

2009 Candidate Questionnaire

SECTION I

BASIC CANDIDATE INFORMATION

1. Name as it will appear on the ballot

First Name	Middle Initial or Nickname	Last Name
Mike		Peterson

2. Office sought (include office, jurisdiction, position/district number):

City Council Position #4

3. Are you the incumbent? Yes No

4. How long have you resided in this district/city?

18 + years

5. How long have you resided in King County?

Same

6. Is the office sought partisan or nonpartisan? Partisan Nonpartisan

7. If partisan, please indicate party:

CAMPAIGN CONTACTS

Campaign Name: Citizens of Federal Way for Mike Peterson

Address: 1911 SW Campus Drive #374

City/State/Zip: Federal Way, Wa 98023

Campaign Phone: 206-436-9328

Campaign Fax: None

Campaign E-mail: mpeterson@wwdb.org

Campaign Website: Facebook pending

POLITICAL BACKGROUND

1. Beginning with the most recent position, please list public offices you have held. Include positions on appointive boards or commissions.

Public Office	Elective or Appointive?	Dates Held	Leadership Role (if any)
N/A			

2. If you ran for public office but were not elected, please list those races below:

Office Title	Year of Run
N/A	

SECTION II

In this section, we are seeking responses that reflect the four ratings criteria: involvement, effectiveness, character, and knowledge. These are defined as follows:

- **Involvement:** What has the candidate done previously in family, neighborhood, community, volunteer work, employment or public life to suggest readiness to accomplish challenging objectives? How do these activities demonstrate readiness for the challenges unique to the office sought?
- **Effectiveness:** Has the candidate demonstrated promise of being productive in the office sought? Has the candidate shown the ability to work with other people?
- **Character:** Do the candidate's personal traits show the ability to take on the responsibilities of campaigning for and holding the public office she or he is seeking? Is the candidate a leader, participant or observer? Is the candidate trustworthy, reliable and candid?
- **Knowledge:** Has the candidate demonstrated the willingness and ability to learn and adapt? Does the candidate understand the duties and challenges of the office sought? Does the candidate have a firm grasp of the issues important to his or her constituency and their potential effects?

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1. In one page or less, why are you running for this office? (Note: the interview committee will be given a copy of this statement before your interview; at the beginning of your interview you will have the opportunity to expand on this statement in any way you wish.)

Over the past 18+ years I have watched our community evolve into a diverse group of homeowners, renters, and small/medium size businesses. One of the most important items facing our community is the vision for the city of Federal Way. Are we a city or a suburb?

We need leadership that truly understands the need to be a business advocate, be fiscally responsible, and to be willing to maintain the strong public safety levels we have enjoyed. These are the 3 pillars of my platform.

While raising a family of 6 I know the importance of having to find creative ways to tighten a budget and make some tough, but not always popular decisions. While the family may "want" to go on a trip, if the budget doesn't say yes, then the trip should not happen. The balancing act comes when we have economically challenged individuals and families who need our help during these tough decision times. There will need to be a safety net so they do not fall through the cracks.

We have a few members of the City Council that have the appearance of being professional politicians. Without fresh leadership we will continue to get special interest projects that the majority of our citizens didn't approve or want. If this last years election showed us one thing, it is that fresh leadership is needed in our government. My focus will be on Federal Way versus other regional committee's and support groups.

In my 25 years of employment, my job requirements have always required me to have an ability to listen, serve, and lead a variety of people. My ability to balance those 3 items will be a critical piece of being elected to the City Council because we are not always going to agree on every point. It will be vital that when my vote isn't upheld, that I make sure the best possible outcome and results still happen on a project or task that is approved by the majority.

I have a window that I can give back to my community and make a difference for the next 10 years. In order for Federal Way to build a stronger community for the future and make some real CHANGES in Federal Way, we have to start from the ground up.

Now is the time for me to help be a part of that building process!

2. Describe your most important personal characteristics or traits as they relate to the office you seek.

Listening – There is a great difference in listening versus hearing. My goal is be out in the community asking for peoples input on what the council will be voting on because our decisions have a direct impact on their future. I have already spoken with a handful of Federal Way Chamber members, and a couple of local business owners who have agreed to meet monthly with me.

