

### Application for - CITY COUNCIL - Ward- #3

**Name (Full)** Ellen L. Burton *Please Print Clearly-*

**Address** 3126 NW 20TH CIRCLE, CAMAS

**Contact Phone** 360 597 5339 **Other Phone** 360 833 8020

**E-Mail Address** ellenburton1@yahoo.com

#### Eligibility Requirements, Notification and Signature

A Council Member for the City of Camas must reside within City limits and be a registered voter in Camas, Washington. In order to be eligible for appointment to a Council vacancy, applicants must have lived in the City of Camas for 12 consecutive months prior to being appointed to office.

As an applicant, I declare that I am qualified for appointment to this public office and acknowledge the information provided on this application will be available to the public.

**Signature** Ellen L. Burton **Date** 1/10/19

#### Additional Information

Are you a registered voter in Camas, WA?

☒ YES

☐ NO

Are you a resident of Ward 3 in the City of Camas?

☒ YES

☐ NO

How long have you been a resident of the City of Camas?

21 YEARS

How long have you lived at your current address?

21 YEARS

If you have lived at your current address for less than 12 months, please list your previous address.

Previous address and length of time at address.

Do you or any family member residing in your household, have a financial interest in, or are you an employee or officer of any business or agency which conducts business with the City of Camas? [ YES ] ☒ [ NO ]

Please return this form, your cover letter, resume and answers to the supplemental questions to the City of Camas City Hall (616 NE 4<sup>th</sup> Avenue) no later than 5:00 pm on January 11, 2019. Applications received after 5:00 pm will not be accepted.

The application and attachments should be sent to:

**Peter Capell**

**Camas City Hall**

616 NE 4<sup>th</sup> Avenue

Camas, WA 98607

Contact Phone: (360) 834-6864 Email Address: [pcapell@cityofcamas.us](mailto:pcapell@cityofcamas.us)

## DECLARATION AND AFFIDAVIT OF CANDIDACY

State of Washington }  
County of Clark } ss.  
City of Camas }

### DECLARATION

I, ELLEN L. BURTON, declare that I am a registered voter  
residing at 3126 NW 20TH CIRCLE., City of Camas, Clark County,  
State of Washington. I further declare that I am legally qualified to assume the office of  
COUNCIL MEMBER, if selected. I hereby request that my name be placed before the City Council, as a  
candidate.

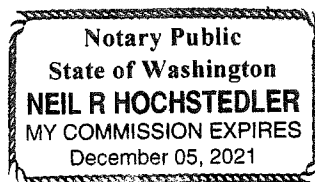
### AFFIDAVIT

FURTHER, I do solemnly swear, or affirm, that I will support the Constitution and laws of the  
United States and the Constitution and laws of the State of Washington, and the Ordinances of the  
City of Camas.

Ellen L. Burton  
Signature of candidate as registered to vote

Subscribed and sworn to before me this 10th day of January, 2019.

(SEAL)



[Signature]  
Signature of Acknowledging Official

Notary  
Title of Acknowledging Official

# Ellen L. Burton

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3126 NW 20<sup>th</sup> Circle, Camas, WA 98607 | (360) 597-5339 | ellenburton1@yahoo.com

**January 10, 2018**

Peter Capell

City Administrator

616 NE 4th Avenue, Camas, WA 98607

**Dear Mayor Turk and Council Members:**

I'm excited to submit my application for the open seat on the Camas City Council. With my collaborative pragmatic leadership style, extensive global business experience and lifetime of public service, I would quickly contribute to the Camas community as a Council member.

A 20-year Camas resident with 30 years in Clark County, I've seen Camas transform from a mill town, endure recession and resurge into a thriving community. We've experienced rapid growth and development. While the demographics changed, so has the need for city services and role of city government. I have the long view. My primary interests are:

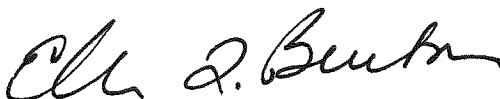
1. Influencing the strategic direction and policies of Camas to preserve the character of the community while
2. Ensuring sustainable fiscal stability and responsible growth management, and
3. Attracting and retaining employers with family wage jobs.

My qualifications to serve are varied. Throughout my career, I've held many different roles from strategy formulation, policy development to operations. I'm recognized for leading effective diverse global teams delivering results linked to strategy. By working globally, I've learned to listen carefully and ask effective questions while building alliances to execute in a rapidly changing complex environment.

