City of Seattle
Notice of Appointment

Name: *Janet Stephenson*		☒ **Executive Appointment** ☐ **Reappointment** ☒ **Legislative Appointment** ☐ **Agency Appointment** ☐ **PDA Council** ☐ **PDA Constituency**
Residential Neighborhood: *Queen Anne*	**Zip Code:** *98109*	**Contact Phone No.:** *n/a*
Appointed to: *West Design Review Board* *(Local Residential Interests)*		**Date of Appointment:** *April 4, 2013*
Authority (Ord., Res.): *SMC 23.41.008*		**Term of Office:** **From:** *April 4, 2013* **To:** *April 3, 2015*

Background:

Janet heads her own management consulting firm, Accent Consulting. She comes to that work from a strong background in Arts Administration as well as marketing and sustainability and a career that has seen firsthand experience in private, governmental and non-profit organizations. A native of the UK, she worked as Marketing Director of the architectural firm NBBJ in Los Angeles and Marketing and Global Sustainability Task Force Coordinator for the global engineering firm ARUP, also in Los Angeles. In 2004, she moved to Seattle where she has worked as Marketing Director for EDAW, an international design, planning and environmental consulting firm. In June 2006, Janet came to work for the City of Seattle's *Green Building* program, and from there went on to direct the AIA Seattle's program to infuse a progressive stance on sustainability issues throughout its membership. From there she went on to become Director of Marketing and Communications for Sellen Sustainability, prior to founding her own consulting firm in May 2012. Janet is a Board member of *Arcade,* the pre-eminent journal for the contemporary Northwest design community, and devotes much of her time to maintaining ties with Seattle's diverse arts scene. She resides in Seattle's Queen Anne neighborhood.

Authorizing Signatures:	Name and Title of Officers Making Appointment: Mayor Mike McGinn & Councilmember Richard Conlin

Janet established Accent Consulting in May 2012 and rapidly became a sought-after 'cat-herder extraordinaire' and executive sound-board for some of the Pacific Northwest's most respected organizations.

MACDONALD MILLER FACILITY SOLUTIONS
Driven by the need to meet a July 27 eligibility deadline for Carbon Reduction Incentive Funding from Community Power Works, Janet helped MMFS define and activate "Operation 727" - a strategic outreach plan designed to engage Seattle's commercial building owners.

- Goal = 5 signed contracts.
- Result = 10 signed contracts.

CITY OF SEATTLE COMMUNITY POWER WORKS + SEATTLE 2030 DISTRICT
To launch and effectively manage a new phase in the Large Commercial Incentive program that involves 2030 District, Emerald Cities, and other City departments, CPW turned to Janet to help manage outreach activities, and maintain a clearly articulated project pipeline. 22 new projects are formally interested, and one recent event targeting building executives created:

- 1 organization requesting staff training,
- 2 owners willing to share success stories,
- 5 owners signing up for energy assessments,
- 7 owners moving a project forward, and
- 8 new 2030 members.

KILLIAN STRATEGIC
With an interest in ensuring the permitting process was not a barrier to entrepreneurs starting new restaurants and creating jobs, Killian Strategic was appointed by the City of Seattle Office of Economic development to write an independent survey of small business owners who'd opened or remodeled in the last 2 years. Restaurant owners can be hard to contact due to busy customer periods, late night hours, or language barriers. Many are skeptical about being surveyed. Killian Strategic brought Janet on to target and secure interviews with owners representing a diverse data set.

- Goal = 20 interviews.
- Result = 22 interviews.

NORTHWEST ENERGY EFFICIENCY COUNCIL
NEEC's Board of Directors comprises ten of the leading executives in the energy efficiency industry. Janet was brought on to provide strategic planning process design, meeting facilitation, calendar scheduling and feedback to the Executive Director. The Board unanimously endorsed the resulting framework, and phase 2 implementation work for 2013-2015 is commencing.

PALADINO AND COMPANY
Paladino and Company wanted to ensure the impact of an acquisition on staff and clients would be positive and successful. Recognizing the potential for unforeseen consequences, Janet was appointed to provide third party review of draft communication materials and deployment strategy, helping unify internal and external messaging, identify connection points between departments (such as IT, Accounting, and Marketing) and reduce the potential for "company speak" to confuse external messaging.

CONFIDENTIAL AEC CLIENT
Based on the premise that corporations with strong CSR programs should demonstrate greater risk resilience and stronger financial returns over time, a global sustainability director of a large professional services firm in the AEC industry wanted to determine if the 10X companies identified in Jim Collins and Morten T. Hansen's "*Great By Choice*", substantiated the value of CSR values and activities. Janet's research lead to the additional review of 10X companies performance within "*The Road to 2020: Corporate Progress on the Ceres Roadmap for Sustainability*", a joint report from Ceres and Sustainalytics.

janet stephenson

CAREER PROFILE

DIRECTOR OF MARKETING & COMMUNICATIONS, SELLEN SUSTAINABILITY, SEATTLE
FEB 2010 – MAY 2012
Recruited by a top regional contractor to help launch a new company division dedicated to providing sustainability-related training and consulting services nationwide.

