

CFB11269  
#13

# City of Seattle

## Notice of Appointment

<b>Name:</b>  <b>Eric Koester</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>  Fremont	<b>Zip Code:</b>  98103	<b>Contact Phone No.:</b>  703.587.4430
<b>Appointed to:</b>  <b>Citizens' Telecommunications and Technology Advisory Board</b>		<b>Date of Appointment:</b>  January 13, <del>2010</del> 2011
<b>Authority (Ord., Res.):</b>  <b>Ordinance 117703 as amended last by Ordinance 123181</b>		<b>Term of Office</b> <b>From:</b> Confirmation  <b>To:</b> January 1, 2013
<b>Comments:</b>  <p style="margin-left: 40px;"> <b>New Appointment</b>            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.         </p>		
<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>



# Eric A. Koester

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## RELEVANT WORK EXPERIENCE

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### Cooley LLP, Seattle, Washington

Associate

October 2008 – Present

- Member of the firm's Corporate & Securities Law, Emerging Companies, Energy and Clean Technologies, and Mergers and Acquisitions practices.

### Heller Ehrman LLP, Seattle, Washington

Associate

October 2006 – October 2008

- Member of the firm's Corporate & Securities Law, Venture Law Group/Emerging Companies, Energy and Clean Technologies, and Mergers and Acquisitions practices.

### FINRA (formerly NASD, Inc.), Washington, District of Columbia

Legal Intern – Enforcement Division

January 2006 – July 2006

### Government Accountability Office, Washington, District of Columbia

Summer Associate – Office of the General Counsel

May 2005 – August 2005

### Health Industry Group Purchasing Association (HIGPA), Arlington, Virginia

Legal Affairs Associate

May 2004 – October 2004

### Ventana Medical Systems, Inc., Tucson, Arizona

Financial Reporting Manager

December 2002 – July 2005

Corporate Financial Analyst

October 2001 – December 2002

Staff Accountant

June 2001 – October 2001

### Morgan Stanley, Tucson, Arizona

Financial Advisor

October 2000 – June 2001

### Lavergne Group, Omaha, Nebraska

Marketing / Computer Resources Coordinator

December 1999 – October 2000

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## EDUCATION

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### The George Washington University School of Law, Washington, District of Columbia

Juris Doctor with Honors, May 2006

- Thurgood Marshall Scholar
- President of the Student Bar Association (*elected Spring 2004, Spring 2005*)
- Mock Trial Board Member, Alternative Dispute Resolution Board Member, Moot Court Board First Year Competition Finalist

### Thierry Graduate School of Leadership, Brussels, Belgium

Certificate in Leadership & Change Management, Emphasis in Environmental Leadership, May 2004

- Thierry Scholar (Recipient of merit based Partial (three-fourths) Tuition Scholarship)

### Marquette University, Milwaukee, Wisconsin

Bachelor of Science (Honors Certificate), Business Administration (Finance & Marketing), December 1999

- Raynor Scholar (Recipient of merit-based Full Tuition Scholarship)

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## OTHER WORK EXPERIENCE

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### App And Seek, LLC

Founder, Manager

March 2010 – Present

- Developed mobile software applications ([www.AppAndSeek.com](http://www.AppAndSeek.com)) for Apple iPhone and Apple iPad platforms

### Learn that Name, LLC

Founder, Manager

August 2009 – March 2010

- Company was acquired by Gist, Inc. ([www.Gist.com](http://www.Gist.com)) in March 2010
- Developed mobile software applications for Apple iPhone, Palm O/S and Adobe Flash platforms.

### MEGO Consulting

Independent Consultant

May 1994 – Present

- Published 5 major publications, 4 magazine articles, and 4 conference papers with environmental and emerging technologies focus. Over 300 corporations, government entities, and others purchased publications and studies.
- Coordinated Web Services designed to provide web services via the Internet for 12 large-scale web sites.

