Student Helps Update County Fair’s Social Media Marketing

By Natalie Dybeck

The Marin County Fair engaged fairgoers in a whole new way this year, thanks to intern Andie Davis. The smiling faces of attendees, the energetic musicians, some good-looking goats, and many more memories now live on in photos and videos on the fair’s social media pages.

Andie, a University of Oregon senior majoring in public relations, interned with Marketing Manager Libby Garrison in the Cultural Services Department where she was able to combine her PR major and photography hobby to revamp the fair’s social media. With a lot of collaboration and planning, Andie and Marin Cultural Association staff member Tea Price overhauled the fair’s social media accounts.

“We came up with a strategy and spent most of our time creating content for this year’s fair and fairs to come,” said Andie. “It was really rewarding to see our social media strategy materialize.”

Changing the fair’s online presence was not an easy feat.

“The most challenging part of the internship was creating content on hard deadlines,” said Andie. “Videos for Instagram were challenging to get out on a deadline because we had to plan what we wanted to film, organize an interview, film the interview and B-roll, record audio, edit the video and audio, and then post by the deadline.”

Andie’s work paid off as the fair’s Instagram account experienced a spike in followers and viewership, elevating their online presence and engaging fairgoers in a whole new way.

“Andie was an incredible asset to our team,” said Libby. “She helped launch our Marin County Fair Instagram TV channel and expand our other marketing initiatives to great success. Andie was also invaluable in helping to reshape our department film guidelines and she conducted needed research on public art policies throughout the region. Her communications experience was a perfect match to our many and varied programs and initiatives.” Andie brought “her smile, good humor, and dedication to our department and the County as a whole,” Libby added.

Andie’s time with the Marin Cultural Services Department gave her new insight on how versatile a public relations position can be. After she graduates from the University of Oregon in 2020, Andie hopes to move to New York and work in PR for the fashion industry.

Intern Andie Davis on the Ferris wheel

VOLUNTEER NOTES

Service Highlighted

Volunteer and intern impact is detailed in the MarinShares and Marinterns Impact Report for fiscal year 2018-2019. More than 8,600 participants served over 210,000 hours, extending the work of paid staff and enhancing services to Marin residents. New this year: a column showing how many interns were hired by the county. The report has been emailed to current interns and volunteers. To request a copy, call 415-473-7447.
Human Resources Interns Advance Business Plan Initiatives
By Jacob Derin

“The experience we’ve had with the Marinterns program has been great,” Andrea Terrones says of her time as an intern in the County of Marin’s Human Resources Department. “We had the opportunity to give the program more structure and help support its new brand, Marinterns.” (Founded 27 years ago as part of the Civic Center Volunteers program, the internships program now has its own identity.)

“I agree 100%—it’s been a really great experience,” said fellow intern Michael Tellechea. Michael and Andrea began their internships in December 2018. Operating as a team, the recent college graduates helped support the Marin County 5 Year Business Plan, which includes goals of developing a world-class internship program and increasing workforce diversity. They created welcome packets and developed toolkits—collections of documents designed to guide staff in recruiting, selecting, and orienting new interns.

They also planned events for Marinterns participants, including an inaugural Intern Career Day held in July to positive reviews. They also planned a summer social for interns from all county departments who gathered at the Civic Center, heard an inspiring speaker, and got to know each other.

“The nice thing about this internship is that it is always different,” Andrea said. A graduate of Sonoma State University, Andrea holds a degree in sociology. Passionate about public service and giving to her community, Andrea has been hired by the Health and Human Services Department as a bilingual eligibility worker and will start her new job in December. She enjoys hiking and spending time with her Husky/German shepherd named Stormy.

“What’s really cool about this internship is that we have a lot of discretion,” Michael said. “It offers us the ability to take initiative.” An alumnus of the University of San Francisco, Michael has a degree in international relations and considered a diplomatic job. After public service internships, especially the one in Marin, he has decided to stay local. He is looking into a career as a recruiter. Michael enjoys finding new places to eat, walking in parks, and he loves traveling and music festivals.

“Andrea and Michael are effective, collaborative, and enjoy getting things done,” said Internships Coordinator Joy Fossett. “We’ll miss their positive ideas and cheerful smiles when their internships end this fall.”

