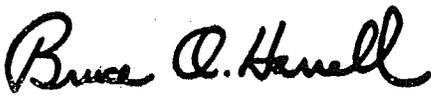


#9
OF B/2192

City of Seattle
Notice of Appointment

Name: Beryl Fernandes		<input type="checkbox"/> Executive Appointment <input type="checkbox"/> Reappointment <input checked="" type="checkbox"/> Legislative Appointment <input type="checkbox"/> Agency Appointment <input type="checkbox"/> PDA Council <input type="checkbox"/> PDA Constituency
Residential Neighborhood: Ravenna/Wedgwood	Zip Code: 98115	Contact Phone No.: 206-523-7694
Appointed to: Citizens' Telecommunications & Technology Advisory Board		Date of Appointment: March 7, 2012
Authority (Ord., Res.): Ordinance 117703 as amended last by Ordinance 123181		Term of Office: From: Confirmation To: January 1, 2014
Background: <p>Beryl has experience working with a range of government, technical, policy and public process issues, which includes employment as a Council legislative analyst and management consultant to SPU. She also has volunteered with computer learning centers and has community relations with groups such as El Centro de la Raza. Her appointment would help balance perspectives and maintain diversity of age, ethnicity and gender on the board. She is also a small business independent consultant, so brings that eye to broadband, and our electronic communications.</p>		
Authorizing Signature: 		Name and Title of Officer Making Appointments: Councilmember Bruce A. Harrell Chair: Public Safety, Civil Rights, and Technology Committee



RESUME

BERYL FERNANDES, PH.D.

SEATTLE, WA 98115 [REDACTED]

SUMMARY

- Seasoned professional with over 20 years' experience as advisor, executive and consultant to public agencies, nonprofit organizations and small business
- Unique, effective combination of technical, policy and public process expertise reflected in the design, management and successful adoption of complex multi-disciplinary public projects
- Active volunteer work on Technology Access issues, projects and programs at local, national and international levels

SUBJECT AREAS

- Performance management, Lean business strategies, process improvement, outcome evaluation, project management, planning and policy analysis
- Multi-disciplinary feasibility studies, environmental and socio-economic impact analysis, sustainable economic and community development
- User-centered Appropriate Technology in multi-cultural and multi socio-economic communities
- Education, children and family services
- International and cross-cultural planning and engagement

ACADEMIC BACKGROUND

Ph.D., Interdisciplinary program combining Urban Planning, Environmental Engineering and Public Policy, University of Washington, Seattle, Washington

B.A., Philosophy major, Sociology minor, Bryn Mawr College, Pennsylvania

CERTIFICATES OF TRAINING

Lean Practices Overview, Six Sigma Green Belt Foundations and Advanced Training, Continuous Improvement, Everett Community College Continuing Education
Project Management Professional (PMP) Training, TSS Solutions, Bellevue, WA

PRESIDENT, FERNANDES & ASSOCIATES, INC., URBAN PLANNING, COMMUNITY DEVELOPMENT, PERFORMANCE MANAGEMENT

1987-present, Seattle, WA

(Interspersed with short-term positions in public agencies and nonprofit organizations)

Services:

- Performance Management, Lean Strategies, Process Improvement and Outcome Evaluation
- Visioning and Strategic Planning
- Collaborative Planning, Conflict Resolution and Mediation
- Multi-Cultural and International Community Planning and Engagement

Selected Accomplishments

- Seattle City Light Corporate Performance Division Performance Indicator Logic Model Report
- City of Kirkland 25-year Vision
- Northshore School District Construction Project Mediated Agreement
- King County Children and Family Commission Performance Outcome Evaluation Report

- Lambert House Performance Management Program Design

PERFORMANCE MANAGEMENT ADVISOR, SEATTLE PUBLIC UTILITIES
2006-2007, Seattle, WA

Responsibilities

Program analysis and recommendations on Performance Management and Service Equity

Selected Accomplishments

- Lead role in the development of a complex work scope for a Service Equity study
- Report on existing service agreements, a cornerstone of the asset management program, including a preliminary assessment of the effectiveness of service agreements

REGIONAL DIRECTOR, SOUTHWEST REGION, DEPARTMENT OF ECOLOGY
2003-2004, Olympia, WA

Responsibilities

- Represented Ecology Director in the 12-county region
- Served on Ecology's Senior and Executive Management teams
- Liaison with elected officials, state and local agencies, ports, Tribes, citizens and businesses
- Ombudsperson and collaborative problem solver
- Supervised regional office staff, managed budget and operations

