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OFFICE OF THE  
STENOGRAPHER

MURIEL BOWSER  
MAYOR

DEC 1 2017

The Honorable Phil Mendelson  
Chairman  
Council of the District of Columbia  
John A. Wilson Building  
1350 Pennsylvania Avenue, NW, Suite 504  
Washington, DC 20004

Dear Chairman Mendelson:

In accordance with section 2 of the Confirmation Act of 1978, effective March 3, 1979 (D.C. Law 2-142; D.C. Official Code § 1-523.01), and pursuant to section 4 of The District of Columbia Alcoholic Beverage Control Act, approved January 24, 1934 (48 Stat. 321; D.C. Official Code §§ 25-201, 25-206), I am pleased to nominate the following individual to the Alcoholic Beverage Control Board:

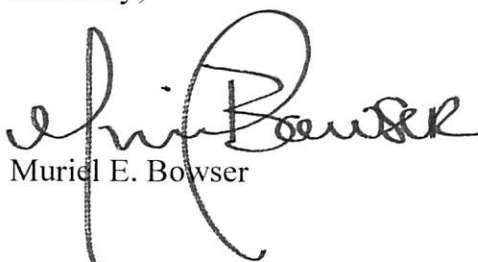
Mr. Bobby Cato, Jr.  
1214 Oates Street NE  
Washington, DC 20002  
(Ward 5)

for appointment as a member of the Alcoholic Beverage Control Board, replacing David Jacob Perry, for the remainder of an unexpired term to end May 7, 2019.


Enclosed you will find biographical information detailing Mr. Cato's experience, together with a proposed resolution to assist the Council during the confirmation process.

I would appreciate the Council's earliest consideration of this nomination for confirmation. Please do not hesitate to contact me, or Steven Walker, Director, Mayor's Office of Talent and Appointments, should the Council require additional information.

Sincerely,



Muriel E. Bowser

  
Chairman Phil Mendelson  
at the request of the Mayor

A PROPOSED RESOLUTION

IN THE COUNCIL OF THE DISTRICT OF COLUMBIA

Chairman Phil Mendelson, at the request of the Mayor, introduced the following resolution,  
which was referred to the Committee on \_\_\_\_\_.

To confirm the appointment of Mr. Bobby Cato, Jr. as a member of the Alcoholic  
Beverage Control Board.

RESOLVED, BY COUNCIL OF THE DISTRICT OF COLUMBIA, That this  
resolution may be cited as the "Alcoholic Beverage Control Board Bobby Cato, Jr. Confirmation  
Resolution of 2017".

Sec. 2. The Council of the District of Columbia confirms the appointment of:

Mr. Bobby Cato, Jr.  
1214 Oates Street NE  
Washington, DC 20002  
(Ward 5)

as a member of the Alcoholic Beverage Control Board, pursuant to section 4 of The District of  
Columbia Alcoholic Beverage Control Act, approved January 24, 1934 (48 Stat. 321; D.C.  
Official Code §§ 25-201, 25-206), replacing David Jacob Perry, for the remainder of an  
unexpired term to end May 7, 2019.

Sec. 3. The Council of the District of Columbia shall transmit a copy of this resolution,  
upon its adoption, to the nominee and to the Office of the Mayor.

Sec. 4. This resolution shall take effect immediately.

# BOBBY CATO

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## Senior-Level Project Manager and Outreach Specialist

Skilled project manager, events manager, and outreach specialist with over 15 years of experience in program/project management, partnership facilitation, business development, community engagement, promoting and launching successful events, and providing effective technical instruction

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### PROFESSIONAL SYNOPSIS

#### **CGH Marketing, LLC • 2015-Present** ***A brand marketing and events company***

**Consultant:** Responsible for the overall management of all strategic and operational marketing and customer relationship activities.

- Initiate and develop new Partner relationships, providing strategic alliances and business opportunities
- Develop marketing outreach initiatives/events for various clients including, South West Airlines, Pepsi, Mountain Dew, Jameson and Capitol City Beverage Company
- Responsible for driving event attendance, and creating experiences conducive to achieving the event goals
- Coordinate and manage event logistics including venue selection, staging, catering and production elements.
- Provide creative treatment & technical direction to events

#### **NATIONAL SCHOOL BOARDS ASSOCIATION (NSBA) • 2013-2015** ***A national education advocacy organization***

**Manager:** Managed two revenue-generating programs of the organization (State Association Partnerships Services and Council of Urban Boards of Education (C.U.B.E.)); created and executed strategic outreach plans; planned and managed conference workshops, seminars and symposiums; managed vendor and sponsor relationships;

##### State Association Partnership Services (9 month appointment)

- Developed and executed marketing and promotion plans for new membership participation
- Facilitated product presentations to State Board Executives and School Board Members from across the U.S.
- Organized Annual Conference workshops and events for audiences of 5,000+
- Supported additional elements of the National Connection program, and BuyBoard Purchasing Cooperative.

