

# King County Democrats 2009 General Candidate Questionnaire

Candidate Name	Norman Sigler
Position sought	Seattle Mayor
Residence Legislative, County Council and Congressional district	36 <sup>th</sup>
Are you a Democrat? Are you known as a Democrat?	Yes
Campaign Information	
Campaign Name	Sigler for Seattle
Web page	<a href="http://www.SiglerforSeattle.com">www.SiglerforSeattle.com</a>
Campaign Email address	<a href="mailto:info@siglerforseattle.com">info@siglerforseattle.com</a>
Manager	Robert McConaughy
Campaign mailing address	2226 Eastlake Ave. E., #79
Campaign phone number	206-328-3953
Campaign FAX	

Candidate Background: Community service, education, employment and other relevant experience.

Describe your qualifications, education, employment, community and civic activity, Union affiliation and other relevant experience.

Norman Sigler believes it's time for the City of Seattle to have a mayor who will truly listen to its citizens and respond with what's in the best interest of its people.

A skilled listener, strategic thinker and negotiator, Sigler has a gift for connecting diverse individuals, groups and communities under a common goal. His conscientious nature, commitment to community, and success in business development and fiscal management make him the ideal candidate for Mayor of Seattle.

**Background Summary**

Sigler has held positions with Alaska Airlines, Blue Cross Blue Shield Association, Ford Motor Company, Northwest Airlines and Continental Airlines.

**Transportation Industry**

While with Alaska Airlines, Sigler was Manager of Maintenance Finance & Contracts where he

# King County Democrats 2009 General Candidate Questionnaire

oversaw a \$250 million maintenance budget and helped to negotiate industry-leading, long-term maintenance contracts with General Electric and other airline vendors that resulted in \$120 million worth of savings. He led the \$255 million budget development process and was the only employee to receive the company's teamwork award two years in a row. Sigler also successfully negotiated union contracts at Northwest Airlines.

## Healthcare

Sigler's analysis of healthcare systems and regulations for the Blue Cross Blue Shield Association led him to identify and recommend a \$200 million medical management alliance. Sigler also was responsible for negotiating \$30 million in medical cost savings for Northwest Airlines.

## Executive Search and The Entrepreneur

Most recently Sigler founded the successful executive recruiting firm Norman Sigler. His executive search experience includes working with Deloitte Consulting, Goldman Sachs, HomeStreet Bank, [The Trust for Public Land](#), Talaris Research Institute, [Zion Preparatory Academy](#), [Hopelink](#), Expeditors International and the City of Seattle. Sigler's strengths in connecting people led him to co-found [Date Life Coaches](#), a Seattle based matchmaking firm.

## In the Community

In addition to being an active volunteer for public radio at KUOW, Sigler is a board member of the Washington & Lee University Alumni Association and former board member of the Seattle Repertory Theatre Crew. As a volunteer on the [Candidate Evaluation Committee](#) for the Municipal League of King County, Sigler gathered public information and evaluated City of Seattle candidates for public office. Sigler also served as community representative to the Local School Council for [Newberry Academy of Math and Sciences](#) located in Lincoln Park in Chicago and is a 2005 graduate of the United Way of King County's Project LEAD program.

## Education

Sigler earned his M.B.A. in finance and accounting from the [Ross School of Business](#) at the [University of Michigan](#) and a B.S. degree in natural sciences and mathematics from [Washington & Lee University](#).

### COMPANIES

<u>Co. Name</u>	<u>Dates</u>	<u>Title</u>	<u>Type of Business</u>	<u>Location</u>
Norman Sigler	2007 – Present	Managing Director	Executive Search firm	Seattle
Date Life Coaches	2007 – Present	Partner	Matchmaking firm	Seattle
Waldron & Company	2006 – 2007	Consultant	Executive Search firm	Seattle
Alaska Airlines	2003 – 2005	Manager,	Airline	Seattle

# King County Democrats 2009 General Candidate Questionnaire

		Maintenance		
		Finance & Contracts		
Epiphany, LLC	1999 – 2002	Founder	Executive Search firm	Chicago/Charlotte
Blue Cross Blue Shield Association	1997 – 1999	Consultant	Healthcare	Chicago
Pinnacle Copy Service, LLC	1996 – 1997	CFO	Legal Document Reproduction (sold to IKON)	Chicago
Continental Airlines	1994 – 1996	Project Manager	Airline	Houston
Northwest Airlines	1992 – 1994	Sr. Financial Analyst	Airline	St. Paul, Minn.
Ford Motor Company	1991	Finance Intern	Automotive	Dearborn, MI
BCM Engineers, Inc.	1989 - 1990	Scientist	Environmental Consulting Firm	Mobile, AL
Trosch, Inc.	1988 – 1989	Financial Analyst	Sundry stores	Charlotte

