

**APPLICATION FOR APPOINTMENT TO MERCER ISLAND CITY COUNCIL POSITION #1**

**Applicant Information**

*(Please type or print)*

Applicant Name Deborah L. Bertlin  
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**Cover Letter & Resume**

Please attach a one page cover letter and a resume of no more than two pages to this application.

**Supplemental Questions**

Please respond to the following questions regarding your interest in the position of Councilmember for the City of Mercer Island on separate pages using no more than 3 pages total:

1. Why are you interested in serving as a Mercer Island City Councilmember?
2. What strength would you bring to the Council?
3. What are the three highest priorities and/or issues you believe the City needs to address? How would you propose to address these issues?
4. Explain your current and past community involvement and/or service on city, nonprofit, or public boards, committees, task forces, or commissions and how this has contributed to the Mercer Island community. Address its relevance to the position of Mercer Island City Councilmember.
5. What do you wish to accomplish during this appointed term as a Mercer Island City Councilmember?
6. What is your vision for our City and community?
7. Is there anything else that you may wish to add that would help us get to know you a little better?

Please return this form, your cover letter, resume and answers to the supplemental questions to the City Clerk at Mercer Island City Hall (9611 SE 36<sup>th</sup> Street) **no later than 5:00 pm on Thursday, December 30, 2010.** Applications received after 5:00 pm will not be accepted.

The application and any correspondence should be addressed to:

**Ali Spietz, City Clerk  
 Councilmember Recruitment  
 9611 SE 36<sup>th</sup> Street  
 Mercer Island, WA 98040**

December 29, 2010

Mercer Island City Council  
Staff, City of Mercer Island  
Mercer Island, WA 98040

Dear Council Members and City Staff;

I appreciate the opportunity to apply for the vacant City Council seat. My interest in filling this position stems from a long standing concern for and involvement in Island issues, and an active and lively interest in regional, national and global politics.

My career and social service history reflect these passions. As a child on the Island, I was involved in high school government and service clubs. While at Stanford University I was recognized for my service to undergraduate life. A portion of this award may be attributed to efforts to attract and involve students in global education, having myself studied in Vienna, Austria; Oxford, England, Krakow, Poland (under communism). International experience in school and in work has translated into a deep respect for the institutions of democracy.

My formal studies at university focused on organizational decision-making and political economy. This provided a foundation for a career spent largely focused on the building and re-building of IT organizations and capacity in emerging and non-traditional economies such as eastern Europe, Russia, Africa and Asia. In this context I have developed strong people and financial management capabilities, an ability to quickly assess external and internal success factors and constraints, and how to execute/drive for results. It has required flexibility, adaptability and a consideration for diversity in broadly defined ecosystems. I have since parlayed this international and management experience into a business processes optimization role in which I address a wide range of concerns and projects for an international consulting concern.

Complimenting my capabilities is my commitment to public service. I have spent the last few years deepening my involvement in Island matters through the primary lenses of pre-school-related issues as well as Parks and Recreation. I have served on the Parent Board at Emmanuel Day School; I have been an active member of MIPA in working with the City to participate in and achieve key Parks initiatives such as Deane's Adventure Park, Luther Burbank toddler park and the play space at CCMV. I served on the Parks Levy Stakeholder committee. Most recently I have been appointed to the Open Space Conservancy Trust.

There is a strong, consistent thread weaving through my personal and professional experience – a focused involvement in my community. Mercer Island has been my "village," my U.S. home since 1974; I have experienced youth, teenage years and later purchased my first home on the Island as a single professional. Now, as a parent with retired parents who would like to return to the Island, I respect and appreciate the opportunities of a multi-generational community committed to social activism, education and tolerance. I hope for the opportunity to continue serving.

