

CANDIDATE QUESTIONNAIRE

NAME Anne Dieters-Williams COUNCIL DISTRICT 2

DATE 10-11-11

ROCHESTER HILLS RESIDENT FOR 26 YEARS

OCCUPATION Research Analyst - Oakland University

BOARDS/COMMISSIONS/COMMITTEES ON WHICH YOU WANT TO SERVE (please check up to five applicable boxes)

- | | | |
|--|--|--|
| <input type="checkbox"/> Advisory Traffic & Safety | <input type="checkbox"/> Economic Development | <input type="checkbox"/> Planning Commission |
| <input type="checkbox"/> Board of Review | <input type="checkbox"/> Elections Commission | <input type="checkbox"/> Police & Road Funding Technical Rev Cmte |
| <input type="checkbox"/> Brownfield Redevelopment Authority | <input type="checkbox"/> Green Space Advisory Board | <input type="checkbox"/> Retiree Health Care Trust - Board of Trustees |
| <input type="checkbox"/> Building Authority | <input type="checkbox"/> Historic Districts Commission | <input type="checkbox"/> Rochester Avon Recreation Authority |
| <input type="checkbox"/> Canvassing Board | <input type="checkbox"/> Historic Districts Study Committee | <input type="checkbox"/> Trailways Commission |
| <input type="checkbox"/> Cemetery Citizen Advisory Technical Review | <input type="checkbox"/> Human Resources Technical Review Cmte | <input type="checkbox"/> Water & Sewer Technical Review Committee |
| <input checked="" type="checkbox"/> Citizens Pathway Review Committee | <input type="checkbox"/> Local Development Finance Authority | <input type="checkbox"/> Zoning / Sign Board of Appeals |
| <input type="checkbox"/> Community Media Network Representative | <input type="checkbox"/> Noise Barrier/Sound Wall Committee | <input type="checkbox"/> _____ |
| <input type="checkbox"/> Construction/ Fire Prevention Bd of Appeals | <input type="checkbox"/> Older Persons Commission | <input type="checkbox"/> _____ |
| <input checked="" type="checkbox"/> Deer Management Advisory Committee | | |

INTERESTS/REASONS/QUALIFICATIONS

BOARDS/COMMISSIONS/COMMITTEES ON WHICH YOU HAVE SERVED (LIST MUNICIPALITIES AND DATES)

Pathways - ~~2010~~ 2011

ELECTIVE OFFICES THAT YOU HAVE HELD NIA

OTHER ORGANIZATIONS

PERTINENT EDUCATION MFA - OU.

HOBBIES/INTERESTS

ADDITIONAL INFORMATION

Please send completed form to: City of Rochester Hills, Clerk's Office, 1000 Rochester Hills Drive, Rochester Hills, MI 48309 or fax to 248.656.4744
THIS INFORMATION WILL BE KEPT ON FILE IN THE MAYOR'S/CLERK'S OFFICES AND IS NOT CONFIDENTIAL. QUESTIONNAIRES ARE REVIEWED BY THE MAYOR, CITY COUNCIL AND OTHER APPROPRIATE PERSONNEL AS VACANCIES OR OPENINGS OCCUR ON THE VARIOUS BOARDS, COMMISSIONS AND COMMITTEES.

Anne Dieters-Williams

PROFESSIONAL

June 2008 – Present – Research Analyst – Oakland University

- ◆ Research and compile information for development prospects including determination of donor attachment capacity and prospect priority, and research calculated major gift capacity ratings
- ◆ Compile briefings for events hosted by the University president and vice president
- ◆ Identify potential foundations for funding of university programs. Am very proficient with Lexis-Nexis, Hoovers, Foundation Center Directory Online Professional, Guidestar and other foundation resources.
- ◆ Develop strategies with Corporate and Foundation Director to engage corporations and foundations in program funding

October 2005 to June 2008 – Development Writer – Oakland University

- ◆ Researched and wrote correspondence, grants and proposal requests to individuals and foundations for the University president, University Relations vice president, and deans of other university departments
- ◆ Acted as webmaster for the University Relations division
- ◆ Initiated contact with deans, directors, faculty and development officers to create fundraising support documents, including case statements and program brochures
- ◆ Volunteered as a representative of Oakland University at various functions interacting with university leaders, donors, alumni and government officials