Serving – The bottom line is I work for 90,000 people. The job is not about me. I have a selected few friends and family that I have asked to make sure I don't lose sight of that fact. Especially since I have no intention of being a professional politician as I mentioned above. The more new idea's we get as a group, the better the City Council can serve the community.

Leadership – The greatest Leaders that I have had the pleasure of working with have been great servers. Removing roadblocks and challenges so people can be more effective and efficient on their assigned task and jobs will be a large part of this position. As I mentioned above, the City Council isn't always going to agree on certain items/ideas. What is important is that each of one us, who lost a vote on the Council, rallies behind the approved item and ensure it achieves the best possible outcome for the community. I have been doing that in my regular job for over 12 + years.

3. Please describe, in sufficient detail, one to three accomplishments or contributions of which you are most proud. These examples should illustrate skills and capabilities you think apply to the office you are seeking. These accomplishments may have occurred at any time in your personal, professional, or public life.

Professional –

I have helped develop one of the strongest Agent/Indirect Channels in our entire company over the past 24+ months. Since my former company (Eschelon) was acquired by my present employer (Integra) in 2008, I had to show my value over a period of 1 year before the purchase was officially finalized. In any industry that is a very painful task.

During that time I was able to increase revenue and reduce lost business in a time that was very difficult by serving my business partners better than my competition. We held multiple strategy sessions to ensure we both were singular focused on my helping them grow as a company. As a result, my General Manager at that time thanked me for "carrying" our entire sales management team for 9 of the 12 months in 2007. I was one of 3 Sales Manager retained when bought by Integra as a result of my efforts.

Personal –

Being a parent of a special needs child has significantly altered the way I listen and view people's circumstances. There is no manual, nor any guide lines, just me trying the very best I can to work with someone who "thinks" in a completely different way than most people. Between my son Cody and the Special Olympics program, which my entire family has been a part of for over 9 years, I have a better understanding than most when it comes to patience. For me, almost everything has been "outside the box" when parenting a special needs child. The benefits have FAR AND AWAY outweighed the struggles!

4. Please list or describe current and past activities in the community in which you have acquired skills that relate to the office you seek. Include your role in the activity and the year(s) in which you were involved. Involvement consists of many areas such as family, neighborhood, community, employment, or public life.

Community-

(Boys & Girls Club) with 4 kids growing up in our home, sports was one outlet that kept our kids & family busy over the years. Over the past 12 years I have offered my time and energy to take on kids with “challenges” that other coaches couldn’t work with. I knew how to organize and run a practice that would keep the kids busy and having fun. Being consistent with the kids was imperative. I set proper expectations, held them accountable to the expectations, and they delivered every time. My teams would be on the lowest level until the middle of the season, at which time the kids would buy into what I was coaching, then we would make the playoffs by end of the season. Vision / Expectations / Accountability – all good traits we need in the City Council.

Neighborhood –

I circulated about 15+ homes several years ago and discussed changing out our local mail boxes for something that was more secure for all of us. After several meetings (budgets, plans, and samples) and taking input, I was able to make a decision that would be supported by the majority of the homeowners. During the communications process I made it clear that what the majority approved, the rest of us would have to fall in line and support. I got several approval letters and emails from the folks that didn’t get their request approved. They felt both heard and respected in the process.

5. Please describe the duties of the office you seek. Which are the most important duties and why?

***The City Council should set the Vision of the City and the standards associated with that vision.**

***The next step is setting up the task/projects/budgets and prioritizing that list to ensure it is in line to accomplish the vision.**

***Communication is the third step and that requires articulating to the staff what is needed.**

***The hardest balancing act seems to be step four . . . letting them RUN WITH IT.**

***Listening to the citizen’s input on the above task, or even modifying some of the items while this is ongoing is another vital step.**

***As a last continuous step . . . be fiscally responsible in the follow up to make sure the budget & vision are in step with one another.**