

## **Bio for Barbara Ernst, Scholarship Chair**

**Background:** My husband and I (and two labs) escaped California in 2013 after buying a hilltop home near Hassayampa the year before. We sold our Solana Beach home in one day and were given 15 days to move – after 33 years. That was quite a month. My husband is a retired contractor so he couldn't wait to get started on our Prescott dream home.

We remodeled the first year and then relaxed in the winter to our vacation home at The Lakes in Palm Desert.

I attended my first RWOP meeting in 2015 when I met Ann Brechwald who was on the Judge Jeanine Event committee. Once Ann realized I had a marketing background she invited me to an Event Committee meeting and that's how it all began. Linda Nichols was chair and we became fast friends and she and the team appreciated what I could bring to the party.

Briefly, I retired as a Marketing Director for both large and small financial institutions in 2002. My background includes expertise in advertising and marketing, creation of point of purchase materials, buying media, press relations, business development and management skills. I was thrilled to do advertising, press and program development for the Judge Jeanine event. In fact, I have done these jobs for every speaker since 2015.

### **Education:**

Bachelor's Degree in Business Administration from San Diego State University

Completed the New York Institute of Finance Series 7 course.

### **Work History:**

Managed the Marketing/Advertising portfolio for Great American Bank from 1985 to 1990. Budget was \$10 million which included advertising, marketing and collateral support for 340 branches in three states and efforts towards community involvement – multi state donations – San Diego Zoo, San Diego Symphony, McDonald's House, Children's Hospital, San Diego Magazine and Home & Garden, Boeing Research, Laguna Arts Festival.

Marketing Director for Community National Bank 1998 to 2002. Improved market share of the bank's three markets of North San Diego through branch outreach programs, television, newspaper and radio advertising.