



Application Questions

IMPORTANT! This online form will not save; it must be completed in its entirety all at once. It is recommend that you familiarize with all the required fields, on this tab and the Supplemental Questions tab, in order to return and complete it at all once:

- o Application
- o Voter registration card upload
- o Cover letter upload
- o Resume upload
- o Answer the entirety of the supplemental questions

First Name * Ellen

Last Name * Burton

Physical Home Address *

Street Address
3126 NW 20th Circle

Address Line 2

City Camas State / Province / Region WA

Postal / Zip Code 98607 Country USA

Email * ellenburton1@yahoo.com

Contact Phone * 3605975339

Other Phone

Eligibility Requirements, Notification and Signature

A Mayor 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 Mayor vacancy, applicants must have lived in the City of Camas for 12 consecutive months prior to being appointed to office.

Are you a registered voter in Camas, WA? * Yes

Voter Registration Card * You can get it online at Voter Portal (votewa.gov), enter your details, in the left pane go to "Voter Registration" and save this screenshot in any manner to upload.

E BURTON VOTERS CARD.jpeg 2.64MB

Are you a resident of the City of Camas? * To confirm City Residency, go to Clark County (wa.gov), enter your address and click search to confirm that you're water and sewers districts say "Camas". If you have any questions, email administration@cityofcamas.us or call (360) 834-6864.

Yes

How long have you been a resident of the City of Camas? * 24 years

How long have you lived at your current address? * 24 years

Previous Address

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

Street Address

Address Line 2

City

State / Province / Region

Postal / Zip Code

Country

Length of Time at Previous Address

Financial Interest or Business? *

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 that conducts business with the City of Camas?

No

Attachment Cover Letter *

E Burton letter of interest 20210716.pdf

119.41KB

Attachment Resume *

E BURTON RESUME.pdf

235.2KB

Signature *

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.



Ellen Burton

SUPPLEMENTAL Questions

IMPORTANT! This online form will not save. Be sure to complete your application, voter registration card upload, cover letter and resume uploads, and the entirety of these supplemental questions before submitting.

Suggestion - prepare your answers ahead of time and when ready to submit the application, copy and paste them into the fields.

Question 1. *

1. Why are you applying for this position?

To be a caretaker of the city of Camas until the elected mayor transitions in December 2021. I will work closely with the interim city administrator, department heads, city council, and community to ensure stability and continuity. Since I do not have a political agenda, I will make collaborative, fact-based decisions for the benefit of the community and to ensure efficient and effective city operations.

Question 2. *

What experiences, talents or skills would you bring to the city government that you would like to highlight?

First, I am an experienced elected local official since, as the Mayor Pro Tem, I currently serve as the acting Camas Mayor and on the Camas City Council. Since stepping in 8 weeks ago, I am quickly coming up to speed on the daily city operations by building on the trust I've previously developed with staff and my willingness to do the hard work to understand the implications of decisions.

Second, 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.

Third, 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. 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.

All of these skills came into play recently when faced with the decisions about whether to limit fireworks. Due to unprecedented temperatures and unusual fire conditions, city officials were concerned about public safety. By collaborating with both the CW Fire Chief and Marshal, city attorney, and the Washougal City Manager, I decided to first ban the use of fireworks and then, second, declared a state of civil emergency to ban the sale. This was not a decision I took lightly. It was both fact-based and collaborative. Given the circumstances, protecting our community was the right decision. Public safety is paramount. I have the courage to do the job.

Question 3.*

What forms of Public Service or Volunteering have you been involved in? Provide details regarding the dates, roles and responsibilities.

C4 – Career Technical Education Consortium – 5 Clark County School Districts,
Clark College 2020 – 21, Chair; 2018 – present Board Member
Oversight – ensure relevant programming for future career opportunities
Approve programs
Ensure compliance with State requirements

Camas City Council:
Council Liaison Represent the interests of the Camas City Council
2021 City-Schools, Downtown Camas Association, Ad Hoc Equity Committee, Parks
and Recreation Commission.
2019 – 2020 Bee Committee, Camas Youth Advisory Committee, Planning
Commission, Shoreline Technical Review Committee

WSU Ext. Master Gardener 9/18 - current
Community outreach and educator Assist gardeners with questions at the WSU Ext.
Answer Clinic

Columbia River Economic Development Council 2019 – 2020 Board Member,
Executive Committee, Investor's Committee
Represent the interests of the City of Camas Council; provide input into decisions

State and Congressional Political Campaigns 2018 Volunteer
Fundraising and voter outreach

Camas School District 1999 - 2019

- 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

Camas Educational Foundation 1999 – 2015
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

Hewlett-Packard Women's Alliance 2006 - 2010 Leadership team
Foster career and personal development of HP people

Council for the Homeless - 2018; Clark County YWCA - 1987 - 2010 Annual
fundraising event table captain Recruit donors and increase awareness

Question 4. *

What is your vision for Camas four or five years from now? In some detail, explain how you would lead the community toward your vision.

My vision for Camas in four or five years is a more unified community where all citizens feel welcome and safe. This starts with intentionally doing the work to build trust. We need to facilitate open and conversations through quarterly town halls and more informal, coffee with council members as well as online with EngageCamas. Throughout the focus groups we've held to understand what some community members experience in Camas, we've learned not everyone feels welcome. However, they do feel welcomed by the Camas Library staff, who create conversation, fun and access. Thus, I'd start by better understanding their basis for success - what experiences is the library is delivering, how they are communicating, what is the affect on participants. Based on this knowledge, I'd setup a cross-department team to work with the next logical community-facing department, Parks and Recreation, to incorporate relevant components and experiences into their programming. By tracking results we could leverage and learn to other city organizations as appropriate.

