

**City of Seattle
Notice of Appointment**

Name: Linnea Westerlind		<input checked="" type="checkbox"/> Executive Appointment <input type="checkbox"/> Legislative Appointment <input type="checkbox"/> Agency Appointment <input type="checkbox"/> PDA Council <input type="checkbox"/> PDA Constituency
Residential Neighborhood: Delridge	Zip Code: 98136	Contact Phone No.: (206) 437-3737
Appointed to: Seattle Women's Commission		Date of Appointment: July 27, 2010
Authority (Ord., Res.): 118392		Term of Office: From: Confirmation To: 7-1-12
Comments: Re-Appointment		
Authorizing Signature: 		Name and Title of Officer Making Appointments: Mayor Mike McGinn

Confirmed by the Following Vote at City Council

In Favor:	Against:	Date:
Attested by:		Title:



LINNEA WESTERLIND

OVERVIEW

Skilled professional with 5 years experience managing strategic media relations/communications campaigns and Master's degree in international development

EDUCATION

Uppsala University

Uppsala, Sweden

Master's Degree in Development Studies, Department of Government
Graduated 2005

Selected as only American to participate in program with 25 international students

- Coursework included: development theory, civil society and policy strategies; research methodology and policy evaluation; gender equality; democracy, human rights and the rule-governed society; economic growth, justice and distribution
- Wrote policy recommendations and evaluations on topics such as human rights, community development and good governance; collaborated with peers in seminars to analyze policies in-depth
- Master's thesis title: *She's on the air: Giving rural women a voice through community radio*

Western Washington University

Bellingham, Wash.

Bachelor of Arts in Journalism/Public Relations, concentration in Psychology
Graduated Cum Laude 2001

University of Granada

Granada, Spain

Studied Spanish language and culture at Centro de Lenguas Modernas
Attended 1999

WORK EXPERIENCE

Communications Director

YMCA of Greater Seattle
2006 – Present

Seattle, Wash.

Directs planning and execution of YMCA of Greater Seattle's association-wide communications efforts

- Directs strategic communications to support organization with \$42 million annual operating budget
- Oversees and executes regional media relations, including pitching stories, managing relationships with reporters and drafting press releases, fact sheets and other media materials
- Serves as community relations lead, managing sponsorship and event opportunities with key community partners
- Plans and creates resources to support 12 YMCA branches' public relations and community relations programs
- Directs the branch communication plans of the association, providing support, training and direction
- Manages key events of the YMCA of Greater Seattle and provides direction to branches on community/special events
- Supports Vice President of Communications in crisis management and serves as primary media counsel to branches
- Serves as writer and editor of employee newsletters, donor materials and other internal and external publications
- Leads work of three volunteer committees, including Public Relations Advisory Council made up of community communications professionals
- Serves on organization-wide Diversity and Inclusion task force

Senior Account Executive

The Fearey Group (Seattle's oldest independent public relations/affairs firm)
2001 – 2004

Seattle, Wash.

Developed and implemented strategic media relations, community relations and public affairs programs for Northwest-based companies and organizations, including Vulcan Inc., Quadrant Homes, Cascade Land Conservancy, Deloitte and Touche, Six Flags, Port of Seattle and Williams Marketing

- Provided counsel and expertise to clients on meeting their organization's communications, community relations and public policy goals; collaborated and built partnerships with government officials, community organizations and non-profit partners
- Developed strategic messaging, fielded media inquiries, pitched pro-active media stories and op-eds, coordinated multi-media projects, developed crisis communications plans, wrote press releases, promotional/media materials and web content and coordinated media interviews

- Managed client budgets and timelines; evaluated projects after completion and wrote final reports
- Conducted media training workshops for clients; acted as media spokesperson on behalf of clients as needed
- Planned and coordinated large community events
- Managed relationships with external designers, videographers and photographers on behalf of client projects
- Directed internship program; responsible for hiring, training and managing agency interns

Editor-In-Chief

Klipsun magazine, Western Washington University
2001

Bellingham, Wash.

Oversaw production of award-winning student color magazine

- Managed staff of 30 editors, photographers, designers and writers; responsible for hiring editorial and design staff
- Directed all aspects of budget, printing and department coordination
- Conducted workshops for students on feature writing
- Edited all writing, photography and design for publication

Marketing/Communications Intern

Varsity Communications
2000

Seattle, Wash.

