


City of Seattle

Notice of Appointment

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CITY OF SEATTLE
13 FEB -6 PM 2:26
CITY CLERK

Name: Tija Petrovich		<input checked="" type="checkbox"/> Executive Re-appointment <input type="checkbox"/> Legislative Appointment <input type="checkbox"/> Agency Appointment <input type="checkbox"/> PDA Council <input type="checkbox"/> PDA Constituency	
Residential Neighborhood: Pioneer Square	Zip Code: 98104	Contact Phone No.: (206) 467-1800	
Appointed to: Pioneer Square Preservation Board		Date of Appointment: March 1, 2013	
Authority (Ord., Res.): SMC 23.66		Term of Office From: Confirmation To: March 1, 2016	
Comments: <p style="text-align: center;">Re-appointment:</p> <p>Ms. Petrovich has served on the PSPB since 2010 in the business owner position. She has owned Seattle Fitness, located in Pioneer Square for the last 18 years and has been a resident, in the Florentine building for 20 years. During her first term on PSPB, Ms. Petrovich demonstrated her ability to be fair, clear and thorough in her review, while being warm to the applicants. In addition to PSPB, Ms. Petrovich has been involved in several community efforts including the Lights Out Committee and the Residence Council</p>			
Authorizing Signature: 		Name and Title of Officer Making Appointment: Mayor Mike McGinn	

Tija (Tia) Petrovich

Seattle, WA. 98104

Cell (206) 229-9696

tija@seattlefitness.com

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Education

Sumner High School: 1976-1979. Student Body Treasurer ('78), Student Body President ('79), three letter athlete, team captain in two sports, two MVP awards, two most inspirational awards, Honorary Rotarian, Class valedictorian, Lahue Achievement Award ('79), Leadership Scholarship.

Green River College: 1979-1981. Leadership Program Scholar, Co-director Intramural Sports program ('79), Assistant Athletic Director ('80), Dean's Choice Leadership Award ('81), Human Being Award from psychology department ('81), Senator at large ('79-'81), ALA degree with honors, athletic achievement in baseball and rugby.

Degrees: Fitness and Nutrition Specialist, National Education Association, 1991.
ALA degree, Green River College

Author: "Lighten-Up!" Cookbook, National Selling Cookbook through Prima Publishers

Nautilus Certified Personal Fitness Trainer

IDEA Certified Fitness Professional, Master Member # 322018

American Council on Exercise Certified Personal Fitness Trainer #T14802

Weight Management Specialist Graduate

CPR/AED/First Aide Certified

Work Experience

1983 – 1986 Fitness Director & General Manager, Pacific Nautilus Fitness Center

Directed day-to-day club operations. Trained and supervised club personnel from trainers to maintenance staff. Lead sales staff to achieve monthly membership goals, top sales person three years in a row including family, group & corporate sales. Provided one-on-one fitness training with members. Worked with our physical therapy team to help rehabilitate injured clients. Designed and implemented marketing strategies and promotions with emphasis on community outreach.

1986 – 1988 Director and General Manager, Power House II Gym

Start up operation. Ran day-to-day operations of facility. Built membership from zero to 500 in first year and from 500 to 1000 in second year without additional sales staff. Designed equipment layout. Coordinated all gym purchases and installations. Trained competitive body builders. Competed in bodybuilding competitions for Power House.

1986 - present President and Owner of Pro Physique Corporation

Certified Personal Fitness Trainer for individuals and groups specializing in lifestyle changes, nutritional education, rehabilitation and corporate presentations. Over 3,000 personal clients trained since 1986.

Personally manage Sub Chapter "S" Corp., including payroll, taxes and accounts payable/receivable.

Leadership America® Corporation voted Pro Physique the best new presenter in 1993 at their Seattle leadership conference.

1989 – 1997 President and Owner, The Nutrition Connection Incorporated

Corporation designed to educate the general public and private clients about nutrition. Self published a gourmet low fat cookbook entitled "Lighten Up!" and personally marketed and sold over 10,000 copies. Sold the publishing rights to "Prima Publishers®" in 1996 for nation-wide distribution of book.

1995 - present President/Owner, Seattle Fitness, Incorporated

General Manager, (on site), running the day-to-day operations of the health club, located in Pioneer Square, specializing in Pioneer Square company and individual memberships.

- Promote Seattle Fitness throughout Pioneer Square as Seattle's oldest for-profit health club, since 1984.
- Provided research, development and delivery of club design including equipment purchases and club layout.
- Act as HR for the club.
- Train and oversee a staff of 26 part time employees.
- Establish club policies and protocol.
- Design all employee manuals, rules and regulations.
- Mentor all staff Personal Trainers.
- Prepare employee payroll, member electronic bank drafting, corporate billing, membership outreach, marketing and future planning, and onsite sales.
- Promote and deliver external health fairs (Amazon.com, Starbucks, WatchGuard Technologies, King County, Coastal Environmental Systems, etc) and community outreach.
- Generate monthly financial reports and statements. (General ledger, rolling 12, income statements, etc.)
- Work with and select club vendors for club supplies and pro-shop needs.
- Teach indoor extreme cycling classes to club members on weekly Group X schedule.

2005 - present Seattle Times Newspaper

Acting fitness expert and writer for the Seattle Times Pacific Northwest Magazine.

2007 – present Fitness Consultant and Liaison to King County

Acting fitness expert for King County's Healthy Incentives Program, supporting all King county employees through class design, corporate presentations, and health fairs.

2007- present National Public Radio (KUOW, Seattle)

Re-occurring guest speaker (fitness expert) on the Weekday® radio show with Steve Scher.

2007 PSCA liaison

Attended all PSCA meetings, participated in outreach to community with surveys, Pioneer Square map delivery. Hosted the Square's best- attended B2B meeting with guest speakers, complimentary food and drinks.

2009 – present Lights Out! Committee Chair, Pioneer Square

Voluntary position where, three times per year, we count all burned out lights on street poles and PS Posts. Report to the city, have bulbs replaced, providing better light at night and a safer sense in our neighborhood.

Pioneer Square Preservation Board – Hist.

January 2013

10 Members (including a resident): Per Seattle Municipal Code Chapter 23.66.110, appointed by the Mayor and confirmed by City Council, **3-year terms**

- Two architects,
- Two district property owners,
- One district retail business owner,
- One attorney,
- One human services representative,
- One at-large member,
- One historian or architectural historian, and
- One Get Engaged member.

D	G	Name	Appointed	Term Expires	Term #	Position
1	F	Jennifer Tippins	2012	2013	1	Get Engaged
6	M	Dean Kralios	3/2012	03/01/15	1st	Architect
2	M	Parrish, Willie	3/01/12	03/01/15	2nd	Human Services Rep.
6	M	Hester, Ryan	02/11	03/01/13	2nd	At-Large Member
6	F	Hinden, Miriam	01/03/11	03/01/16	2nd	Architect
6	F	Petrovich, Tija	01/03/11	03/01/16	2nd	Retail Business Owner
6	M	Astor, Mark	06/03/11	03/01/14	1 st	Property Owner
6	F	Brown, Ann	11/01/11	03/01/14	2nd	Property Owner, Residential
6	F	Amanda Bennett	03/01/13	03/01/16	1st	Architectural Historian
		<i>Vacant</i>				Attorney

Diversity

Men	Women	Vacant	Minority	(1) Asian	(2) Black	(3) Hispanic	(4) Nat Am	(5) Other	(6) Caucasian
4	5	1	1	1	1	0	0	0	8