

My Sisters of Tau Beta Sigma,

It has been my pleasure to serve as your National Vice President for Membership & Expansion for the past two years, and I humbly express my intent to serve as the 40th National President of Tau Beta Sigma. During my service to the Sorority, I have witnessed first-hand the achievement of our members, the fortitude of our leaders, and the warmth of sisterhood that we all hold dear. While the work has been challenging at times, the bond we have created through it sustains my hope for the Sorority.

As National President, my goal is *to provide a meaningful and worthwhile experience to all [Membership Candidates to our Oldest Alumni] engaged in TBSigma work*. This goal starts with our connection to the mission of TBSigma, our shared values, and how we are connected through the service we provide. When you feel that you belong, realize your connections with others, and have the resources and support to lead in your community - you will thrive in TBSigma. As your National President, I will work with our members to find value in our work and create a community of Sisters who love what they do. This will be accomplished through district and national programming shifts, creating space for connection throughout the year and harmonizing our efforts from chapter to national levels as we lead with our values.

As we go into the 2023 - 2025 biennium, I aim to focus on the organization's wellness. We all have collectively experienced the pandemic and returned to "normal" in operations, service, and how we connect. We sometimes forget that we are all different now compared to pre-pandemic times. With that, we must move forward boldly and do things differently to achieve wellness as individuals and as an organization. As we navigate the next biennium, my goal is to challenge our leaders and members to be creative and vulnerable and find ways to work together to improve the organization, our relationships, and how we impact our communities. In the next two years, I hope to partner with the Board of Trustees to increase our impact and find ways to bolster the Trust to support our National Programs and the longevity of the Sorority. We will work together to reimagine what our Chapter Visitation Assistants and District Counselors do in their volunteer roles so they can provide meaningful connections with our chapters. I will collaborate with the members of the National Council to increase engagement and harmonize our efforts as we realize the vision of Tau Beta Sigma.

I have had the pleasure of working for one of the best places to work in the United States for the past ten years. Through it, Tau Beta Sigma could incorporate more celebration, structure, and collaboration among our hired and volunteer team members. As National President, I will balance my efforts between our student-facing work, supporting our National Leadership Team (NLT) of volunteers, and National Headquarters (NHQ) team members. I will use my professional experiences in the corporate sphere to improve the operations of our NLT and NHQ and work with our leaders to shift to a holistic approach to chapter support. Through this, we will partner with the Director of Bands, Chapter Sponsors, and Chapter Leadership to provide more concerted and aligned support to our chapters and membership.

As an organization, we will partner with the Board of Trustees, TBSAA, and our Brothers of Kappa Kappa Psi to realize the vision statement of Tau Beta Sigma. While we work to reconnect to our mission and find value in TBSigma, we will:

- Build connections with other professional music organizations,
- Create meaningful alliances with Director of Bands and Sponsors,
- Strengthen our membership base with resources and support,
- Increase incorporation of DEIA themes in Sorority projects, and
- Provide more structure to our national leadership operations.

While this Letter of Intent is only a sneak peek into what we can accomplish next biennium as a Sorority, I look forward to collaborating and achieving much more next biennium with you! I am thankful for the opportunity further to serve this organization and its members in this capacity. Thank you for your time and for giving my application full consideration for 2023-2025 Tau Beta Sigma National President.

For Greater Bands!

Siobhan Wilkes Bratcher
TBSigma Life Member #3236



SIOBHAN WILKES BRATCHER

HOSPITALITY PROFESSIONAL

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E-mail: Siobhan@TBSigma.org

EXPERIENCE

TEAM LEAD & REVENUE MANAGEMENT TRAINER

Hilton Worldwide- RMCC Americas (2022-Current)

- Collaborate with all significant stakeholders in the RMCC on New Hire Training Programs to meet business needs and manage Team Member Workflow
- Develop, Maintain, and Innovate new hire training materials to facilitate to team members
- Coaching and developing of new and existing team members in their job function

REVENUE MANAGER

Hilton Worldwide- RMCC Americas (2018-Current)

- Build a trusting relationship with hotels and critical revenue management partners
- Facilitate smooth transition to new programs and create stakeholder buy-in on new strategy & initiatives
- Evaluate the historical performance in developing additional strategies to increase occupancy and revenue share

CLUSTER REVENUE MANAGER

Quorum Hotels & Resorts (2016-2018)

- Prepared specialized reporting and revenue support for cluster hotels
- Collaborate with hotel partners to develop annual budgets, sales, and marketing strategies
- Spearhead hotel system transition from Starwood to Marriott
- Assist with asset proposals to acquire additional hotels to Quorum's portfolio

GROUP ROOMS & REVENUE COORDINATOR

Hilton Fort Worth (2012-2016)

- Managed group room process for 294 room downtown convention hotel & neighboring 30-room Ashton Hotel
- Support Brand Revenue Manager with the interpretation of revenue reports, implementation of strategy changes, and other special projects as needed
- Provided sales and marketing support to the sales team to promote properties and secure groups and IBT Contracts