##### (C.U.B.E.)

- Managed conferences and events that empowered educational leaders to impact student achievement from inception to culmination
- Through creative marketing strategies, increased conference participation by 15% within 12 months.
- Created social media outreach plans for all conferences and events
- Developed strategic partnerships between Urban School Board Members and private sector companies including; Sodexo, Revolution Foods, Discovery Communications

## **NATIONAL ENVIRONMENTAL EDUCATION FOUNDATION (NEEF) • 2008-2012**

***A congressionally chartered non-profit organization of the U.S. Environmental Protection Agency (EPA)***

***Senior Education Project Manager:*** Developed and managed the outreach strategy of the education program and other organization-wide initiatives; created strategic alliances and sustained relationships with key stakeholders including government agencies, non-profit organizations, and corporate sponsors; facilitated web-based professional development forums; managed major community events; and served as the primary point of contact for vendors.

- Developed, implemented and managed the outreach strategy including social media for U.S. market
- Supervised and evaluated program staff and interns
- Facilitated collaboration between the National Education Association (NEA) and the U.S. Fish and Wildlife Association to develop grants targeted at K-12 teachers and students
- Achieved success with the Urban Campout Initiative for the Public Lands Day Program with record participation and endorsed by Georgia Congressman John Lewis and Atlanta Mayor Kasim Reed (2008-2012)
- Launched and managed the Weather Channel-funded websites classroomearth.org and planetconnect.org
- Planned and executed social media campaigns targeted at diverse audiences reaching more than 100K high school teachers and students sponsored by Samsung, Staples and Toyota Motor Sales, U.S. A. and The Weather Channel.
- Cultivated and established partnerships with national, state and local educational institutions, school systems, non-profit organizations, environmental education communities, government agencies and youth groups

## **AMERICAN ASSOCIATION OF COLLEGES FOR TEACHER EDUCATION (AACTE) • 2004-2007**

***A higher education advocacy organization***

***Director of Technology Programming and Initiatives:*** Developed organization-wide technology program initiatives, established strategic relationships between corporations, k-12 schools and colleges/universities throughout the U.S., produced and managed national symposiums, and served as the liaison for technology program initiatives at Historically Black Colleges and Universities.

- Served as the educational technology lead for the largest teacher preparation association in the nation
- Created strategic partnerships with major technology corporations including Microsoft, Discovery Education, Canon, and Nortel
- Managed the *Microsoft Innovative Teachers Program*, an initiative between students and faculty from 50 member institutions to promote the use of technology
- Secured approximately \$1 Million in corporate sponsorship for technology programs at member institutions
- Coordinated and managed the logistics for several national educational technology workshops reaching diverse audiences and attendees exceeding 10,000
- Coordinated the development of the AACTE Monograph entitled *Handbook of Technological Pedagogical Content Knowledge (TPCK) for Educators* that has been adopted in over 500 schools/colleges of education through the U.S.

**HYDE LEADERSHIP PUBLIC CHARTER SCHOOL • 2003-2004**  
*K-12 Charter School based in Washington, D.C.*

Technology Coordinator: Established school-wide technology program and served as the subject matter lead for using technology to enhance instruction.

- Developed a school-wide technology plan and budget
- Established partnerships with local businesses to support technology program including Bank of America, L3 Communications and Discovery Communications
- Secured service discounts and cut expenses resulting in a 30% cost savings to the school
- Generated \$100,000 in funding for school-wide technology program
- Delivered instructor-led training for a variety of user groups (i.e. students, parents and faculty)
- Designed and developed web-based training modules for faculty and administrators

**THE PROJECT MANAGEMENT GROUP, INC. • 2000-2003**

*A project management firm specializing in developing and managing technical training programs*

Senior Instructional Designer: Functioned as lead instructional designer, point of contact for all new clients, and promoted and pursued new business development opportunities. Collaborated with management team to develop the company's marketing collateral.

