in interview:

Yes