

If City resident, number of years: 18

**CITY OF PASADENA**

**Commissioner Biographical Form - VOLUNTARY**

This biographical form will be filed in the Office of the Mayor & City Council; if you are appointed to a commission, it will assist City Hall in responding to questions regarding your background as a commissioner if requested by the news media or interested citizens. This Biographical Form should be submitted along with your commission application.

If you choose to complete the form, please be sure that the information provided is factual. It will be the basis for information provided over the telephone and at the public counter. The form may be duplicated and given to the news media and it may also be posted on the City's website.

**NAME:** Pat Amsbry                      **DISTRICT:** 5                      **YEARS AS PASADENA RESIDENT:** 18

**OCCUPATION:**                      See attached resume


**EDUCATION & TRAINING:**

**SERVICE RECORD:**

**MEMBERSHIP & OFFICES HELD IN CIVIC, RELIGIOUS, FRATERNAL OR TECHNICAL ASSOCIATIONS:**

**Reference: [www.patamsbry.com](http://www.patamsbry.com)**

**HOBBIES:**

**SIGNATURE:** 

**DATE:** February 6, 2021

*I hereby certify that the following information is correct to the best of my knowledge.*

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*When complete, mail original application*

## **Patrick Amsbry**

### **Application for Appointment to the PCCB**

#### Community Service and Education

##### Community Service

###### **Rose Bowl Aquatics Center**

Chairman of The Board of Directors

2016 – Present

Celebrating its 30th year Anniversary, The Rose Bowl Aquatics Center, a 501(c)(3) non-profit organization is one of the largest and most highly regarded aquatics facilities in the western US. Opened in 1990, the RBAC is located in Pasadena's beautiful Brookside Park, just south of the famous Rose Bowl Stadium. This world-class aquatic facility offers year-round aquatics and fitness programming to children, youth, families, and seniors so that all generations can achieve the benefits of healthy living habits through regular aquatics lessons, exercise, and sports training. Today, we serve more than 550,000 patrons annually. Through equity, access, and opportunity, the Rose Bowl Aquatics Center seeks to promote water safety for all, provide no cost learn to swim lessons for all Pasadena 3rd grade students through a partnership with PUSD, and serve a diverse community of student-athletes through our nationally recognized swim, water polo and dive programs. We are also known for our Masters, Swim, and Dive teams, Sting Rays Team, Water Fitness and Aerobics programs, Warm Water Fitness and Therapy Programs through our licensed Physical Therapists, and so much more.

###### **Pasadena Police Department**

CAPP - Citizens Assisting Pasadena Police (in-training)

2020 – Present

Specially trained volunteers who provide uniformed, non-enforcement services patrolling residential and commercial areas, assist with city-wide crime prevention efforts as well as Parade Watch, Operation Awareness, Safe Shopping, and other community relations efforts.

###### **Friends of Madison Elementary School**

Co-Founder, Funder & Board of Advisors

2017 – Present

My wife and I founded this charitable organization specifically to create a more equitable learning environment for a public elementary school in Pasadena. Our goal is to raise funds through our own funds and tax-deductible donations to the Friends of Madison Elementary Equity Fund. This donor-advised fund will exclusively benefit James Madison Elementary School and create more educational equity and access for opportunities currently not available to the Madison students. Our vision is to help the educators at Madison create a more equitable learning environment, provide teachers and students access to more resources

**Patrick Amsbry**  
**Application for PCCB**  
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and leverage our community relationships to unlock greater opportunities for every student. We are pioneering a new type of funding model that will put dollars where and when they are needed so the frontline administrators and educators can foster the unique potential of the students at Madison Elementary and give them the tools and inspiration they need to dream big and succeed.

**Civitas Pasadena**

Founding Board Member

2019 – Present

Civitas is a place for civil discussion among a diverse and dynamic group of interesting people and civic, business, education leaders (and more), who want to make a positive difference in our community through bold ideas and action.

**Polytechnic School**

Chair

Panther Club - All School Athletic Booster & Parent Organization

2014 – May 2017

Polytechnic School, a college-preparatory school established in 1907, is dedicated to the education of students from kindergarten through 12th grade. As Chair of the Panther Club, I worked with administrators, parents, coaches and the Athletic Department to raise funds for greater equity and access for student athletics. In this role I also oversaw all school branded merchandise and created spirit events to foster unity between grade levels and parent communities.