Library Role Lasts from Middle School to College

Flanked by librarians Carol Aquaviva, left, and Laurie Thompson, student intern Adeline Ellison holds a resolution of commendation from the Marin County Board of Supervisors. The award recognizes outstanding service during a five-year internship that began when Adeline was an eighth grade Honor Society student at Miller Creek Middle School. During her tenure, Adeline organized, preserved, and interpreted multiple historical archives ranging from the Marin County Cultural Services collection to esoteric 19th-century surveying documents. Today, Adeline is a freshman at University of Washington, Seattle, and reports that she is greatly enjoying both college life and her academic pursuits. The photo was taken at the Anne T. Kent California Room’s Map & Special Collections Annex.
Look Out for Volunteer’s New Book

Owen Clapp is a new volunteer fire lookout whose book about the history of San Geronimo Valley was recently published. He grew up in San Geronimo Valley and always was curious about the older buildings and features of the area, like the turn-of-the-century summer cabins and old masonry work. His book San Geronimo Valley was published in August after five years of planning, research, and writing. Owen’s books are available at the Lagunitas Store, Fairfax Lumber and Hardware, Costco in Novato, and online at arcadiapublishing.com.

Owen’s passion for San Geronimo also led him to serve as a fire lookout with the Marin County Fire Department. He watches for smoke and other landscape problems visible from the Dickson Lookout on Mount Barnabe. His goal is to spot smoke and call firefighters to stop a wildfire early. This photo of Owen with a just-printed copy of his book was taken inside the lookout by Michael Fischer, another lookout volunteer who serves on Mount Barnabe.

Happy Anniversary!

We congratulate these volunteers who celebrate their anniversaries this month and thank them for their involvement.

30 YEARS
Marilyn Bagshaw (San Rafael), Radio Amateur Civil Emergency Services/Auxiliary Communications Service (RACES/ACS) Volunteer, Sheriff’s Office

27 YEARS
Elisabeth Sommer (San Rafael), Marin Center Usher, Cultural Services (CS)

25 YEARS
James Allen (Kentfield), Civic Center Tour Docent, CS

23 YEARS
Olga Ballesteros (Novato), Senior Peer Counselor, Health & Human Services (HHS)

21 YEARS
Bijan Karimi (Corte Madera), Marin Search & Rescue Volunteer, Sheriff’s Office

Jane Slack (Stinson Beach), Aide, Stinson Beach Library

19 YEARS
Jon Pittman (Novato), Patral Volunteer, Marin County Parks

16 YEARS
Joanne Elder (San Rafael), Administrative Aide, Human Resources

12 YEARS
Rich Riechel (Mill Valley), Marin Search & Rescue Volunteer, Sheriff’s Office

11 YEARS
Rochelle Newman (San Anselmo), Consumer Media- tor, District Attorney’s Office

10 YEARS
Timothy McDonald (San Rafael), Shelver, Novato Library

Kaye Gross (Novato), Marin Center Usher, CS

8 YEARS
AdamGovzer (Belvedere), Steward, Marin County Parks

7 YEARS
Ellen Kruger (San Rafael), Marin Search & Rescue Volunteer, Sheriff’s Office

Linda Witong (San Rafael), Investigator, Sheriff’s Office

Jane Thompson (Larkspur), Patral Volunteer, Marin County Parks

6 YEARS
Joan Brown (Kentfield), Civic Center Tour Docent, CS

Brent Carlson (Novato), Steward, Marin County Parks

3 YEARS
Jennifer Isaac (Tiburon), Pamela Ross (Greenbrae), Geri Quinn (Novato), Marin Center Ushers, CS

Martha Cushman (Point Reyes Station), Tutor, Point Reyes Library

2 YEARS
Nicole Fuches (Greenbrae), Leah Fullerton (Mill Valley), Samantha Newman (San Rafael), Pillar Goodman (Ross), Marin Teen Girl Ambassadors, Human Resources

Aanya Cutter (San Anselmo), Kalyn Dawes (Corte Madera), Kate Larsen (Fairfax), Jackson Ronald (Mill Valley), Sabrina Tripp (Mill Valley), Quincy Webster (Corte Madera), Steven Zarraonandia (San Rafael), Marin Search & Rescue Youth Volunteers, Sheriff’s Office

Abi Fitzgerald (San Rafael), Johnny Gullett (Oakland), William Timpson (Greenbrae), Andrew Wietstock (San Francisco), Marin Search & Rescue Volunteers, Sheriff’s Office

Amy Palmer (Mill Valley), Archive Assistant, California Room, Civic Center Library

Victoria Chin (Greenbrae), Lisa Marie Likely (Corte Madera), Carlene McCart (San Rafael), Carol Palmer-Collins (San Anselmo), Kim Ruchomkin (San Rafael), Alison Steiger (Novato), Shirley Sugawara (San Rafael), Marin Center Ushers, CS

