
TOM FARLEY

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April 10, 2014

Common Council President
Ald. Chris Schmidt
Room 417, City-County Building
210 Martin Luther King, Jr. Boulevard
Madison WI 53703

Dear Chris,

I am submitting the attached materials (resume and statements) as my application for appointment to the open alder position for District 13. I look forward to speaking to you about this, and of my interest in serving in this capacity.

Otherwise, I hope you're doing well. My absence from the Madison scene over the last year was because I had briefly relocated to Dubuque, not because I was in hiding. I'm glad to be back here now and continue my active, civic participation.

Sincerely,



Tom Farley

Tom Farley – Application for appointment to represent Aldermanic District 13

Statement 1: Why I Wish to Serve

Since returning to my hometown in 2003, I have devoted myself to serving the Madison and our communities. I have been a member of many local non-profit boards and committees. However, my most important and enjoyable work has come by serving the city directly through my appointments to both the ALRC and the Madison Arts Commission. During my many years of service on those committees I have gained a great breadth and depth of knowledge, skills and experience. These include:

- The effective and efficient running of city meetings,
- The inter-relationships of various committees and city entities,
- Collaboration with city wide organizations and interest groups,
- Working with Alders and understanding the needs and goals of their respective districts and,
- The mechanics of policy development and evaluation.

Perhaps my proudest moments in serving Madison have come from being a candidate for both the City Council and Madison School Board. As a candidate I learned to how to effectively channel my passion for our communities and, to understand and balance both the broad citywide issues and neighborhood-specific needs.

My desire to serve as alder for District 13 is merely a continuation and extension of the activities I have engaged in for many years now. I wish to serve because I feel I possess the necessary qualifications for such representation. Namely, proven experience, a strong voice, a collaborative, problem-solving approach and a given talent to connect with people.

Statement 2: What I Wish to Accomplish

As a candidate, my philosophy was always to be a strong advocate for the people and communities I would represent. However, I also saw the role of representative as being more than just a facilitator of a one-way dialog. There are critical times when a representative must also serve as an advocate for the city as well. A vital skill for any representative is the ability to communicate back to constituencies, and explain to them the broader vision of the city. So, just as a representative must articulate a neighborhood's needs to the city, that representative must also possess the ability to help neighborhoods understand their individual role in the greater vision. I would seek to utilize my gifts as a communicator to ensure that such understanding takes place on all sides.

Specifically, I will champion (as I always have) the issues of education, safety and economic development. In the area of economic development I would pay close attention to the Monroe Street and Park Street corridors. I believe that these are the key drivers for success, not only in District 13, but for the City of Madison as well. Lastly, I would ensure that District 13 remains a vital, progressively advancing region for families, businesses and activities. I would also seek to continue to champion the arts as both an economic driver and the cultural heartbeat of every neighborhood.

Statement 3: Plans to Run in Spring 2015

I have served as a candidate for public office twice before, and my desire to serve Madison remains as strong as it was in the past. In 2012-13, I left Madison briefly, and relocated to Dubuque, Iowa. I have now returned to Madison and am anxious to resume my previous civic pursuits and renew my long-time desire and goal to be an agent of change in my community. If appointed to this position as alderperson for District 13, I will most certainly continue to seek that office in the years to come.

PROFESSIONAL PROFILE

Marketing, communications and public relations professional with global business experience. Widely acknowledged for my vision, strategic thinking and consensus building skills. As an author, non-profit executive and community leader I have gained a national reputation as a gifted advocate, speaker and motivator. I have demonstrated exceptional abilities in writing, fundraising, partnership development, and community engagement.

KEY ACCOMPLISHMENTS

- New York Times bestselling author of *The Chris Farley Show, a Biography in Three Acts*. Enjoy a growing reputation as a professional motivational speaker, represented by three speakers bureaus.
- Created the vision, strategic brand positioning and marketing plans that built **The Chris Farley Foundation** into a nationally recognized public charity for the prevention of substance abuse and advocate for youth issues. Managed fundraising programs that directly raised over \$800,000.
- Produced two award-winning public service videos, and secured a \$3 million (media value) matching grant from the Ad Council, which produced over 3,200 national broadcasts of the commercials.
- Member of development committees for multiple strategic plans for the city of Madison, WI, including the Dane County Cultural Plan (arts), Destination 2020 (tourism) and the Alcohol License Density Ordinance/ALDO.

