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THE HONORABLE SHAWN N. REILLY
MAYOR
CITY OF WAUKESHA
WAUKESHA, WI 53188

Dear Mayor Reilly,

Please accept this letter as my sincere interest and application for the appointment to Alderman of the 1st District by the Common Council.

As you know from the recent election, I generated 49% of the vote and won the poll election as the result of a grass roots campaign in which I raised no money and devoted my efforts to meeting hundreds of my neighbors door-to-door and giving them a self-made leaflet with my phone number on it. There was also a social media effort I initiated on *facebook* that drew significant national and international attention from my expanding network.

While I am naturally disappointed by the final result, I am very encouraged by the critical mass of support I received and the development of more extensive networks in my community.

In addition to my recent campaign efforts, I feel that I would make a strong Alderman for both the district and the city based on the following:

- I have bootstrapped a unique writing business that grew from a few thousand dollars in project work in Q4 of 2016, to one-third of my overall income in 2017, and more than half of my overall income in 2018. In my third year, I am in position to earning almost 100% of my income from the unique writing services I provide. Key components of my client work that would suit me well on the Common Council include:
 - **Technical writing for a Waukesha-based IT firm** that is a leading diversity supplier for several Fortune 500 companies. In addition to helping them write proposals for corporate and government contracts, I updated their Employee Handbook and their Orientation/Training Guide to reflect the developing labor & immigration laws.
 - **Blogging for the Vinyl Siding Institute.** This experience has taught me well about innovative & affordable building/development options, as well as strong knowledge of the New Urbanism movement that could be utilized for Waukesha's strategic planning.
 - **Ghostwriting blogs and patient emails for a Texas-based Medical Supplier** has given me intimate knowledge of the national diabetes crisis and its costly impact to local communities, not to mention other key healthcare issues.
 - **Grant-writing for the Ronald McDonald House Charities of Eastern Wisconsin** has helped me sharpen my community development skills while increasing my network with

local business & community leaders.

- My wife and I are both active in the *Waukesha Blazers* and *Waukesha Jr. Blackshirts Athletics*, where 2 of our 4 kids participate in select programs. We have volunteered in organizing several volunteer initiatives that help families afford the cost of uniforms and equipment for their kids, as well as at several of the games in concessions and coaching (I especially enjoy broadcasting our son's team's football games)!
- I have a respectable public & community service record that includes Housing Commissioner for the City of Evanston (IL), co-founder of a grass roots small business association that attracted 60 members overnight and a 3-fold expansion of spend with local businesses from a university in that same town, and collegiate internships with my state representative and a Michigan congressman with an amazing constituent services record. ***It was this last experience that taught me the most about how to really listen to constituents/customers, to treat them all as nobles (because they are), and to serve them wholeheartedly.***
- I also have an extensive hospitality background that includes the launch of a unique Irish Pub in Chicago that is still thriving almost 20 years after co-founding it, work as a marketing director for an international trade show producer, and the co-founding of a downtown Jazz Festival that drew 5,000+ visitors in its third year. I know from the operations side the impact small businesses can have on a city if they are properly managed and seek to foster meaningful community partnerships.

In closing, I hope that you will carefully consider my candidacy as I believe I can make a positive impact in helping the council shape our city's future. I work hard, I am extremely motivated, and I learn quickly. I am also passionate about our community and its potential for enormous growth.

Please feel free to contact me if you have any questions or require further information about my candidacy.

Respectfully,

Don BrownE

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