

# Allentown

## All Inspiring

Ray O'Connell, Mayor  
City of Allentown  
435 Hamilton St, 5th Floor.  
Allentown, PA 18101-1699  
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Fax 610.437.8730  
Ray.OConnell@allentownpa.gov

**TO:** Michael Hanlon  
City Clerk

**FROM:** Ray O'Connell *ROC*  
Mayor

**DATE:** October 14, 2021

**SUBJECT:** Authorities, Boards, Commissions Appointments

Mayor O'Connell has approved the following appointment for City Council's consideration.

<u>Name</u>	<u>Authority/Board/Commission</u>	<u>Term to Expire</u>
Attorney Donna-Marie Daday	Ethics Board	12/15/2021

Attorney Daday will be fulfilling the unexpired term of Attorney Robert Donatelli who resigned from this board in April 2021 I have attached her resume for your review.

ROC/kal  
Attachments



# RECEIVED

OCT 04 2021

**REQUEST FOR APPOINTMENT** ~~MAYOR'S OFFICE~~ **DATE** October 3, 2021

**AUTHORITY, BOARD OR COMMISSION YOU ARE REQUESTING APPOINTMENT TO:** Ethics Board

**NAME:** Donna-Marie Daday

**HOME**

**ADDRESS:** 2829 Crest Avenue North, Allentown, PA 18104

**BUSINESS**

**ADDRESS:** 2001 Market Street, Suite 1800, Philadelphia PA, 19103

**TELEPHONE NO. (RESIDENCE)** 610.740.0437 **BUSINESS** 610.349.5099

**EMAIL:** donna.daday@pwc.com

**PRESENTLY EMPLOYED**

**BY:** PricewaterhouseCoopers LLP

**JOB**

**TITLE:** Director

**EMPLOYMENT**

**(Prior):** City of Allentown, City Solicitor's Office

**EDUCATION:**

<b>HIGH SCHOOL GRADUATE:</b>	<u>X</u>	<b>YES</b>	<u>        </u>	<b>NO</b>
<b>COLLEGE OR UNIVERSITY GRADUATE</b>	<u>X</u>	<b>YES</b>	<u>        </u>	<b>NO</b>
<b>DEGREE/FIELD OF STUDY</b>	<u>BA, Psychology; JD Law</u>			

BA from Gettysburg College

JD from Dickinson School of Law

**CURRENT MEMBERSHIP IN ORGANIZATIONS AND**

**OFFICES:** President of the Board of The Hillside School (2017 - current)

**PAST ORGANIZATIONAL MEMBERSHIP AND OFFICES**

**HELD:** Allentown School Board Director (2008 - 2011); Girl Scouts of Eastern Pennsylvania,

Treasurer (2008 - 2013); Pennsylvania Youth Ballet, Vice President (2007-2008), Secretary (2008-2009)

Board Member (2006-2011); Allentown Symphony, Board Member (1999- 2009), Treasurer (2001- 2003)

Vice President (2007-2008); Lehigh Valley Economic Development Committee , Finance Committee (1995-2006)

**DO YOU LIVE IN THE CITY OF ALLENTOWN:**      X   YES           NO

**DO YOU HAVE A SIGNIFICANT “BUSINESS” OR “PROPERTY” INTEREST IN ALLENTOWN? PLEASE EXPLAIN:**

My husband and I own an apartment /office building and parking lot within the City of Allentown  
in which he operates his law practice. Until recently, we also held 4 other buildings in the  
City as rental properties. We also own our home in the City.

**ARE YOU A REGISTERED VOTER:**                      x   YES           NO

**WHY ARE YOU INTERESTED IN THIS APPOINTMENT? BE SURE TO INCLUDE WHAT VALUE YOU WILL BRING TO THE BOARD:**

I am interested and honored to be considered for the position. I believe I am uniquely qualified,  
having served the City in a prior legal capacity. I am already very familiar with the City operations  
and believe I am able to work with other appointed individuals to administer the City's Code of Ethics.

**DO YOU ANTICIPATE A CONFLICT OF INTEREST BY SERVING AS A MEMBER OF AN AUTHORITY, BOARD OR COMMISSION:**        YES      x   NO

**IF YES, EXPLAIN:** \_\_\_\_\_

**IF YOU ARE BEING CONSIDERED FOR REAPPOINTMENT, PLEASE INDICATE HOW MANY TERMS YOU HAVE SERVED \_\_\_\_\_ AND THE YEAR YOU WERE FIRST APPOINTED \_\_\_\_\_.**

**NOTE: This information will be used for making appointments to authorities, boards and commission and in the event you are appointed/reappointed, it may be used as a news release to identify you to the community.**

*Rose Marie Peaday*

\_\_\_\_\_  
**Signature**

October 3, 2021

\_\_\_\_\_  
**Date**

**Please forward this request for appointment, along with a resume to:**

**Mayor's Office  
City Hall  
435 Hamilton Street  
Allentown, PA 18101**

# **Donna-Marie Daday, Esq.**

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2829 Crest Avenue North  
Allentown, PA 18104

(610) 349-5099  
[donna.daday@pwc.com](mailto:donna.daday@pwc.com)  
[donna.daday@gmail.com](mailto:donna.daday@gmail.com)

## **SUMMARY**

Accomplished attorney with more than 25 years of diverse employment, administrative, state and local tax, municipal and state government law experience. A collaborative leader with strength in forging strong, sustainable relationships, building effective teams, developing talented staff and driving business.