Locally and regionally, I've developed relationships and trust with diverse community members during my years of living, working and volunteering in Clark County. This public service, focused primarily on K- 12 education, was shaped by my family history. Through my father, 13-year member of the Shoreline School Board and 7-year trustee of Shoreline Community College, I learned about fiscal responsibility while through my mother, the first woman on the King County Planning Commission, I learned about the need for long-range planning and effective growth management. This rich legacy contributes to my value of public service, that a strong community results from committed citizens, of which, I'm one.

When I've talked to other community leaders about my desire to serve on the Camas City Council, I have received an overwhelming positive response. If appointed, I would run for office in November. Our City government and administrators have positioned us well. I'd be honored to join you in serving the Camas community.

Sincerely,



**Ellen L. Burton**

SUPPLEMENTAL

Written Questions for Camas Council Candidates

1. *Why do you want to serve on the City Council?*

After retiring from a successful career in global technology, I want to serve the Camas community to ensure a sustainable positive future. Through my collaborative pragmatic leadership style, extensive global business experience and lifetime of public service, I would quickly contribute to the Camas community as a council member.

A 20-year Camas resident with 30 years in Clark County, I've seen Camas transform from a mill town, endure recession and resurge into a thriving community. We've experienced rapid growth and development. While the demographics changed, so has the need for city services and role of city government. I have the long view. My primary interests are:

1. Influencing the strategic direction and policies of Camas to preserve the character of the community while
2. Ensuring sustainable fiscal stability and responsible growth management, and
3. Attracting and retaining employers with family wage jobs.

2. *What experiences, talents or skills would you bring to the Council and community that you would like to highlight?*

First, I'm a highly relationship driven leader. Recognized for my collaborative, results-oriented leadership style, I build and grow effective diverse teams. Listening, soliciting diverse input and building strong alliances are at my core.

Second, I bring deep business and policy knowledge that would benefit the City of Camas and southwest Washington. My approach to addressing issues is organized, fact-based and logical. Not only is my background varied, ranging from strategic planning to operations, budgeting and finance to marketing and program management, so are my cultural experiences. By living and working in Barcelona and Singapore, working in Tokyo and China, I'm skilled in bringing groups of people with different backgrounds and needs together to identify and resolve complex issues. This requires courage, conviction and commitment to make and communicate the hard choices, sometimes the unpopular ones.

Third, I'm well connected. Through my background in public service and business as well as long tenure in Clark County, I've developed a large diverse network within both the Camas and southwest Washington communities. Serving on regional policy boards, such as the C4 Career Tech Education Consortium, I've seen the power of leveraging resources between school districts and Clark College. While consulting with the Camas School district, I gained experience navigating unfunded state mandates. As co-chair of the Camas Educational Foundation Major Grants committee, we were the first to fund innovative programs leveraged across schools to maximize return on investment.

3. *Camas, like many Washington cities, are facing a structural deficit, where expenses grow faster than revenues, due to property tax limitation measures. Explain your views on how the City of Camas should address these budgetary difficulties. Specifically, discuss actions you might encourage to balance revenues and expenditures and the impacts of City services.*

Using the Camas strategic plan and 2017 community survey as a guide, I'd recommend focusing investment on required services and those the community considers most important. No matter what is implemented, soliciting community input and remaining flexible are important for acceptance. Some ideas to address the imbalance are:

- Continue assessing service level versus community's priorities to minimize over/under delivery
- Review all programs to determine if they're still viable or replaced with something else
- Ensure Camas is receiving all fees and taxes it's legally able to collect
- Deepen partnerships and leverage resources to attract industry and improve services - public /private, municipal, regional
- Access additional regional, state and national funding
- Lobby legislature to improve funding or release constraints placed on local jurisdictions

4. *In your opinion, excluding finances, what are the most significant challenges facing the City of Camas today? How would you propose to address these challenges?*

There are several challenges and opportunities including growth management, community involvement and industry recruitment that the City is addressing. First, growth management. Balancing growth with the timing of infrastructure improvements is critical to quality of life in Camas. What is required, when is it required and who pays are questions to ask. Ensuring we're working from a comprehensive master plan to balance the highly valued open space, residential growth including affordable housing, while attracting and retaining industry is one way to address this. For example, we want to start

planning to transition the Georgia-Pacific site now. Partnering closely with regional organizations such as the CREDC to understand plans and implications so we can then proactively address them is also key. While living abroad, I observed how major global cities and small towns address growth over time. There are common aspects, some of which we've already adopted – a strong downtown core, public transportation and open common space. We want growth to enhance the Camas legacy and many positive aspects of living here.

