

APPLICATION FOR STATE SENATE DISTRICT 39 VACANCY

Nicole Castellano, being first duly sworn, states as follows:
(Print or Type Name)

1. I wish to be nominated by the Board of County Commissioners of Santa Fe County and appointed by the Governor to the position of State Senator for State Senate District 39.

2. I am a citizen of the United States, a resident of the State of New Mexico, and a resident of New Mexico State Senate District 39. (Attach proof of U.S. Citizenship.)

3. The physical address of my residence, determined in accordance with NMSA 1978, § 1-1-7, is #2 Estrella Brillante Santa Fe, NM
87507. (Attach proof of physical residency.)

4. I am 25 years of age or older. (Attach copy of driver's license or other proof of age.)

5. I am a qualified elector, meaning that I am a resident of the State and qualified to vote under the provisions of the constitution of New Mexico and the constitution of the United States.

6. Check and, if applicable, complete only one of the following alternative statements. Please note that notaries public and officers of the militia who receive no salary are not considered offices of trust or profit within the meaning of N.M. Const. art. IV, § 3.

☒ I do not hold any office of trust or profit with the state, county, or national governments.

OR

☐ I hold the following office(s) of trust or profit with the state, county, or national governments: _____

I understand and agree that, if appointed by the Governor to the position of State Senator for Senate District 39, I must resign from each of these positions before qualifying for office.

7. The information and statements in my letter of interest and resume accompanying my application are true and correct to the best of my knowledge, information, and belief.

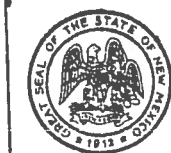
Nicole Castellano
Signature of Applicant

NOTARIZATION

State of New Mexico
(County) of Santa Fe

Signed and sworn to (or affirmed) before me on March 18th, 2015, by Nicole Castellano

My commission expires: 7/28/2016 _____
Signature of Notarial Officer



OFFICIAL SEAL
Ginene L. Trujillo
NOTARY PUBLIC
State of New Mexico
My Commission Expires: 7/28/2016

March 15th, 2015

From: Nicole Castellano

To: Santa Fe County Commissioners & Santa Fe Deputy County Manager

Re: New Mexico State Senate District 39 Vacancy – Letter of Intent

Attn: Tony Flores, Deputy County Manager, 102 Grant Ave. Santa Fe NM 87504

I am honored to put my name forth, as an applicant for the vacancy of the New Mexico State Senate Seat in District 39. As a most recent and former candidate in this District, I am keenly aware of the needs of its families, businesses and economies. With two years to go in a term left unfulfilled, someone with strong leadership skills must be able to step in, and immediately hit the ground running. One does not need to have ever held office, to accomplish this for the people of District 39. In fact, I believe this to be one of my greatest strengths over all other applicants. Not ever holding office. I am not a politician, but an average citizen who deeply cares about moving New Mexico forward, can work with all sides, and one from a generation who rarely takes the initiative to do so. This must change with your vote.

Not only am I qualified with an Executive MBA from Baylor University, and a resume that explains the various leadership roles I have had in my professional career, but I am also proud to be from one of the founding families in the great State of New Mexico. The Castellano family has a longstanding tradition of public service, and giving back to our communities. With a father Joe Cruz Castellano Jr. (in the 1970s), who was the youngest DA in the US, and later a NM District Judge, to a mother Bea Castellano, who was a political trailblazer for women in the 1980s, and the first woman to run for NM Attorney General (then later ran the NM State Democratic Party), it has always been in my blood, and been proud to be a part of the political process of this great state. Therefore, in 2012, I decided to run for this District's State Senate Seat. As a mother of young children and business woman, I wanted to be the next generation who helped move New Mexico forward on many levels; educationally, economically, environmentally, for our elders and veterans.

While there are many qualified applicants putting stepping forward for this leadership role, I believe I would have the BEST chance at a future retention race after the term expires, because of the six county base of support I already have. Many supporters from across this District, have called me to step forward, because they know I understand their county's needs. As a small business owner and managing partner of Christine's Bridal & Formal Wear (the oldest and longest privately run Bridal business in New Mexico – 29 years), I believe we need more Small Business women in the New Mexico State Senate, and know at this time, I am the leader to represent this District. With a strong focus on Education, this state will move forward with jobs. With increased jobs, comes an increase in prosperity for all of our families in New Mexico.

