

**Memorandum**

**To** : Santa Fe Board of County Commissioners

**From** : Steve Shepherd  
SF County Community Services Department  
SF County Health & Human Services Division

**Date** : July 26, 2011

**Subject** : **Accept Resignation of Ms. Deborah Armstrong, a District V Representative, from the Santa Fe County Health Policy and Planning Commission**

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**Issue:**

Seven (7) members are appointed to the Santa Fe County Health Policy & Planning Commission (HPPC) by the Santa Fe Board of County Commissioners (BCC). Ms. Deborah Armstrong has submitted her resignation. The BCC needs to accept her resignation, so that a new member can be appointed in her place.

**Background:**

Ms. Armstrong represented District V on the HPPC. She notified staff in June that she would be leaving the Commission shortly. We are sorry that Ms. Armstrong could only spend a short time on the Commission, and will miss her extensive knowledge of healthcare reform.

**Staff Recommendation:**

Staff recommends that the BCC accept the resignation of Ms. Deborah Armstrong, and we thank her for her service to Santa Fe County.

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**June 16, 2011**

**Dear Health Policy and Planning Commissioners:**

**Please accept this email as notice of my resignation as member of the Health Policy Commission, as I will be moving to Albuquerque.**

**Thanks,**

**Debbie Armstrong**

## Steve Shepherd

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**From:** Marie Garcia  
**Sent:** Monday, July 11, 2011 10:36 AM  
**To:** Steve Shepherd  
**Subject:** FW: Resignation from HPPC

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**From:** Deborah Armstrong [mailto:debarmstrong2@mac.com]  
**Sent:** Thursday, June 16, 2011 8:51 AM  
**To:** Marie Garcia  
**Subject:** Re: Resignation from HPPC

I am out of the country until mid-July so cannot send a formal letter. Please accept this email as notice of my resignation as member of the Health Policy Commission, as I will be moving to Albuquerque.

Thanks,  
Debbie

Sent from my iPhone  
Debbie Armstrong  
(505) 795-5164

**Memorandum**

**To** : Santa Fe Board of County Commissioners

**From** : Steve Shepherd  
SF County Community Services Department  
SF County Health & Human Services Division

**Date** : July 26, 2011

**Subject** : **Appoint Mr. David Harwell as a District V representative to the Santa Fe County Health Policy and Planning Commission.**

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**Issue:**

Seven (7) members are appointed to the Santa Fe County Health Policy & Planning Commission (HPPC) by the Santa Fe Board of County Commissioners (BCC). Ms. Deborah Armstrong submitted her resignation, leaving the BCC District V position vacant. The term of the appointment will run through March 7, 2013.

**Background:**

Mr. David Harwell has expressed continued interest in membership on the HPPC representing District V. Mr. Harwell has attended HPPC meetings as a member of the public, Mr. Harwell has an extensive background in Communications and Public Information.

**Staff Recommendation:**

Staff believes that Mr. Harwell will bring diverse experience and interests to the HPPC, and staff recommends his appointment.

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To whom it may concern:

I am interested in seeking appointment to the SF County Health Policy and Planning Commission. Health care is very important for all of our residents and as someone that counts on having quality care, I am most interested in helping ensure that everyone has equal opportunities to receive the best care available.

Please contact me for any further information or questions.

Thank you.



David R. Harwell

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## DAVID R. HARWELL

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### DIRECTOR OF COMMUNICATIONS

Government Relations | Business Communications | Professional Networking  
Organizational Management | Press & Media Relations | Political Strategy

Insightful communicator and influential relationship-builder with 20+ years of experience and repeated success in improving internal /external communications within various agencies. Senior executive team member helping to develop strategy and craft concise crisp messages that align wholly with organizational objectives. *Strengths include:*

- **Crisis Communications:** Spokesperson for high profile state divisions and controversial national advocacy organization at high risk for ongoing crises. Adept at responding quickly, accurately, and honestly to inquiries and serving as a buffer to press/media.
- **Creative Talents:** Highly creative and visual professional with keen eye for design, color, and style. Accomplishments include overseeing and developing new logo for Motor Vehicle Division that was adopted statewide.
- **Speechwriting:** Speechwriter for Congressman from Louisiana and Cabinet Secretary at Taxation and Revenue Department. Currently composing speeches for gubernatorial candidate. Authored approximately 40 speeches during career.