Second is community involvement. With the population almost doubling in the past 20 years, many residents lack the context for the current funding and service level situation. In my conversations, I often meet neighbors who've never explored downtown Camas. To address this, I'd consider following up the successful 2017 community survey with broad community outreach. For example, by partnering with the PTAs and neighborhood associations as well as local organizations and businesses to reach the community and solicit input. The 2017 community survey and 2018 strategic plan are great starts, let's continue with more conversation.

Third, live here, work here. As a recent Portland commuter, I know how important it is to work near your home. However, this means attracting and retaining companies with family wage jobs. A long-term regional effort with targeted recruitment, tax packages and planning, it requires additional partnering with regional and state organizations, the cities of Vancouver and Washougal, even Portland as part of the greater metro area. From my global experience, I realize Camas competes globally to bring in companies from all over the world.

5. *What forms of Public Service or Volunteering have you been involved in? Provide details regarding the dates, roles and responsibilities.* Throughout my life, I've actively participated in public service and volunteer organizations. Highlights include:

Program	Dates	Role	Responsibilities
<b>WSU Ext. Master Gardener</b>	9/18 - 2019	Community outreach and educator	Assist gardeners with questions at the WSU Ext. Answer Clinic
<b>C4 – Career Tech Education Consortium</b> - Battleground, Evergreen and Vancouver School Districts, Clark College	9/18 - 2019	Leadership advisor	Oversight – ensure relevant programming for future career opportunities Approve programs Ensure compliance with State requirements
<b>State and Congressional Political Campaigns</b>	2018	Volunteer	Fundraising and voter outreach
<b>Camas School District</b>	<b>1999 - present</b>		
▪ CHS Principal's Advisory	2018 - 2019	Parent representative	Sounding board
▪ High School of the Future Strategic Advisory Committee	2012 – 2013	Parent representative	Envision, develop and assess options for strategic direction of future high school programs
▪ CHS Math, Science, Tech. Magnet Parent Committee	2010 - 2013	Parent representative	Policy development Fundraising
▪ Superintendent and CHS Principal Search Committees	2009, 2007 approx.	Parent representative	Assess candidates, develop recommendation for school board
▪ International Cultural Exchanges	2008, 2016 - 17	Exchange participant and host family	Expand cultural understanding for US, Japanese and Polish students
▪ Strategic Planning Committee	2006, approx.	Parent representative	Develop strategic plan, present to national group
▪ Citizens' Advisory Committee	2001 - 2003	Chair Parent representative	Assess programs and policies and develop recommendations
▪ Foreign Language Advisory Committee	1999 - 2000	Parent representative	Assess elementary and middle school program options and develop proposal
▪ Classroom volunteer	2000 - 2019	Assist teachers, students	Interviewing, tutoring, grading
<b>Camas Educational Foundation</b>	<b>1999 – 2015</b>		
	2007 - 2010	Board of Directors Co-chair Major Grants	Developed policy and strategic plan Vetted and awarded grants up to \$50K
	2000 - 2002	Donor Database Manager	Identified, setup and managed first donor database
<b>HP Women's Alliance</b>	2006 - 2010	Leadership team	Foster career and personal development of HP people
<b>Council for the Homeless, Clark County YWCA</b>	2018 1987 - 2010	Annual fundraising event table captain	Recruit donors and increase awareness

6. *What other elected bodies have you sought a seat on or been elected to? Provide details regarding the dates, organization/agency name, and responsibilities.* None

# Ellen L. Burton

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*Energetic results-oriented leader of highly-effective diverse teams that deliver results built through trusting relationships, organizational insight and expertise*

## Experience

### Wacom Technology Corp., June 2010 – Aug. 2018, Portland, OR; Tokyo, Japan; and Vancouver, WA

#### **Senior Director, Consumer Business Unit, May – Aug. 2018; Director, Apr. 2015 – Apr. 2018**

Role – lead global product development and business management for Bamboo product line including Internet of Things products. Part of leadership team – developed strategy; negotiated with regions, supply with factory; managed and developed global team. Results – business unit tripled revenue in one year; partnered with Microsoft and Best Buy to deliver top selling computer accessory.

#### **Global Brand and Marketing Manager, Creative Brands, Nov. 2012 – Mar. 2015**

Role – lead global marketing for Intuos and Cintiq brands targeted to pros, enthusiasts and consumers. Develop and execute strategy and marketing plans, manage marketing mix. Align stakeholders to drive change.

Results – built and aligned first effective global marketing team by creating trust and delivering results, successfully launching 12 products and a new product category in one month.

#### **Global Product Manager, Creative Brands, June 2010 – Mar. 2013**

Role – lead product development and end-to-end business for Intuos and Cintiq product lines.