1 YEAR
Lucas Tress (Larkspur), Charles Bohner (San Rafael), Luca Cuffe (San Rafael), Ella Foskett (Mill Valley), Cassiopeia Kelly (Mill Valley), Aya Shadan (Corte Madera), Samuel St. John (Mill Valley), Pearl Thompson (Larkspur), Marin Search & Rescue Youth Volunteers, Sheriff’s Office

Joyce Derr (Novato), English Tutor, Novato Library

Mark Spongberg (Santa Rosa), Air Patrol Volunteer, Sheriff’s Office

Sal Munoz (San Rafael), John VanHoosier (Tiburon), Marin Search & Rescue Volunteers, Sheriff’s Office

Maureen Carlin (San Rafael), Mary Lou Dibbern (Mill Valley), Deborah Fox (Corte Madera), May Britt Goldblum (Novato), Stan Green (Greenbrae), Peggy Hodel (San Rafael), Katharine McLaughlin (Novato), Barbara Parkman (Novato), James Pennington (Novato), Vicki Pennington (Novato), Patricia Prorok (Novato), Everil Robertson (San Rafael), Bob Robertson (San Rafael), Toni Tang (Novato), Ingrid Vitos (Benicia), Karin Westphal (Novato), Marin Center Ushers, CS

Jaime Y. Faurot (Novato), Catherine Watts (Kentfield), Mental Health Services Act Administrative Support Aide, HHS

Shirley Young (San Rafael), Communicable Disease Team Investigation Support, HHS

October 2019
Who’s New & Welcome!

Tayler Anderson (Novato), Behavioral Health and Recovery Services Administrative Support Intern, Health and Human Services (HHS)
Melvin Banagan (Hercules), Certified Ambulatory Perianesthesia (CAPA) Nursing Student Intern, HHS
Scott Berger (Santa Rosa), Social Work Intern Bridge Team, HHS
Afsaneh Bohlouli (Mill Valley), Graphic Design Aide, Corte Madera Library and Human Resources
Syeda Bukhari (Richmond), CAPA Nursing Student Intern, HHS
Yanni Caparis (Larkspur), Tobacco Education and Prevention Intern, HHS
Nina Caton (San Francisco), Tutoring Intern, Juvenile Hall, Probation
Jerrimay Deleon (Daly City), Bridge Team Intern, HHS
Mark DeMenno (Corte Madera), Patrol Volunteer, Marin County Parks
Jessica Glennon (Tiburon), Tobacco Prevention and Education Intern, HHS
Annika Guerrero (Petaluma), Teen Shelver Intern, Novato Library
Liz Hylton (San Anselmo), Tobacco Prevention and Education Intern, HHS
Marcus Jackson (Novato), Teen Shelver Intern, Novato Library
Soham Koley (Daly City), Fire Lookout, Fire Department
Robert Lutz (Fairfax), Patrol Volunteer, Marin County Parks
Emma Lutz (San Francisco), CAPA Nursing Student Intern, HHS
Scott McWhorter (San Francisco), Tobacco Prevention and Education Intern, HHS
Teresa Mercado-Gans (Suisun City), CAPA Nursing Student Intern, HHS
Faven Mesfin (San Francisco), CAPA Nursing Student Intern, HHS
Katherine Metcalf (Burlingame), Shelf Intern, Novato Library
Emily Morales (Novato), Tobacco Prevention and Education Intern, HHS
David Moshal (Mill Valley), Digital Literacy Aide, Marin City Library
Adrian Nunez (San Francisco), CAPA Nursing Student Intern, HHS
Alicia Nuyens (San Rafael), Friends of the Family Volunteer, HHS
Katie Parsons (Tiburon), Tobacco Prevention and Education Intern, HHS
Joanne Probert (San Francisco), CAPA Nursing Student Intern, HHS
Camille Richard (San Anselmo), Tobacco Prevention and Education Intern, HHS
Talia Schiff (Oakland), CAPA Nursing Student Intern, HHS
Austin Shopbell (San Anselmo), Law School Fellow Intern, District Attorney’s Office
Sophie Taubman (Fairfax), Tobacco Prevention and Education Intern, HHS
Tom Valens (Forest Knolls), Fire Lookout, Fire Department
Amy Valens (Forest Knolls), Fire Lookout, Fire Department
Axel Valle Alerhand (San Rafael), Latino Family Health Intern, HHS
Pepe Vallenas (Oakland), Fire Lookout, Fire Department
Marissa Vang (San Rafael), Kerner Bridge Team Class Assistant, HHS
Kat Vasquez (San Francisco), CAPA Nursing Student Intern, HHS
Coral Vargas (Richmond), Youth and Family Services Intern, HHS
Sanaa Wiley (Novato), Student Service Shelver Intern, South Novato Library

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