# King County Democrats 2009 General Candidate Questionnaire

What ratings and endorsements have you received?	
Legislative District Democrats	Hope to receive 36 <sup>th</sup> , 34 <sup>th</sup> , 43 <sup>rd</sup> , 46 <sup>th</sup> , and 11 <sup>th</sup>
Union Endorsement	Interviewed for Fire Fighters Union Local 27, Interviewing with SEIU
Municipal League	Will participate
SEAMEC	Will participate
Other Endorsements	

Which groups do you plan to ask for an endorsement?
-----------------------------------------------------

Nightlife Association  
 Legislative Districts  
 Local chambers of commerce  
 Community Councils  
 League of Women Voters  
 People of Color Political Action Committees

Please answer the following questions*		Yes	No	Qualified
1	Do you support the King County Democratic Platform?	x		
2	Do you support the right of workers (excluding military) to bargain and strike?	x		
3	Do you support affirmative action?	x		
4	Do you support freedom of choice in contraception, abortion and sterilization?	x		
5	Do you support public funding for abortions for poor women?	x		
6	Do you support school vouchers? Do you support charter schools?			X – only if accessible schools are not meeting basic thresholds.
7	Do you support the Davis-Bacon Act?	x		
8	Do you support equal rights for women?	x		
9	Do you support major changes in the way we live to help stop global warming?	X		
10	Do you support the restoration of voting rights to persons convicted of a felony who have served their sentence?	X		

Please answer the following questions *		Yes*	No
1	Have you ever failed to pay any taxes or court ordered judgments?		X
2	Have you ever been found in violation of a Public Disclosure Commission, Federal Election Commission or Seattle Ethics and Elections Commission regulation?		X

# King County Democrats 2009 General Candidate Questionnaire

3	Have you ever been convicted of a felony?		X
---	-------------------------------------------	--	---

\* If you answered "Yes" or "Qualified" please explain your answer.

Are you a member of another political party? If so, which ones? Have you ever supported or given money to a candidate from another party in a partisan race? If so, whom?

No.

Are you a member of your local Democratic District Party? Have you contributed financially to any Democratic Organization? Have you been a Precinct Committee Officer? When/Where?

No.

What are the main messages of your campaign? What is your campaign plan? How many doors have you knocked on to date, pieces of mail planned, budgeting, staffing? What is the fundraising goal for your campaign? How much have you raised to date? Why will you win?

As Seattle's mayor, I want to usher a new era of action, where our elected officials genuinely listen to citizen concerns. By connecting with you and forming partnerships with all parts of our city and community, we can find innovative solutions to our problems. I have been successful because I create solutions by being a skilled listener, a strategic thinker and negotiator with an end result of forming successful partnerships.

Campaign plan is to reach voters through a viral campaign utilizing social media and established Legislative District protocols.

Through our signature gathering efforts our campaign has spoken with 2500+ people. We have also met and messaged through the normal course of our campaign another 1000 people. My overall budget for the campaign is \$50,000. We intend to spend the bulk of the money on voter outreach through videos, television commercials through cable outlets, brochures, and signage. My current staff is an all volunteer army made up of 50+ people including a campaign manager, treasurer, community outreach leader, fundraiser, volunteer coordinator, marketing team, PR person, web designers, web developer, copy writer, speech writer, graphics designer, media coach, field coordinators, data miners, and researcher. We are recruiting more field personnel and phone bankers.

The fundraising goal for the campaign is \$50,000. We've raised \$8,000 to date .

We will win because we are the only mayoral candidate consistently talking about creating partnerships with all parts of our community as well as surrounding jurisdictions. We've heard from thousands of citizens that they want leadership that listens, works in the best interest of all, and can bring together resources to accomplish goals while delivering basic services. We are very encouraged by the response to our message of working together to build a brighter future for Seattle.

What are the single most pressing issues facing your jurisdiction? What actions would you take if

# King County Democrats 2009 General Candidate Questionnaire

elected?

The two most pressing issues facing Seattle are our Economy (Living Affordability) and our Children's Education.

