



Rec'd 3/28/25

Boulder City Library District **Board of Trustees Application**

(Note: This document and accompanying materials become public record once it is received by Clark County.)

The Boulder City Library District Board of Trustees (Board) exists pursuant to NRS 379.020, that the Clark County Board of Commissioners (County Commission) appoint five (5) competent persons who are residents of the county to serve as district library trustees. Each member serves a four-year term with the possibility of reappointment.

To be eligible to serve, a candidate must reside within the city limits of the City of Boulder City.

The Board usually meets on the 3rd Wednesday of each month in the evening. Additional committee meetings and special meetings may be held as needed.

Application Overview:

If you are interested in applying to be a Trustee on the Boulder City Library District Board of Trustees, please complete the application below. If you have any questions related to the Board of Trustees or the application process, please contact Kimberly Diehm at bcdirector@bclibrary.org.

Full Name: (First, Middle Initial, Last): Ayeshua L Walden

Home Street Address: 5030 Jefferys Street Apt 100

Home Address City/State/Zip Code: Las Vegas, NV 89119

Mailing Address: Same as above

Mailing Address City/State/Zip Code: _____

Employer: Self Employed

Occupation: _____

Email Address: [REDACTED]

Cell Phone:

[REDACTED]

Best Daytime Contact Phone:

[REDACTED]

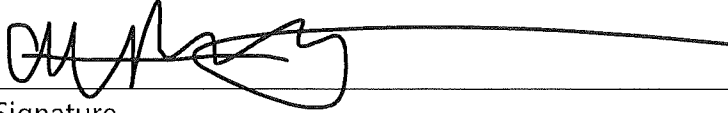
Relevant Affiliations: Please list below any other committees on which you are currently serving. Please list, if applicable, the jurisdiction and term of appointment. If you were appointed by an individual and not by a local jurisdiction, please include that information. If you need additional space, please attach an additional sheet of paper.

Current Board Member/Director of Events Boulder City Dam Short Film Festival

Skills and Experience: Please provide a brief description of your qualifications; include any special skills, interests, experience, or training which you possess or have completed that would benefit the work of the Board of Trustees. If you need additional space, please attach an additional sheet of paper. Please see attached cover letter titled "Boulder City Library District Board of Trustees Cover Letter" with all of my qualification, skills, experience and training that I bring to the board.

A resume or letter of interest is REQUIRED. Please attach it to this application.

I certify that I am a resident of the City of Boulder City. I verify my signature below that all statements made on this application, as well as any information attached hereto, are true and complete to the best of my knowledge. I understand that an electronic signature has the same weight and effect as a handwritten signature. Furthermore, I understand that an incomplete application and any modifications to this application will not be accepted or considered.

A handwritten signature in black ink, consisting of stylized, overlapping loops and a long horizontal stroke extending to the right.

Signature

03/28/2025

Date

Hand Deliver/Mail Application to:

Director
Boulder City Library District
701 Adams Blvd.
Boulder City, NV 89005

Email Scanned Copy to:

bcdirector@bclibrary.org

Ayeshua L. Walden

Phone: [REDACTED]
Email: [REDACTED]
Address: 5030 Jefferys Street Apt 100
Las Vegas, NV 89119

[REDACTED]

Boulder City Library District
701 Adams Boulevard
Boulder City, NV 89005

March 28, 2025

Dear Boulder City Library District Board of Trustees;

It is with esteemed interest to submit my application for the Board of Trustees Member position as advertised on your website. I believe my dedication for helping those in the community, passion for education and eradicating illiteracy to combat poverty, fundraising expertise and enthusiastic attitude will be of high value to the Boulder City Library District Board of Trustees and can swiftly surpass your expectations for any board role you may have a need for.

