



AGENDA ITEM EXECUTIVE SUMMARY

Agenda Item number: IB

Title:

Presentation of a Recommendation from Mayor Rogina to Appoint David Pietryla to the Plan Commission.

Presenter:

Mayor Raymond P. Rogina

Meeting: City Council

Date: July 5, 2017

Proposed Cost: \$

Budgeted Amount: \$

Not Budgeted:

Executive Summary *(if not budgeted please explain):*

Request favorable consideration to appoint David Pietryla to fill the vacancy on the Plan Commission with a term ending April 30, 2018.

Attachments *(please list):*

Resume

Recommendation/Suggested Action *(briefly explain):*

Presentation of a Recommendation from Mayor Rogina to Appoint David Pietryla to the Plan Commission.

DAVID A. PIETRYLA

Professional with integrated background in public relations, public affairs, marketing communication, media relations and writing; professional services experience in field work and project/event management reaching out to diverse stakeholders

Professional Experience

December 2013 – Present, Nicor Gas, *Manager, Community Relations, & Economic Development, Crystal Lake, IL*

- Managing utility community relations and economic development support efforts within McHenry, Boone, Winnebago, Stephenson, Jo Davies, Ogle, Lee, DeKalb, Carroll and Whiteside counties
- Actively building and maintaining relationships with key local government officials, business leaders, non-profit organizations, and other community stakeholders to foster and support utility brand throughout defined territory
- Identify and vet philanthropic opportunities that align with the company's corporate giving focus areas as well as support the company's existing projects, volunteer initiatives and other business objectives
- Facilitate resolution of community concerns with the utility; support utility infrastructure projects; engage in volunteer activities and community projects and attend various local events and other functions on behalf of Nicor Gas

December 2010 – 2013, ICF International, *Associate, Jackson, MI*

- Coordinator and client contact for community outreach and communication for multi-million dollar Consumers Energy and DTE Energy utility residential energy efficiency programs; to reinforce utility corporate brand and reputation initiatives and encourage customer utilization of energy efficiency incentive measures; lead identifications of and participation in well over sixty outreach events and presentations, in 2011 and 2012 alone, including trade shows, expos and luncheons; outreach work has resulted in thousands of customer impressions and contributed in efforts to meet 254 MWh and 1.2 million MCF savings goals
- Built relationships with prominent public officials, business representatives and community groups; work resulting in additional outreach opportunities, including speaking engagements and community newsletter submissions
- Participating in outreach pilot program efforts to engage and activate employees, customers and community organizations; efforts intended to produce strategic outreach insights into effective outreach/communication methods

2007 – 2010, Pietryla Enterprises, *Associate (Part time), Chicago, IL*

- While teaching English full time, provided media pitching and writing support for clients in the information technology, data co-location and software integration solutions environments; drafted case studies, press releases and pitched trade press

2006 – 2007, APCO Worldwide, *Associate, Chicago, IL*

- Conducted media relations and strategic communication work for large national energy client, specifically regarding emerging technologies including creating targeted media lists and media pitching of news items to trade press
- Member of business development committee created to explore and secure new business opportunities; wrote and regularly edited sections of RFP responses; work resulted in several prospective opportunities in 2007 alone
- Promoted law firm client activities within Chicago-area print media and trade publications such as *Crain's Chicago Business, Chicago Daily Law Bulletin, Chicago Tribune, Chicago Sun-Time, Daily Herald, and Chicago Lawyer*

2004 – 2006, Powell Tate | Weber Shandwick Public Affairs, *Project Assistant, Washington, D.C.*

- Generated press coverage of the Federal Reserve campaign in the *Atlanta Journal Constitution, the Pittsburgh Post-Gazette* and local broadcast news affiliates in Philadelphia, PA
- Wrote background materials for Washington, DC conference on the French and American legal systems; attendees included U.S. Supreme Court Justices, prominent judges, law professors, national law school deans and French government officials; pitching resulted in coverage by C-SPAN and French media outlets
- Provided executive thought leadership support for European Commission and financial services client; work resulted in several speaking opportunities in front of well-known boards and business roundtables

Education

The George Washington University, Washington, D.C., M.A., Political Management (Communication); May 2006
University of Illinois at Urbana-Champaign, Urbana, IL, B.A., Political Science; History; English; May 2002

Skills and Interests

Knowledgeable in Microsoft Office Suite, Lexis Nexis, Factiva, Acrobat, Publisher, Salesforce.com, SharePoint, Constant Contact, SurveyMonkey, Adobe X, social media strategy; also enjoy writing, Taekwondo, golf, running and reading