I respectfully ask, that you to put my name forth to our NM Governor for the vacancy of New Mexico State Senate Seat District 39, and appreciate your consideration.

Respectfully,

Nicole Castellano



REC'D
3/15/15
a.c.p.

NICOLE CASTELLANO
#2 Estrella Brillante Santa Fe, NM 87507

AREAS OF STRENGTH:

Strategic Planning, Public Speaking, Creative Project Management, Sales Forecasting and Cost Analysis, Product & Assortment Marketing and Distribution, Resource Optimization, Effective Performance Management & Succession Planning, Training and Development with Sales Teams. Bilingual Spanish.

ASSOCIATIONS & BOARDS

PAST BOARDS OF DIRECTORS

LANL NNM CAB since 2010 – Los Alamos National Laboratories Citizen's Advisory Board

A past DOE Appointed Member of the US Department of Energy Environmental Management Site-Specific Advisory Board, providing Assistant Secretary for Environmental Management and the U.S.

Department of Energy (DOE) with independent advice, information and recommendations on issues affecting the EM program at various sites. Among those issues are clean-up standards and environmental restoration; waste management and disposition and stabilization of non-stockpile nuclear materials; excess facilities; future land use and long-term stewardship; risk assessment and management at the Los Alamos National Laboratory (LANL)

Fmr. Board of Directors President – Santa Fe Boys & Girls Club - Currently on Advisory Board

Fmr. Community Affairs Advisor – Horses for Heroes NM, Inc. - Cowboy Up!

Fmr. Member Board of Directors – Envision Your Future (At Risk Youth Program)

PROFILE:

- MBA (EMBA) – BAYLOR UNIVERSITY (International Focus)
- HARVARD BUSINESS REVIEW (HBR) published through MBA - "Rediscovering Market Segmentation," *Harvard Business Review*, Vol. 84, No. 6, (June 2006), pp. 141
- BBA – UNIVERSITY OF NORTH TEXAS (Strategic Management / Marketing)
- Executive Bilingual Certification – UNIVERSIDAD INTERNACIONAL (Cuernavaca, MX)
- 25 years successful experience in profit building functions, driving revenue, financial budgeting, strong analytical skills, margin analysis & extensive customer service skills.
- 25 years effective Account negotiations for multi-product placement / distribution.
- Strong Public Speaking and Presentation and Client Management skills.
- Ability to provide cross functional expertise in brand and product development, sourcing and new business development.
- Effective Leadership for large and small teams managing multiple large scale projects.
- Effective in training and development through succession planning and developmental action plans.
- Looked to as an essential change initiator and leader among peers with strong communication skills.
- Creative in Project Management, Forecasting and Quality Improvement
- Drives Innovative Business improvements for increasing bottom line profits
- Adaptable in approach and to changing demands, circumstances and fast-paced environments.

PROFESSIONAL EXPERIENCE

CHRISTINE'S Bridal & Formal Wear – Owner / Managing Partner

2014 – Present Santa Fe, NM

Since the 1980's, Christine's Bridal & Men's Formal wear provides the perfect formal attire for brides-to-be on their special day. As the oldest and longest privately owned Bridal Salon in New Mexico, we are located in the heart of Santa Fe, NM, Christine's is *THE* Bridal place to shop. Lead a strong sales team of specialized individuals, who give exceptional customer service. We offer one of the State's largest collections in designer gowns that can be found in a privately owned Bridal shop. These are the most in-demand brands and designers in Bridal & Special occasion industry. Work with designers to bring exclusive merchandise to Santa Fe, and manage all aspects of inventory purchasing and flow.

CASTELLANO LAW FIRM - Business Development Manager

2009 – 2014 Santa Fe, NM

Supports the legal objectives of the law practice, as well as managing the operational aspects and procedures of the business. Develop strategies that achieve maximum business impact. Ensures client services and experience are optimized through the timely and clear communications. Maximize marketing and advertising opportunities for the six county law practice.