My background includes over twenty years of experience operating/managing non-profits, sole creator and developer of new fundraising events, chairing various citywide fundraising events and developing major donor portfolios. I have owned and operated two businesses and worked within the federal government as a project developer/strategic planner securing federal funding to move federal projects forward. I have extensive experience in moving companies from the ground up and increasing an organizations footprint and revenue growth. My strong cross cultural communication skills position me to be an asset to Boulder City Library District's Board of Trustees. A summary of my qualifications include:

- Proactively developing strategic growth initiatives
- Identifying strategic partners and high net worth donors through extensive research and networking
- Cultivating and maintaining relationships with donors and sponsors
- Manage donor and client portfolios
- Create and develop new fundraising campaigns and fundraising events as a result, increasing donor base and revenue both domestically and internationally
- As the Chief Development Officer/US Partner Manager for the United Nations educational partner PAAJAF Foundation, I was fundamental in helping to move the school forward in 2021 with the necessary funds to help the 53 out of 91 students get back into school with creative development and fundraising efforts during unprecedented times of the COVID-19 pandemic. I also assisted in the process of helping develop a STEM program for the school curriculum
- Recruited, built and managed a development fundraising sales team of 5 direct reports Developed quarterly campaigns increasing revenue by 350%
- Created and managed merchandise campaigns through Bonfire and Redbubble increasing various non-profits brand awareness
- Developed new donor campaigns and expanded an existing global donor base
- Created and developed a donor data base of government agencies, Non-Government Organization's (NGO's) and private donors around the world

- Co-Chaired, twelve marketing intern college students at Allan Hancock College develop, manage, promote and operate a one-day city wide fundraising event to raise money for a local junior high new addition construction cost
- Ability to breakdown cross-cultural communication barriers, working with senior corporate leaders, local, state, federal lawmakers
- Started my own business consulting firm IBC Business Consulting. Consulting entrepreneurs on how to develop award winning business plans/proposals, marketing strategies, operational management and how to obtain start-up capital
- Started a cosmetic studio "Studio Pink" where I oversaw all operations, management and three direct reports
- Mentored two interns at JGMS Government Services in federal government proposals and business development
- Have served as a board member on three different non-profit boards
- Obtained MBA in International Business from Southern New Hampshire University graduating in the top 1% of my class
- Obtained Bachelors in Finance from Southern New Hampshire University School of Business making President and Deans List
- Completed graduate courses in Jurisprudence, Legal Research and Writing, Political Leadership from George Washington University and Evidence for Decision Making and Public Policy from Harvard Kennedy School of Government
- Pursued Micro-Masters in International Law from University of Louvain

As a Board of Trustees Member, I am eager to support and contribute my skills and enthusiasm to Boulder City Library District's mission of striving to strengthen our community through access to information, entertainment and ideas with a special mission to inspire a love of reading and learning. I am confident that my strong non-profit fundraising and development skills, relationship building, educational skills, attention to detail, and ability to work collaboratively will allow me to excel in this role. I am also excited about the opportunity to learn, collaborate and work alongside other Boulder City Library District board members and staff who are helping to make a meaningful contribution and positive impact to our community.

Enclosed is my resume, which provides additional details about my educational background and relevant experiences. I am available at your earliest convenience for an interview to discuss how my skills and passion align with Boulder City Library District's Board of Trustees. You can reach me at [REDACTED]

Thank you for considering my application. I look forward to the possibility of joining the dedicated board at the Boulder City Library District and contributing to your vital work in the community.

Sincerely,

Ayeshua L. Walden, MBA
Enclosed: resume

Ayeshua L. Walden

| US Citizen

International Development | Chief Development Officer

Results driven Chief Development Officer experienced in international and domestic development creating new fundraising campaigns and community events moving them forward into a full-life cycle with strategical, tactical planning and execution. Successful history of securing funding from the federal government on multi-million and multi-billion proposals for various development projects. My experience includes strong interpersonal skills breaking down cross-cultural communication barriers with a proven track record of identifying, fostering and securing large donors and sponsorships along with working with senior corporate leaders, state and federal lawmakers. I am focused on developing projects and teams leading team members and managing projects to completion within strict time, budget, and quality constraints.