## SELECTED PUBLICATIONS

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- The Green Entrepreneur Handbook: The Guide to Building and Growing a Green and Clean Business.** Taylor & Francis: CRC Press, Boca Raton, Florida. Expected Publication October 15 2010 (450 pp).
- What Every Engineer Should Know About Starting a High-Tech Business Venture.** Taylor & Francis: CRC Press, Boca Raton, Florida. Publication January 6, 2009 (610 pp).
- My High Tech Startup Blog,** [www.MyHighTechStartup.com](http://www.MyHighTechStartup.com), '08 - Present
- Green Entrepreneur Blog,** [www.GREENpreneur.net](http://www.GREENpreneur.net), '10 - Present
- The Startup Lawyer (Part II),** American Bar Association, Section of Business Law, Young Lawyers' Forum e-Newsletter, March 2009
- The Startup Lawyer (Part I),** American Bar Association, Section of Business Law, Young Lawyers' Forum e-Newsletter, July 2008
- "Entrepreneur's Handbook 2008,"** Heller Ehrman LLP, Spring 2008.
- "Clean Technology Investments: Tremendous Opportunities and Unique Challenges for Venture Lawyers,"** Preferred Returns, ABA Section of Business Law Committee on Venture Capital and Private Equity, March 2007.
- "How to Structure, Finance, And Fund Your Clean Technology Venture,"** Global Plastics Environmental Conference 2007 Conference Proceedings, February 2007.
- "Can you really kill two birds with one stone? The Future of the Waste-to-Energy (WTE) industry as an Energy & Environmental Policy Decision,"** 37 Envtl. L. Rep. 1 (January 2007).
- "VoIP Goes the Bad Guy: Understanding the Legal Impact of the use of Voice over IP communications in cases of NSA Warrantless Eavesdropping,"** 24 J. Marshall J. Computer & Info. L. 2 (Winter 2006).
- "Utilizing Technology to Manage Corporate Environmental Initiatives,"** Corporate Social Responsibility and Environmental Conference 2003 Proceedings, June 2003.
- "Electronic Nose Technology: Update of E-Nose Technology & Analysis of Opportunities for Use in Environmental Industries,"** Global Plastics Environmental Conference 2003 Conference Proceedings, February 2003.
- "Opportunities to Utilize Electronic Nose Technology in the Environmental and Plastics Industries,"** Global Plastics Environmental Conference 2002 Conference Proceedings, February 2002.
- "Friendly old PET vs. cheap new PET,"** Materials World, September 1997, p. 525-528.
- The Changing World of Plastics Recycling: Trends, Technologies, Markets and Solutions 1996-2000.** Mastio & Associates, St. Charles, MO. 1997 (429 pp).
- PET Recycling: A Look at the Past, Present and Future.** MEGO Consulting, Omaha, NE. 1995 (178 pp).
- HDPE Recycling: A Look at the Past, Present and Future.** MEGO Consulting, Omaha, NE. 1995 (122 pp).
- Recycling Legislation: North America. Recycling Legislation: Global.** SKT Far East, Taipei, ROC. 1994 (280 pp).
- The Present & Future of Recycling: PET, HDPE, Scrap Automobiles, Tires, Fly Ash Disposal.** SKT Midwest, Omaha, NE. 1994 (136 pp).

*Note: Full list available upon request*

## CERTIFICATIONS & MEMBERSHIPS

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- Admitted to Practice,** State Bar of Washington (License #38300)
- Certified Public Accountant,** Washington (License #26594)
- Member,** King County Bar Association and KCBA Young Lawyers Division
- Member,** American Bar Association, Young Lawyers Division, Section of Business Law
- NASD Series 7, 63, 65, 31 Licenses** (inactive status)
- State (Arizona) Life & Disability Insurance License** (inactive status)

