

2017 Candidate Questionnaire

SECTION I

BASIC CANDIDATE INFORMATION

1. Name as it will appear on the ballot

First Name	Middle Initial or Nickname	Last Name
Fernando		Martinez

2. Office sought (include office, jurisdiction, position/district number): **Seattle Port Commissioner Position 4**

3. Are you the incumbent? Yes No

4. How long have you resided in this district/city? **31 years**

5. How long have you resided in King County? **31 years**

6. Is the office sought partisan or nonpartisan? Partisan Nonpartisan

7. If partisan, please indicate party:

CAMPAIGN CONTACTS

Campaign Name: **Fernando Martinez for Seattle Port Commissioner**

Address: **6837 51st Ave. NE**

City/State/Zip: **Seattle, WA 98115**

Campaign Phone: **(206) 650-0212**

Campaign E-mail: **info@fernando-martinez.org**

Campaign Website: **www.fernando-martinez.org**

POLITICAL BACKGROUND

1. Beginning with the most recent position, please list public offices you have held. Include positions on appointive boards or commissions.

Public Office	Elective or Appointive?	Dates Held	Leadership Role (if any)
King County Economic Opportunity and Empowerment Program (EOEP) Advisory Board	Appointive	2015 - Present	
WA State Department of Commerce Minority Business Roundtable	Appointive	2015 -2016	Committee Leader

2. If you ran for public office but were not elected, please list those races below:

Office Title	Year of Run

SECTION II

In this section, we are seeking responses that reflect the four ratings criteria: involvement, effectiveness, character, and knowledge. These are defined as follows:

- **Involvement:** What has the candidate done previously in family, neighborhood, community, volunteer work, employment or public life to suggest readiness to accomplish challenging objectives? How do these activities demonstrate readiness for the challenges unique to the office sought?
 - **Effectiveness:** Has the candidate demonstrated promise of being productive in the office sought? Has the candidate shown the ability to work with other people?
 - **Character:** Do the candidate's personal traits show the ability to take on the responsibilities of campaigning for and holding the public office she or he is seeking? Is the candidate a leader, participant or observer? Is the candidate trustworthy, reliable and candid?
 - **Knowledge:** Has the candidate demonstrated the willingness and ability to learn and adapt? Does the candidate understand the duties and challenges of the office sought? Does the candidate have a firm grasp of the issues important to his or her constituency and their potential effects?
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1. In one page or less, why are you running for this office? (Note: the interview committee will be given a copy of this statement before your interview; at the beginning of your interview you will have the opportunity to expand on this statement in any way you wish.)

My professional career has taken me from the private sector into the nonprofit sector where I currently lead the Northwest Mountain Minority Supplier Development Council (Northwest Mountain MSDC). The Northwest Mountain MSDC is a 501c3 nonprofit organization whose mission is to "Drive economic value by equalizing opportunities."

Effective execution of this mission requires collaboration among numerous stakeholders: Corporate Members; Public Agency Members; Minority Business Enterprises; Our Communities; Educational Institutions; Northwest Mountain MSDC; and, Northwest Mountain MSDC staff members. To truly achieve economic value all stakeholders must participate in the solicitation process, recruitment process, engagement process, and ultimately contractual engagement process to secure business opportunities. This process is a business strategy that effectively reduces contractual costs an average of 18% while increasing value for the Corporate and Public Agency Members.

The actual impact of an effective execution can be measured in economic impact to our community. In 2016, our collective efforts helped our Minority Businesses in WA generate \$4.3 billion in annual revenues with a direct output of an additional \$1.8 billion. These Minority Businesses directly supported over 6,300 jobs. Taking this economic impact a step further, our collective efforts through revenue and jobs generation directly contributed to the building of local communities, enhancing employment, improving the tax base, and effectively positioned the community for a brighter future.

I view the Port of Seattle as an extension of my current roll into a much bigger enterprise where my expertise and leadership can effectively grow the Ports impact upon our community. It is an opportunity for my Leadership to increase job creation in a period when Port funding is declining. It is an opportunity for my Leadership abilities to pull the many Port Stakeholders and adjust for the future in light of the present political climate. It is an opportunity for a Diverse Leader to participate in the decision making process which affects King County residents of which slightly over 30% are diverse.

My professional experiences in both the Private and Nonprofit sectors position me to be the next Position 4 Seattle Port Commissioner. This is why I am a candidate.

2. Describe your most important personal characteristics or traits as they relate to the office you seek.

My main characteristic is **Visionary-Leader**:

1st characteristic of Leadership - **Desire**: I have consciously committed myself to becoming a great leader. It takes time, efforts, and risk to become a great leader.

2nd characteristic of Leadership - **Be a Teacher**: I have enough confidence in myself to be willing to share all my learning's from my work, education, and experience.

3rd characteristic of Leadership - **Challenge**: I have been willing to lean forward into risk throughout my career; I have been provocative; consistently ask the question "So what?" Not to be difficult but to encourage thoughtfulness, deep level 2nd and 3rd level thinking, i.e., critical thinking.

