

# 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/liason 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 21<sup>st</sup> 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