

Edward T. Monroe
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Lakewood City Council
12650 Detroit Avenue
Lakewood, Ohio 44107
Attn: Council President Butler and members of Lakewood City Council

Dear Council President Butler and members of Lakewood City Council,

I am writing to express my interest in the At-Large Council position on Lakewood City Council. As someone who grew up in Lakewood and as someone who is proud to call Lakewood my hometown, it would be an honor to be considered for the position. I would like to express to you though, I am not seeking the city council seat lightly. I am interested in the council seat because I want to work together to find solutions that keep Lakewood moving forward, so the city can continue its progress and keep offering its citizens a vibrant quality of life.

I believe I bring with me a solid set of experiences that have helped prepare me for a seat on city council. Having both worked in government and the private sector, I feel that I can "hit the ground running" if appointed to the open council seat. With my government work experience I have a firm understanding of how government works. I have no misconceptions about the governmental process and realize the importance of working together to find the right solutions that are in the best interest of the citizens of Lakewood. With my private sector experience I feel that it aids me in economic development issues. I feel that I can talk knowledgeably with businesses about their needs and also identify opportunities for Lakewood to attract businesses and help them grow. Just a few highlights of programs and issues I'd like to focus on if appointed as councilman:

- I'd like to work with the business community to keep them updated on commercial property for lease in the City of Lakewood
- I'd like to continue to develop niche communities in Lakewood
- Keep a strong housing code in Lakewood to ensure the many unique houses in Lakewood stay appealing for years to come.
- Create a "Make Lakewood your Hometown" program. I believe that the City of Lakewood should market their housing stock to young professional living in the downtown areas of Cleveland. With Lakewood's close proximity to downtown and the large amount of doubles, Lakewood can offer young professionals who

are looking to buy a home for the first time a great opportunity to buy a home in a very cost effective way.

- Continue the progress made with enhancing the city's law enforcement
- Promote the diversity in Lakewood and the great arts and culture that it has

Overall, my goal if appointed to the open seat would be to work collaboratively with people, to look for the right opportunities for the city, and to create solutions that will help Lakewood grow and prosper. I'd keep an open line of communications to its residents and be easily accessible. I'd work to solve constituent questions and concerns quickly and effectively. I'd always keep an open mind, and focus on making decisions that are in the best interest of the city and its residents. Again, it would be an honor to be considered for the council seat and I thank everyone in the process for their deliberation.

Sincerely,

A handwritten signature in cursive script, appearing to read 'Ed Monroe', with a stylized flourish at the end.

Ed Monroe

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Summary of Skills:

- | | |
|--|--------------------------|
| >Government/Public Sector Work | >Public Relations |
| >Program Development (from creation to completion) | >Management & Strategy |
| >Project Management | >Creative Problem Solver |

Work/Related Experience:

Office of the Ohio Secretary of State Regional Liaison (January 2007 to Term Ending January 2011). I currently work for the Ohio Secretary of State's office and my primary task is to work with five Boards of Elections.

- I assist Boards of Elections with their processes and management
- I help Boards of Elections with the proper implementation of laws and directives
- I attend board meetings and represent the office's position on election procedure
- I help to resolve constituent questions and concerns
- I give talks about the office to audience sizes between 10 to 300 people

Parker Hannifin Sales Correspondent I (April 2003 to December 2006). I worked out of a Division Head Quarters that handles the hydraulic valve product line for Parker Hannifin.

- I did sales coordination and project management
- Position required a high degree of multi-tasking as I had to respond to a large number of phone calls, e-mails and management inquiries and meet deadlines in a timely manor
- Participated in Lean Daily Management Meetings and led meetings on a rotating schedule.
- Took on extra assignments by working on special projects, helping product managers with catalog creation and also helped to train new sales correspondents
- Organized Lunch-n-Learns for my department with product managers

American Greetings Account Representative (June 2001 to March 2003). I was responsible for a 2 ½ state territory that generated 1.0 million dollars a year for the company.

- Managed 300+ accounts and helped to manage part-time Merchandisers
- Increased profits for customers by providing them with detailed account information, marketing and sales strategies, and display and product suggestions.
- Was put in charge of a committee that created an information packet to send to perspective customers. The packet helped to increase response time to prospects and reduced downtime for representatives.
- Sat on several committees aimed at department improvements, growing revenue, and increasing productivity.

Cellnet Telecommunications Corporate Accounts Team (June 1998 to June 2001). Worked with major accounts servicing them and attaining add-on sales.

- Corporate Accounts Team in nine months
- Consistently hit quota and was Sales Representative of the month multiple times
- Participated in the hiring and training of new representatives
- Trade show coordination all phases, Pre to Post; from show selection, pre-marketing participation in show, setting up and running the day of a show and doing post follow up resulting in quantifiable results.
- Experienced in creating multi-paged proposals and conducting presentations for major accounts

Education:

MBA, Weatherhead School of Management, May 2010
Case Western Reserve University, Cleveland, OH

BA Degree, Political Science, May 1998
Kent State University, Kent, OH

Computer Skills:

Microsoft Word, Excel, Power Point, Outlook, Lotus Notes, Front Page, Publisher, MGI Photo Suite,
Microsoft Image Composer, ACT!, and general data base entry and management

Community Involvement/Personal Development:

The City Club of Cleveland New Leaders/Secretary

The City Club of Cleveland New Leaders/Past Marketing Chair

The City Club of Cleveland New Leaders/Past Program Chair

ConnectionSeries, Community Action Team (CAT)/Former Team Leader