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### PROFESSIONAL EXPERIENCE

STATE OF NEW MEXICO, Santa Fe, NM

2006 – 2010

**Director of Communications**—*Department of Indian Affairs (2009–2010)*

Hand-picked as spokesperson to manage all press/media relations for State Cabinet Department representing and protecting interests of state's Native American population. Serve as integral member of Senior Executive team, updating and executing department's strategic plan.

- **Expanded coverage of Native American issues** by improving relations with local and state press/media.
- **Leveraged existing relationships** with Governor's Office to turnaround poor communications with Cabinet Secretary.
- **Improved internal communications** between Cabinet Secretary and staff by promoting an open positive atmosphere.

**Senior Policy Analyst & Public Information Officer**—*Department of Finance and Administration (2009)*

Hired as spokesperson for State Cabinet Department charged with developing annual state budget and approving all state expenditures. Systematically tackled all media and press calls as well as all public information requests while producing Budget in Brief (annual document outlining proposed state budget).

- **Scripted comments for Cabinet Secretary's presentation** to annual meeting of State Chamber of Commerce, outlining state budget.
- **Drafted ongoing final bi-weekly reports** to Governor's Office by compiling reports from 5 divisions.

**Public Information Officer**—*Taxation and Revenue Department (2006 – 2009)*

Brought in to State Cabinet Department position vacant for months and comprised of 7 divisions. Challenged to manage public information for several very high profile divisions, including State Motor Vehicle Division, while repairing relationships with media and improving morale of disgruntle employees on shoestring budget.

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**DAVID R. HARWELL, PAGE 2**

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- **Boosted employee satisfaction** by implementing "Breakfast with the Cabinet Secretary," employee recognition awards/events, and Secretary visits to employee work spaces.
- **Dramatically improved connections** with media via personal interactions with key press and on-air reporters.
- **Enhanced public relations** with State Motor Vehicle Division by improving wait times and overseeing development of division's first consistent logo that was adopted statewide.
- **Chaired successful 2-year "Plain Talk Initiative"** that required all government agencies to communicate to the public in simple not bureaucratic language.

NATIONAL ASSOCIATION OF RADIOLOGIC TECHNOLOGIES, Albuquerque, NM      2004 – 2006  
**Director of State Relations**

Recruited for newly created position by national organization, representing radiology technologists. Accountable for fostering relationships with targeted states in support of legislation passage to benefit members. Traveled to meet with local members and champion lobbying efforts in 7 states.

- **Fortified communications** between state chapters and national organization by initiating ongoing dialogue and face-to-face contact that was previously non-existent.
- **Reinforced relationships** with key state legislators and organization by equipping them with sufficient information that was very limited prior to arrival.

*Earlier Career:*

NATIONAL ORGANIZATION FOR WOMEN, Washington, DC (1 year)  
**Associate Press Secretary**

Brought in to women's advocacy organization as highest ranking male to work at national office. In charge of fielding heavy load of media/press inquiries, writing press releases, and organizing public and televised appearances for national officers of controversial organization that was routinely in crisis.

- Strengthened relationships with local, state, and national media via political savvy and communication skills.
- Led by example to generate more interest and support from men for women's issues.

CONGRESSMAN GILLIS LONG, Washington, DC (4 years)  
**Outreach & Direct Mail Manager**

Drove outreach and direct mail campaign, targeting \$2M+ constituents for U.S. Congressman from Louisiana. Made key contributions to congressman's re-election, including writing speeches.

*Additional Experience: Freelance Writer* (2010–Present) Compose speeches and Opinion-Editorial pieces for gubernatorial candidate. Additionally work for small public relations agency helping develop proposals for clients.

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**PROFESSIONAL DEVELOPMENT**

**B.A., International Relations** – The American University  
Post-Graduate Public Relations Coursework – George Washington University  
International Studies – The American College in Paris  
Graduate – Leadership Santa Fe (1-year course)

**Affiliations:** National Association of Government Communicators • Public Relations Society of America