

Dan Alaimo
1264 French Avenue
Lakewood, Ohio 44107

November 9, 2010

Mary Hagan
Clerk of City Council
Lakewood City Hall
12650 Detroit Avenue
Lakewood, Ohio 44107

Dear Ms. Hagan:

Please submit my name for consideration for the soon-to-be-vacant at-large City Council position.

Here are my primary qualifications:

- I have lived in Lakewood for 27 years, and I can't remember the last election I skipped.
- We have moved once in that time, and chose to buy our second house in Lakewood.
- We have two children who were educated in the Lakewood school system, and graduated from Lakewood High School.
- Because I work at home on French Avenue, I spend nearly all my time in Lakewood.

I am active in three civic organizations:

- Park System Strategic Plan Citizen Advisory Group.
- Friends of Kauffman Park.
- Citizens Committee to Allow Leashed Dogs in Lakewood Parks.

I have two priorities for my involvement in the City:

- To support efforts to increase usage, reinvigorate and improve all of Lakewood's parks.
- To promote employment among Lakewood citizens and entrepreneurship within the City, both of which would enhance tax revenues for the City.

As a business journalist, I have specialized in covering retail, so I have a special appreciation for the opportunities and challenges of store operators, as the City of Lakewood does. My communications skills may also be a plus, insofar as that might be a need for the City.

In the past, I have served on the Council of the Community of St. Malachi. While the workings of a church council are different from the City Council, the cooperative dynamic is similar.

I am very enthusiastic about the direction of Lakewood in the last few years. The increased energy around town is palpable, and the number of events, new businesses, renovations and new structures is highly encouraging. I want to see this momentum continue.

Thank you for your consideration.

Sincerely,

Dan Alaimo
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Dan Alaimo

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Summary: Team-oriented journalist and editor with experience in all aspects of print and online publications. Specialize in targeted business topics, but with a constant thirst for new and creative challenges.

Professional Skills: News and feature writing, managed publication content and staffs, mentoring young journalists, started up publications and new subject areas to generate revenue for employers.

Technology Skills: Knowledge of page publishing programs like InDesign, digital photography, Internet searches for news and other research. Developing expertise on Web design, optimizing Web sites for search engines, and on technical writing. Created and managed Web site and Facebook page for local city parks advocacy group.

Content Experience: Retail, specifically food retail and the nonfood products sold in supermarkets; retail technology; logistics; pharmacy and health information technology issues; health and wellness related to food retail and pharmacy; in-store health clinics; sustainability in the retail environment; packaged home entertainment software; consumer packaged goods; construction topics including energy products like solar.

WORK EXPERIENCE:

February 2009 to present

Contributing writer for CPGmatters.com and Progressive Grocer magazine, among others. Also Director of Communications for the Shopper Technology Institute.

Freelancing stories on the consumer packaged goods industry and the retailers it serves, with a focus on sales, marketing and technology. Also on logistics, technology, products and merchandising related to the frozen and dairy categories of supermarkets.

June 1989 to February 2009

Editor, Nonfood section, *Supermarket News*, Cleveland, Ohio
Weekly national trade newspaper for supermarket executives.

April 1991 to January 1992

Editor, *Small Business News-Cleveland* and *Small Business News-Akron*
Monthly newspapers for companies of less than 50 employees. Participated in start-up.

November 1977 to June 1989

Advanstar Communications, Cleveland, Ohio. Worked on four publications:

- 1/84 - 6/89: Editor, *Flooring, The Magazine For Floor Covering Professionals*
- 5/82 - 1/84: Editor, *Professional Remodeling*
- 11/82 - 5/82: Managing Editor, *Roofing/Siding/Insulation, Incorporating Solar Contractor*
- 11/77 - 11/80: Managing Editor, *Beverage Industry* and *Beverage Industry Annual Manual*

EDUCATION:

B.A. Journalism, University of Southern California, Los Angeles
M.A. Philosophy, Fordham University, New York