Selected Accomplishments

- Created and nurtured effective new relationships and partnerships with customers
- Commendations for successful use of innovative multi-party negotiation strategies
- Designed and developed an innovative GIS-based information system

EXECUTIVE DIRECTOR, SEATTLE URBAN RESOURCES PARTNERSHIP
1994-1995, Seattle, WA

Responsibilities

- Program development and management of this new environmental grant program
- Strategic planning, inter-jurisdictional partnership development
- Project monitoring and evaluation for measurable outcomes and process improvement

Selected Accomplishments

- In only 12 months established three self-sustaining partnerships, for environmental grants in low-income communities in Seattle, King, Snohomish and Pierce counties
- Award for outstanding service to local communities through the Partnership

LEGISLATIVE ANALYST, SEATTLE CITY COUNCIL CENTRAL STAFF
1982-1985, Seattle, WA

Responsibilities

- Technical and policy research, analysis, evaluation and recommendations on complex, controversial programs, plans and policies for the City Council
- Designed and conducted citywide collaborative planning processes for major planning and policy plans leading to City Council adoption

Selected Accomplishments

- In a climate of vehement opposition to recycling, conducted all the research and analysis and recommended Seattle's first home collection of recyclables through a new hauling contract

- Unusual for Council Staff, initiated, designed and managed a citywide planning project to develop the City's first Economic Development Policy Plan and successfully shepherd it through the Council adoption process

SELECTED HONORS AND AWARDS

- **Award for Outstanding Service to the Communities of Seattle through the Urban Resources Partnership**, Former U.S. Undersecretary for Natural Resources and the Environment, Jim Lyons
- **Contributing Author**, Encyclopedia of Contemporary American Culture, Routledge
- **Visiting Lecturer and Researcher**, Linkoping University, Sweden
- **Lecturer Appointment**, Black Sea University, Romania
- **U. of Washington Representative**, International Women's Year Conference, Mexico City
- **Valle Fellowship**, Ph.D. Studies, University of Washington
- **Ph.D. Student of the Year**, Department of Urban Design and Planning, University of Washington

SELECTED PAST AND PRESENT PRO BONO AND VOLUNTEER ACTIVITIES

- **Project Director:** Katrina Bikes Partnership, www.katrinabikes.org
- **Technology Access Mentor/Participant:** El Centro de La Raza, Women's Community Impact Consortium, Romania High School Science Program, Information Technology and Community Choices for Community Engagement
- **Student Mentor:** Rainier Beach High School, UW Minority Student Program
- **Juvenile Offender Mentor:** Northeast District Court and Echo Glen
- **Commissioner:** Seattle Planning and King County Growth Management Commissions
- **Outdoor Activity Coach:** Inner-City Outings for Seattle High School students, Team Survivors NW women's cancer rehabilitation, HARK (Hiking for At-Risk Kids)
- **Founding Board Member:** Seattle Coalition for Environmental Justice
- **Disaster Relief:** Organized Biafra and Bangladesh Relief funds at Bryn Mawr College

SELECTED TESTIMONIALS (Original documents available for each one)

"SCL would highly recommend Beryl as her performance was of the highest caliber."

Carol Butler, Corporate Performance Director, Seattle City Light

"...extraordinary skills and professionalism with difficult problems and people who are upset... my role model for how to approach seemingly impossible negotiation situations."

John Dineen, Stakeholder Committee, Northshore School District Mediated Agreement

"Beryl: I'm always disappointed to hear of the departure of outstanding people. I certainly hope good things happen for you. Thanks for all your assistance and advice. All the best -"

Mark Dombroski, Former Finance Director, Seattle City Light

"I told him I have very high regard for you..." (as Regional Director at Ecology)

**Tom Fitzsimmons, Former Washington Governor's Chief of Staff
Former Fernandes Supervisor as Director, Department of Ecology**

"Thank you for all your good work at Ecology. Your valiant effort was far and away better than I have ever seen in a state agency. I wish you the very best in your new endeavors".

Larry Paulson, (Attorney), Executive Director, Port of Vancouver

CTTAB BOARD ROSTER

**CITIZENS TELECOMMUNICATIONS AND TECHNOLOGY
ADVISORY BOARD (CTTAB)**

Roster as of March 2012

Establishing Ordinance 117703 as amended last by Ordinance 123181.

10 members: All subject to City Council confirmation, 2-year terms for 9 positions, 1-year term for Get Engaged position. Positions are renewable for two terms.