Coordinated projects for multiple state youth soccer associations sponsorships and marketing programs

- Managed Gatorade Kids Corner advertising/marketing campaign; acted as liaison between corporate sponsors and more than 30 state youth soccer association directors for duration of project
- Supervised photography for *Kellogg's All-Star Bowl 2000*; produced recap book for national corporate sponsors
- Wrote and edited advertising copy for sponsors in coordination with youth soccer organizations

VOLUNTEER EXPERIENCE

Peer Health Educator

Prevention and Wellness Services, Western Washington University
1998 – 2001

Bellingham, Wash.

Served as peer educator on health issues such as sexual assault/violence prevention, HIV/AIDS/STI prevention, nutrition, drug/alcohol abuse prevention and contraception/family planning

- Completed more than 100 hours of health education training
- Led sexual assault/violence prevention workshops to university students and at-risk youth in community
- Planned public relations/marketing campaigns for new programs; created promotional materials and campaigns
- Designed and created Web site for Crime and Sexual Assault Services, 24-hour student help line
- Presenter at *Washington State Prevention Conference 2000*

On-Call Advocate

Whatcom Crisis Services
2001

Bellingham, Wash.

Served as advocate for domestic violence/sexual assault services

- Attended 40-hour training course and regular meetings/on-going skills training
- Provided crisis intervention, safety planning, legal and medical advocacy and personal support for violence victims
- Position involved carrying pager for 12-hour shifts

SKILLS

- Media relations, project management, community relations, public speaking/teaching, crisis management, event planning
- Strong writing, editing, verbal communication and research skills; strong command of AP style
- Good attention to detail, very organized, able to multi-task and work under pressure
- Proficient in Microsoft Word, Microsoft Excel, Outlook, Adobe Photoshop, Adobe PageMaker, Adobe InDesign, Donor2, HTML; able to learn new technologies quickly; types 60-70 wpm
- Knowledge of current international and regional issues
- Speaks Spanish (intermediate), Swedish (intermediate)

SEATTLE WOMEN'S COMMISSION

July 27, 2010

21 Commission members:

- 9 Appointed by Mayor, confirmed by City Council, 2-year terms
- 9 Appointed by City Council, 2-year terms
- 2 Appointed by the Commission, confirmed by City Council, 2-year terms
- 1 member *Get Engaged: City Boards and Commissions* program: Appointed by Mayor, confirmed by City Council –1-year term-appointed in September

	<u>Commissioner</u>	<u>Date Apptd</u>	<u>Term Ends</u>	<u>Term</u>	<u>Appointed By</u>	<u>Position</u>
(4)	Abigail Echo-Hawk	7-26-10	7-1-11	2 nd	Mayor	Co-Chair
(5)	Olivia Robinson	7-26-10	7-1-11	2 nd	Mayor	Commissioner
(5)	Linnea Westerlind	7-26-10	7-1-12	2 nd	Mayor	Commissioner
(2)	Rose Hickman	7-26-10	7-1-11	2 nd	Mayor	Commissioner
(2)	Jamila Johnson	7-26-10	7-1-12	2 nd	Mayor	Commissioner
(5)	Erin Kenny	7-26-10	7-1-12	2 nd	Mayor	Commissioner
(5)	Caitlin Kieran	7-26-10	7-1-11	1 st	Mayor	Co-Chair
(2)	Millicent Newhouse	7-26-10	7-1-12	1 st	Mayor	Commissioner
(1)	Andrea Penner	7-26-10	7-1-11	1 st	Mayor	Commissioner
(2)	Vera Njuguna	9-1-09	9-1-10	1 st	Mayor	Get Engaged
(2)	Levonne Abshire	6-21-10	7-1-12	1 st	City Council	
(1)	Alicia Yamamoto	8-31-09	7-1-11	1 st *	City Council	
(5)	Betsy McConnell-Gutierrez	3-13-08	7-1-10	1 st	City Council	
(5)	Mergitu Argo	6-21-10	7-1-12	1 st	City Council	
(1)	Unjin Lee	8-31-09	7-1-11	1 st *	City Council	
(5)	Courtney Noble	8-31-09	7-1-11	1 st	City Council	
(5)	Tracy Brazg	8-31-09	7-1-11	1 st	City Council	
(5)	Dee Wakenight	12-1-09	7-1-11	2 nd	City Council	
(1)	Mengru Wang	3-31-10	7-1-10	1 st	City Council	
(2)	Amy Arrington	3-31-09	7-1-11	1 st	Commission	
(5)	Alison McCaffree	3-31-10	7-1-10	1 st *	Commission	