EDUCATION

BS HOSPITALITY ADMINISTRATION

Stephen F. Austin State University (2010)

Marketing Minor



TAU BETA SIGMA CURRICULUM VITAE

TBSIGMA EXPERIENCE

- National Vice President for Membership & Expansion, 2021-2023
- TBSigma Curriculum Committee Ex Officio, 2021-Present
- National Vice President for Special Projects, 2019- 2021
- 75th Anniversary History Committee, 2019- Present
- TBSigma History &Archives Committee, 2019-2021
- Delta Alpha Colony Advisor, 2020
- National Vice President for Communication and Recognition 2017- 2019
- Chapter Visitation Assistant, 2015-2017

MEMBERSHIP & CERTIFICATIONS

- Life Member #3236, September 2015
- TBSigma Alumni Association Member
- TBSigma Alumni Association Diamond Anniversary Member, 2020-2021
- Campuspeak Certified Hazing Prevention Educator, 2021
- Campuspeak Certified Hazing Investigator, 2021
- Honorary Memberships:
 - Alpha, Delta Upsilon, Gamma Nu Chapters
 - MWD, SWD, NED, SED, WD
 - KKPsi SWD
 - KKPsi National Chapter

DISTRICT & NATIONAL INVOLVEMENT

- 2022 MWD, NCD, WD Workshop Presenter
- 2022 MWD, NCD, WD Membership Committee Advisor
- 2021 National Convention Auxiliary Clinic Coordinator
- 2020- NCD Leadership Conference Presenter
- 2020- D.C. Al Coda Coordinator and Workshop Presenter
- 2020- MWD, SWD, WD, NCD Programs Committee Advisor
- 2020- SWD Programs Committee Advisor
- 2019- National Convention Auxiliary Clinic Coordinator
- 2019- SED Convention Auxiliary Clinic Coordinator
- 2019- SED, SWD Jurisdiction and Finance Committee Advisor
- 2018- SWD Programs Committee Advisor
- 2017- National Convention Programs Committee Co- Advisor
- 2017- National Convention Auxiliary Clinic Coordinator
- 2017- SED Auxiliary Clinic Coordinator
- 2017- SWD Spirit and Sisterhood Committee Advisor
- 2016- SWD Auxiliary Clinic Coordinator
- 2016- SWD History and Traditions Committee Advisor
- 2013- Auxiliary Clinic Coordinator
- 2011-Spirit and Sisterhood Committee Advisor
- 2010- Candidate for Southwest District VPM
- 2010- Ways and Means Committee Chair
- 2008- SWD Convention Host and Auxiliary Clinic Coordinator

CHAPTER & BAND EXPERIENCE

- Chapter President, 2009-2010
- Vice President of Membership, 2007-2008
- Initiated into Beta Zeta Chapter, Stephen F. Austin, April 2007
- Independent Color Guard Coordinator, 2008 - Present
- Texas Christian University Color Guard Coordinator, 2014-2016
- SFASU University Concert Band, 2007-2010
- SFASU Lumberjack Marching Band Member and Leadership, 2005-2009

Dear Tau Beta Sigma Nominations Committee,

It is my pleasure to strongly recommend Siobhan Wilkes-Bratcher as a candidate for National President for Tau Beta Sigma. Siobhan has been on my team for the last year in the Hilton Revenue Management Consolidated Center and was promoted to Team Lead in the fall of 2022. She is responsible for onboarding all new team members for our department of over 400 people and led onboarding for over 130 team members last year. Siobhan oversees the operations of our team of five and works closely with other key stakeholders and leaders to ensure alignment across our teams.

Prior to joining Revenue Management Enablement, Siobhan supported an intermediate portfolio of hotels across the US. As a hotel-facing team member, Siobhan's hotel teams loved interacting with her and would routinely comment that they appreciated her recommendations that she backed up by data and knew she had done her homework when they would challenge her because she always had a solid understanding of the why.

During our time together, Siobhan has stood out amongst the team by challenging the status quo and asking "what if" which has led to some phenomenal efficiencies. Last year, Siobhan led a key project for our team that streamlined a process. She took what was once an Excel-based notebook and re-imagined it as a live website where we could record, track, and share data and insights seamlessly across our team. This has led to improved transparency for not only leaders, but also our team members as they're able to easily see exactly where they stand within the onboarding process.

Siobhan's commitment to developing others is unmatched. This one of her greatest strengths. She starts each day with a smile on her face and a servant leader mentality. Because of these traits, the new team members feel safe, secure, and well trained for their role ahead. Her peers look to her for guidance and advice, and Siobhan has a natural ability to encourage others to think critically to solution for the situation at hand without just giving an answer or her opinion.

Siobhan has also been an integral part in risk management. She regularly collaborates with other teams to ensure they are kept abreast on the development of each new team member, and creatively crafts improvement plans for team members that may be falling behind. She is discreet and able to handle sensitive information and is seen as a trusted advisor amongst the teams in our department.