- Established and managed key accounts with Atlanta City Schools, District of Columbia Public Schools and Fairfax County Schools
- Delivered instructor-led training for a variety of user groups
- Collaborated with clients to determine project goals, learning objectives, and performance measurements
- Designed and developed training deliverables including job aids, quick reference cards, and user guides
- Trained over 1,000 teachers and administrators nationwide on how to integrate digital technologies into the classroom

**FRIENDSHIP-EDISON SCHOOLS • 1999-2000**

7<sup>th</sup> Grade Math Teacher:

**ALEXANDRIA CITY SCHOOLS, VA • 1998-1999**

6<sup>th</sup> Grade Math Teacher:

**PRINCE GEORGE'S COUNTY PUBLIC SCHOOLS, MD. • 1997-1998**

4<sup>th</sup> Grade Teacher:

**EDUCATION & ADDITIONAL PROFESSIONAL STUDIES**

*Master of Science in Educational Administration and Policy Development*  
Trinity University, Washington, D.C.

*Bachelor of Science in Elementary Education*  
North Carolina Agricultural and Technical State University

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**Scholarly Publications**

- Brown, M. C., & Cato, B. L. Preface. In American Association of Colleges for Teacher Education, *Handbook of Technological Pedagogical Content Knowledge (TPCK) for Educators*. Routledge (2008).

## **Technical Skills**

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- **Software Applications – Adobe Creative Suite, MS Office Suite, Premiere, Final Cut Pro**
- **Social Media- Twitter, Facebook, Youtube, LinkedIn Google+, Pinterest, Instagram**
- **Web Based Applications-, Moodle, Drupal, Joomla, Weebly, WordPress, Squarespace**
- **Operating Systems- Windows, Mac OSX and higher**
- **Programming Languages - HTML, XML**



Executive Office of the Mayor - Office of Talent and Appointments  
John A. Wilson Building | 1350 Pennsylvania Avenue, Suite 600 | Washington, DC 20004

## **Bobby Cato, Jr.**



Bobby Cato, Jr. is a Consultant for CGH Marketing, LLC.

Mr. Cato has developed and implemented several public-private partnership community engagement campaigns and programs in the Washington, D.C.-area and other metropolitan cities around the country. He has launched successful campaigns for the Weather Channel, U.S. Fish and Wildlife Service, the National Park Service, Samsung, Toyota Motor Sales U.S.A, Staples, and South West Airlines. In addition, Mr. Cato has years of experience producing a variety of business conferences and special events. In his current work, he supports his client's goal of increasing their clients' customer base through networking events and innovative social media campaigns—with a primary focus on engaging African-

American and other communities of color.

Prior to CGH, Mr. Cato served as the Manger of the Council of Urban Boards of Education at the National School Boards Association. In that role, he was the primary liaison to more than 40 superintendents and school board chairs from urban school districts across the country, and managed conferences and events that empowered educational leaders to impact student achievement from inception to culmination. Mr. Cato is a seasoned educator and school administrator, having spent years in the classroom. In addition, he's served as the Director of Technology Programming and Innovation for the largest teacher preparation association in the U.S., the American Association of Colleges for Teacher Education; and Senior Education Project Manager at the National Environmental Education Foundation. Throughout his career, Mr. Cato has hosted countless art and culture events in and around the city, once serving as a member of the Duke Ellington School of the Arts Fundraiser Benefit Committee. He's also raised funds to support several other arts and education initiatives throughout D.C.

A Ward 5 resident, Mr. Cato obtained a Bachelor of Science degree from North Carolina Agricultural and Technical State University and a Master of Science in Administration and Policy Development from Trinity University.



GOVERNMENT OF THE DISTRICT OF COLUMBIA  
Executive Office of Mayor Muriel Bowser



Office of the General Counsel to the Mayor

**To:** Alana Intrieri, Steve Walker  
**From:** Betsy Cavendish  
**Date:** November 29, 2017  
**Subject:** Legal sufficiency review of Resolution nominating Bobby Cato, Jr. to the Alcoholic Beverage Control Board.

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**This is to Certify** that this office has reviewed the above-referenced legislation and found it to be legally unobjectionable. If you have any questions in this regard, please do not hesitate to call me at 202-724-7681.

A handwritten signature in cursive script that reads 'Elizabeth A. Cavendish'.

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Elizabeth Cavendish