	Men	Women	Vacant	Minority	(1) Asian- American	(2) African- American	(3) Latino	(4) Native- American	(5) Caucasian
Mayor	0	9	0	4	1	3	0	1	5
Council	0	9	0	4	3	1	0	0	5
Commission	0	2	0	1	0	0	0	0	1
Get Engaged	0	1	0	1	0	1	0	0	0
Total	0	21	0	10	4	4	0	1	11

*Commissioners whose first appointments are for a term of less than twelve months are eligible to serve for two additional two-year terms.



Michael McGinn
Mayor, City of Seattle

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CITY OF SEATTLE

2010 JUL 27 PM 3:32

CITY CLERK

MEMORANDUM

DATE: July 27, 2010

TO: The Honorable Richard Conlin
President, Seattle City Council

FROM: Mayor Mike McGinn *MR M*

SUBJECT: Appointment and Reappointments to the Seattle Women's Commission

I am pleased to forward to the City Council the following appointment and reappointment to the Seattle Women's Commission:

<u>Name</u>	<u>Term Ends</u>	<u>Position</u>	<u>Succeeding</u>
Abigail Echo-Hawk	07/01/11	Commissioner	Reappointment
Olivia Robinson	07/01/11	Commissioner	Reappointment
Linnea Westerlind	07/01/12	Commissioner	Reappointment
Rose Hickman	07/01/11	Commissioner	Eboni Colbert
Jamila Johnson	07/01/12	Commissioner	Kathryn Hubbard
Erin Kenny	07/01/12	Commissioner	Lette Hadgu
Caitlin Kieran	07/01/11	Commissioner	Sonya Zilka
Millicent Newhouse	07/01/12	Commissioner	Masha Burina
Andrea Penner	07/01/11	Commissioner	Patricia Carlos Padilla

The Seattle Women's Commission is composed of 21 members: 9 appointed by the City Council, 9 appointed by the Mayor, 2 appointed by the Commission itself and 1 Get Engaged member. All appointments are subject to City Council confirmation. Attached please find the current membership of the Seattle Women's Commission with these appointments reflected.

Re-appointments

Abigail Echo-Hawk

Abigail Echo-Hawk is an enrolled member of the Pawnee Nation who has made Seattle her home for the past 12 years. With a B.A. and Masters of Policy Studies from the University of Washington, Ms. Echo-Hawk currently works for UW as a Tribal Liaison for the Institute for

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Translational Health Sciences. As a dedicated advocate for women's health, Ms. Echo-Hawk has concentrated on policy change to decrease health disparities in infant mortality for Native American and African American women in Seattle. As mother with two young boys, she also continues to work toward equitable educational outcomes in Seattle schools. In her spare time she enjoys reading, taking her boys to dance at powwows, and spending time with her husband, sons, family and friends.

Olivia Robinson

Olivia Robinson works as the Regional Affairs Coordinator for the Puget Sound Regional Council and previously worked for Congressman Jay Inslee. She received her BA in Political Science and History from the Saint Mary College in Leavenworth, KS and her MA in History from Montana State University. She worked with children from inner-city Belfast at Glebe House in Northern Ireland and currently is active with the Institute for a Democratic Future and as a mentor with the Girl Scouts Beyond Bars program.

Linnea Westerlind

Linnea Westerlind has a Bachelor's degree in journalism from Western Washington University and a Master's degree in international development from Uppsala University in Sweden. She is currently a communications consultant to local non-profits and businesses. She has worked in the communications field for six years and previously was the Director of Communications for the YMCA of Greater Seattle. Linnea is passionate about women's issues, particularly preventing violence against women, creating opportunities for immigrant women and giving women a voice through media.