PROFESSIONAL EXPERIENCE

PROFESSIONAL SPEAKER & COMMUNICATIONS CONSULTANT, Madison, WI - 2008 – Present

Communications consultant and author of the New York Times and LA Times bestselling book, “*The Chris Farley Show, a Biography in Three Acts*”.

- Developed the overall marketing strategy and oversaw the planning and execution of book’s promotion. Maintain an active schedule as a professional speaker and communication workshop facilitator.
- Provide consulting services to non-profit organizations in the development of communication, public relations, branding and event marketing strategies.
- Developed and maintained client websites, providing content management and social media support.

CLARKE UNIVERSITY, *Exec. Dir. of Marketing & Communication*, Dubuque, IA - 2012

Lead the marketing, communications and public relations efforts for a private, liberal arts university.

- Managed a department staff of five and oversaw hiring process for web and creative director positions.
- Developed and implemented the University’s marketing and media plans. Managed social media efforts. Oversaw the creation and implementation of the university’s enrollment strategy.
- Editor of Clarke Magazine and head writer for all university publications and marketing content.

THE CHRIS FARLEY FOUNDATION, *President*, Madison, WI - 1999 - 2012

Successfully launched a non-profit substance abuse prevention organization targeting youth populations. Achieved national recognition by through innovative marketing and communications-driven business plans.

- Developed the media and PR strategies that secured national coverage and interviews on CNN, Today Show, Larry King, Good Morning America, Fox News, People Magazine, The View and USA Today.
- Delivered the Foundation’s core program to schools and communities in over 14 states.
- Produced *Comics Come Home*, a signature event that ran for eight years and raised over \$400,000.
- Secured contracts with federal agencies (*Office of Drug Control Policy, SAMHSA, and US Armed Forces*) to design and implement innovative prevention-based communication and PR programs.

EDGEWOOD COLLEGE, *Community Partner-in-Residence*, Madison, WI ▪ 2009

- Named Community Partner-in-Residence, and awarded semester contract as consultant and instructor.
- Developed curriculum and provided instruction to class of college freshmen.
 - Provided consulting services to the School of Integrated Studies for the development of the college's Common Read Program.

GREATER MADISON CONVENTION & VISITORS BUREAU, *Director of Marketing*, Madison, WI ▪ 2007 - 2008

- Responsible for all marketing, advertising and communications efforts designed to attract visitors and meetings to the region.
- Achieved greater PR effectiveness by implementing new PR tracking and measurement software.
 - Managed a major rebranding effort, including the proposal, vendor selection process for full redesign of bureau's website and integrated customer management system.
 - Developed brand and design standards, produced several innovative communication projects (The Green Guide to Greater Madison, first electronic Annual Report, web surveys, radio spots and promotional programs).

PROFESSIONAL & FINANCIAL SERVICES INDUSTRY EXPERIENCE

KPMG, LLP, New York, NY

Director, Promotions & Event Marketing – Global Marketing
Director, Firmwide Communications – National Marketing
Marketing Manager – Northeast Area Financial Services

PNC PRIVATE BANK, *Sr. Private Banker*, Greenwich, CT

CITIBANK PRIVATE BANK, *Business Development Officer*, New York, NY

EDUCATION

GEORGETOWN UNIVERSITY, Washington DC ▪ BS Business Administration: Major: Marketing

EMERGENCY MANAGEMENT INSTITUTE (FEMA) ▪ Certification - Incident Command System for Higher Education

COMMUNITY ACTIVITIES

- Horizon High School (Madison, WI), Advisory Board
- Partnership for Wisconsin's Economic Success (*coalition for early childhood education*), Leadership Council
- Alcohol License Review Committee (ALRC), *Mayoral appointee*, City of Madison
- Madison Arts Commission, *Mayoral appointee*, City of Madison
- Candidate, Madison City Council (2011) and Madison School Board (2010)
- Dane County Human Services Board, *County Executive appointee*
- ***Former board positions: Madison Repertory Theatre ▪ Madison Area Lacrosse Assoc. (President) Gilda's Club Madison ▪ Westport Country Playhouse (CT) ▪ Pacific House – Shelter for the Homeless (CT)***