**The Old Mill (El Molino Viejo)**

Member, Board of Trustees

2016 – Present

El Molino Viejo is an architectural and state of California Historical Landmark, a monument that celebrates the history of California. As a member of the Board of Trustees, I assist in fundraising and general administration of the facility and ensure we continue our mission of preserving the historical facility and developing and artistic, educational and music programs to benefit the local community.

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**Boy Scouts of America**

Assistant Scoutmaster, Fundraising Director

2007 – 2016 Volunteer

For 5 years, I served as the Popcorn Fundraising Chair for Pack 1 in Altadena - for my last 3 years of service, I also assisted packs and troops throughout all of San Gabriel Valley and created sales programs, scripts, and incentive programs that each area pack and troop could implement to help them increase their unit's fundraising success. I also served as an Assistant Scoutmaster for Troop 4 when my son moved from Cub Scouts to Boy Scouts.

**Altadena Town and Country Club**

Board of Governors - Treasurer (1 year), Secretary (2 years)

2011 – 2017

I served as an elected member of the Board of Governors for a private Country Club in Altadena. This organization is operated as a nonprofit business that serves both members and nonmembers through a very well-regarded meeting and banquet department, a multi-award-winning wedding destination, and a popular interior/exterior location for TV, Film, and Commercial productions. I served one year as Treasurer and 2 years as Secretary. I have also served multiple additional years as Chair or Co-Chair of the Swimming, Tennis, and Social Committees and member of the Long-Range Planning Committee.

**Rose Bowl Aquatics Center**

Dive Booster Volunteer - Competitive Dive Team

2010 – 2015

Assisted in Dive Meet planning, marketing and production. Served as an announcer for all levels of youth dive competitions.

**Prostate Cancer Foundation - Team Winter Triathlon Team**

Fundraising Participant and Fundraising Manager

2010 – Aug 2012

Served both as a fundraiser as an athlete participating in triathlon races and assisted Team Winter in organizing additional events - managing athletes and fundraising teams for destination races (i.e., NY Marathon). In 2011, I completed the Ironman Canada Competition (a 140-mile triathlon race) as a member of Team Winter raising over \$4,000 for Prostate Cancer Research.

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**Rose Bowl Aquatics Center**

Co-Chair, 25th Anniversary Celebration & Fundraiser  
2014 – 2015

Along with my wife and Co-Chair, Kate Amsbry, we created the theme, organized and executed the RBAC's 25th Anniversary Gala that featured over 600 guests and was the most financially successful event of its kind to date. Our theme "Triumph over Adversity" featured KCBS Sports Anchor Jim Hill as our Master of Ceremonies and we honored a diverse group of aquatic heroes. Dr. Sammy Lee, age 95 at the time of the event, was the first Japanese American to win two Olympic Gold Medals in Diving for the USA (despite overcoming incredible discrimination and obstacles to his training at Brookside Park - former pool at the site at of today's Rose Bowl Aquatic's Center); and comedian Louie Anderson, through his role in ABC-TV's SPLASH (diving TV show that shot at the RBAC) overcame the fear of swimming and diving as a 400+ lb. man and inspired thousands of people to learn to swim and opened up a game-changing national discussion about body positivity.

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## Patrick Amsbry

### Application for Appointment to the PCCB

“How would you help achieve these objectives and goals? What special qualities would you bring?”

I am proud to be a founding board member of Civitas, a local group of diverse people who want to make a positive difference in the community. This is the perfect group for me as I so passionately want to be part of positive change in my community. I care deeply about my neighbors, especially the neighbors that have been oppressed and are limited in their ability to advocate for themselves. It's this passion that inspired my wife and I to get involved with James Madison Elementary School - first as a 'friendship' with the school and then a relationship that evolved into so much more once we discovered how much difference a little money, compassion and caring could make. Someone asked me if we had "adopted a school" and I answered an emphatic "NO" - I abhorred that idea of my wife and I 'adopting' these kids. These kids came from loving families, just families with different circumstances, fewer resources, fewer opportunities, less access to learning opportunities. They did not to be 'adopted'. They just needed a friend. Our friendship evolved into a nonprofit called Friends of Madison. In the 3+ years that Kate and I have worked with the Madison teachers and staff, the Madison families and kids, Reading Partners doing one-on-one reading tutoring and developed and implemented attendance incentive programs that have helped return hundreds of thousands of dollars in funding back to the school, we deepened our friendship. It will be a lifelong friendship with this school and this school community. We discovered how passion, compassion, kindness, perseverance and resilience help bring communities together.