I have seen her passion through the work that she has already done with Tau Beta Sigma and am confident she would continue to evolve the sorority as the highest elected official.

I support her candidacy for National President and know that if given the opportunity, she would shine in the position.

Sincerely,

Jessi Miller

Assistant Director – Revenue Management Enablement

Revenue Management Consolidated Center - Americas



February 20, 2023

Sisters of Tau Beta Sigma,

It is with great enthusiasm that I write to you today in support of Siobhan Wilkes Bratcher as she seeks to serve as Tau Beta Sigma's 40th National President. I have had the great honor of working with Siobhan on a variety of projects during her time on the National Council. Siobhan's proven leadership and passion for the Sorority are evident in all that she has accomplished in her six years on the Council. She has been essential in leading our organization forward even during the most difficult times. The way that she lives out the values of Tau Beta Sigma in her daily life and in Sorority work is truly admirable. I am confident that as our National President Siobhan will continue to propel the organization forward in a meaningful and impactful way for all of our Bands, Chapters, and individual members.

One of Siobhan's greatest strengths as a Sister and person is her ability to connect. She connects with each person and Chapter that she works with and seeks to understand and value them. This was very evident to me when I worked with her when she was National Vice President for Membership and Expansion and I served as both a CVA and on the Curriculum Committee. When we collaborated to support Chapters who needed support with membership or the implementation of Overture, Siobhan always sought to understand the specific needs and concerns of those she was working with. From there she was able to take a strengths-based approach and provide the necessary guidance and tools for Chapters to succeed. I think it is noteworthy and admirable how Siobhan builds relationships and connections in order to create a stronger and more mission-focused Tau Beta Sigma.

Siobhan is also truly adept at connecting ideas and hopes and transforming them into action that further the Sorority by leading others. Siobhan served as the National Council designee and leader for the History and Archives and 75th Anniversary History Committees during the 2019-21 Biennium. Many of us on the committees had big ideas and lots of energy for how we might best showcase our Sorority's history. Siobhan jumped right in and also shared her passion and ideas, but she then led the committee into execution of many tangible outcomes like a special publication and an exhibition. She approached it, as she approaches all of her Sorority work, from the perspective of connecting ideas and people to our shared Ideals. This is just one example of the many projects and programs that Siobhan has led during her time on the National Council and I know that as National President she will continue to connect ideas and people and lead us all into meaningful action.

All of the time, effort, and love that Siobhan has poured into her work in Tau Beta Sigma have already transformed our organization. As National President, I am confident that Siobhan will lead the charge in realizing the vision for Tau Beta Sigma. If you have any further questions about Siobhan, please contact me. I would be delighted to speak more with you about Siobhan and why I know she will lead the organization to new heights.

In the Bond,


Emily Donovan

Emily Donovan

TBSigma Life Member #3097

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Lowell, MA 01850

February 21, 2023

2023 Nominations Committee
Tau Beta Sigma
National Honorary Band SorORITY

Dear Sisters of the Nominations Committee,

It is with great pleasure that I write this letter of recommendation for Mrs. Siobhan Wilkes Bratcher for the position of National President for the 2023-2025 biennium. Selecting a Sister to serve as our National President is a very important task as they will represent and determine the direction of the SorORITY throughout their term. As I reflect upon Siobhan's skills, strengths, and abilities, it is evident that she has the best interest of the SorORITY at heart and is the ideal candidate for this role.

Based on my experiences working with Siobhan, I am most impressed by her strong ability to connect with and motivate others. I first worked with Siobhan when I was the Alpha Chapter President and she was the National Vice President for Membership and Expansion as we were helping to recharter the Delta Alpha Chapter at Langston University. During this membership process, Siobhan was clear-sighted as she was not only able to properly convey each task and lesson, but she was especially strong in her ability to express the importance and intentionality behind it. This ability, along with her strong capacity to connect with and motivate them helped to recreate a strong foundation that resulted in a successful recharter.

Siobhan is very purposeful about being inclusive of all Sisters and Brothers as she helps them to reach their full potential. This helps to promote a meaningful experience for everyone that receives her positive influence and helpful insight. I have recently had the privilege of working closely with Siobhan during my time as the Southwest District Vice President for Membership (2021-2022), during which she scheduled monthly check-in meetings with each of us to ensure that we were doing well and had all of our questions answered. Over the past two years, Siobhan has given me productive feedback and advice that has caused me to think more about the purpose and meaning behind each of my projects. Between her dedication to creating a meaningful experience for all members, her leadership abilities, and her generosity of spirit, Siobhan is an excellent candidate to step into this important role within our SorORITY.

With this letter, I have no reservation in giving Siobhan my highest recommendation as she seeks to advance to the position of National President. Please do not hesitate to contact me if you have any further questions or need additional information. Siobhan is a true example of an effective leader and I have no doubt that she will continue to lead our beloved SorORITY with purpose, passion, and dedication.

In the Bond,



Madison Calvert

Tau Beta Sigma, Alpha Chapter
Southwest District President 2022-23