



City of Seattle Boards & Commissions Notice of Appointment

Appointee Name: <i>Cindi Laws</i>		
Board/Commission Name: <i>Seattle Commission for People with Disabilities</i>		Position Title: <i>Member</i>
<input checked="" type="checkbox"/> Appointment OR <input type="checkbox"/> Reappointment		Council Confirmation required? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Appointing Authority: <input type="checkbox"/> Council <input checked="" type="checkbox"/> Mayor <input type="checkbox"/> Other: <i>Fill in appointing authority</i>	Date Appointed: <i>10/26/2016</i>	Term of Position: * <i>5/1/2016</i> to <i>4/30/2018</i>
Residential Neighborhood: <i>Southeast Neighborhood District</i>	Zip Code: <i>98178</i>	Contact Phone No.:
Background: <p>Cindi Laws has worked on many issues pertaining to improved safety and access for people with disabilities. She is currently the president of Purple Mountain Advocates, a management, public affairs and strategic communications firm providing interim administration, strategic counsel, lobbying, communications, writing, training, and community mobilization. She previously worked as the Executive Director of the Washington State Residential Care Council of Adult Family Homes. Cindi holds a Bachelor of Arts in Science and International Relations from the University of Washington.</p>		
Authorizing Signature (original signature): 		Appointing Signatory: <i>Edward B. Murray</i> <i>Mayor of Seattle</i>

FILED
CITY OF SEATTLE
2016 DEC -6 PM 3:06
CITY CLERK

SUMMARY OF QUALIFICATIONS

- Innovative senior management experience in the development and implementation of strategic communications and public affairs strategies and media relations, with lobbying efforts at local, state, national and international levels.
- Created and sustained relationships with elected and appointed officials at all levels, as well as constituents, stakeholders, allies, and especially, opposition.
- Director of three trade associations overwhelmingly comprised of immigrants and people of color. Executive director of five non-profit organizations.
- Possess extensive media relations experience, including story placement and appearances in radio, international publications, national broadcast news, specialty publications, new media, and blogs.
- Provided strategic planning, direction, and guided decision making for C-Suite and policy makers.
- Well-defined sense of cultural competency and noted ability to integrate cultural and societal goals to achieve equality and access.
- Able to quickly grasp and articulate complex and challenging concepts regardless of issue or discipline.
- Proficient in Microsoft Office, social media, blogging, SEO, Word Press, photography, humor.

EDUCATION

BA Political Science/International Relations, University of Washington, Seattle, WA

PROFESSIONAL HISTORY AND ACCOMPLISHMENTS

President, Purple Mountain Advocates, Tukwila, WA. 2007 – 2010 and 2013 – present

A management, public affairs and strategic communications firm providing interim administration, strategic counsel, lobbying, communications, writing, training, and community mobilization.

- Lobbyist and Director, Wheelchair Accessible Taxi Association of Seattle & King County
 - Improved safety and access for people with disabilities in Seattle, King County, the Port of Seattle through legislation, training, and customer service
 - Worked with regulators to implement the Seattle and King County Wheelchair Accessible Services Fund programs; fund and develop training programs; protect WAT owner/operators
 - Worked with insurance industry and regulators to improve rating requirements, increasing the number of insurance providers
- Formed and managed trade association advocating and lobbying for 3,000 taxi businesses.
- Led strategy and communications on Boeing's Air-Refueling Tanker and other media projects for Aerospace Machinists Union, leading to the re-bid of the \$40 Billion tanker project. Landed international and national print and broadcast news stories. Through lobbying, obtained resolutions from governments at the Congressional, state, and local level.
- Supplied tactical support, lobbying and media consultation on the deep-bore tunneling project and Burlington Northern Eastside Commuter Rail corridor.
- Founding project and executive director of numerous community projects in Rainier Valley.
- Ghost-writer for numerous elected officials and candidates for public office.
- Conducted strategic planning and board trainings for state health advocacy organizations.
- Organized and managed policy conferences for Pacific Northwest advocacy organizations.

Vice President, Marketing and Communications, Concierge Care Advisors, Inc, Seattle, 2011 –13

This agency helps individuals and families identify senior living and care solutions.

- Developed, wrote and served as on-air host of "Senior Spotlight" radio program on KOMO AM 1000 and KVI AM 570.
- Obtained media coverage throughout the West Coast.
- Frequent conference speaker and presenter for stakeholders, including public safety officers, government agencies, senior, disability and veteran advocacy organizations, and legislators.
- Analyzed statutory laws, administrative codes and policy implementation in Washington, Oregon, and the federal government pertaining to consumer protection, seniors, veterans, and people with disabilities, including HIPAA, Medicare, Medicaid, and the Affordable Care Act

Executive Director, Washington State Residential Care Council of Adult Family Homes, 4/2010 –12/2011

WSRCC is a trade association representing 2,800 small businesses employing more than 15,000 workers caring for nearly 17,000 seniors and vulnerable adults with disabilities.