1. To enhance our local economy, we need to support and invest in our citizens, neighborhoods, and local businesses.
  - a. Let's start by assisting citizens who want to grow businesses or start new ones in their neighborhoods, paying special attention to areas where a robust business environment has not yet been realized or has been disrupted by infrastructure improvements. I will locate small business development centers in each neighborhood to work with local citizens providing help with business plans, financial literacy, and access to capital.
  - b. I will create incentives for businesses to cluster in every part of the city: the burgeoning green economy to locate in the Central District and Rainier Valley areas; Arts and music in the Ballard, Capitol Hill, SoDo and Georgetown neighborhoods; Healthcare products and services in and around Northgate.
  - c. I will partner with other municipalities at the city, county, and state level to pool healthcare purchasing power for all of its employees. This will greatly reduce governmental costs. I will then propose to offer those preferred rates to Seattle companies with less than 20 employees and to Seattle residents seeking affordable healthcare.
  - d. As mayor not only will I work to improve the economic environment of local business but also within city government. I will look for ways to increase city revenue without raising taxes on the hardworking people of Seattle. I will seek to increase trade and tourism; partner with private business to create innovative solutions to our healthcare, educational, environmental and economic challenges; and I will leverage the best-in-class components of Seattle City Light to deliver cutting-edge technologies around green energy development and distribution.
  - e. Housing affordability is critical to attract skilled workers, retain public sector employees, and support a vibrant community of the creative class. Residents earning the median income should be able to afford to buy or rent an average priced home/condo/apartment in Seattle. The Seattle Housing Authority will partner with developers and landlords and community groups to ensure home prices, rental rates, and available stock is adequate to meet the 5, 10, and 20 year needs of the middle class.
  - f. Leading by example, I will balance the city's budget, looking to reduce fixed costs wherever possible and to build more variable components into the budget so the city will be able to adjust up or down the services it provides based on the economic realities of the time. This will not be the last downturn we experience in this region or in our nation, and by developing more accurate economic forecasts and making investments in capital projects and infrastructure with strong returns, we will be able to better weather future downturns.

# King County Democrats 2009 General Candidate Questionnaire

2. As your mayor, I will work to ensure we have an excellent educational system that benefits our children. When schools succeed, families win, businesses thrive and neighborhoods prosper. Together we can design an innovative education system where both children and adults attain the skills necessary to reach their full potential and pursue their dreams. To do this effectively and efficiently, I will bring together Seattle Public Schools, The Alliance for Education, Communities in Schools, other non profits, the business community, concerned neighbors and students to design creative solutions to ensure our children can compete in a global environment. One example would be to work with local neighborhoods, children-focused nonprofits and adult education providers to share facilities and costs and to take advantage of existing school space on nights, weekends and during the summer months to create a quality learning environment that is accessible, fully utilized by the community and safe for children and families.

If you are a candidate in a contested primary race, what record of performance, ability, experience, personal qualities, and positions on issues distinguish you from your opponent(s)? If you do not receive the nomination, is there any reason you could not support your Democratic opponent in the general election? Please explain.

My entire experience has been building partnerships and identifying available resources and where resources are needed. This ability will allow me to work effectively with the Seattle City Council, Regional entities, the County, and the State. I am distinguished from my opponents by my ideas and specific solutions that are pragmatic and ultimately focus on benefiting all Seattleites.

I am in a non partisan race. All of us are Democrats. I will fully support fresh leadership for Seattle.

Do you believe the current structure of taxes and/or fees that generate funds in your area are fair? If not, how would you change it?

We are at the limit of the amount of taxes we are willing to pay especially when we see no immediate benefit of such taxes. As mayor, I will review the head tax and square foot tax (among other items). We should have a moratorium on these taxes to help stimulate our economy.

King County has a ten year plan to end homelessness. What ideas do you have to increase low income and affordable housing/?

The plan to end homelessness is not realistic. The goal should be to reduce the amount of time people are homeless. Our homeless need our help and deserve to be treated with respect while they re enter the mainstream of our communities. One idea I have is to create 2 permanent tent cities one located north of downtown and the other south of downtown. These facilities will be permanent but residents will be temporary. Each facility will provide food, security, baths, storage, access to mail and communication and all services needed to transition our neighbors back into permanent housing. NGOs will be able to provide their services to each facility.

# King County Democrats 2009 General Candidate Questionnaire

As a solution to keeping housing affordable for Seattle's resident artists, musicians and entrepreneurs, I suggest building commune-style housing in local neighborhoods where musicians can live and work amongst musicians, and so on.

I will also ensure each development contains as percentage that is affordable at 50% - 100% of median household income.

What role should government play in the healthcare system?

I will partner with other municipalities at the city, county, and state level to pool healthcare purchasing power for all of its employees. This will greatly reduce governmental costs. I will then propose to offer those preferred rates to Seattle companies with less than 20 employees and to Seattle residents seeking affordable healthcare.

What is your position on civil rights for Gay, Lesbian, Bisexual and Transgendered people? What is your position on equal rights for same-sex couples when it comes to benefits, civil unions, marriage and parental rights?

Equality for All, period.

What creative solutions can you offer to address the problems of the economically disadvantaged?

Let's start by assisting citizens who want to grow businesses or start new ones in their neighborhoods, paying special attention to areas where a robust business environment has not yet been realized or has been disrupted by infrastructure improvements. I will locate small business development centers in each neighborhood to work with local citizens providing help with business plans, financial literacy, and access to capital.

I have read this questionnaire and understand and approve the content and all provided information.

Printed Name	Norman Sigler	Date
Signature	<i>Norman G. Sigler</i> electronic signature	14 June 2009