If I am chosen as a member of the Northwest Commission, I will bring the experience and life lessons learned from my 30+ year successful business career in advertising and broadcasting. My experience successfully negotiating over \$1.5 billion dollars in media transactions; organizing, producing and selling hundreds of concerts and large scale, revenue producing events; working with the big egos of top name on-air talent and music artists; managing large sales staffs and successfully inspiring and motivating them to perform at their highest level; working with thousands of different business owners in scores of different industries and the knowledge I gained as I helped them increase their revenue; and managing topline revenue budgets upward of \$300,000,000. If I am selected, I will bring my experience running my own business; the skills I developed by managing an entire business; business development, relationship building, collaborating and compromising. If I am selected, I will bring my experience as an entrepreneur - working quickly, with limited resources, creating value out of an idea and bringing that idea to market and monetizing it within a short time frame. If this Council believes I am the right person to join this legislative body I will bring a work ethic like no other, a love for my neighbors, a commitment for diversity - diversity of all kinds - cultural, racial, gender, gender identification, diversity of experience and thought. I will bring an open mind, an ability and willingness to listen. I will bring a reverence for the institution, a healthy respect for the law, the process and protocols that govern the way that the City operates. If I

am selected, I will bring the highest level of integrity to my work and demonstrate the highest moral character in my words, deeds and actions. If I am selected, I will work hard every day to support to efforts of my fellow members of the Northwest Commission and the work of the City Council, the Mayor and the work of the City Staff.

## Patrick Amsbry

### Application for Appointment to the PCCB

“What specifically in your background, training or interests qualifies you as an appointee?”

My wife, Kate and I moved our family to Pasadena in 2003. We raised our two sons here, met and developed our lifelong friends and quickly fell in love with the history, architecture, outdoor activities, natural beauty, the diversity and most of all the people. We both became very involved in our kid’s activities, like many parents who are able, and before long I was coaching multiple sports – my favorite being the Brotherhood sports run by the late Victor McClintock. The more families and kids we met, the more we were in love with Pasadena – and after several moves early in our marriage, we knew Pasadena was “home”, we were not planning on moving anywhere ever again.

My career has been mostly in advertising sales. Selling radio advertising time, concerts and events and managing radio stations and large teams of salespeople. I have worked hard, had some good fortune and mostly been smart enough to have worked for some tremendous people - people who took an interest in my success and invested time in mentoring me. When I was young, I thought I would just out work everyone and that works, to a point. As I matured in my career, listened to the advice of my mentors, and began applying that advice, I began experiencing greater professional success, better results in my personal endeavors and greater harmony in my relationships. I shifted my outlook from ‘inward’ - focused solely on my personal achievements to ‘outward’, with a greater focus on how I could help others. I became interested in the concept and benefit of servant leadership - empathy, listening, being more self-aware, building community. These principles have benefited me greatly.

In my personal life I have always been adventurous, a thrill-seeker and keen to take on a new challenge. My wife says I like to “run towards the fire”. I have conquered many personal challenges - I have completed over 40 triathlons, I have completed an Ironman triathlon (Ironman Canada), 2 marathons, 9 half marathons, multiple 100-mile bike races and long-distance open water ocean swims. I am an avid snow skier and volunteered for several years as a National Ski Patrol. I am a licensed private pilot; I have sky dived in the Swiss Alps and hang glided in Rio. I am currently training to get my paragliding certificate. I am a scuba diver and a sailor. I have climbed Mt Whitney. And much more. I love a challenge and I love to prove to myself (overt and over again), that anything is possible. This is what we tell the kids at Madison Elementary - “anything is possible”. This is the message I would take with me to the District 5 residents and this is the spirit with which I would approach all of my work with fellow Councilmembers. Anything is possible!

In my work at the Rose Bowl Aquatics Center, when I speak to members of the community about the mission of the Center and my vision for the future, I always talk about four principles: Equity, Access, Opportunity and Inclusion. When I talk to neighbors in my community about the education nonprofit my wife and I founded I talk about the same four principles: Equity, Access,



Opportunity and Inclusion. The four principles are of great interest to me - for any great City to be truly great, it's leaders must focus on Equity, Access, Opportunity and Inclusion for all its residents.