Kind regards,

Debbie Bertlin



**DEBORAH L. BERTLIN**  
+1 206 232-8171 (debbie@bertlin.net)

**Groups, Awards, Activities:**

- 10/10 - present **Open Space Conservancy Trust, Mercer Island, WA**
- 7/08 – 12/10 **Board member Emmanuel Day School, Mercer Island, WA**  
Served in variety of roles including President. Responsible for financials, strategy, community relations.
- 7/08- present **Mercer Island Pre-School Association liaison for Parks and Recreation.**  
Worked cooperatively between MIPA and MI Parks and Recreation to develop creative funding and execute park development; achievements include Luther Burbank, Deane's Adventure Playground and CCMV play area.
- 2008 **Parks Stakeholder Committee**
- 6/99 **"International Who's Who" Millennium Edition.** Recognized for achievements in international business.
- 9/88 **Mercer Island Rotary Graduate Fellowship Award.** Full tuition and stipend awarded for studies in the UK.
- 5/87 **Outstanding Graduate Award, Stanford University.** Selected as one of twelve outstanding graduates based on contributions to quality of undergraduate life.
- 5/86 **Undergraduate Research Opportunities Grant, Stanford University.**
- 1980 **Sophomore class President, Mercer Island High School**
- 1982 **Senior Class Co-Business Manager, Mercer Island High School**
- 1982 **Rotary Student of the Month**

***My professional work experience has focused on building and optimizing organizations and processes within the technology industry. I have had significant revenue and headcount responsibilities and consistent accolades for executive leadership, cross-team capabilities, professionalism and integrity.***

**Work Experience:**

I have worked and lived on 4 continents including Africa (Johannesburg), Europe (Vienna, Munich), Asia (Singapore) and North America (Seattle).

- 12/10 – **Director, Business Operations, Avanade.** Reporting to the EVP of Engineering and Corporate Development. Responsible for managing, optimizing key processes from inception to market including technology solutions development, Intellectual Property, Corporate investment, and global efficiencies.
- 2/06 – 8/08 **Independent Contractor, Communications, Media and Entertainment (CME) Division, Hewlett Packard.** Developed key internal, external solutions messaging, Go-to-Market strategies, analyst outreach material, and sales initiatives for prioritized HP telecommunications products and services.

- 8/03-6/05 **Director, Strategic Initiatives, Public Sector; Microsoft Asia Pacific;** Singapore. Developed and led strategic regional projects focusing on the use of technology in economic development, and public sector executive relations. Managed various budgets ranging from \$2-10 million USD.
- 8/00-8/02 **Director, Microsoft Alliance; Avanade, Inc.;** Seattle, Washington. Ownership of the alliance including executive, sales, consulting and marketing activities.
- 9/99 – 8/00 **Director, Business Solutions Group Partner Programs and Strategies, Microsoft Corporation;** Redmond, Washington. Responsible for strategy definition, partnering models and consulting services alignment.ctives.
- 4/98 – 8/99 **Director, Enterprise Customer Unit, Microsoft South Africa;** Johannesburg, South Africa. Re-structured sales, consulting, and technical teams radically improving organizational efficiencies, enhancing reputation w/in government leadership. Revenue, head count in excess of \$42M USD and 40+ people.
- 6/96 – 4/98 **Director Enterprise Customer Unit (ECU), Microsoft Eastern Europe;** Munich, Germany. Owned creation of the regional and in-country enterprise sales and consulting organizations. Revenue, headcount in excess of \$45M, direct and dotted-line reporting responsibilities of 100+ people;
- 6/95-5/96 **Manager Business Development, Alliances Division, Oracle ECE/MEA;** Vienna, Austria. Implemented and localized corporate third party recruitment, sales, and services strategies.
- 9/90-6/95 **Regional Commercial Manager, Oracle East Central Europe;** Vienna, Austria. Built new, and expanded existing sales and services organizations throughout the East Central European markets.
- 4/90-9/90 **Sales Analyst, Oracle ECE/MEA;** Oracle Corporation; Redwood Shores, CA.

#### **OTHER**

- 11/02-8/03 **Commercial software/open source comparative study team participant;** Bridges.org. Researcher/writer for World Economic Forum sponsored study.
- 3/87-8/88 **Administrative Co-ordinator and Teaching Assistant: Krakow Program, Stanford Overseas Studies,** Stanford, CA.