- As the first full-time, permanent Executive Director, established all policies and procedures.
- Managed all staff and volunteer resources; established a mission, vision and purpose of WSRCC and its Chapters through increased accountability; trained leaders of eight Boards.
- Engaged in collective bargaining with the State of Washington, and defeated a decertification campaign by a national union.
- Responsible for the daily operation of the membership organization. With a \$600,000 annual budget, led organization out of financial disarray and into a \$242,000 surplus in 15 months.
- Aggressively communicated industry improvements with media, policy makers, the public.

Senior Account Executive, Waggener Edstrom Worldwide, Bellevue, WA. 2006.

A global company based in the Pacific Northwest, Waggener Edstrom was the second largest independent public relations firm in the world and represents many of the world's leading brands.

- Managed PR account for Microsoft's Puget Sound Community Affairs division, wrote and implemented strategic communications plan; within the first three months of account management in 2006, generated a 300% increase in print coverage over calendar year 2005 and landed numerous and significant broadcast stories in local, national and international markets
- Working in team with Intel, ran nationwide media effort for the 23-city road-show launch of Microsoft's Windows Vista to the OEM system builder channel

Executive Director, Rainier Institute, Seattle, WA. 2002 to 2005

A non-partisan think tank advocating pragmatic solutions to public policy concerns, Rainier Institute had more than 50 high-ranking board members including three governors and two Congressmen.

- Led public policy research and lobbying on transportation, health care, K-12, tax policy, government reform and other issues.
- Managed extensive public affairs strategies including broadcast programs, development of 60 published opinion pieces, conducted 11 televised forums and conferences, and regularly interviewed on TV and radio

Board Memberships

- King County Mobility Coalition (transit, paratransit, pedestrian, bicycle and people with disabilities)
- SeaTac Airport Customer Accessibility Advisory Board (port, providers, consumers with disabilities)
- Evergreen State Taxi Association (statewide advocacy & lobbying organization)

15 years additional experience in communications, management and public affairs, including US Senate, Congress, the Organization of American States, presidential campaigns, and the Washington State Legislature

Seattle Commission for People with Disabilities

DECEMBER 2016

16 Members: Pursuant to SMC 3.14.920, all members subject to City Council confirmation, 2-year terms:

- 7 City Council-appointed
- 8 Mayor-appointed
- 1 Other Appointing Authority-appointed: Commission-appointed

Roster:

*D	**G	RD	Position No.	Position Title	Name	Term Begin Date	Term End Date	Term #	Appointed By
2	M		1.	Member	Jonathan Porter	5/01/15	4/30/17	3	Mayor
6	F		2.	Member	Patricia Copeland	5/01/15	4/30/17	3	Mayor
9	F	5	3.	Member	Shandra Benito	5/01/15	4/30/17	2	Mayor
			4.	Member	Shaun Bickley	5/01/16	4/30/18	1	Mayor
			5.	Member	Cindi Laws	5/01/16	4/30/18	1	Mayor
6	M		6.	Member	Steven Mark Lewis	5/01/16	4/30/18	2	Mayor
2	F		7.	Member	ChrisTiana Obey	5/01/15	4/30/17	1	Mayor
			8.	Member	Aaron Bunnell	5/01/16	4/30/18	1	City Council
			9.	Member	Jessica Williams-Hall	5/01/16	4/30/18	1	City Council
6	M		10.	Member	Michael L. Barta	5/01/15	4/30/17	3	City Council
			11.	Member	Vacant	5/01/15	4/30/17		City Council
			12.	Member	Kevin C. Eggers	5/01/16	4/30/18	1	City Council
6	M		13.	Member	Robert F. Canamar	5/01/15	4/30/17	2	City Council
			14.	Member	Conrad A. Reynoldson	5/01/16	4/30/18	1	City Council
6	F		15.	Member	Diane Laurine	5/01/15	4/30/17	1	Commission
6	M		16.	Get Engaged	Matthew Kanter	9/08/16	8/31/17	1	Mayor

SELF-IDENTIFIED DIVERSITY CHART

SELF-IDENTIFIED DIVERSITY CHART					(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)
	Men	Women	Transgender	Unknown	Asian	Black/ African American	Hispanic/ Latino	American Indian/ Alaska Native	Other	Caucasian/ Non- Hispanic	Pacific Islander	Middle Eastern	Multiracial
Mayor	3	3			0	2	0	0	0	3	0	0	1
Council	2	0			0	0	0	0	0	2	0	0	0
Comm	0	1			0	0	0	0	0	1	0	0	0
Total	5	4			0	2	0	0	0	6	0	0	1

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.