SKILLS AND LANGUAGES

- | | | |
|---|-------------------------------------|-----------------------------|
| ▪ Create & Develop Fundraising Events | ▪ Strategic Planning & Direction | ▪ FAR Regulations |
| ▪ Developed Fundraising Teams | ▪ Resource Development | ▪ Business Negotiations |
| ▪ Team Management & Leadership | ▪ Budget Development and Management | ▪ Microsoft Office Suite |
| ▪ Staff Training & Development | ▪ Program Creation and Management | ▪ Policy Maker/CRM |
| ▪ Business Strategy & Development | ▪ Qualitative/Quantitative Analysis | ▪ English: Native |
| ▪ RFP, RFI, & Proposal Development & Management | ▪ State Lobbying | ▪ French: Beginning |
| | | ▪ Spanish: Beginning |

PROFESSIONAL EXPERIENCE

Waverly Technology, LLC, Senior Director of Strategy and Business Development (Contract), Maryland 02/2024- 08/2024

- Developed, executed and managed strategic, cross-functional business development plans to expand Waverly Technology presence in state, local, education and federal government
- Responsible for identifying and pursuing new business opportunities, focusing on prime and subcontracting opportunities, strategic partnerships
- Created and development \$1Million new business marketing campaign
- Led the capture process for targeted opportunities, from opportunity identification through proposal submission and contract award
- Developed winning strategies and proposals
- Monitored and analyze market trends, competitor activities and customer need identifying emerging opportunities and threats. Provided market intelligence and competitive analysis to inform business strategy and decision-making

JGMS Government Services, Strategic Planner/Senior Business Development Analyst, Nevada 08/2021-01/2023

- Supported the Department of Energy (DOE) at the Nevada National Security Site (NNSS) with the development of short and long-term infrastructure investments suggestions to allow and provide full operational capabilities resolving gaps identified.
- Recommended developing land with solar panel parking structure and new roadways at the NNSS Recommendations were sent to the DOE for approval. Mapped out and plotted three different piped in water ways to an area at the NNSS
- Assisted with fiscal year task and resource planning
- Created project portfolios/presentations, developed proposals for program development
- Responsible for developing new business and existing client expansion strategic initiatives including identifying teaming partners to joint venture on large projects.
- Provided full support and coordination on \$200K-\$60 billion federal government proposal development/ bids/RFP's
- Successfully managed an 8+ member proposal team on a \$38.5 million Department of Public Works (DPW) project
- Mentored and managed two direct reports developing the business development and marketing team

Mass Liberation Southern Nevada Chapter, Lobbyist, Nevada (Contract) 04/2021-06/2021

- Wrote rebuttals presenting testimonies and arguments to Assembly and Senate judicial committee hearings
- Lobbied AB-116: Decriminalizing Traffic Tickets – Passed and signed into law 2021 Legislative Session
- Lobbied AB-131: Require Body Cams – Was not heard on the Assembly or Senate Floor
- Lobbied AB-133: Body Cams and Training – Was not heard on Senate Floor

Ayeshua L. Walden

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National Management Association, Vice President of Community Relations, WA & SC

04/2009 – 10/2012

- Chaired 5th Annual Charity Golf Tournament benefiting Union Gospel Mission Pasco, WA, developed budget, created sponsorship menu package, secured an all expensed paid roundtrip for Two to Las Vegas Grand Raffle Prize, created raffle prizes
- Worked with Golf Club to secure location for the Charity Golf Tournament
- Secured necessary permits, insurance and liquor license
- Recruited and managed 50 volunteers, increased funds raised by 1500% from previous year
- Chaired 6th Annual Charity Golf Tournament benefiting Union Gospel Mission Pasco, WA
- Developer and Creator of 1st Annual Kentucky Derby Hat Contest and Silent Auction benefiting Youth Homeless Shelter in Aiken, SC

