

**AMERICAN CLUB OF LISBON BOARD OF DIRECTORS**

**APPLICATION**

NAME: Sheree Miranda Mitchell

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EDUCATION: Master Degree in Applied Linguistics and Spanish Literature

CURRENT OCCUPATION: CEO/Founder of Immersa Global (USA) and CEO/Founder of SMM Advisory (PT)

PRIOR EMPLOYMENT: International Program Director at Palmer Trinity College Preparatory (Miami)

How many years have you been a member of ACL? 5

What ideas, goals and visions do you have for ACL? See attached.

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If you are elected to the Board, what specific contribution would you like to make and what abilities, would you bring to bear in making those contributions? See attached.

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November 12, 2023  
Date

Sheree M. Mitchell  
Signature

**What ideas, goals and visions do you have for ACL?**

As a current ACL Board Member, I'm aware that we're in the process of redefining the organization's identity. Over the past two years, we've questioned if we are purely a social club or a business networking club of some combination of both.

These questions have come at a time when the expat community in Lisbon (and Portugal in general) is growing exponentially. Now, there are many options for organizations that meet expats needs for social and professional interaction.

Therefore, the question we should be asking ourselves is: "How does the ACL fit into this new dynamic and how has our mission changed?"

We've not reached a definite answer yet, but I'm certain that with a strong, dedicated, and active board, we can get there. During this exercise, some of the questions that I would propose are:

1. What are the needs and expectations of our current member base? What type of club are they interested in?
2. How can the ACL remain relevant to younger more career-driven members while still offering value to older retired members? There are at least three different demographics within our membership base. How can we create value for all three simultaneously?
3. Are we tracking attrition? Why do people elect not to renew their membership? Can we survey them to gather more data?
4. How can we attract and retain corporate sponsorships? What do local businesses (Portuguese and foreign-owned) seek in aligning with a club like the ACL?
5. How do we define our relationship with the US Embassy? What can the ACL do during times of less outreach from the US Embassy?

**If you are elected to the Board, what specific contribution would you like to make and what abilities, would you bring to bear in making those contributions?**

If elected to the Board,

- I'd like to continue challenging the board to find ways to generate revenue that complement our current most valuable income source: membership fees.
- I'd also continue contributing to initiatives where I can add value. For example, I along with another board member who's also an entrepreneur worked directly with the Executive Director to design the membership conditions and fees for corporate members. The three of us contributed to the conversation with our expertise and vision. It was a great experience and I'm more than happy to contribute in this way again.

- I would continue to serve as a resource to the Executive Director. Over the years, the Executive Director has requested my opinion, perspective, and advice on an array of topics concerning the ACL. In most cases, my perspective as an entrepreneur and expat was helpful. I feel honored and would be happy to continuing helping in this way when needed.
- I would also continue to share my time and my international and local networks with the ACL when needed. In this regard, my direct contributions include:
  - Connecting former Superintendent of Miami Dade Schools, Alberto Carvalho, to the ACL. Carvalho was invited twice as a guest speaker.
  - Connecting CEO of Travel Weekly, Arnie Weissmann to the ACL. Weissmann was also invited as a speaker.
  - Getting the Thanksgiving Video for 2021 produced at no cost to the ACL.
  - Getting wine sponsorship for Thanksgiving 2021.
  - Designing and executing an event dedicated to the exploration of wine tourism in Portugal in 2021 via Zoom.
  - Serving as Mistress of Ceremony whenever needed.
  - Using my international platform to promote the ACL publicly via social media.