- *Refined a world of possibilities into a strategic, actionable, measurable marketing plan that produced results.*
- *Strategically directed a branding initiative to accelerate the integration of staff from a newly acquired firm.*

PROGRAM DIRECTOR, AIA SEATTLE
FEB 2008 – FEB 2010
Recruited to infuse a progressive stance on sustainability issues throughout this 2000-strong membership organization by curating continuing professional education and design excellence awards programs – too numerous to list.

- *Secured endorsement from Architecture 2030, and facilitated a team to design and produce the ground-breaking AIA+2030 education series as a template for nationwide replication - now delivered by over 20 AIA chapters.*
- *Project managed the two most successful Honor Awards events in the program's 59 year history measured in terms of volunteer engagement, number of submittals, attendance, diversity of project awards, feedback and profit.*
- *Brokered collaboration between ForTerra (then CLC), UW CBE and AIA for two Design for Livability conferences*

OUTREACH & EVALUATION MANAGER, CITY GREEN BUILDING, CITY OF SEATTLE
JUN 2006 - JAN 2008
Earned a reputation for succinct, visually-effective communication pieces to support the program's mission "*to make green building standard practice in Seattle*", and promote one of the nation's leading green building programs.

- *Conceived and implemented a 'Greenfactor' outreach program to increase support and adoption of a new code,*
- *Facilitated collaboration between CRGBC, AIA, ASLA, and IIDA to improve impact and reduce Earth Day mayhem.*

MARKETING DIRECTOR, SENIOR ASSOCIATE, EDAW [NOW AECOM], SEATTLE
FEB 2004 - JUN 2006
Increased win ratio by 20%, backlog by 15%, and average contract value by 200% by designing and monitoring marketing strategies for the Seattle office of this global design, planning and environmental consulting firm. Contributed to strategic planning, HR issue resolution, and helped maintain stability during a leadership change and a merger and acquisition as a member of the Senior Management Team.

- *Used sustainability to stimulate interdisciplinary collaboration, negotiate add services, and create new prospects,*
- *Built an alliance with Allied Arts of Seattle to position EDAW as an authoritative voice on waterfront development and advance the debate on the Alaska Way Viaduct.*

MARKETING + GLOBAL SUSTAINABILITY TASK FORCE COORDINATOR, ARUP, LOS ANGELES
OCT 1999 - JAN 2004
Lead proposals for new business and oversaw internal and external marketing for this global engineering firm known for technical excellence, design sensitivity and innovation. A successful pitch on the power of event design to improve global knowledge exchange resulted in a new role coordinating a 12-person global sustainability team.

- *Organized two global conferences on the business of sustainability to actively prepare and engage participants, capture and strategically disseminate resulting information, and create positive change throughout the firm.*
- *Conceived "Arup's Sustainability Challenge" a 2003 SMPS National Communications Award winning education campaign that engaged 71 offices worldwide and catalyzed client engagement on sustainability issues.*

MARKETING MANAGER, NBBJ, LOS ANGELES
APR 1998 - OCT 1999
Reduced a $1million marketing operations budget to $650k without negatively impacting business pursuits for one office and six very different market leaders pursuing Major League Sports, Entertainment, Corporate, Interiors and Healthcare.

janet@accentconsult.net (206) 427-3955

ADMINISTRATIVE DIRECTOR, SUFFOLK DANCE, UK
JUL 1996 - JUL 1997
Responsible for marketing, financial management, administrative systems and the organization of performance events. Suffolk Dance is a publicly funded agency, with over $1million turnover at that time, working to promote dance regionally, nationally and internationally.

ASSISTANT DANCE OFFICER, ARTS COUNCIL OF ENGLAND, UK
SEPT 1994 - JUN 1996
Managed the allocation of $300,000 national government funding to promote and support innovation in dance. Responsibilities included: promoting and coordinating the public application process, organizing the client appraisal program; arranging conferences and large-scale public events; ensuring media coverage; compiling, updating and publishing reference material.

MANAGER: 4D, CONTEMPORARY DANCE TRUST, UK
SEPT 1992 - SEPT 1994
Devised strategy to re-launch 4d performance group, negotiated national and international touring programs. Contemporary Dance Trust houses Britain's busiest dance venue and Europe's leading contemporary dance school. Responsibilities increased rapidly from Executive Assistant to Front of House Manager and beyond.

VOLUNTEER APPOINTMENTS & COMMITMENTS
UGBC Greenbuild Program Working Group member, 2011-2012
ARCADE Board member, 2011
Habitat for Humanity Rainier Valley Project 2011 & 2012
Facilitator, Race and Social Justice Initiative, City Of Seattle, 2007
Committee member, AIA Seattle Committee on the Environment WMIG, 2007-2008
Committee member, ULI Seattle's Sustainability Committee, Seattle, 2005-2006
Board member, USGBC Los Angeles Chapter, 2003 [Volunteer 2000-2003]

EDUCATION AND TRAINING
2008: AIA "How to Teach Adults"
2002: USGBC Leadership in Energy and Environmental Design Accredited Professional (LEED AP)
1994: Post Graduate Diploma in Arts Administration, University of Surrey
1992: Certificate in Contemporary Dance and Choreography, London Contemporary Dance School
1990: BTEC Higher National Diploma in Business and Finance, Northumbria University

Seattle Design Review Board 2013

36 Board members Total: Per SMC 23.41.008 all subject to City Council confirmation, two-year terms that may be reappointed to a subsequent term. The Get Engaged member serves a 1-year term and is appointed per SMC 3.51.