## **EXPERIENCE**

### **PRICEWATERHOUSECOOPERS LLP, PHILADELPHIA PA**

***Director, State and Local Tax***

***September 1996 to Present***

- ✓ Serve as the site leader of the Philadelphia sales and use tax practice within the State and Local Tax group since 2003, successfully managing an annual average of \$3.0 million for the last two fiscal years in individual revenue and staff of up to three senior associates and four associates.
- ✓ Provide high level business consulting on behalf of manufacturers, service providers and non-profits in identifying and resolving issues relating to state tax controversies, resulting in cash savings and tax minimization.
- ✓ Leverage supportive leadership style to foster development and career advancement for 6 individuals from associate to management level employees.
- ✓ Lead various internal and external training sessions on Tax Consulting Fundamentals, State and Local Tax Aspects of Mergers and Acquisitions, and State and Local Tax Issues Facing Non-Profits.
- ✓ Act as a leader with regard to participation in the Firm's initiatives surrounding Work/Life Flexibility, Diversity, Women's Networking and Recruiting.

### **CEDAR CREST COLLEGE, ALLENTOWN, PA**

***Adjunct Professor, Business Law***

***January 2008 to December 2011***

- ✓ Adjunct instructor in the Business and Management Department responsible for instructing Business Law courses to undergraduate students.
- ✓ Areas of instruction include contracts, corporate entity selection, real estate law, and employment law.

### **CITY OF ALLENTOWN, SOLICITOR'S OFFICE, ALLENTOWN, PA**

***Assistant Solicitor,***

***February 1994 to September 1996***

- ✓ Served as an assistant attorney in the City Solicitor's office primarily responsible for municipal legal determinations, memoranda of law, drafting of contracts and litigation involving municipal law.
- ✓ Served as primary assistant attorney in charge of business privilege tax, earned income tax and municipal liens.
- ✓ Initiated various collection programs including filing of municipal liens for unpaid water, sewer and trash as well as business privilege tax audits and contractor registration program.
- ✓ Coordination of various municipal legal determinations and litigation including business privilege tax, earned income tax and municipal liens before the Court of Common Pleas and Commonwealth Court.

**PENNSYLVANIA DEPARTMENT OF REVENUE, OFFICE OF CHIEF COUNSEL, HARRISBURG, PA**

**Assistant Counsel,**

***June 1991 to February 1994***

- ✓ Served as assistant counsel charged with managing Inheritance Tax and Sales and Use Tax appeals and inquiries.
- ✓ Drafted sales and use tax regulations and administrative policy statements which were adopted to implement significant law changes in 1991.
- ✓ Successfully litigated a \$1983 fee case in favor of the Commonwealth before the Commonwealth Court which resulted in a significant savings to the Commonwealth.

**COMMUNITY ACTIVITIES**

**THE HILLSIDE SCHOOL, MACUNGIE, PA**

**Board Member & President,**

***October 2017 to Current***

- ✓ Recently elected Board president of small, independent private school for children Grades 1 – 8 with learning disabilities.
- ✓ Serve on Finance and Executive Committees

**ALLENTOWN SCHOOL BOARD, ALLENTOWN, PA**

**School Director,**

***October 2008 to December 2011***

- ✓ Elected official responsible for managing school district functions on behalf of 17,000 + students.
- ✓ Worked closely on implementation of budget reductions and union contract negotiations.
- ✓ Served as representative to the Carbon Lehigh Intermediate Unit where I also participated on the negotiation committee.

**GIRL SCOUTS OF EASTERN PENNSYLVANIA, PHILADELPHIA PA**

**Treasurer**

***May 2007 to May 2013***

- ✓ Responsible for \$42 million portfolio of assets including various real estate holdings and investments.
- ✓ Instrumental in implementation of various business and financial policies following merger of three councils.
- ✓ Instrumental in selection of banking vendor, auditor(s) and investment counselor.

**Pennsylvania Youth Ballet, Bethlehem, PA**

*Board Member (2006 –2011); Vice President (2007 - 2008); Secretary (2008-2009)*

**Allentown Symphony Orchestra, Allentown PA**

*Board Member (1999 – 2009); Treasurer (2001-2003); Vice President (2007 - 2008)*

**Lehigh Valley Economic Development Corporation, Bethlehem, PA**

*Administration & Finance Committee (1995 – 2006)*

**EDUCATION**

**GETTYSBURG COLLEGE, Gettysburg, PA**

Bachelor of Arts in Psychology, May 1988, *Magna Cum Laude*

Minor: Music

Phi Beta Kappa

**DICKINSON SCHOOL OF LAW, Carlisle, PA**

Juris Doctorate, May 1991