

CF B11208  
#12

# City of Seattle

## Notice of Appointment

<b>Name:</b>  <b>Marina Martin</b>		<input checked="" type="checkbox"/> <b>Executive Appointment</b> <input type="checkbox"/> <b>Legislative Appointment</b> <input type="checkbox"/> <b>Agency Appointment</b> <input type="checkbox"/> <b>PDA Council</b> <input type="checkbox"/> <b>PDA Constituency</b>
<b>Residential Neighborhood:</b>  Wallingford	<b>Zip Code:</b>  98103	<b>Contact Phone No.:</b>  (206) 414-8973
<b>Appointed to:</b>  Citizens' Telecommunications and Technology Advisory Board		<b>Date of Appointment:</b>  January 13, 2011
<b>Authority (Ord., Res.):</b>  Ordinance 117703 as amended last by Ordinance 123181		<b>Term of Office</b> <b>From:</b> Confirmation  <b>To:</b> January 1, 2013
<b>Comments:</b>  <p style="text-align: center;"><b>New Appointment</b></p> Marina Martin is the owner of The Type-A Way, an efficiency consulting firm focusing on corporate and personal efficiency, including the integration of Salesforce customer relations management (CRM) systems for corporate clients and the creation of customized productivity-enhancing Web applications. Marina volunteers at the Dependency CASA Program, advocating for specific foster children's needs, and was a board member of Seattle Six Hour Startup, which hosted monthly entrepreneurial technology events. Marina is a Wallingford resident.		
<b>Authorizing Signature:</b>  		<b>Name and Title of Officer Making Appointments:</b>  Mayor Mike McGinn

**Confirmed by the Following Vote at City Council**

<b>In Favor:</b>	<b>Against:</b>	<b>Date:</b>
<b>Attested by:</b>		<b>Title:</b>



# Marina Martin

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## Experience

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2003 - Present                      The Type-A Way Efficiency Consulting                      Seattle, WA

### Owner

Saved businesses more than \$50 million in expenses by identifying means for saving money and increasing employee morale by using technology to streamline existing processes.

- Customized CRM systems for nearly 200 companies, from gathering specifications to implementation and training. Monitored successes and suggested changes in the years that followed.
- Built and nurtured a community of 1,000+ filmmakers from scratch for the crowd-sourced filmmaking startup Elastic Lab through social media and offline networking events.
- Developed The Marina Martin Blog Network (12 blogs) from scratch, including design, custom PHP WordPress code, category structuring, marketing, and 1,000+ pages of written content.

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03/08 – 02/10                      Six Hour Startup                      Seattle, WA

### Board Member

- Organized monthly events where programmers, designers, and passionate community members gathered to solve a problem by building web applications in under six hours.
- Project manager for the Lunch Luck and One More Than You events.
- Organized Seattle Startup Weekend 2, including arranging sponsors and appearing in a Q13 Fox segment.

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2003 – 2008                      Writer in Your Corner                      Seattle, WA

### Freelance Technical Writer

- Wrote and directed five hours of customer service training videos for new car salesmen ages 18-25, distributed to 800+ dealerships across the country.
- Developed internal training manuals and documentation for more than 300 companies.

## Skills

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*Software:* Microsoft Office (expert, all versions), Adobe Photoshop (intermediate), Articulate Studio (expert), Salesforce.com (expert).

*Languages:* HTML/CSS, PHP, Python/Django

## Related Experience

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- University of Washington volunteer (The Collegiana House) 4-8 hours/week
- Dependency CASA program: Advocating for specific foster children's needs throughout the dependency process, including in court and school. Currently representing four cases averaging two years each.(2007 - Present)
- Board Member, Ogden-Weber County Humane Society (2003 – 2005)

## Citizens Telecommunications and Technology Advisory Board (CTTAB) *January 2011*

10 members: nine who serve a term of 2-years; 1 Get Engaged member who serves a term of 1-year

- 3 At Large                      Appointed by Council
- 3 At Large                      Appointed by Mayor
- 1 Education                    Appointed by Mayor
- 1 Public Access to          Appointed by Mayor  
Telecommunications
- 1 Get Engaged                Appointed by Mayor

All appointments are subject to City Council confirmation.

D	Name	Appointed	Term Ends	Term #	Position	Appointed By
(6) M	Will Pugh	3/10/08	1/01/12	2nd	Vice Chair, At Large	Council
(1) M	Brian Hsi	1/24/11	1/01/13	1st	At Large	Council
(6) M	Robert Dolin	1/24/11	1/01/13	1st	At Large	Council
(6) M	Ted Schmitt	1/1/09	1/01/13	2nd	Chair, At Large	Council
(3) M	Daniel Carrillo, Jr.	1/1/10	1/01/13	2nd	At Large	Mayor
(6) M	Eric Koester	1/24/11	1/01/13	1st	At Large	Mayor
(6) F	Karen Manuel	1/1/09	1/01/13	2nd	Public Access	Mayor
(6) F	Marina Martin	1/24/11	1/01/13	1st	At Large	Mayor
(6) M	Stacey Wedlake	1/24/11	1/01/13	1st	Education	Mayor
(3) F	Roni Ayalla	1/24/11	9/30/11	Only	Get Engaged	Mayor