## SELECTED PRESENTATIONS

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- Financing the Emerging Growth Company,** American Bar Association, 2010 Spring Section of Business Law Conference, April 2010
- Using Social Media for Networking and Business Development,** Washington State Bar Association, April 2010
- Young Business Lawyers Summit 2010,** WSBA Business Law Section, March 2010
- Regulations for Biopolymers,** Biopolymer Symposium, IntertechPira Conference, September 2009
- Anatomy of Business Law: Tips and Terms for Corporate Drafting,** American Bar Association, 2009 Annual Meeting, July 2009
- Smart Start,** American Bar Association, 2009 Spring Section of Business Law Conference, April 2009 & Teleconference June 2009
- Doing "Green Deals",** American Bar Association, 2009 Spring Section of Business Law Conference, April 2009
- Young Business Lawyers Summit 2009,** WSBA Business Law Section, March 2009
- Global Regulations of Biopolymers,** The Future of Biopolymers, IntertechPira Conference, October 6, 2008
- Anatomy of Business Law: Basics of Business Entities,** American Bar Association, 2008 Fall YLD Meeting, Sept. 2009
- How To Structure, Fund, and Finance A Clean Technology Venture,** ANTEC 2008, Society of Plastics Engineers, May 6, 2008
- Trends & Challenges for Start-Up & Emerging Companies in the Clean-Technology,** GPEC 2008, Society of Plastics Engineers, March 12, 2008

## BAR ACTIVITIES

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**Liaison Director**, American Bar Association, Young Lawyers Division, '10 – '11  
**Executive Committee**, Washington State Bar Association, Section of Business Law, '09 – Present  
**Membership Director**, American Bar Association, Young Lawyers Division, '09 – '10  
**Chair**, American Bar Association - Section Officers Conference, Law Student Outreach Committee, '08 – Present  
**Business Law Fellow ('09 – '11)**, American Bar Association, Section of Business Law, '09 – Present  
**Editor**, "Preferred Returns" Newsletter, American Bar Association, Section of Business Law, PE/VC Committee, '09 – Present  
**Chair**, Publications Sub-Committee, American Bar Association, Section of Business Law, PE/VC Committee, '09 – Present  
**Chair**, Technology Sub-Committee, American Bar Association, Section of Business Law, Middle Market & Small Business Committee, '09 – Present  
**Co-Chair Business Law Committee**, American Bar Association, Young Lawyers Division, '08 – '09  
**Liaison**, Washington State Bar Association, Young Lawyers' Division, '08 – Present  
**Membership Board**, American Bar Association, Young Lawyers Division, '07 – Present  
**Membership Committee**, Young Lawyers Forum, Section of Business Law - American Bar Association, '07 - Present  
**Member**, King County Bar Association – Not-for-Profit Resources Publication Committee, '06 – Present  
**Vice Chair of SBAs**, American Bar Association – Law Student Division, '05 – '06

## OTHER ACTIVITIES

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**Executive Committee Member**, Alumni Association Board of Directors, George Washington University Law School, '09 – Present  
**Co-Chair**, Biopolymer Symposium, IntertechPira Conference, October 2010  
**Planning Team**, Entrepreneur University, Northwest Entrepreneur Network (NWEN), '09, '10  
**Co-Chair**, Biopolymer Symposium, IntertechPira Conference, September 2009  
**Chair**, Class of 1999 Reunion Committee, Marquette University, '08 – '09  
**Member**, Society of Plastics Engineers, New Technology Committee, '08 – Present  
**Board of Directors**, Society of Plastics Engineers, Environmental Division, '06 – Present  
**Coordinator – Clean Technology Program**, Society of Plastics Engineers – Environmental Division, '07 – Present  
**Faculty Member – Environmental**, Brexgata University, Thierry School of Leadership, '05 - Present  
**Director**, The George Washington Law Alumni Association Board of Directors, '04 – Present  
**Competition Judge**, University of Washington Business School – Venture Capital Investment Competition, '08, '09  
**Competition Judge**, University of Washington Law School - Moot Court Honors Board, '07  
**Competition Judge**, University of Washington Business School - Center for Innovation and Entrepreneurship, '07, '08, '09, '10  
**Member**, Society of Plastics Engineers, Environmental Division, '03 – Present  
**Member**, Society of Plastics Engineers, Pacific Northwest Division, '06 – Present  
**Editor**, "Student Legal Writing Review 2005: The George Washington University Law School", December 2005  
**Member**, Law Revue, The George Washington University Law School, '03-'06  
**Senator**, The George Washington University Student Association, '03-'04  
**President**, Marquette University Student Government (MUSG), '98-'99  
**Chairperson**, Marquette University Senior Challenge Fundraising Program '98-'99  
**Chapter Founder**, Kappa Sigma Fraternity '98-'99

