



ST. CHARLES  
SINCE 1834

### AGENDA ITEM EXECUTIVE SUMMARY

Title: Presentation of a Recommendation by Mayor Rogina to Appoint Mr. David Pietryla to the St. Charles Corridor Improvement Commission

Presenter: Mayor Rogina

*Please check appropriate box:*

<input type="checkbox"/>	Government Operations	<input type="checkbox"/>	Government Services
<input type="checkbox"/>	Planning & Development	<input checked="" type="checkbox"/>	City Council (7/7/14)

Estimated Cost:	N/A	Budgeted:	<input type="checkbox"/> YES	<input type="checkbox"/> NO
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If NO, please explain how item will be funded:

**Executive Summary:**

By virtue of this memorandum I request your favorable consideration to appoint the following recommendation to the St. Charles Corridor Improvement Commission:

Mr. David Pietryla, 309 Walnut Street, St. Charles brings an integrated background in public relations, marketing communication, and professional services experience in field work and project/event management reaching out to diverse stakeholders. Mr. Pietryla will fill the vacancy on the Corridor Improvement Commission with a term expiration of 4/30/15.

**Attachments:** *(please list)*

Bio

**Recommendation / Suggested Action** *(briefly explain):*

Presentation of a recommendation by Mayor Rogina to appoint David Pietryla to the St. Charles Corridor Improvement Commission.

*For office use only:*

*Agenda Item Number:* IA

# DAVID A. PIETRYLA

309 Walnut Street, Apt. C | St. Charles, Illinois

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 efforts within McHenry, Boone, Winnebago, Stephenson, Jo Davies, Ogle, Lee, DeKalb, Carroll and Whiteside counties
- Actively building and maintaining relationships with key local governmental officials, business leaders, charities, and community leaders within defined territory
- Facilitate resolution of customer and community concerns with the utility; support utility infrastructure projects; engage in volunteer activities and community projects 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, 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, Illumen, Acrobat, Publisher, Salesforce.com, SharePoint, GIS, Constant Contact, SurveyMonkey, Adobe X, social media strategy/use; also enjoy writing, golf, running and reading.