

MBAI Mikael Blaisdell & Associates, Inc.

Tuesday; January 12th, 2021

Mayor Bernie Norvell
Councilmembers Tess Albin-Smith,
Jessica Morsell-Haye, Lindy Peters

Please consider my application for the open council seat. I am interested in making a contribution to the process of the community as we move past the current challenges and into a stronger future.

I am new to Fort Bragg, having bought a house and moved here in January 2020. I grew up in a Navy family and have lived all over the USA and internationally before settling in Alameda, CA in 1970. My upbringing, travel, and career have given me an appreciation for many different cultures and viewpoints. I also now have the experience of what it is like to come to Fort Bragg as a newcomer.

I chose Fort Bragg for my new home after an extensive search because I liked its combination of coastal and forest environments, and for its size. The unfortunate complication of the Covid pandemic has hampered my integration into the community, but I have been able to make some local connections via online resources and conversations.

Thank you for your consideration. I am also interested in serving on other committees.

Sincerely,



Mikael Blaisdell

Fort Bragg, CA 95437 USA

APPLICATION FOR APPOINTMENT TO FORT BRAGG CITY COUNCIL

Applicant Information

(Please type or print)

Applicant Name Mikael Blaisdell
Residence Address [REDACTED]
Home Phone [REDACTED] Work/Cell Phone [REDACTED]
E-Mail [REDACTED]

Resume and References

Please attach a resume of no more than two pages to this application.
Please list at least 3 references and their contact information (friends, family, work okay).

Application Questions

Please respond to the following questions regarding your interest in the position of Councilmember for the City of Fort Bragg on separate pages using no more than 3 pages total:

1. Do you meet the minimum qualifications to serve on City Council described on Page 1? Yes No
2. Why are you interested in serving as a City Councilmember?

I feel that I can make a contribution to the process of the community during this most difficult time and in helping to recover, and then to grow stronger together.

3. What strengths would you bring to the Council?

I have a wide range of skills developed over the course of my career. I am a strong administrator, analyst, planner, developer of programs and institutions, and have a deep sense of community. I've built volunteer groups and programs for adolescents and adults, delivered keynote presentations at international conventions, and spoken extensively at local meetings. I'm an effective communicator, technologically adept, and a strategic visionary and problem-solver.

Please return this form, a cover letter and resume, and a list of references to the City Clerk at Fort Bragg City Hall **no later than 4:00 pm on Friday, January 29, 2021**. Applications received after 4:00 pm will not be accepted. The application and any correspondence should be addressed to:

June Lemos, CMC, City Clerk
Councilmember Recruitment
City of Fort Bragg
416 North Franklin Street
Fort Bragg, California 95437
jlemos@fortbragg.com

Mikael Blaisdell

Analyst, Advisor, Writer. Executive Director

For over 40 years, Mikael Blaisdell has been a manager, analyst, planner, developer of programs, policies, events and organizations, senior executive, founder, board member, consultant, writer, keynote speaker and session leader at international professional conferences, moderator of online forums, and mentor. While his main focus has been in the developing high technology field since 1980, he also worked as a volunteer with adolescents and adults for over 25 years in various capacities.

Experience

The Customer Success Association

Founder, Executive Director

2012 - Present (8 years)

<https://www.customersuccessassociation.com>

The CSA is the premier source of information and networking for the global Customer Success profession. Its resources include a Library, Calendar, FAQ and Wiki, an international online discussion forum with over 40,000 members, and a Jobs Board. The Association has conducted annual research surveys into the developing CS community since 2009. The CSA also presents executive conferences in San Francisco, Seattle, Denver, Boston and London.

Mikael Blaisdell & Associates, Inc

Founder, Director / Analyst

January 1982 - Present (39 years)

<https://www.mblaisdell.com/>

MBAI has assisted many types of clients and organizations to enhance their sustainable profitability and customer retention by resolving a wide spectrum of customer relationship management issues.

East Brother Light Station Inc.

Secretary of the Board; Board Member, Wickies Coordinator

July 2001 - January 2009 (7 years 7 months)

EBLS is a 501 c3 non-profit corporation dedicated to the restoration and preservation of East Brother Light Station, a lighthouse located on East Brother Island in the strait between San Francisco and San Pablo Bays. I served as Secretary of the Board and as Coordinator of the "Wickies," the volunteer group that keeps the light burning and the facilities maintained.

Youth Ministries: Episcopal Diocese of California

I founded and advised youth groups for local churches, and served on the coordinating committee for the diocese covering 5 Bay Area counties in a variety of capacities for over 25 years. I designed and managed programs and events, created policies and procedures, and recruited and trained youth and adult staff members.

References

Tom Butt, Mayor of Richmond, CA and Chairman of East Brother Light Station Inc.



Reverend John Rawlinson



Michelle Deering
Associate Broker, CRS, ABR, CREM
Century 21 Fort Bragg Realty



Additional professional and personal references available upon request.

Education

Aikikai Foundation

1st Dan, Aikido bukiwaza (2008)

California State University - East Bay

B.A., Political Science (1975)