## VOLUNTEER & PRO BONO ACTIVITIES

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**Advisor and Counsel (*Pro Bono*)**, Charity Code Jam, '10 – Present  
**Co-Founder and Board Member**, Seattle Professionals Volunteer Association, '10 – Present  
**Planning Committee**, Haiti Fundraiser, '10  
**Counsel (*Pro Bono*)**, Banking on Success, '10 – Present  
**Volunteer**, Special Olympics, '10 – Present  
**Public Service Committee**, Young Lawyers Committee, ABA Section of Business Law, '09 – Present  
**Chairperson & Founder**, Jeffrey McLain Memorial Alumni Scholarship, Marquette University, '09 – Present  
**Board Member and Counsel (*Pro Bono*)**, Startup Weekend, '09 – Present  
**Counsel (*Pro Bono*)**, Ashley's Place, '09 – Present  
**Lawyers Fundraising Committee**, United Way Seattle, '06 – '07  
**Board Member and Counsel (*Pro Bono*)**, Camp Korey, '07 – Present  
**Volunteer and Counsel (*Pro Bono*)**, Ikon Educational Institute, '07 – Present  
**Counsel (*Pro Bono*)**, Northwest Girls Coalition, '06 – '08  
**Counsel (*Pro Bono*)**, Starfish Africa, '06 – Present  
**Counsel (*Pro Bono*)**, Global Youth Fund, '06 – Present

**Graduating Class Gift Committee**, The George Washington University Law School, '05 – '06  
**Fundraising Chair**, GW Law Hurricane Relief Fund, '05 – '06  
**Fundraising Committee**, GW Law Tsunami Relief Fund, '04 – '05  
**Community Service Chairperson**, Kappa Sigma Fraternity '98-'99  
**Volunteer**, Caring Clown "BeBop" '99-'03

**SELECTED AWARDS & RECOGNITIONS**

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**Best Service Provider to Startups** – Seattle 2.0, '10  
**Star of the Year** – American Bar Association, Young Lawyers Division, '10  
**Pivotal Leader Nominee** – Pivotal Investments, '10  
**Outstanding Young Lawyer of the Year Nominee** – American Bar Association, Young Lawyers Division, '10  
**Washington Rising Star 2010** – Washington Law & Politics Magazine, '09  
**Outstanding Young Lawyer of the Year** – Washington State Bar Association, Young Lawyers Division, '09  
**Man of the Decade** – Kappa Sigma Fraternity, Marquette University, '09  
**Star of the Quarter** – American Bar Association, Young Lawyers Division '08  
**SBA President of the Year** – American Bar Association '06  
**George Washington University Alumni Association Award** – The George Washington University Law School '06  
**Baer Award** – The George Washington University '06  
**Finalist, SBA President of the Year** – American Bar Association '05  
**Outstanding Scholar Award** – Thierry Foundation '03  
**Outstanding Achievement Award** – Ventana Medical Systems, Inc., '03  
**National Equity Sales Award Runner-Up; Region 3 Sales Winner** – Morgan Stanley '01  
**Outstanding Contribution to Organizational Leadership** – Marquette Division of Student Affairs '98-'99  
**Junior Student of the Year** – Marquette University Division of Student Affairs '97-'98  
**Honors Program** – Marquette University '95-'99

## 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

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

The Honorable Richard Coniin

January 13, 2011

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in Sociology and while there, worked for their Information Technology Services providing user hardware and software support. Daniel was in the United Way of King County Project LEAD Class of 2010. He is a resident of the Eastlake neighborhood.

Attachments: Notice of appointments  
Resumes  
Current roster

Copy: David Keyes, Staff Liaison, Department of Information Technology  
Wayne Barnett, Executive Director, Ethics and Elections Commission  
Tania Maria Rosario, Boards and Commissions