Results – delivered award-winning products that exceeded forecast through customer insight and engineering partnerships.

Improved efficiency by increasing standardization and developing guidelines. CEO teamwork award.

### Hewlett-Packard, Imaging and Printing Group, Aug. 1988 – May 2010; Vancouver; Barcelona, Spain; Singapore

#### **Market Manager, Supplies, Americas Marketing, Nov. 2009 – May 2010**

Role – lead Marketing strategy development and execution for \$4B Americas ink and media business, lead strategic initiatives; manage and deploy \$36M Pan-American budget; and align strategies across business groups.

Results – secured funding for marketing programs by successfully influencing senior management; partnered with Sales to open new channels; built highly-effective team in two months by building trust and leveraging expertise.

#### **Marketing Operations Manager and Chief of Staff, Americas Marketing, Apr. 2008 – Oct. 2009**

Role – manage Marketing operations, executive communications, improvement projects, and staff effectiveness.

Results – increased Americas Marketing VP's ability to secure resources and \$50M budget by developing highly effective executive communications, investment profiles, fact-based recommendations, and reporting systems.

#### **Strategic Planning Manager, Worldwide Marketing, Customer & Market Insights, Nov. 2005 – Mar. 2008**

Role – lead global cross-business group transformation and improvement projects.

Results – recommended Product Marketing restructuring across 5 global business units and 3 regional marketing organizations, influencing re-organization of \$30B HP Imaging and Printing business; improved goal setting process between businesses and regions; increased effectiveness of cross-business reviews and forums, and business review process for senior leadership, decreasing content 90% and preparation time 50%.

#### **Business Development Manager, Inkjet Business Unit, Research and Development, Apr. – Oct. 2005**

Role – identify and evaluate new business opportunities and adjacencies; build external partnerships.

Results – developed partnerships to complete sustainable business designs, tested new business concepts.

#### **Business Strategist and Chief of Staff, Consumer Imaging and Printing Category, Americas Region, Sept. 2003 – Mar. 2005**

Role – optimize Marketing planning, reporting and internal business operations for \$3B North American category.

Results – accelerated key process improvements; business plan used to drive business strategy and results.

#### **Merger Integration Manager, Americas Region, Apr. 2002 – Feb. 2003**

Role – lead HP-Compaq integration team for \$10B Americas business and HP consumer segment.

Results – recognized for strong leadership of international virtual team exceeding objectives and beat schedule.

#### **Strategy Consultant and Chief of Staff, Consumer Business Organization, Sept. 2000 – Mar. 2003**

Role – lead business strategy development; manage staff effectiveness for senior vice president and cross-business projects.

Results – improved executive decision-making by developing a strategic balanced scorecard system for senior leaders of \$10B HP consumer business enabling them to understand linkages between the business system and results, choose effective IT and business investment options, and maximize return on portfolio.

**Website Producer, e-Business, Jan. 1999 – Aug. 2000**

Role – produce printable card website; integrate photo app.

Results – award-winning printable card website created to increase consumer printing.

**North American Region Business Manager, Marketing, Mar. 1998 – Jan. 1999**

Role – rebuild relationship with North American region while ensuring team maximized revenue and gross margin.

Results – team exceeded goals; restored relationship between region team and business unit.

**Marketing Intelligence Manager/ Customer Information Architect, Marketing, Oct. 1996 – Feb. 1998**

Role – infuse Marketing and Engineering with customer insight to increase customer relevancy.

Results – influenced future product marketing to adopt a customer-focused product platform development process, significantly altering how solutions designed.

**Program Manager, Crisis Management, Marketing, Jun. 1994 – Feb. 1995**

Role – lead cross-functional team to resolve product failure affecting 1.5 million HP Deskjet printer owners globally.

Results – increased customer loyalty while mitigating risk to the HP brand and \$70M financial exposure.

**Consumer Marketing Evangelist, Marketing, Mar. 1993 – May 1994**

Role – develop vision, strategies and capabilities to transition Marketing from commercial to consumer focus.

Results – Marketing team changed view of customers and future business; fielded new types of customer research as well as reorganized, creating customer focused departments and a customer immersion program.

**Barcelona Printing Division, Barcelona, Spain; Vancouver Printing Division, Vancouver, WA; Singapore**

**Future Product Manager, Marketing, Feb. 1995 – Sept. 1996, Aug. 1988 – Feb. 1993**

Role – lead large format printer product development and launch teams for engineering and technical segments and development of new printer categories for consumer and business segments.

Results – HP solidified market-leading position in technical segment; business changed strategy to adapt to emerging large format printing market. Established global portable printer category and #1 selling printer globally.