CH2M HILL, Marketing and Communications Specialist, Washington

04/2009-02/2011

- Developed and authored numerous multi-billion-dollar Department of Energy (DOE) proposals both classified and non-classified winning a \$1.9 billion 5-year contract with 5-year option for reup
- Worked alongside project managers at the Hanford Nuclear Remediation site ensuring projects reports were documented and project milestone schedules were sent to DOE headquarters in Washington DC documenting tracking all funds of the ARRA stimulus package
- Managed community projects and fundraising events managing teams up to 50
- Developed and authored "Project of the Year" for the Project Management Institute (PMI) and won

Oakview Construction, Director of Project and Business Development, Nevada

08/2005-01/2009

- Generated \$1.5M+ in raised capital by cultivating relationships with foreign investors for commercial development projects
- Drove business growth to secure new projects and contracts, spearheading contract negotiations to achieve an \$800M in commercial construction project to bid that resulted in annual revenue growth
- Developed and presented bids to secure multibillion-dollar projects. Fundamental in new business acquisitions and joint ventures
- Executed informative presentations to executives, stakeholders and shareholders regarding sales forecasts and projections

Susan G. Komen Southern Nevada Chapter, Board Member and Chair, Nevada

2006-2008

- Reviewed and voted on grants allocated to various oncology health organizations throughout Southern Nevada
- Reviewed and approved annual budgets
- Made recommendations to the board to have breast cancer literature printed in both English and Spanish to place in various public community locations
- Recruited and managed 50 volunteers for the signature fundraiser "Race for the Cure"
- Responsible for ordering all t-shirts and running numbers for the 20,000 race participants
- Secured corporate sponsorships raising \$100,000.00 plus a corporate sponsor to cover the cost of parking for the Las Vegas downtown area
- Secured in-kind food and beverage donation for the "Pinke Café" survivors of breast cancer
- Worked with the Las Vegas Mayor's Office and city officials to secure permits

Ronald McDonald House Charities Southern Nevada Chapter, Chair, Nevada

2005-2007

- Managed and produced Running for the House event
- Worked with city officials to secure necessary permitting and insurance
- Worked with Ronald McDonald House staff to map out and local law enforcement secure run/walk route
- Developed and created sponsorship menu, budget
- Secured corporate donations and in-kind donations
- Secured vendor booths for the day of the event
- Created and developed marketing, public relations, advertising campaigns
- Conducted radio and television interviews

R.E.S.T.O.R.E, Event Chair, California

2002-2003

- Recruited and managed 12 college business interns for a one day citywide barbeque fundraising event for local middle school

Ayeshua L. Walden

US Citizen

United Nations Education Partner PAAJAF Foundation, Chief Development Officer, Remote (Contract) 12/2020-05/2021

- Worked in cross-cultural collaboration with the CEO and COO developing and implementing strategic plans to improve engagement and support of PAAJAF activities and curriculum through brand development and awareness, sustaining partnerships with other non-government organizations (NGO's), corporations, stakeholders and fundraising activities/events.
- Recruited and built a development fundraising sales team of 5 direct reports
- Developed quarterly campaigns increasing revenue by 350%
- Create and manage merchandise campaigns through Bonfire and Redbubble increasing PAAJAF brand awareness
- Developed new donor campaigns and global donor base
- Developed STEM educational programs

Battelle, CCDS Shift Supervisor (Contract Assignment), Ohio 04/2020-12/2020

- Traveled supporting the Defense Logistics Agency (DLA) and Federal Emergency Management Agency (FEMA) set up, structure and manage new Critical Care Decontamination Sites (CCDS) throughout the nation in efforts of the COVID-19 pandemic. Wrote Standard Operating Procedure (SOP) for remote Tablet use
- Supervised up to 9 team members developing and assigning daily tasks ensuring scope of work (SOW) policies and regulations were upheld daily, created and developed work plans for the day
- Conducted CCDS drills mitigating risk, trained new hires on various decontamination processes from receiving contaminated PPE from medical facilities, loading/unloading decontamination chambers process to shipping out decontaminated PPE back to the medical facility