- 11 Appointed by City Council
- 11 Appointed by Mayor
- 14 Appointed by both City Council and Mayor
- 1 Appointed by Council per SMC 3.51 (Get Engaged)

D*	G	No.	Name	Appointed	Term Ends	Term #	Position	Appointed By	Board
3	M	1.	Albores, Matthew	2011	4/3/2015	2	Local Residential	Mayor/ Council	DT
6	F	2.	Begley, Ivana	2013	4/3/2015	1	Community	Mayor	NE
6	M	3.	Bennion, Laird	2012	4/3/2014	1	Development	Mayor	SW
6	F	4.	Black, Mindy	2011	4/3/2015	2	Local Business	Mayor/ Council	W
6	M	5.	Bronk, Todd	2013	4/3/2015	1	Design Professional	Mayor	SW
6	F	6.	Bushnaq, Dawn	2010	4/3/2014	2	Local Business	Mayor/ Council	E
2	M	7.	Cameron, Sam	2010	4/3/2014	2	Community	Mayor	SE
6	M	8.	Case, Tony	2010	4/3/2014	2	Development	Council	SE
6	F	9.	Cecil, Ellen	2012	4/3/2014	1	Community	Council	NW
6	M	10.	Coburn, Jerry	2011	4/3/2015	2	Local Business	Mayor/ Council	NW
6	M	11.	Cochrane, Ric	2012	4/3/2014	1	Design Professional	Mayor	E
3	M	12.	DeLilla, Mike	2010	4/3/2014	2	Development	Mayor	NW
6	M	13.	Grant, Gabe	2010	4/3/2014	2	Local Business	Mayor/ Council	DT
3	F	14.	Gualy, Natalie	2013	4/3/2015	1	Development	Council	E
5	F	15.	Habibuddin, Salone	2010	4/3/2014	2	Development	Council	NE
6	M	16.	Harrell, Myer	2010	4/3/2014	2	Community	Council	SW

D*	G	No.	Name	Appointed	Term Ends	Term #	Position	Appointed By	Board
6	M	17.	Hurley, Joe	2010	4/3/2014	2	Design Professional	Council	NE
6	F	18.	Idziorek, Katherine	2013	4/3/2015	1	Design Professional	Council	W
6	F	19.	Kurfirst, Jill	2010	4/3/2014	2	Community	Mayor	W
6	M	20.	McCullough, Murphy	2013	4/3/2015	1	Development	Council	DT
6	F	21.	McNamara, T. Frick	2013	4/3/2015	1	Local Residential	Mayor/ Council	SW
6	F	22.	Miller, Amoreena	2011	4/3/2015	2	Design Professional	Council	SE
6	M	23.	Neiman, David	2011	4/3/2015	2	Design Professional	Mayor	NW
6	F	24.	Orr-Cahall, Christina	2013	4/3/2015	1	Community	Council	E
6	M	25.	Panton, Ted	2010	4/3/2014	2	Local Residential	Mayor/ Council	NW
5	M	26.	Parikh, Pragnesh	2010	4/3/2014	2	Community	Mayor	DT
6	M	27.	Pickrell, Boyd	2013	4/3/2015	1	Development	Mayor	W
3	F	28.	Pizana, Christina	2011	4/3/2015	2	Local Residential	Mayor/ Council	NE
6	F	29.	Proksch, Gundula	2012	4/3/2014	1	Design Professional	Mayor	DT
6	M	30.	Skaggs, Daniel	2011	4/3/2015	2	Local Business	Mayor/ Council	SW
6	M	31.	Smith, Benjamin	2012	4/3/2014	1	Local Residential	Mayor/ Council	SE
6	F	32.	Stephenson, Janet	2013	4/3/2015	1	Local Residential	Mayor/ Council	W
6	M	33.	Wall, Chip	2011	4/3/2015	2	Local Residential	Mayor/ Council	E
1	M	34.	Yamada-Heidner, Stephen	2011	4/3/2015	2	Local Business	Mayor/ Council	SE
6	F	35.	Zettle, Martine	2011	4/3/2015	2	Local Business	Mayor/ Council	NE

6	F	36.	Magdalena Celinska	2012	9/1/2013	1	Get Engaged	Council (SMC 3.51)	W

*Diversity Roster

	Men	Women	Vacant	Minority	(1) Asian-American	(2) African-American	(3) Hispanic Latino	(4) Native-American	(5) Other**	(6) Caucasian
Mayor	8	3	0	3	0	1	1	0	1	8
Council	4	7	0	2	0	0	1	0	1	9
Mayor/Council	8	6	0	3	1	0	2	0	0	11
Total	*21*	*15*	*0*	*8*	*1*	*1*	*4*	*0*	*2*	*28*

***Other includes diversity in any of the following: race, gender and/or ability*