**Training and Education**

**Wacom Leadership** program – leadership development

**API-trained Lean Sigma Improvement Advisor** – Deming theory of profound knowledge, leadership and facilitation, design of experiments, survey design, process development, continuous improvement, and de Bono creativity techniques. Sigma Green Belt.

**Innovations That Work Practitioner's Forum** – leading innovation in established companies

**Appreciative Inquiry Facilitator** – one of 100 trained within worldwide HP business unit to lead positive inquiry

**HP Master Coaching** program – accelerated program to develop peer coaches

**HP LEAD** program – leadership development for top talent

**Diversity training** – improving business results by working effectively in multi-cultural environments

**MBA**, University of Washington. Marketing and Finance. Deans' List

**BA**, Colorado College. Economics. Pi Beta Mu, national social science honor society

**American University Washington Semester Program** – intensive program focused on 3 branches of government, Congressional intern

**Community Service**

**Camas School District** – Consultant, 2001 - present; Citizens' Advisory chair; high school of the future strategic advisory, strategic planning, policy development, administrative hiring, curriculum committees; classroom volunteer; cultural exchange programs

**Camas Educational Foundation** – Board of Directors 2007-10; 15-year volunteer; over \$2M raised for schools

**Women's Alliance HP Vancouver Employees** core team, 2006 -10, fostering career and personal development

**YWCA of Clark County, WA** – volunteer, 1987 – 2010

**Awards**

**International Designers Society of America** – silver, product design and bronze, packaging

**Red Dot (Europe)** – product design

**Wacom Team Award for Excellence; Wacom Brand Business Award**



Jeff Snell  
Camas, Washington

January 8, 2019

To Whom It May Concern,

This letter is in support of Ellen Burton for the open Camas City Council position. I have had the privilege of working with Ellen for the past eight years in my role with the Camas School District. Whether it has been a special committee, mock interviews, or a conversation, Ellen is a great example of what it means to be a contributing member of a community. She is always focused on how to sustain and improve positive outcomes for others.

There are some specific skills that I have observed in Ellen that I would want in someone representing our community on City Council.

1. **Wisdom.** If you have a conversation with Ellen it does not take long to recognize that Ellen is brilliant. Brilliance does not alone make a great leader. Ellen has a desire to continue to learn and grow. I've observed this trait repeatedly in my experiences with her. She takes the time to research, ask questions, and listen. She has a natural curiosity about how things work, which leads to how can things be made better. She does all this in a humble way, offering feedback in a manner that invites engagement. For me, all of this adds up to the fact that Ellen offers great wisdom as a leader.
2. **Kindness.** Ellen has a community focused perspective. She has consistently demonstrated to me that she cares for and thinks of others. Over the years, I have had countless conversations with her where she has asked about the impact on students and families, offered her assistance to others, and shown great empathy for different perspectives and situations. I think this type of kindness is critical to effective community leadership.
3. **Presence.** Ellen has been a constant presence in our community. She shows up and engages in the work. She is always willing to help in any way possible. Ellen consistently came to committees prepared. Beyond just reading materials, Ellen would spend time thinking about the work and often offered an insight that really moved the group forward. She is the type of person I want on my team because her presence helps others around her grow.

It is without reservation that I recommend Ellen Burton for City Council. She would do an excellent job as part of the trusted team leading our community. Please do not hesitate to contact me for more examples of Ellen's leadership.

Sincerely,



Jeff Snell



Peter Capell  
Camas City Hall  
616 NE 4th Avenue  
Camas, WA 98607

January 10, 2019

Dear Council Members,

I was so excited when I heard that Ellen Burton was planning to apply for the open seat on our City Council!


I worked with Ellen for several years on an advisory committee doing research and planning for a preferred vision for the education of Camas High School students of the future. I was so impressed with Ellen's intelligence, knowledge, creative and strategic thinking, energy, enthusiasm and collaborative spirit. I discovered that the Camas School District had repeatedly relied on her to serve on a broad range of important committees including superintendent and principal searches.

Ellen's professional work with global technology business gave her a great background in budgeting and finance, marketing, policy development, and strategic planning. She was recognized for her collaborative results-oriented leadership style and her ability to develop effective diverse teams. I am so impressed that someone with her background and skills would be willing to offer those skills to our City as a Council member.

Ellen is particularly interested in preserving the charm and friendliness of our community while ensuring sustainable fiscal stability and responsible growth management and attracting and retaining employers with family wage jobs. I totally concur with these priorities.

I enthusiastically ask you to select Ellen Burton. She will be a real asset to our Camas City Council.

Sincerely,



Nan Henriksen