

**TASB**

TASB BOARD CANDIDATE BIOGRAPHICAL SKETCH

DATE: March 24, 2025NAME: RICH SENAMAILING ADDRESS: [REDACTED]CITY: [REDACTED]ZIP: [REDACTED]BUSINESS PHONE: [REDACTED]RESIDENCE PHONE: [REDACTED]CELL PHONE: [REDACTED]FAX NUMBER (if applicable): n/a

We communicate with our Board members primarily via e-mail. Please list your preferred email address.

E-MAIL: [REDACTED]SCHOOL DISTRICT: Boerne ISD

LOCAL TERM EXPIRES: May 2026 YEARS ON BOARD: 11 Years
(Month/year)

Upon expiration of current term on your local board, will you seek reelection?

YES X NO

BOARD POSITIONS HELD (including dates): President 2017-18, 2022-23. Vice President 2016-17.
2021-22. Secretary 2020-21, 2015-16

OCCUPATION: Insurance AgentCURRENT EMPLOYER: Self-employedDATES: Since Dec. 2004EDUCATION-HIGH SCHOOL: Pelham Memorial HSCOLLEGE: Colgate UniversityOTHER EDUCATION: DEGREES: BA – Political Science & International RelationsHOBBIES/SPECIAL INTERESTS: Reading, Community Volunteer, Travel

BUSINESS/PROFESSIONAL/CIVIC GROUP MEMBERS (offices held including dates): Boerne Sunrise Rotary – President 2022-23. Hill Country Pregnancy Care Center – Board Member 2011to present. President 2012-14. Hill Country Mission for Health Board Member, President 2012-13. Member, Boerne Planning & Zoning Commission 2009-2018. Boerne Chamber of Commerce member 2010 to present. Volunteer at Hill Country Daily Bread and Stand by Me Mentoring Program. Kendall County Republican Club – Vice President for Programs 2021. Columnist for Boerne Star local newspaper – 2011 to present. Sunday School Teacher at Currey Creek Church 2018 to present

ADDITIONAL COMMENTS: I believe in community service and believe in the verse, "To whom much is given much is required." I enjoy the variety of activities I am involved in and feel blessed to have the flexibility in my work schedule that allows for this commitment.

Please attach a short bio and include a current picture in jpeg format.

March 24, 2025

To: TASB Board of Directors Nominating Committee

Biography – Rich Sena

I was born and raised in Pelham, New York, where I attended elementary and secondary public schools. After high school graduation, I attended and graduated from Colgate University, majoring in Political Science and International Relations. At Colgate I was very active in student life, serving as Director of our Big Brothers Big Sisters Program, and later as Student Body President.

Following college graduation, I began my career in advertising sales for a yellow pages publisher. I transferred to a startup operation in Texas in 1984 and served in a variety of leadership positions prior to becoming Vice President responsible for leading sales and marketing efforts for this \$50 million publisher, overseeing eight sales offices with over 200 employees.

Following the sale of this business, I became self-employed, opening up an insurance agency specializing in health insurance for small businesses. I have been in business for almost twenty years, and now have a mature client base which affords me the time to commit to public service.

I am lucky to have been raised by two loving parents who encouraged all their children to excel academically while giving back to the community. They led by example. My activities in Boerne include volunteering at a number of local non-profits, including Hill Country Daily Bread, Stand by Me Mentoring Program, and the Hill Country Mission for Health, where I also served as a board member. I continue to serve as a board member of the Hill Country Pregnancy Care Center.

Much of my community service focuses on our youth. I teach second graders at my church's Sunday School, and also volunteer as a student mentor in Boerne ISD's program.

Prior to being elected to the Boerne ISD Board of Trustees in 2014, I served on the district's Budget Committee and Long Range Planning Committee, which I believe prepared me well for board service. As a trustee, I have served on a number of different committees, as well as holding the offices of President, Vice President, and Secretary. I currently serve on the Facilities and Budget Committees and chair the Legislative Advocacy Committee. Our district has been very active in Austin advocating for public education. Prior to each legislative session our board adopts legislative priorities. We then form groups of local residents to travel to the capitol to visit with many legislators and staff members.

Though I greatly enjoy public service, my greatest joy comes from my children. My daughter [REDACTED], a graduate of Texas State, teaches fifth grade at Bill Brown Elementary School in Comal ISD, and my son [REDACTED], a Baylor graduate, sells homes for David Weekly Homes in San Antonio. [REDACTED] will give birth next month to my first grandchild, who will be a future Boerne ISD student!

I look forward to serving Texas public schools in an expanded capacity as a TASB Director. Public education is the great equalizer in society; it is what gave my immigrant parents the tools they needed to succeed in life. In 2019 I was fortunate to be accepted into Leadership TASB, and thoroughly enjoyed visiting different districts across the state and meeting fellow trustees.

Thank you for your consideration and I look forward to working with you.