



City of Seattle Boards & Commissions Notice of Appointment

Appointee Name: <i>Jody Hall</i>		
Board/Commission Name: <i>Labor Standards Advisory Commission</i>		Position Title: <i>Commissioner</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 checked="" type="checkbox"/> Council <input type="checkbox"/> Mayor <input type="checkbox"/> Other: <i>Specify appointing authority</i>		Term of Office: <i>Term start date 05/1/16 Term end date 4/30/18</i>
Residential Neighborhood: <i>Capitol Hill</i>	Zip Code: <i>98102</i>	Contact Phone No.:
Legislated Authority: <i>Ordinance Number: 124643</i>		
Background: <i>Jody Hall founded Cupcake Royale, the nation's first cupcake bakery outside of NYC in Seattle in 2003. Cupcake Royale has locations in 6 of Seattle's great neighborhoods (Madrona, Ballard, West Seattle, Downtown, Queen Anne and Capitol Hill) and is sold via wholesale at Metropolitan Market and soon on Alaska Airlines. Cupcake Royale has reached institution status in Seattle - not only as Seattle's favorite cupcake and a company that helped to lead the local/sustainable movement, but also in Hall's leadership around issues that her employees, customers and community care for. Hall has been to the White House, met President Obama (who's a fan of the Salted Caramel Cupcake), testified in a congressional hearing before SCOTUS upheld ACA and has been a leader in Seattle around issues from health care affordability, paid sick leave, minimum wage and marriage equality. Prior to founding Cupcake Royale, Hall began her career after graduating from Seattle University in 1988 working at Starbucks as a cafe manager (back when there were 30 stores) and was hired as one of the first people in the marketing department "to open a few stores and markets". When Hall left Starbucks, her last role was managing marketing of music and entertainment, the company had grown to 3,000 stores. In 2014, Hall put her hat in the ring for Washington's new legal marijuana marketplace and is the founder of The Goodship Company - a maker of fine edible currently sold in 145 recreational marijuana stores in WA state.</i>		
Date of Appointment: <i>04/12/16</i>	Authorizing Signature (original signature): 	Appointing Signatory: <i>Lisa Herbold</i> Councilmember

Jody Hall

0610202016652cupcakes@cupcakes.com

Experience

2003-Present

Cupcake Royale - Founder/President

- Opened nation's first cupcake bakery outside of NYC.
- Neighborhood based business with 6 locations in Seattle, online web-store and wholesale business in Metropolitan Market, UW.
- Built company on a culture/people-first foundation that is purpose and values focused.
- Voted best company to work for – Seattle Magazine 2015
- Lead local, state and national efforts around various progressive issues, including: Health Care Reform (State and National); Marriage Equality; Paid Sick Leave (on task-force); Seattle \$15 wage.
- Testified in a republican congressional hearing before SCOTUS decision on ACA
- Voted Seattle's Best Cupcakes countless times.
- GSBA Business of the Year 2009
- Donate 50,000 cupcakes a year to local non-profits

2001-2002

REI - National Promotions Manager

- Built plan and strategy to increase membership base by focusing on an include, broad approach.
- Established the most successful PR event by partnership with US National Parks, national events in all REI stores, garnering \$500k in co-op advertising dollars from key sponsor vendors.
- Built national team of on-the-street marketing efforts at every REI location to help build national messages and events.

1989-2001

STARBUCKS -

Music & Entertainment Marketing

- Managed PR and design process for Starbucks music program
- Launched in-store listening stations and new CD compilation design and PR
- Managed Starbucks Music presence, PR and events at SXSW, CMJ and other regional music festivals.

National Promotions

- Launched the Starbucks Foundation via a partnership with Oprah Winfrey's book club around combating illiteracy. Launched an all-store effort across 1000 stores to activate volunteerism between employees, customers and community.
- Managed sponsorship of PIKE PLACE MARKET's 25th anniversary in 1996 with a \$400k sponsorship that included permanent installation, events, in-store merch and promotion. Created signature Sunset Supper at the Market event with the Market Foundation that still lives today.

Labor Standards Advisory Commission

15 members: Per Ord. 124643, all subject to City Council confirmation, two-year terms (one & two year terms for initial terms, 2-years thereafter):

- 7 City Council-appointed
- 7 Mayor-appointed
- 1 Labor Standards Advisory Commission

Roster:

*D	**G	Position No.	Position Title	Name	Term Start Date	Term End Date	Term #	Appointed By
7	F	1.	Commissioner	Nicole Vallesterro Keenan	5/1/16	4/30/17	1	Mayor
2	F	2.	Commissioner	Ollie A. Garrett	5/1/16	4/30/18	1	Mayor
6	F	3.	Commissioner	Morgan C. Hickel	5/1/16	4/30/17	1	Mayor
6	F	4.	Commissioner	Nicole Grant	5/1/16	4/30/18	1	Mayor
1	M	5.	Commissioner	I-Miun Liu	5/1/16	4/30/17	1	Mayor
5	M	6.	Commissioner	Joe Mizrahi	5/1/16	4/30/18	1	Mayor
		7.			5/1/16	4/30/17	1	Mayor
1	F	8.	Commissioner	Sejal Parikh	5/1/16	4/30/18	1	Council
3	M	9.	Commissioner	Israel Martinez	5/1/16	4/30/17	1	Council
6	M	10.	Commissioner	Andrew Beane	5/1/16	4/30/18	1	Council
6	F	11.	Commissioner	Kellis Borek	5/1/16	4/30/17	1	Council
6	F	12.	Commissioner	Mona Smith	5/1/16	4/30/18	1	Council
6	F	13.	Commissioner	Rebecca Smith	5/1/16	4/30/17	1	Council
6	F	14.	Commissioner	Jody Hall	5/1/16	4/30/18	1	Council
		15.						Commission

Diversity Chart:

			(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)		
	Men	Women	Vacant	Minority	Asian-American	Black/African American	Hispanic/Latino	American Indian/Alaska Native	***Other	Caucasian/Non-Hispanic	Pacific Islander	Middle Eastern	Multiracial
Mayor	2	4	1	4	1	1	0	0	1	2	1	0	0
Council	2	5	0	2	1	0	1	0	0	5	0	0	0
Other			1										
Total	4	9	2	6	2	1	1	0	1	7	1	0	0

Key:

- *D List the corresponding Diversity Chart number (1 through 9)
- **G List gender, M or F
- ***Other Includes diversity in any of the following: race, gender and/or ability