#### **EDUCATION**

- 9/88-9/89 **University of Sussex,** Brighton, England. MA Political Science
- 9/86-6/87 **Stanford University,** Stanford, CA. MA Sociology
- 9/82-12/86 **Stanford University,** Stanford, CA. BA Sociology.
- 7/86-8/86 **Jagiellonian University,** Krakow, Poland. Skola Letnia (Summer school).
- 6/82 **Graduate Mercer Island High School**

#### **Sports, Hobbies**

Swimming, running (completed 10 marathons), gardening, travel, politics

**1. Why are you interested in serving as a Mercer Island City Councilmember?**

I have grown up on Mercer Island, resided here as a single professional and most recently as a parent and working mother. I have a deep respect and passion for the core values which have defined Mercer Island historically. I also have a commitment to ensuring the Island maintains said values while addressing the immediate and medium-term needs of a community, region and country in transition. The current vacancy on the Council coincides with an interest in formalizing my involvement as a long-time active Island resident and would be complemented by the responsibilities and capabilities reflected in my professional career.

**2. What strength would you bring to the Council?**

I would bring numerous strengths to the Council; these strengths may be looked in at terms of capabilities, experiences, personal attributes and demographics.

Regarding personal attributes and demographics, I have a long history on the Island and one I feel is somewhat unique. My family first moved here in 1974 when I was a 4<sup>th</sup> grader. With the exception of a 2 year period in my early teens, the Island has remained my permanent legal US address from age 11 until present. My experiences on the Island thus include a childhood involved in many Island activities, clubs and public schools; I related to the pressures and experienced the shock and after-effects of a suicide drive by high schoolers in 1980. In 1999 after many years away from the Island and living abroad I returned and purchased a home as a single professional woman. I am currently a mother/spouse with young children, and am a child of parents who would like to soon return to the Island as retired seniors. I think this breadth of experience, perspective and appreciation for the different interests of demographic groups on the Island is differentiates me.

My professional history reflects strong management capabilities - consistent achievement in quickly building deep, comprehensive understandings of often-times complex political, financial and people-related issues. Defining key success-factors, I am able to "boil down" issues to key guiding philosophical principles and sometimes practical constraints which can be external, organizational or other. I am a "doer" who does not only build strategy and understand precedent, but can bring ideas and philosophy to tangible outcomes.

Key personal attributes reflected in my educational, professional and community roles stem from both values instilled at an early age as well as a breadth and depth of life experience. These characteristics include diplomacy under stress, consideration and respect for the individual and group perspectives, and transparency in process and open communication. In particular, having lived in diverse cultures with diverse populations and political perspectives, I have a deeply engrained appreciation for the importance of listening and to the extent possible, incorporating a broad range of history, understanding and value systems into organizational decision-making. My time working and living in Eastern Europe (Poland) under communism and in South Africa post apartheid in particular have resulted in a deep appreciation for the personal passion and convictions brought to politics. These examples re-iterate the need for respectful dialogue, tolerance and the institutions of democracy in a multi-cultural and multi-value society. While Mercer Island may not represent such historic political extremes as in South Africa and Poland, I hold very close and attempt always to live these values approaching community service.

**3. What are the three highest priorities and/or issues you believe the City needs to address? How would you propose to address these issues?**

I believe there are numerous critical issues that will face the City and Council in the coming years. The top priorities I feel include transportation (Island and region-wide), City-School District cooperation, and more consistently acknowledging/addressing the needs of diverse Island demographics. As a Council member, I

would approach these challenges by developing and communicating clear guiding principles while building an appropriately detailed understanding of specific issues.

**Transportation:** Transportation issues, both on Island and at a regional level are both real and emotional topics. Safety would be the primary lens in driving my analysis and action. On-Island issues include (but are not limited to) the Merrimount intersection, Island Crest crosswalks, bike and pedestrian safety. I believe serious consideration should be given to making as many parts of the Island accessible by bike and foot as possible. Addressing these issues requires a clear understanding of the priorities and perspectives which must be married to potential resources available to address them given other competing issues.

Regional transportation issues are numerous, complex and highly political; clearly Mercer Island has a unique position and dependencies relative to the greater the Puget Sound area. In considering the Council's approach, I would strongly advocate for a thorough analysis and understanding of the impact issues such as tolling would have on our residents including a variety of commute options, our ability to draw and retain the best possible off-Island workforce for local employers, and ensure financial considerations/limitations do not overly affect certain segments of our population. Simultaneously we must also recognize that we are one of many critical regional players in the strategies developed and cannot take a fortress approach. Cooperation, compromise will be critical.