*(sorted by appt auth, term end date and name)*

### Diversity

	Men	Women	Vacant	Minority	(1) Asian- American	(2) African- American	(3) Hispanic Latin@	(4) Native- American	(5) Other	(6) Caucasian
Mayor	2	4	0	2	0	0	2	0	0	4
Council	4	0	0	1	1	0	0	0	0	3
<b>Total</b>	<b>6</b>	<b>4</b>	<b>0</b>	<b>3</b>	<b>1</b>	<b>0</b>	<b>2</b>	<b>0</b>	<b>0</b>	<b>7</b>



City of Seattle  
Office of the Mayor

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CITY OF SEATTLE  
2011 JAN 13 AM 11: 51  
CITY CLERK

**MEMORANDUM**

**Date** January 13, 2010

**To** The Honorable Richard Conlin  
President, Seattle City Council

**From** Mayor Michael McGinn *MPM*

**Subject** **Mayoral Appointments to Citizens Telecommunications and Technology Advisory Board (CTTAB)**

The Citizens Telecommunications and Technology Advisory Board (CTTAB) is charged with studying and making recommendations to the Mayor and the City Council on issues of community-wide interest relating to telecommunications and technology, promoting affordable access to and use of telecommunications and technology, fostering citizen participation in decision making, and evaluating the effectiveness of telecommunications and technology policies and programs. The Commission was established in 1995 and is composed of ten members with six mayoral and four At Large council appointments. The mayoral appointments include three At Large positions, one Education representative, one Public Access to Telecommunications position, and one Get Engaged program participant.

We are happy to forward to the Council the following appointments to the CTTAB. The new appointments are to the three At Large, the Get Engaged and the Education positions and the reappointment is to the Public Access to Telecommunications position. The terms of the new appointees will end on January 1, 2013 and the Get Engaged appointee's term will end September 30, 2011. The new appointments carry with them the possibility of renewal. The reappointments will end on January 1, 2013 and cannot be renewed.

Name	Term Ends	Position	Appointed by	Succeeding
Stacey Wedlake	01-01-13	Education	Mayor	Jac DeHaan
Karen Manuel	01-01-13	Public Access	Mayor	Reappointment
Marina Martin	01-01-13	At Large	Mayor	John Neuharth
Eric Koester	01-01-13	At Large	Mayor	Richard Huff
Daniel Carrillo, Jr.	01-01-13	At Large	Mayor	Stuart Maxwell

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The appointment bios for appointees are as follows:

**Stacey Wedlake**

Stacey is a computer instructor at the downtown YWCA WorkSource technology training center with experience in curriculum design and instruction for diverse community members. She was previously a health promotion education volunteer for the US Peace Corps in Mongolia. Stacey also has community organizing experience, has participated in the Undoing Racism Workshop and has a certificate in project design and management. Stacey is a Wallingford resident.

**Karen Manuel**

Karen Manuel is being put forward for reappointment to CTTAB. Karen has over ten years' experience working with digital inclusion programs and policies. She currently works as a Research Associate for VisionTech360 on broadband planning for the states of Idaho and Wyoming. Prior to this she was the Director of Digital Inclusion for the EdLab Group and Executive Director for the Washington State Communities Connect Network, where she continues as a board member advocating for digital inclusion at the state level. Karen is also on the board of Reel Grrls and a member of the Washington State Office of the Attorney General's Public Council Citizens Advisory Committee. Karen also served as the Director of TechREACH, serving students, adults, and teachers in low-income communities. Karen holds a B.A. from Carleton College and an M.A.Ed. from Seattle University, focusing on program evaluation. She is a resident of North Beach.

**Marina Martin**

Marina is the owner of The Type-A Way, an efficiency consulting firm focusing on corporate and personal efficiency, including the integration of Salesforce customer relations management (CRM) systems for corporate clients and the creation of customized productivity-enhancing Web applications. Marina volunteers at the Dependency CASA Program, advocating for specific foster children's needs, and was a board member of Seattle Six Hour Startup, which hosted monthly entrepreneurial technology events. Marina is a Wallingford resident.

**Eric Koester**

Eric is VP and General Counsel at Appature, which provides web-based marketing solutions for healthcare companies. He has extensive experience in technology start-ups, is author of the Green Entrepreneur Handbook and founder of Greentrepreneur.org. Eric previously served as a new venture attorney at Cooley LLP. He has been active in the Startup Weekends, Northwest Entrepreneur Network and Washington CASH. He was named "Star of the Year" for 2010 by the ABA Young Lawyers Division. Eric is a Fremont resident.

**Daniel Carrillo, Jr.**

Daniel is being put forward for an At Large position after serving as a Get Engaged member of CTTAB. He is the Associate Site Manager for the Jumpstart Program at the University of Washington, supporting teams of undergraduates helping low-income children in preschool classrooms build language, literacy, social and initiative skills. He has B.A. from Yale University