- 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

Name	Appointed	Term Ends	Term #	Position	Appointed By
Ted Schmitt	1/1/09	1/01/13	2nd	Chair, At Large	Council
Robert Dolin	1/24/11	1/01/13	1st	Vice Chair, At Large	Council
Brian Hsi	1/24/11	1/01/13	1st	At Large	Council
Karen Manuel	1/1/09	1/01/13	2nd	Public Access	Mayor
Stacey Wedlake	1/24/11	1/01/13	1st	Education	Mayor
Marina Martin	1/24/11	1/01/13	1st	At Large	Mayor
Daniel Carrillo, Jr.	1/1/10	1/01/13	1st *	At Large	Mayor
Bryan Dosono	9/30/11	9/30/12	1st	Get Engaged	Mayor
Ben Krokower	3/7/12	1//1/14	1st	At Large	Mayor
Beryl Fernandez	3/7/12	1//1/14	1st	At Large	Council

* Daniel also served as a Get Engaged representative prior to this term.

WOMEN'S COMMUNITY IMPACT CONSORTIUM BRIDGING THE DIGITAL DIVIDE AND BUILDING COMMUNITY

by

Beryl Fernandes, Ph.D., President, Fernandes & Associates, Inc., (206) 524-2882

The Society of Women Engineers held the October 2000 meeting on Bridging the Digital Divide at the Women's Community Impact Consortium's (WCIC) technology training center in West Seattle. Director Luversa Sullivan (photo below) described the programs and provided a tour of the facility with demonstrations of student projects.

Formed in 1994, the WCIC is a nonprofit corporation comprised of professional women in technology and leadership development. They support programs designed to encourage young people to excel in basic computer, multimedia and leadership skills through training, mentoring and internships. Sponsors have included Microsoft, the University of Washington, Experience Music Project, Unisys, Digital Harmony, NW Center for Emerging Technologies, City of Seattle, and the Seattle Economic Development Association.



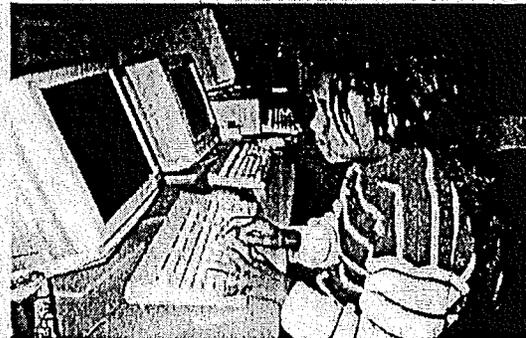
The computer program includes business software applications, operating system and graphical user interface training. The multimedia segment covers graphics, sound, video and animation training. The leadership portion teaches effective communication, conflict management, business planning and job readiness.

The program model is based on the advice: "Each one, teach one". As each student masters a skill, he or she teaches that skill to another student using a standard series of steps. Interviews with mentors, students and parents indicate that this model creates an atmosphere of caring, nurturing and community building among people of vastly varying ages, socio-economic, geographic and ethnic backgrounds. The supportive attitude is so strongly instilled that it stays with students even after they leave the program.

15-year old Stephanie Wong, who has been with the program for about four years, is emphatic as she exclaims: "Luversa has taught me to give back through time and

money. So after college and starting a business or whatever, I'll be giving back to this program for sure." She added that at first she didn't want to go there because she thought it would be just another computer class. Now, she says, it's a passion - working with youth of diverse backgrounds.

Pam Storz, mother of 15-year old Josh of Kirkland, says Luversa made a connection with her son that nobody else could. She gives the children respect and then expects them to deliver. She gave Josh access to hardware, software, mentors and opportunities his parents never could have done. Now an early entrant at the University of Washington, Josh feels a responsibility to be a contributing member of the program.



WCIC's third IT All Stars showcase is scheduled for March 2001 at Microsoft's Redmond campus. Students from grades 3-12 enter teams working with teachers and mentors. While sponsors of this event include those of the program mentioned above, additional sponsors are also welcome each year. The teams need mentors with a variety of skills in addition to technology to help them prepare for the showcase as well as with year-round activities.

Bruce Wolcott, Bellevue Community College instructor and mentor for the 1st place winning elementary school team in the 1999 All Stars contest, says mentoring was a great experience: "It's a terrific program with an atmosphere of hope. Once people catch the spark, the motivation is right there. Luversa has really done some incredible work pulling this program together". He says people easily get caught up in busy professional lives but it is important to pull out of that mindset of wondering how to find the time - you just do, and the rewards are enormous.

EXPERIENCE THE UNIQUE REWARDS OF MENTORING
e-mail sullivan@weictech.org (206) 932-2331 by December 15, 2000