I am a proud resident of District 5. My wife and I wanted to live in and raise our children in a diverse community and we will be forever thankful that we moved to 1006 North Oakland Avenue - the neighborhood called Orange Heights. It is a wonderfully diverse neighborhood. We have also been privileged to have been able to send our children to some of the best schools in the country: St. Marks Elementary School (1<sup>st</sup> through 6<sup>th</sup> grades), Polytechnic School (7<sup>th</sup> through 12<sup>th</sup> grades) and now our younger son Tom is a junior at Amherst College and our older son a graduate student at Tufts University. They benefitted greatly from both their neighborhood friends and school friends and that unique Pasadena experience where many kids on the same street all go to different schools.

This unique Pasadena experience opened up my eyes to the inequities in Pasadena, the educational inequities and the differences in the Districts. There are 'different Pasadena's' within our same great City. I believe this experience uniquely qualifies me to collaborate with the Councilmembers in the different Districts.

Through my career I have been a negotiator, a problem solver and tasked with getting things done. Through my community work I have been a collaborator and a consensus builder. As a resident that has existed in several of the 'different Pasadena's', I have a keen understanding of the City, its neighborhoods and issues and after 18 years of active civic involvement, I have friends and acquaintances across the entire town.

I love this town. My interest is contributing at the highest level to improving the quality of life for every Pasadena resident, to faithfully advocate for the residents and businesses of District 5, to collaborate with these community members, City staff and fellow Councilmembers to solve urgent issues like homelessness, affordable housing, sensible development, gender equity, policing, creating better job opportunities, safer streets, educational equity, gang violence and more. I am ready to go to work for my neighbors in District 5 and every resident of Pasadena.

## Contact

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friendsofmadison.org

## Top Skills

Negotiation

Marketing Strategy

Digital Media

# Patrick Amsbry

Co-Founder | Entrepreneur | Digital Media and Marketing

Professional

Pasadena

## Summary

Media professional with a demonstrated history of delivering measurable marketing results for companies and advertisers. Specific strengths in crafting, executing and optimizing marketing, media and promotion campaigns. Skilled at creative development and ideation, digital and traditional media planning and buying, promotional development and activation, event production and engaging new customers for companies of all sizes.

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## Experience

ClearlyHuman, LLC

Co-Founder

May 2020 - Present (9 months)

Los Angeles

Co-founded a company that pioneered a new design and new approach to superior personal protection and communication during the COVID-19 pandemic. The company conceived an entirely new design concept, created an ethos and brand around the concept, invested in significant design work, research & development, supply chain development, market research and product development. During the course of a public, crowdfunding launch of the ClealyHuman Reveal Mask (completely transparent face mask with a polycarbonate shell, superior fit silicone seal, two-way, replaceable filtration cartridges and the birth of a new category of masks that provide not only the best in two filtration and protection but open up the full transparency of true communication). ClearlyHuman entered into an agreement to sell the Reveal Mask product and IP to a production and distribution organization that will fast track the product to market. We are proud to have conceived and developed a product with so much possibility to make a positive impact on society and to have had such a quick and successful exit within 6 months of company inception.

## Flying A Media

### President

May 2009 - Present (11 years 9 months)

Pasadena

Flying A Media is a small team of business and media & marketing specialists committed to guiding companies through our new normal. Using forward-leaning business & data driven strategies, digital and traditional media tactics, Flying A helps small and medium size companies through the uncertainty of the moment and to ensure they survive and thrive.

## CBS Radio - KTWV-FM, KRTH-FM, KCBS-FM/Los Angeles

### General Sales Manager

2004 - 2009 (5 years)

Los Angeles

Responsible for all sales and top-line revenue growth for three of the top 25 highest billing radio stations in America. Developed the sales strategy, recruited salespeople, and managed all aspects of the on-air, on-line, special event, and off-air sales - including yield and inventory management. Created and managed large-scale events, concerts, and revenue-producing events working with various production companies, venue partners, and municipalities.

## Emmis Communications

### Director of National Sales

2003 - 2004 (1 year)

Los Angeles

Managed all National Advertising Sales for Power 106 -FM (with Big Boy in the Morning) and KZLA-FM Country.

## Clear Channel Communications

### Director of National Sales

2002 - 2003 (1 year)

Miami, Florida

South Florida Regional Director of National Sales for 26 radio stations from Ft. Pierce to West Palm Beach to Miami to the Florida Keys.

## Clear Channel Communications

### Director of Sales

1999 - 2001 (2 years)

San Francisco

Managed the sales operations of eight (8) San Francisco radio stations - including approximately 100 salespeople and \$275,000,000 in top line revenue.