

Elyse Marder
78 Brevard Rd.
Asheville, NC 28806

May 17, 2022

Sheneika Smith, Chair
Boards and Commissions Committee
City of Asheville
70 Court Plaza
Asheville, NC 28801

Vice Mayor Smith and members of the City of Asheville Boards and Commissions Committee,

I am pleased to submit my first application for appointment to a City of Asheville Board or Commission. I submit my application for three available vacancies where my professional and/or lived experience may be valuable: Multimodal Transportation Commission, Neighborhood Advisory Committee, and the Asheville-Buncombe Air Quality Board.

As a member of the MMTC I would represent users of many different modes of transportation. I've lived in Asheville for 5 years, and I am incredibly grateful and fortunate to become a first-time homeowner in the heart of West Asheville just last year. Top priority in my home search was that it be in a walkable area, as walking is one of my favorite ways to enjoy any city! Although I walk leisurely, I recognize there are many in our community who walk out of necessity, and I commit to listening and representing their interests as well. I am also an avid roller skater and enjoy many of the city's greenways. An enlightening side effect of roller skating is that you become keenly aware of the 'rollability' of every surface, especially pedestrian and biking paths. With this perspective, I tend to evaluate sidewalks and greenways in a manner similar to folks with strollers, wheelchairs, and other mobility devices or challenges. I look forward to completion of the RADTIP Greenway and would greatly appreciate the opportunity to envision and develop future greenway projects. Further, although I primarily drive my car, I use the bus system when possible—typically W1, W2, or W6 routes. For these reasons, I feel I would be an asset to the Multimodal Transportation Commission.

If not appointed to the MMTC, I feel I might be a valuable member of the Neighborhood Advisory Committee. I am a walker, as I've mentioned, and often find myself in and around the many neighborhoods of West Asheville. I frequent many WAVL businesses, enjoy the plethora of parks, and participate in neighborhood events, such as the recent Haywood Rd. Clean Up sponsored by Greenworks and the West Asheville Business Association (WABA). Additionally, I am mindful of the history of West Asheville and its historically Black neighborhoods which are threatened by gentrification and interstate expansion. As a member of the NAC I am committed to fostering dialogue with folks from all corners of West Asheville so that I can best represent the needs of this community.

If not considered for the previously mentioned groups, my professional experience could be useful on the Asheville-Buncombe Air Quality Board. Though I lack experience with air quality testing, I possess many transferable scientific skills. My Bachelor of Science in Chemistry from Furman University prepared me on a variety of scientific topics. Further, as analytical research & development chemist for Gaia Herbs, I skillfully interpret peer-reviewed literature, regulatory guidelines, and analytical results. I have a deep understanding of an array of analytical instrumentation and methodologies, including testing for pesticide residues, heavy metals, and microbial contaminants. I recognize there are gaps in my knowledge which may inhibit my ability to serve the Air Quality Board in a higher capacity, but if given this opportunity, I pledge the first year of my term to listening and learning as much as possible so that I may increase my value to the board.

More generally, I possess traits which would make me an asset to any of these City of Asheville Boards or Commissions. My job requires me to gather data, consult stakeholders, define objectives, and develop markers for success. I excel in data analysis and visualization and make it my mission to understand bias in data, whether intentional or unintentional. In addition to these technical skills, I am also a great project manager, listener, observer, and problem solver. I enjoy asking questions to better understand differing perspectives and I believe in finding solutions that are effective, equitable, utilitarian, and pragmatic.

I welcome this opportunity to better serve my community. I greatly appreciate your consideration and would be honored to receive your appointment to a City of Asheville Board or Commission.

Warmest regards,

A handwritten signature in black ink, reading "Elyse Marder". The signature is fluid and cursive, with a long horizontal line extending from the end of the name.

Elyse Marder

Elyse C. Marder

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Work Experience

Research and Development Chemist

July 2018 – present

Gaia Herbs, Brevard, NC

- Develop methods for quality testing of dietary supplements and components under current Good Manufacturing Practices (cGMP), using the following instrumentation and techniques:
 - o HPLC-UV, GC-MS/MS, ICP-MS, UV-Vis, FT-NIR
 - o External standard calibration, internal standard calibration, standard addition, chemometrics, microbial enumeration and presence/absence tests
- Write and execute protocols for scientific validation of analytical methods.
- Summarize and report experimental findings using data visualization techniques.
- Write and/or revise procedural documents according to change control procedures.
- Train laboratory personnel on new and/or revised procedures.
- Read and interpret regulatory guidelines, scientific literature, and other technical documents.
- Design efficient, automated systems for reporting laboratory data.

Residue Chemist – Associate I

May 2017 – July 2018

Gaia Herbs, Brevard, NC

- Prepared and tested components, in-process materials, and finished goods for pesticide and heavy metal residues.

Crew Member

July 2014 – April 2017

Trader Joes, Greenville, SC

- Produce Section Leader from May 2015 – July 2016; increased monthly sales by 7% over the previous year through intentional product placement and signage and developed a team of employees to maintain the produce section.

Undergraduate Research Assistant

May 2011 – May 2013

Department of Chemistry, Furman University, Greenville, SC

- Conducted independent chemistry research.
- Presented research findings through oral and poster presentations.

Education

Bachelor of Science

Chemistry

Furman University | Greenville, SC

Magna cum laude

May 2014

High School Diploma

Highland School of Technology | Gastonia, NC

Valedictorian

June 2010

Other Relevant Experience and Skills

- Advanced skills in Microsoft Excel and Visual Basic for Applications (VBA)
- Solution-oriented, good listener, and team-player
- Asheville resident for over 5 years, West Asheville resident for 4 years