Question 5. *

Excluding finances, in your opinion, what are the most significant challenges facing the City of Camas today? How would you propose to address these challenges?

Trust between the city and community members. Part of this is caused by the national environment and the pandemic. Nevertheless, we need to intentionally address the results locally. We need to facilitate open and conversations through quarterly town halls and more informal, "coffee with council" as well as online with EngageCamas. We need to ensure we communicate in relevant and timely manner to answer questions and provide relevant information in a way our community can quickly and easily understand. Trust is built through every interaction staff and elected officials have with the community. It's important those interacting with the public on a daily basis - receptionists, planners, building inspectors, police and fire - are consistently professional, knowledgeable and friendly.

Transitions and retirements – we risk the loss of institutional knowledge and 'home town feel' as long-time employees retire. They have created the culture of the city. To address this, I'd recommend conducting exit interviews to understand what these employees are most proud of. At the strategic level, there is focused organizational work required. At the tactical level, I'd included the outcomes of the interviews in a consistent on-boarding training program.

ERP implementation – city processes and procedures need to become more efficient and effective. Our city is designed to serve fewer than 10,000 residents, not a rapidly growing city of 25,000. Effective change management is critical to the success of the program. I'd prioritize and train respected influencers in the middle management staff in change management so they can drive this process work internally. Furthermore, we need an aligned vision that's developed with the leadership team.

Question 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.

City of Camas Mayor Pro Tem, 2021

City of Camas Council, 2019 – present; appointed 2019, elected 2020

Question 7. *

The country just went through a pandemic. What would be your first order of business if this were to happen again?

The way I'd approach another pandemic is:

1. Review key decisions and outcomes made during 2020-21 with department heads and interim city manager to understand what worked and why.
2. Collaborate with local governments, regional and state agencies.
3. Develop an action plan with department heads that meets state/county requirements by considering the facts and desired outcomes based on community input, state and regional requirements.
4. Communicate.
5. Execute plans and communicate.
6. Adjust plans based on continuous learning.
7. Communicate.

Ellen L. Burton

Bernie Bacon, Deputy City Clerk
City of Camas
616 NE 4th Avenue
Camas, WA 98607

July 14, 2021

Dear Camas City Council Members,

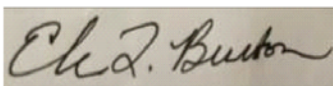
Consultation, consideration, courage. Leading and serving as caretaker to ensure stability for city staff, council and community until the elected mayor transitions in December 2021. This is how I'll approach the role of interim Camas mayor. By working closely with the interim city administrator, department heads, City Council, and community, my goal is to ensure stability and continuity. Since I do not have a political agenda, I will make collaborative, fact-based decisions for the benefit of the community and to ensure efficient and effective city operations.

While serving on the Camas City Council for the last three years, I've learned much about many facets of city government – the complexity of five unions, interlocal agreements, restrictive funding, and state mandates. I listen and learn from subject matter experts on city staff, on the Council or in the community. By actively seeking community input, I represent our citizens, not myself. Lastly, I'm willing to spend the time and do the work in a collaborative way.

Thank you for the opportunity for consideration.

Best regards,

 Recoverable Signature

X 

Ellen L. Burton

Signed by: d9831733-4f4b-4013-857e-9266c527310e

Ellen L. Burton

Camas City Council Member | Ward 3

Ellen L. Burton

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

Experience

City of Camas, Jan. 2019 – present, Camas, WA

Interim Mayor, May – present

Role – act as interim chief executive officer of the city after mayor unexpectedly resigned. Taking care-taker approach to ensure stability. Facilitate teamwork and consult with appropriate staff to make key data-driven decisions.

Results – kept city safe - based on extreme fire conditions, banned usage of fireworks; proclaimed city emergency to ban purchase.

City Council Member, Jan. 2019 – present, Mayor Pro Tem, Jan. 2021 - present

Role – represent Camas community when developing legislative policy to ensure policy in best interest of community.

Results – built trust with council, staff, and community.

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.

Leadership team member – 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

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

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

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

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

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

Training and Education

Certificate of Municipal Leadership (CML) 2020

WA Dept. of Commerce Short Course on Local Planning, 2020, 2019; MRSC Developing an Effective Housing Element, 2021

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; Deans' List

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

Community Service

C4 Career Technical Education Advisory Board – Board Member, 2018 – present; Chair 2020 – 21

Camas City Council Liaison – City-Schools, 2021; Downtown Camas Association, 2021; Parks and Recreation Commission, 2021; Bee Committee, 2019 – 2020; Camas Youth Advisory Committee, 2019 – 2020; Planning Commission, 2019 – 2020

Camas School District – Consultant, 2001 - 2018; 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

Columbia River Economic Development Council – Board Member, Executive Committee, Investor's Committee, 2019 – 2020

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

WSU Ext. Master Gardener, WA – volunteer, 2018 - present

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

Awards

Columbia River Economic Development Council – Activator 2020

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

Red Dot (Europe) – product design

Wacom CEO Team Award for Excellence; Wacom Brand Business Award