

April 28, 2016

Melody Harrison, Town Clerk
Town of New Castle
New Castle Town Hall
450 West Main Street
New Castle, Colorado 81647

Dear Melody:

I am writing to express my interest in being considered for a possible open seat on New Castle's Town Council. Due to recent events, it appears likely that there will be a Council seat to be filled. If so, I would appreciate being considered for that vacant role.

If the Council chooses to consider me, I offer the following qualifications:

Volunteer experience in New Castle

I have been involved with the Downtown Group since shortly after moving here in 2014. For much of the past year, I have helped to lead the group (although I consider that to be a group effort). In addition, I volunteered my time to help the Town with its new marketing effort, including the selection of a marketing firm. Finally, I have coached boys' basketball in the New Castle Recreation Department's program for the past three seasons. That has been not only great fun, but has helped me develop relationships with many families in our town.

Business experience

My 30-year career in the business of advertising and marketing has given me in-depth experience with team collaboration and effective group decision-making. I've been a member of many executive leadership committees and enjoy working with others to move projects forward and achieve mutual goals. While I'm not shy about expressing my opinions, I also know that reaching consensus requires being open-minded and willing to listen to everyone's point of view. I have also had responsibility for budgets of up to \$2 million and take fiscal responsibility very seriously.

Desire to help New Castle

Although my wife and I have only lived here a little more than two years, we have fallen in love with New Castle. Why? To borrow a marketing term, it's the "Three P's": People, Place, and Potential. The people here are just fantastic. They are friendly, welcoming, and involved in their community. Of course, the "place" is equally wonderful. New Castle has a rich heritage and a natural beauty that's simply hard to beat. But I also believe that the only thing greater than New Castle's past is New Castle's potential for the future. What can New Castle become? I'm not sure, but I'd like to help explore the possibilities.

Thank you, Melody, for your help and for the Council's consideration. I look forward to hearing about plans to move ahead.

Kind regards,



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