ACLU Southern Nevada Chapter, Lobbyist, Nevada 08/2017-04/2021

- Fundamental in influencing state legislation to promote various bills.
- Wrote rebuttals presenting testimonies and arguments to Assembly and Senate judicial committee hearings
- Lobbied AB 345: Same Day Voter Registration - Passed and signed into law 2019 Legislative Session
- Lobbied AB 125: Governing Bail/No Cash Bail – Was not heard on the Assembly or Senate Floor
- Lobbied AB 431: Voter Restoration - Passed and signed into law 2019 Legislative Session

UN Education Partner Africa Youth for Peace and Development, Project & Proposal Coordinator, Remote 01/2017-01/2018

- Developed and authored full proposal for the Arts and Craft program to build vocational schools throughout Sierra Leone and Ghana
- Developed construction schedule and budget, global donor base to raise necessary funds for construction costs.
- Developed a donor data base of government agencies, Non-Government Organization's (NGO's) and private donors around the world to help raise the \$14,000 USD needed for the program
- Set up a Go Fund Me account to market and raise additional money for the program and school construction

IBC Business Consulting, Principal Business Strategist, California and Nevada 11/2014 – 04/2020

- Developed all aspects of business planning for a wide range of clientele operating remotely and onsite providing short and long-term business goals.
- Led the development and implementation of business strategies, advertising campaigns, event plans, and marketing plans, offering high-impact presentations for boutique start-up companies to drive capital raising
- Developed and launched strategies to promote brand awareness putting together budgets for operations, workforce, expansion and investment opportunities.
- Interpreted competitive analysis, market research, trend analysis, and consumer behavior into informed marketing strategies and business growth initiatives. Maximize operational efficiency through resource allocation, management, and planning strategies

Easter Seals Southern Nevada, Chair, Nevada 04/2011 -04/2012

- Co-Developer and Creator of now Southern Nevada signature fundraiser "Cheers to Chocolate"
- Recruited, built and managed a fundraising committee of 12 and 30 event volunteers
- \$150,000.00 raised for the first event

Ayeshua L. Walden

| US Citizen

- Developed budget
- Developed sponsorship menu, secured in-kind corporate and small business donations, raised \$23,000.00
- Created advertising and marketing public announcement, radio interviews, television appearances
- Worked with county and city officials to secure permits and insurance
- Negotiated with local car dealership to host the event location
- Developed a fun competition of “Who Can Sell The Most Event Tickets” prize package

EDUCATION AND CERTIFICATION

Master of Business Administration, International Business | GPA: 3.9 | 2020
Southern New Hampshire University

Bachelor of Science, Business Finance | GPA: 3.0 | 2016
Southern New Hampshire University School of Business
President’s List & Dean’s List

Associates, Economics | GPA: 3.2 | 2003
Allan Hancock College

Other Graduate Coursework/Certifications

Harvard University Kennedy School of Government; Cambridge, MA | GPA 3.0 | 2022
Course Work: Evidence for Decision-Making/Public Policy, Defeating Malaria from the Genes to the Globe

International Law
University of Louvain; Louvain, Belgium | 2021
Online Coursework: International Law, Humanitarian Law, Human Rights Law

Pursued Master of Political Management | GPA 3.9 | 2017
George Washington University; Washington DC
Course Work: Government Communications, Political Leadership, Data Analytics, Campaign Management, Crisis Management, Jurisprudence, Legal Research and Writing

OTHER LEADERSHIP AND AFFILIATIONS

- **Martha Vineyards Film Festival** – Film Review Committee - Current
- **Portland International Film Festival** – Film Review Committee - Current
- **Boulder City Dam Short Film Festival** - Film Review Committee – Current
- **National Institute for Lobbying and Ethics (NILE)** – Current Member
- **TogetherWell, Oakland, CA** - Market Researcher, 2021
- **Mary Kay Foundation, TX** – Ambassador, 2021-2022
- **Vegas PBS** – Pledge Drives, 2014
- **Nevada Public Radio (NPR)**- Pledge Drives, 2005