

Council President and Members,

Thank you for providing me the opportunity to apply for the vacancy in the 13th Aldermanic seat. We will miss Sue as our representative and wish her well. As a resident of the district I appreciate that we will have representation to fill out the term.

I moved to Madison for a job after college. My husband Ron and I have lived all over the city of Madison and moved to Randall Ave just before our daughter started kindergarten. We have also owned homes on Waubesa Street and in the Heritage Heights Neighborhood. Our move downtown was a change of lifestyle and one we are thankful we were able to make. I walk to work every day. We find ourselves in Vilas Park, in the Arboretum biking the loop, at the beach, at Union South, out on Wingra boats and at the zoo very often. Our neighborhood has lots of opportunities, lots of public events and a few challenges.

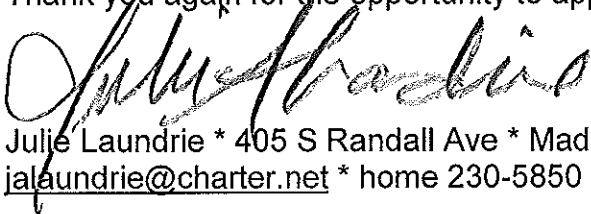
In Heritage Heights I served on the Heritage Heights Community Association Board for 8 years, three years as vice-president. While on the board I actively worked to coordinate several successful annual events in the neighborhood. Now as a parent of a 5th grader and 8th grader, my community involvement centers around soccer practices in our westside parks and many school events like the Spring String Festival at West High School. I continue to be active volunteering for local and statewide elections. In our neighborhood we participate in coordinated social events including our once a month Zuzu Cafe dinners, an open neighborhood book club and neighbors picnic in the park every Tuesday in summer. We also hosted the first neighborhood Winter Olympics this year.

I wish to serve on the city council now because I am passionate about the essential role of government in our lives and the Madison City Council is where "the rubber hits the road." This opportunity would give me the chance to experience serving as an Alder and the freedom to decide if it is something I wish to pursue later in an election. I do not plan to run for this seat in the Spring of 2015 (or in November if you decide for that option).

My goals in finishing out Sue's term on the Council will be to listen to and represent the people of the 13th district. This is a very busy district with many public events, an ever changing skyline, as well as an active constituency. I know I will be busy meeting the immediate needs of constituents.

With a masters certificate in Urban and Regional Economic Development my interests lie in economic development and planning. Additionally, I am interested in working to try to close the income and racial disparities facing Madison right now. Combining the two: seeking economic development solutions to help close the income and racial disparities of Madison is my true passion.

Thank you again for the opportunity to apply and thank you for your consideration,



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JULIE A LAUNDRIE

PROFESSIONAL SKILLS PROFILE

With a strong background working in demanding and multi-task situations, I have learned to identify and solve complex problems quickly. Creative marketing, messaging and communication are my strengths.

PROFESSIONAL EXPERIENCE

August 2007- present, Media Relations Manager/ Legislative Assistant,

State Senator Jon Erpenbach, 75% time.

- As the media manager, I coordinate all of the proactive and reactive media relations for the Senator. This includes strategic communications plans and their execution. Also, my work is building relationships with media statewide, acting as spokesperson when the Senator is not available, writing all media communications, producing and sending a weekly e-newsletter and annual print newsletter. And, directing successful policy/legislation campaigns on bills for the Senator in my issue areas. Finally, working with a variety of different interested groups and Legislative offices for successful outcomes in media and policy campaigns. This job is a lot of reactive response to contact on immediate issues, as well as strategic long term goal planning.

Dec 2004- August 2007 Communications and Special Events Manager,

Wisconsin Council on Children and Families

- As the communications manager, I worked to create and execute media messaging and communications plans on multiple areas of public policy advocacy for this statewide, non-profit, child advocacy organization. Working with staff teams, I was responsible for development of cohesive, well framed message in the media, to funders and to the public. As Special Events Manager, I planned, coordinated and executed professional conferences; three major conferences during my tenure. I also led all other special events for WCCF, including a successful 125th Anniversary event.

Jan 1999-Dec 2004 Chief of Staff, Wisconsin State Senator Jon Erpenbach

- As the Chief of Staff while Senator Erpenbach was Senate Democratic Leader, I was the liaison for the Senator to all Democratic Senators and their staff, Senate Majority Leader, Governor's Office, and other elected officials. Responsibilities included staffing Senator Erpenbach on all statutory leadership committees. Also, I served as the Senator's spokesperson and press liaison; wrote press releases, columns, opinion pieces for publications and newsletters. Finally, I led development and coordinated public policy direction for the Democratic members of the Senate.

Julie Laundrie (2)

- As Chief of Staff prior to 2002, I predominately worked on policy and drafting legislation, working on many issues that became law including Wisconsin's Do Not Call Law. I also wrote newsletters, press releases; columns, constituent letters and public appearance information. Finally, I served as Committee Clerk for the Senate Committee on Privacy, Electronic Commerce and Financial Institutions.

Mar 1995-Dec 1998 Legislative Analyst, Senate Democrats

- As a Legislative Analyst for Democratic Senators, my duties included drafting press releases, columns, and radio actualities; policy development and analysis. Budget amendment drafting and management, session floor preparation and analysis and other tasks requested by offices.

Nov 1994-Mar 1995 Office Manager, ReMax Preferred, Madison

May 1994-Nov 1994 Office Manager/Scheduler, Gubernatorial Campaign

Jul 1992- Jul 1993 State Women's Issues Director, United Council of UW System Students

EDUCATION

Edgewood College MBA Program,

Graduate Certificate 2010, Urban and Rural Economic Development -- GPA, 4.0

University of Wisconsin Green Bay ,

Bachelor of Science 1994, Public and Environmental Administration - GPA, 3.75 in major and 3.2 cum

ADDITIONAL PROFESSIONAL ACTIVITIES

Grass roots organizer and trainer. I have led many training sessions on a wide variety of grassroots activities including; effective messaging, media, candidate, campaign manager, public advocacy and state budget process.

Volunteer marketing writer. Through the URED program I helped a local business and a local non-profit create marketing plans with a variety of deliverable materials. Additionally, I have helped market many local elected officials through campaign writing and continue to do volunteer business writing.

Photographer. I love to photograph people; my volunteer work can be seen in WCCF publications and on campaign literature.

COMMUNITY ACTIVITIES

Boy Scouts Troop 127, Troop Committee & Merit Badge Counselor- current (Helping Hand Award 2012)

Political campaign volunteer/neighborhood activist - current

Parent volunteer Randall Elementary School/Hamilton Middle School - current

Heritage Heights Community Association Board Member 2000 – 2008, Served as Co-president and Tres.

Woodland Montessori Board Member, Building and Grounds Committee Chair, Fundraising Cmte. 2005- 2007

Wisconsin Democracy Campaign Board, 2005-2007, Vice Chair

Wisconsin Women in Government 20th Anniversary event, current banquet committee member

* References and writing samples available upon request*