4th characteristic of Leadership - **Courage**: Intelligently face challenges. It takes courage to lean into the fray day-after-day, defining accountability, holding people accountable, and putting the right people in the right seats.

5th characteristic of Leadership - **Team Builder**: Respect for everyone is at the foundation of building a team: Respect for themselves; their teammates; and, for the organization. Respect for the leader that sets the course and helps them understand how to get there.

6th characteristic of Leadership - **Collaborator**: Very early in my career I found out that good leaders pull all the appropriate resources/stakeholders together and helps them achieve the common goal.

7th characteristic of Leadership - **Communicator**: Without the appropriate level of communication the other characteristics of Leadership are of no value. A good leader communicates, communicates, communicate!

Lastly, the pinnacle of leadership is **Insightfulness - Visionary**: Through my years of experience I feel I have moved from being a first line employee to becoming a Visionary - a state of "Enlightened Competence." This is the state true leaders aspire to achieve. It is the state where: we see things no one else sees; the state where we see gaps no one else sees; the state where we see the solution no one else sees; and the state where we see an opportunity, solution, and bring it to market with speed. This is the highest state of Leadership we can achieve – become a visionary, become a great leader.

This is the most important characteristic I bring to the Port of Seattle - Visionary Leadership!

3. Please describe, in sufficient detail, one to three accomplishments or contributions of which you are most proud. These examples should illustrate skills and capabilities you think apply to the office you are seeking. These accomplishments may have occurred at any time in your personal, professional, or public life.

a. From 2012 - 2014 I was Chairman of the President's Council - a collection of 36 peers across the country. I led the Presidents through the most significant change in the history of our Parent Organization (National Minority Supplier Development Council (NMSDC)), the restructuring and downsizing of our organization from 36 regional offices to 24. This change required tremendous planning, communication, collaboration, courage, and vision to execute. The transformation was completed at the end of 2014. In 2015 I received the NMSDC Vanguard Award for Leadership.

b. There is a gentleman who works for a technology company based in San Francisco. This gentleman is the Global Human Resources Leader for this organization. He has mentioned to me that his success is significantly attributed to my Leadership Style. He has told me that his success has a foundation in how I led the organization when he was working on our team. The Vanguard Award is Nice - Accolades like this are the finest accolades a person can receive.

c. Our current Operations Manager is one term from completing her Bachelors Degree. It took me seven years of communications re: the value of education to get her to complete her University Work. She has told me that she appreciated my persistence in getting her to complete her coursework.

I believe that these three examples demonstrate my capabilities as a change leader and more importantly as a Leader Developer.

4. Please list or describe current and past activities in the community in which you have acquired skills that relate to the office you seek. Include your role in the activity and the year(s) in which you were involved. Involvement consists of many areas such as family, neighborhood, community, employment, or public life.

Every aspect of my professional career has taught me something which relates to the Seattle Port Commission:

a. Working in the Hospitality Industry: I learned how to plan and manage Labor and Financials. I learned how to operate organizations with over 100 employees. 1986 -1996

b. Working in the Retail Coffee Industry: I learned how to manage multiple retail units, manage over 20 leaders, and over 200 employees. I also continued to learn how to manage Labor and Financials. 1996-1999

c. Working in the Technology Industry: I learned how to run \$75 million Operations and \$90 million sales organizations. 1999 - 2006

d. Working in the Financial Services Industry: I learned how organizations source, procure, and contract for goods and services. I also learned the value of including diverse suppliers into the supply chain. 2006 - 2008

e. Working in the Nonprofit Industry: I have learned how to operate big projects with a small staff. I have also learned how a Board of Directors is supposed to function and operate effectively. 2008 - Present.

f. I have sat on multiple nonprofit boards:

1) Board Member - Pioneer Business Improvement Association: Around 1997

2) Board Member - Seattle Jobs Initiative: 2006 - 2008

g. I presently sit on:

1) Port of Seattle Small Business Advisory Board

2) Port of Seattle Airport and Retail Dining Advisory Board

5. Please describe the duties of the office you seek. Which are the most important duties and why?

1st. Establish my position as Seattle Port Commissioner Position 4 as a Leader among the Port. This is important because it will allow the Port Commissioners to be viewed as a body representing the best interest of all stakeholders.

2nd. Continue the In-process review of the "Century Agenda." With the political climate changing, the Century Agenda requires consistent review, update, relevance rating, and change if required. This is important because we need to remain focused on the relevant and discharge the non-relevant.

3rd. Regional economy is highly influenced by the Port of Seattle. The Port of Seattle must continue to act as a sensible economic catalyst. Therefore, it is important that all Port operations (which effectively impacts about 40% of the State's Economy) continue to grow, expand, and contribute to the economy into the future.

4th. Diversity and Inclusion: The commission is presently 40% White Female/60% White Male.

The Port of Seattle Executive Team is 23% White Female/70% White Male/7% African American Male.

King County demographics: 69.5% White Female & Male/29.5% Ethnic Minority.

All stakeholders are not adequately represented by the Commission or the Executive Team. All stakeholders must be represented within the Port of Seattle