**City – School District Cooperation:** The quality of Mercer Island schools has been a key driver and draw in making Mercer Island a highly desirable place to live. Historically the School District and City have seemingly maintained close cooperation across many fronts (facilities, sports grounds, counseling resources, etc.). Moving forward, as the School District looks to address the challenges of an aging physical infrastructure, the City has a role to play in helping facilitate optimal use of shared resources in a way that maximizes investment from all parties and ensures the maintenance or enhancement of community services delivered. Key topics of importance to City and School District include facilities for pre-schools, pool, and Youth Northwest Theatre to name a few.

**Diversity:** While not an issue in the traditional sense, I feel the Council and City have historically approached the citizenry as relatively homogenous. While in terms of core values this may be a reasonable perspective, I feel it will be increasingly important that the City and hence Council acknowledge and potentially address concerns of a wider range of age, household composition, employment status and income. Specific concerns will need to be articulated and greater consideration given the needs of families with young children, childless professionals, empty-nesters and multi-generational families. The dialogue needs to be expanded.

**4. Explain your current and past community involvement and/or service on city, nonprofit, or public boards, committees, task forces, or commissions and how this has contributed to the Mercer Island community.**

From an early age I have been active in my local community including school government, University life, the Mercer Island Pre-school Association (MIPA), Emmanuel Day School (EDS) and most recently the Open Space Conservancy Trust.

Starting at an early age I was involved in High School government (Sophomore class president, Senior Class Co-Business Manager, Senior Service Club). I quickly learned the power and importance of individual contribution and a team-work approach. This service orientation continued at Stanford where I was a Residential Advisor, active in the Overseas Studies and foreign student organizations. My final year at the University I was recognized as one of twelve outstanding graduates on the basis of contribution to the quality of undergraduate life.

Upon returning to Mercer Island in 1999 and later becoming a parent of young children, I started to involve myself in neighborhood and community concerns. In 2001 I led the neighborhood initiative to improve safety on 72<sup>nd</sup> Ave SE with the result of paved walkways and crosswalks installed through the TIP process. In 2006 I joined MIPA and have served one year as a Legislative Liaison and for the past few years have been responsible for working with Parks and Rec to identify and execute on projects of joint interest. The result has been the toddler play area at Luther Burbank, Deane's Childrens Adventure Park and the play space at CCMV.

For 3 years, I have served in several capacities on the Parent Board of Emmanuel Day School, a non-denominational 501.c.3 pre-school – most recently as President. The responsibilities I assumed through the school, along with experiences with MIPA have given me a deep understanding and respect for the needs and concerns of young families.

I believe my history of activism, effectiveness, professionalism and specifically an understanding of young family issues and concerns on the Island would make me an interesting and effective addition to the Council.

**5. What do you wish to accomplish during this appointed term as a Mercer Island City Councilmember?**

The accomplishments of the individual will largely reflect those of the Council - in conjunction with the understood concerns and priorities of the majority of Islanders. This is particularly evident given the brevity of the term. My hope would be to add new perspective to the Council as it stands given my history on the Island, conduct myself and contribute to the Council as a highly professional team member with integrity and consideration for diverse and often conflicting views. I am an action-oriented individual who is capable and willing to make difficult decisions, drive for results and am unafraid to alter course as circumstance and need dictates. I would hope this openness and strength would contribute to the overall success of the Council and City in addressing community needs.

**6. What is your vision for our City and community?**

My vision for the City and community is grounded in what I perceive to be core shared values such as education, safety, respect for the individual and groups. I believe it is also a very tolerant, caring and supportive community. I would like to ensure that within the framework of common values, diverse interests and demographics can be heard, respected and considered in decision-making processes. As an ultimate test, I would ask whether or not children observing and ideally participating in community politics would see the Council and City modeling behaviors we expect of them at school, on playgrounds and in their daily activities.

**7. Is there anything else that you may wish to add that would help us get to know you a little better?**

In recent days, I have been reminded of the seriousness with which one must approach Council responsibilities. There are many issues, concerns and challenges facing our City – how a Council member and the Council and a whole comport themselves helps lay and maintain a foundation of trust between community, City staff and other regional players. Yet at the core of the responsibilities is that of safety – community safety and individual well-being. From recent events as the high speed chance on 84<sup>th</sup> to the controlled lock-down at the JCC, Council members must feel the weight and responsibility of decisions that affect this real and perceived sense of security. I have considered and would willingly accept this level of responsibility.