New Appointments

Rose Hickman

Rose Hickman graduated from high school in June 2003 and attended college at George Washington University in Washington, DC. During her junior year of college she had the immense privilege of studying abroad in Ecuador and Oaxaca, Mexico, where she conducted independent study projects in African Diaspora communities. In Ecuador she documented the experiences Afro-Ecuadorian youth in a small rural village, including experience with identity, racism, assimilation, education and religion. In Mexico, She documented the affect of migration on Afro-Mexican women living in a coastal town. She now lives and works in South/Central Seattle and loves her community of friends and neighbors. When she first moved to Seattle, she served as an AmeriCorps member at Tyee Educational Complex in SeaTac. After her year of service, she worked with a mentoring program at Cleveland High School working with youth who self-identified as being at risk of not graduating high school. I currently work at Therapeutic Health Services, Central Youth and Family Services as a Case Manager for Homeless Youth.

Jamila Johnson

Jamila Johnson is an attorney practicing primarily in the areas of constitutional and commercial litigation at regional law firm Schwabe, Williamson & Wyatt. She earned her undergraduate degree from Seattle University in mass communications with an emphasis in journalism and her law degree from the University of Washington where she was the editor of the *Shidler Journal of Law Commerce & Technology*. Jamila is passionate about constitutional rights and was awarded an Olympia Fellowship to work with the Secretary of State's office monitoring election law legislation in the 2006 legislative session. She has represented clients with Innocence Project Northwest, a legal clinic dedicated to exonerating those who have been falsely convicted of serious crimes. Additionally she is the editor-in-chief of *De Novo*, the official publication of the Young Lawyers Division of the Washington State Bar Association. A member of her firm's pro bono committee, Jamila has successfully represented clients in pro bono cases involving domestic abuse and asylum.

Erin Kenny

Erin Kenny is a director with Alvarez & Marsal Business Consulting where her recent work has included engagements in the areas of international microfinance, U.S. education, and Washington public assistance programs. Erin has a B.A. from Duke University and earned her M.B.A at Northwestern's Kellogg School of Management. While she has an interest in a range of women's issues, her passion is in creating social change that is sustainable and measurable.

Caitlin Kieran

Caitlin earned her Bachelor's degree in Literature and Art History from Yale University. She currently works as a Grant Consultant for the Los Angeles Parks Foundation and volunteers with Washington Women's Employment & Education and the Women's Funding Alliance. She has also worked with women's organizations in Ghana, Ecuador and Peru. Caitlin is passionate about advocating for the health, economic and leadership opportunities and equality of women and girls and believes that achieving these aims will greatly benefit the entire Seattle community.

Millicent Newhouse

Millicent Newhouse is an attorney with the Northwest Justice Project which is a not-for-profit organization serving low income clients in areas of poverty law. Millicent previously worked as an administrative law judge hearing cases involving public benefits and child support. Millicent began her legal career with the Attorney General's office where she held a variety of positions. Millicent has been active in leadership positions with a wide range of state and local bar associations and community groups. Millicent has served as past president of Washington Women Lawyers and as a board member for legal voice (formerly known as the Northwest Women's Law Center).

The Honorable Richard Conlin

July 22, 2010

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Andrea Penner

Historically, Andrea has always been passionate about the issues of those marginalized by society, whether it is the cause of inclusion for individuals living with disabilities or issues surrounding immigration, as motivated by my own personal experiences as a first generation Asian-Canadian, and Permanent Resident in the US. I She has a sense of responsibility and accountability to act, and to help empower those without a voice. All the while her unique lens as a woman has been critical in shaping her worldview. Andrea feels that joining the SWC would allow her to play an active role in identifying and addressing key issues for marginalized women right here in our community of Seattle.

If you have any questions regarding these appointments, please call Marta R. Idowu, Commission Liaison at the Seattle Office for Civil Rights (206) 684-4540.

Attachments

Copy: Wayne Barnett, Executive Director, Ethics and Elections Commission
Marta R. Idowu, SWC Liaison, Seattle Office for Civil Rights
Jennifer Samuels, Legislative Assistant, Seattle City Council
Tania María Rosario, Boards and Commissions Administrator for the Mayor