December 2001 to September 2005 – Loan Officer – Continental Mortgage

- ◆ Secured mortgage loans for clients throughout Michigan
- ◆ Developed marketing campaign to grow business
- ◆ Worked closely with the Federal Housing Authority and Veterans Administration to serve clients

September 1999 to November 2001 – Marketing Coordinator – Plante Moran

- ◆ Developed marketing and media strategies for various partners and their groups
- ◆ Designed materials and coordinated seminars for clients
- ◆ Member of four-person group designated to design website for Plante Moran

May 1999 to September 1999 – Director of Special Events – Mercy High School

- ◆ Coordinated and managed all annual fundraising promotions and events
- ◆ Developed and implemented media campaign for annual events
- ◆ Planned program strategies and supervised volunteer staff assignments
- ◆ Solicited sponsors and donations in person and through prepared materials

September 1997 to May 1999 – Director of Marketing – Sacred Heart Academy

- ◆ Managed Marketing, Graphic Arts, Special Events & Database departments
- ◆ Developed and managed advertising schedule and budget of over \$100,000
- ◆ Acted as liaison between Board of Trustees, Marketing Committee and Parent's Club
- ◆ Developed crisis management plan and media response program
- ◆ Supported events through the design of promotional materials & media contacts
- ◆ Point contact between Academy departments and the external media community
- ◆ Coordinated open houses and off-site recruitment campaigns
- ◆ Developed processes to streamline admissions process through technology
- ◆ Produced a promotional video for the school

June 1996 to September 1997 – Public Relations Director – Weight Watchers

- ◆ Supervised and managed Public Relations Coordinators in 10 states & Canada
- ◆ Scheduled media tours, press conferences and public appearances for Florine Mark
- ◆ Wrote all press releases promoting Florine Mark and Weight Watchers
- ◆ Acted as spokesman/liaison between senior management and media professionals

November 1995 to June 1996 – Promotional Director – WWJ-950 AM

- ◆ Coordinated public relations strategies for several station promotional events
- ◆ Secured venues, negotiated contracts, facilitated and planned the event program
- ◆ Designed on-air contests, developed rules, wrote legal copy and obtained prizes
- ◆ Publicized station through media kits and press releases
- ◆ Designed and produced program ads and newsletters

April 1995 to November 1995 – Volunteer Coordinator – United Way

- ◆ Developed multi-faceted volunteer/community service program
- ◆ Recruited organizations through public presentations and direct mail pieces

EDUCATION

- ◆ Post Masters Certificate, Local Government Management, Oakland University, 2010
- ◆ MPA, Oakland University, 2009
- ◆ B.A., Communications, Oakland University, 1983

TECHNICAL

- ◆ Lexis-Nexis, Hoovers, Dun & Bradstreet, Banner, Foundation Center On-Line, Guidestar and other Higher Education Development software
- ◆ Microsoft Certified in Word, Excel, Publisher
- ◆ Webmaster for University Relations Division
- ◆ Developed Website for Plante Moran

MEMBERSHIPS

- ◆ Board Member, Association of Professional Researchers for Advancement (APRA)
- ◆ Member, American Society of Public Administrators

CONFERENCES

- ◆ APRA-MI Chapter Fall Conference, October 17, 2008, Augusta, Michigan
- ◆ APRA 21st International Conference, August 20 – 23, 2008, Denver, Colorado

VOLUNTEER ACTIVITIES

- ◆ Former Member, St. Andrew Communications Ministry – develop and manage content for website, 2009
- ◆ Former Co-chair, Holy Family Regional School Gala, 2003-2006
- ◆ Former Vice President of the Board, Forgotten Harvest – food recovery organization, 2001-2003
- ◆ Former Volunteer, Parade Company, Hydroplane and Grand Prix races
- ◆ Former Member, American Lung Association, 1999
- ◆ Former co-chair, Cinderella Ball, American Lung Association largest fundraising effort, 1999