



# City of Seattle Boards & Commissions Notice of Appointment

|  |                                    |   |
|--|------------------------------------|---|
| <b>Appointee Name:</b><br><i>Katherine Cheng</i>   |                                    |   |
| <b>Board/Commission Name:</b><br><i>Seattle International Affairs Advisory Board</i>   |                                    | <b>Position Title:</b><br><i>Member</i>   |
| <input checked="" type="checkbox"/> <b>Appointment</b> OR <input type="checkbox"/> <b>Reappointment</b>  |                                    | <b>Council Confirmation required?</b><br><input checked="" type="checkbox"/> Yes<br><input type="checkbox"/> No |
| <b>Appointing Authority:</b><br><input type="checkbox"/> Council<br><input checked="" type="checkbox"/> Mayor<br><input type="checkbox"/> Other: <i>Fill in appointing authority</i>   | <b>Date Appointed:</b><br>5/1/2017 | <b>Term of Position: *</b><br>6/1/2017<br>to<br>11/30/2018  |
| <b>Residential Neighborhood:</b><br><i>Council District: 7</i>   | <b>Zip Code:</b><br>98004          | <b>Contact Phone No.:</b><br>[REDACTED]   |
| <b>Background:</b><br><br>Katherine Cheng is the Head of Global Corporate Citizenship and Community Relations at Expedia. There she oversees corporate grants and giving, volunteerism, and community engagement. In a nutshell, she'll tell you that she has the coolest job in the company – finding ways to keep Expedia's global employees fulfilled in giving back to the communities where they live and work. Katherine honed her skills in international business, strategic communications, and reputation management at some of the world's most iconic brands, including Microsoft and Starbucks, as well as with the U.S. government. She also serves on the Board of Trustees as Vice President for the Wing Luke Museum of the Asian American Experience (The Wing) and serves on the Susan G. Komen Grace Notes Gala Committee. |                                    |   |
| <b>Authorizing Signature (original signature):</b><br>  |                                    | <b>Appointing Signatory:</b><br><i>Edward B. Murray</i><br><i>Mayor of Seattle</i>                              |

FILED  
 CITY OF SEATTLE  
 2017 MAY 17 PM 3:36  
 CITY CLERK

\*Term begin and end date is fixed and tied to the position and not appointment date or appointee.  
 August 30, 2016

Katherine Cheng  
~~Katherine Cheng~~

**PROFESSIONAL  
EXPERIENCE:**

**Expedia, Inc., Bellevue, WA**

February 2010 – Present

***Head of Global Corporate Citizenship and Community Relations***

- Leads strategic direction of Expedia, Inc.'s giving platform
- Global corporate philanthropic relationship management
- Manages and administers corporate matching gifts program
- Develops and manages global corporate volunteer program
- Oversees more than \$2 million in corporate giving
- Advise executives on corporate citizenship programs and employee engagement
- Manages local government relations and community relations

**Microsoft Corporation, Redmond, WA**

***Business Manager/Director, Redmond China Office***

November 2006 – November 2009

- Managed Redmond China Office
- Acted as liaison between corporate and Microsoft China
- Provided strategic communications counsel to executives, including key messaging and speeches
- Hosted executive and dignitary delegations to Redmond Campus
- Briefed Redmond executives to receive Chinese delegations
- Managed agencies and vendors
- Oversaw events for Greater China (MGX, China Business Day, Global Outsourcing Summit)

**Starbucks Coffee Company, Seattle, WA**

***Senior Program Manager, Public Affairs, Corporate and Issues  
Management***

September 2005 – October 2006

- Worked directly with C-level Executives to provide strategic counsel and communications support
  - Coordinated and staffed executive media interviews
  - Provided messaging and talking points for executives
  - Provided communications support for company earnings and revenues
- Managed issues and crisis communications
- Managed public affairs and communications in the areas of
  - Civic and Community affairs
  - Government Relations
  - International Corporate Social Responsibility
- Executive event management
  - Coordinated and staffed executives at events
  - Coordinated international VIP visits
  - Represented Starbucks for major visits of dignitaries
    - Member of official planning committee for first official visit of President Hu Jintao of China to Seattle

***Program Manager, Int'l. Reputation Mgmt.***

November 2002 – August 2005

- Oversaw the territories of Asia Pacific, Latin America and Europe for communications and reputation management, including:
  - Crisis communications
  - Corporate social responsibility and public affairs initiatives