WORLD CLASS TREES & FENCES - Owner / Partner

2006 – 2009 Dallas, TX

Facilitated all aspects of a full service Tree and Fence residential and commercial company specialized in pruning, trimming, removal, fertilization, sick tree diagnosis and treatments, as well as white and red wood fence installations. Developed sales proposals and secured Municipal Contracts for commercial business. Balanced immediate and long term priorities. Ensured excellence in customer expectations in the 3 basic tenets of tree trimming, removals & care:

- 1.) Hazardous removals; 2.) Health of the tree maintenance; 3.) Aesthetic enhancement of trees to increase property value.

BORDERS Books, Music & Cafe – Dallas, TX

GENERAL MANAGER – 2004- 2006

- * Developed strategic plans and forecasting to achieve monthly, quarterly and annual sales goals.
- * Developed a leadership pipeline through coaching and mentoring of sales teams, including one of the company's largest stores of up to over 100 seasonal employees. Strong performance management and succession planning.
- * Worked with all divisions of regional and national corporate executive teams in a highly matrixed environment.

OPERATIONS MANAGER - 2004

- * Identified complex audit concerns, implemented procedures and solutions to tighten operational controls and comply with corporate standards, through effective accountability and change management.
- * Improved inventory controls through strict monitoring and assessment of quality assurance processes.

SALES & MERCHANDISING MGR. - 2003

- * **Increased overall sales 5% and key margin drivers by 3% to LY** by identifying new business opportunities.
- * Created and implemented innovative sales strategies to meet the unique needs of customer base.
- * Developed strategic sales plan to increase and maximize business, met deadlines, and exceeded goals.

HR & LOSS PREVENTION MGR. - 2003

- * Ensured accurate inventories minimizing asset loss.
- * Recruited, trained and developed the most qualified candidates and staff through job performance management.
- * Implemented successful Best Practices for all hiring practices, effective learning and leadership development through developmental action plans. **AWARDED 2003 MOST DIVERSE STAFF - Southwest Region.**

BILL BLASS by Rose Cloak – Dallas, TX & New York City, NY

SR. RETAIL CONSULTANT - 2002–2003 (On call basis – NO TRAVEL)

- * Business development, new market opportunities, market trends and shifts in economic retail environment by following Industry Indicators of the NRF (national retail federation) and the National RPI (retail price index).
- * Assisted National Retail Manager in enhancing forecast modeling tools.
- * New business recommendations to executives for Designer Outerwear Division. Annual Sales 15-20million

NATIONAL ACCOUNT MANAGER / SALES DIRECTOR - 2001–2002

- * Managed National field operations and sales of top national accounts (Neiman Marcus, Saks Fifth Avenue, Nordstrom's and Discounters – TJMax, Burlington Coat Factory, Fox's.)
- * Acquired new and managed established accts. **70% Travel**
- * **Increased sales by 6% to LY and 4% in core businesses of blend categories** (wools, cashmere, blends).

NEIMAN MARCUS – Dallas, TX

ASST. BUYER – Designer Coats, Ski wear, Leatherwear - 1998–2001

- * **Responsible for 20 million dollar division and assets** to and within all stores; all US Customs receipt issues.
- * Submitted timely and accurate financial budgets, forecasts, analysis reports, and demographic overviews.
- * **Built strategic partnerships** with all levels of Mgmt., Advertising and Marketing Departments.
- * Effectively negotiated all domestic and international vendor contracts, terms and discounts.
 - 1999 - Top Assistant Buyer Award 2000 NM Buy Line Editor (corporate newsletter publication)
 - 1999-2000 Charity Board selection committee 1996-2001 Executive Business Leadership Courses

ASST. DEPT. MANAGER – (Downtown Dallas Flagship) – 1996-1998

- * Managed various departments averaging 8million in sales over 2 years. (Children's, Designer Sportswear, and Gifts & Stationary)
- * **Corporate Board Member: Neiman Marcus Charity Foundation Nominating Board 1997-1998**

SPECIAL INTERESTS

SNOW SKI, TRAVEL & GOLF

