



Ruthanne Fuller  
Mayor

City of Newton, Massachusetts  
Office of the Mayor

**74-22**  
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November 22, 2021

Honorable City Council  
Newton City Hall  
1000 Commonwealth Avenue  
Newton, MA 02459

To the Honorable City Councilors:

I am pleased to appoint Cheryl Lappin of 6 Dorcar Road, Chestnut Hill 02467 as a member of the Farm Commission. Her term of office shall expire on January 10, 2025 and her appointment is subject to your confirmation.

Thank you for your attention to this matter.

Warmly,

Ruthanne Fuller  
Mayor

RECEIVED  
2021 DEC 17 PM 2:41  
CITY CLERK  
NEWTON, MA 02459

Application Form

Profile

Cheryl Lappin Lappin
First Name Middle Initial Last Name

cheryllappin400@gmail.com
Email Address

6 Dorcar Rd
Home Address Suite or Apt

Chestnut Hill MA 02467
City State Postal Code

What Ward do you live in?

[x] Ward 8

Mobile: (617) 784-4933 Home: (617) 244-9226
Primary Phone Alternate Phone

Bronze Memorial, Inc. CEO
Employer Job Title

Which Boards would you like to apply for?

Farm Commission: Submitted

Interests & Experiences

Please tell us about yourself and why you want to serve.

Why are you interested in serving on a board or commission?

I love the Newton Community Farm and have been involved in one way or another since it's inception. I served on the Aldermanic Committee on Community Preservation when we voted to acquire the Angino Farm with CPA funds. I was a member and the Founding Chair of the Newton Farm Commission when we crafted the agreement for the non-profit to run the farm. And as a City Councilor I served on the Public Facilities and Finance Committees where we approved funding and updates to the farm. As a member of the current Farm Commission, I would bring my passion for the farm, my comprehensive understanding of it's history and my knowledge of how the City works. Thank you for your consideration. Best, Cheryl

Cheryl Lappin Resume 11\_21.pdf
Upload a Resume

Cheryl Lappin Lappin

# CHERYL LAPPIN

74-22

6 Dorcar Road, Chestnut Hill, MA 02467 | [cheryllappin400@gmail.com](mailto:cheryllappin400@gmail.com)  
617-784-4933 | [linkedin.com/in/cheryl-lappin-32127439](https://www.linkedin.com/in/cheryl-lappin-32127439)

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## EXPERIENCE

Bronze Memorial, Inc. - Sharon, MA  
**CEO - June 2020 - Present**  
**General Manager - Sep 2017 – Jun 2020**

Responsible for development and implementation of short and long term strategy, financial oversight, industry and vendor relations, sales, marketing, and IT for the largest seller of custom bronze cemetery markers in New England.

- *Developed rebranding strategy and led rebranding of company*
- *Updated sales strategy and business processes*
- *Spearheaded document scanning project converting 65 years of business records & major IT overhaul*
- *Relocated, designed and managed the build out of new retail space*
- *Increased sales by 50%*

Cheryl Lappin Consulting - Chestnut Hill, MA  
**Principal - 2000 - present**

Providing custom marketing communications solutions to businesses in the tech, financial services, nonprofit, healthcare, telecom, organic food and death care industries. Working with internal and external stakeholders to identify and create opportunities for expanded visibility, customer loyalty and increased sales.

- *Created and implemented custom marketing communications plans*
- *Delivered larger customer bases through strategic message development and targeted marketing strategies*
- *Developed branding and rebranding strategies*
- *Created and led public relations programs and advertising campaigns*

City of Newton - Newton, MA  
**Ward 8 City Councilor - Newton City Council - 2002 - 2019**  
**Vice President - Newton City Council - 2010 - 2017**

Represented the citizens of the City of Newton for nine terms as Ward 8 City Councilor. Elected for four consecutive terms by colleagues to serve in leadership of the City Council.

- *Worked to preserve 30.5 acres - the largest remaining parcel of open space in Newton*
- *Helped facilitate the acquisition and organization of the Newton Community Farm*
- *Improved life for seniors by advocating for a new Senior Center, making Newton an "Age-Friendly City", increasing senior transportation and expanding the Senior Tax Deferral Program*
- *Established a "Lessons Learned" database for public building projects*
- *Improved public safety with new pedestrian activated lights, crosswalks, signage and Intersection redesigns*
- *Created best practices for committee chairs, presided over City Council meetings and served as acting Mayor*

**Committees:** Finance: 2012-2019, Public Facilities: 2002-2019, NewCAL Executive Building Committee: 2018-2019, Investment Advisory Committee: 2018, Re-codification Committee: 2012, Search Committee for Capital Planning/Building Commissioner: 2010-2011, Re-Precincting Committee: 2011, Search Committee for Commissioner of Inspectional Services: 2007, Zoning & Planning Committee: (Vice Chair 2008-2011) 2002-2011, Committee on Community Preservation: (Chair 2008-2009) 2002-2011.

## VOLUNTEER

Newton Farm Commission - Newton, MA  
**Founding Chair & member - 2005 - 2008**

## EDUCATION

Boston University - School of Public Communication - Boston, MA  
Bachelor of Science in Public Relations - Corporate Marketing