**Shepardson Stern Kaminsky, Bellevue, WA**

***Associate***

April 2002 – November 2002

Katherine Cheng

**Text 100 Public Relations, Seattle WA**  
**Senior Account Executive**

October 1999 – April 2002

- Worked with Microsoft industry managers in manufacturing, financial services and healthcare verticals on developing and communicating corporate and vertical messaging to press and analysts
- Worked with CEOs and senior executives on developing and communicating corporate messaging to press and analysts
- Lead account representative for global provider of visual technology, northwest venture capital firm and wireless software company
- Coordinated and staffed national press and analyst tours and tradeshow
  - Scheduled briefings with editors and reporters in major media markets, resulting in coverage in Wall Street Journal, BusinessWeek, eWeek and Seattle Times
  - Developed summary reports and analysis of media campaigns
- Provided strategic counsel to executives
- Responsible for all aspects of media relations and speakers' bureau
  - Wrote, edited and finalized feature articles, press releases, company backgrounders, fact sheets

**Marler Clark, L.L.P., P.S./Outbreak, Inc., Seattle, WA**  
**Director, Public Relations and Marketing**

October 1998 – October 1999

- Responsible for all media relations and issues management

**Office of the Governor, Olympia, WA**  
**Public Liaison Officer**

January 1997 – October 1998

- Served as the Governor's liaison to constituents and special interest groups
- Planned and organized statewide public appearances by the Governor including Capital for a Day program and Western Governor's Association Winter Meeting
- Advanced and staffed events attended by the Governor

**Gary Locke for Governor Campaign, Seattle, WA**  
**Fundraiser**

May 1996-December 1996

- Coordinated over 50 statewide fundraising events, raising in excess of \$2 million
- Drafted personal correspondence for candidate and managed direct mail production and distribution

**The White House, Office of Scheduling and Advance**  
**Advance Staff**

February 1999 – November 2001

February 2010 - Present

**White House Intern**

July 1995-August 1995

**VOLUNTEER  
ACTIVITIES  
AND  
AFFILIATIONS:**

|  |                |
|--|----------------|
| <b>Wing Luke Asian Museum, Vice President, Board of Trustees</b>                 | 2001 – Present |
| <b>Washington State United States Olympics Committee, board member</b>           | 2002 – 2006    |
| <b>Susan G. Komen for the Cure, NWChapter, Grace Notes Gala committee member</b> | 2005 – Present |
| <b>The Martinez Foundation, Keys to Success Gala committee member</b>            | 2007 – Present |
| <b>The Film School, Oscar Night committee member</b>                             | 2008 – Present |

**EDUCATION:**

**University of Washington – Seattle, WA** June, 2005  
Masters in Business Administration

**University of Washington – Seattle, WA** June 1995  
Bachelor of Arts in American Ethnic Studies, Minor, Political Science

# Seattle International Affairs Advisory Board

30 Members: Pursuant to *Ord. 125113*, all Mayoral-appointed members subject to City Council confirmation, 2-year terms:

- 1 City Council-appointed
- 19 Mayor-appointed
- 6 Other Appointing Authority-appointed (specify):

## Roster:

| *D | **G | RD  | Position No. | Position Title                     | Name                      | Term Begin Date | Term End Date | Term # | Appointed By      |
|----|-----|-----|--------------|------------------------------------|---------------------------|-----------------|---------------|--------|-------------------|
| 6  | M   | N/A | 1.           | Seattle-Be'er Sheva                | Robert Wilkes             | 10/1/15         | 9/30/17       | 1      | SMC               |
| 6  | F   | 2   | 2.           | Seattle-Bergen                     | Lori Ann Reinhall         | 10/1/15         | 9/30/17       | 1      | SMC               |
| 6  | M   | 3   | 3.           | Seattle-Christchurch               | Richard Conlin            | 10/1/15         | 9/30/17       | 1      | SMC               |
| 6  | M   | 3   | 4.           | Seattle-Gdynia                     | Sebastian Niziol          | 10/1/15         | 9/30/17       | 1      | SMC               |
| 1  | M   | N/A | 5.           | Seattle-Kaohsiung                  | Sean Huang                | 10/1/15         | 9/30/17       | 1      | SMC               |
| 6  | F   | 4   | 6.           | OIR, City of Seattle               | Stacey Jehlik             | 11/1/16         | n/a           | 1      | SMC               |
| 1  | F   |     | 7.           | City Council                       | Lorena Gonzalez Neepaporn | 10/1/15         | n/a           | 1      | Council President |
| 1  | F   | 4   | 8.           | Trade Development Alliance         | Boungjaktha               | 6/1/17          | n/a           | 1      | TDA               |
| 6  | F   | 1   | 9.           | Seattle Center Foundation          | Alma Plancich             | 6/1/17          | n/a           | 4      | Mayor             |
| 6  | M   | 7   | 10.          | Boeing                             | Gary Konop                | 6/1/17          | 11/30/18      | 4      | Mayor             |
| 6  | F   | 4   | 11.          | Seattle Public Schools             | Michele Anciaux Aoki      | 6/1/17          | 11/30/18      | 1      | Mayor             |
| 6  | M   | 3   | 12.          | UW, Jackson School                 | Daniel Bessner            | 6/1/17          | 11/30/18      | 1      | Mayor             |
| 6  | M   | 7   | 13.          | Visit Seattle                      | John Boesche              | 6/1/17          | 11/30/18      | 1      | Mayor             |
| 6  | F   | N/A | 14.          | Starbucks                          | Shannon Boldizar          | 6/1/17          | 11/30/18      | 1      | Mayor             |
| 6  | F   | 4   | 15.          | UW, Jackson School                 | Jennifer Butte-Dahl       | 6/1/17          | 11/30/18      | 1      | Mayor             |
|    | F   | 7   | 16.          | Expedia/Hotwire                    | Katherine Cheng           | 6/1/17          | 11/30/18      | 1      | Mayor             |
| 6  | M   | 6   | 17.          | Consular Association of Washington | Pedro Costa               | 6/1/17          | 11/30/18      | 1      | Mayor             |
| 1  | F   | N/A | 18.          | Ethnic Heritage Council            | JoAnne Lee                | 6/1/17          | 5/31/19       | 1      | Mayor             |
| 6  | F   | 6   | 19.          | Amazon                             | Monique Meche             | 6/1/17          | 5/31/19       | 1      | Mayor             |
| 6  | F   | N/A | 20.          | World Affairs Council              | Jacqueline Miller         | 6/1/17          | 5/31/19       | 1      | Mayor             |
| 6  | M   | 3   | 21.          | PATH                               | Brian Neville             | 6/1/17          | 5/31/19       | 1      | Mayor             |
| 6  | F   | 3   | 22.          | Seattle Globalist                  | Sarah Stuteville          | 6/1/17          | 5/31/19       | 1      | Mayor             |
| 6  | F   | 1   | 23.          | Washington Global Health Alliance  | Tina Vlasaty              | 6/1/17          | 5/31/19       | 1      | Mayor             |
| 6  | M   | 6   | 24.          | Rotary International               | David Woodward            | 6/1/17          | 5/31/19       | 1      | Mayor             |

**SELF-IDENTIFIED DIVERSITY CHART**

(1) (2) (3) (4) (5) (6) (7) (8) (9)

|         | Men | Women | Transgender | Unknown | Asian | Black/<br>African<br>American | Hispanic/<br>Latino | American<br>Indian/<br>Alaska<br>Native | Other | Caucasian/<br>Non-<br>Hispanic | Pacific<br>Islander | Middle<br>Eastern | Multiracial |
|---------|-----|-------|-------------|---------|-------|-------------------------------|---------------------|---|-------|--------------------------------|---------------------|-------------------|-------------|
| Mayor   | 6   | 13    |             |         | 2     |                               |                     |   |       | 16                             |                     |                   |             |
| Council |     | 1     |             |         |       |                               | 1                   |   |       | 5                              |                     |                   |             |
| Other   | 4   | 2     |             |         | 1     |                               |                     |   |       |                                |                     |                   |             |
| Total   | 10  | 16    |             |         | 3     |                               |                     |   |       | 21                             |                     |                   |             |

**Key:**

**\*D** List the corresponding *Diversity Chart* number (1 through 9)

**\*\*G** List *gender*, **M** = Male, **F**= Female, **T**= Transgender, **U**= Unknown

**RD** Residential Council District number 1 through 7 or N/A

*Diversity information is self-identified and is voluntary.*