



Allentown
City without limits.

Ed Pawlowski, Mayor
City of Allentown
435 Hamilton St, 5th Floor
Allentown, PA 18101-1699
Office 610.437.7546
Fax 610.437.8730
Ed.Pawlowski@allentownpa.gov

TO: Michael Hanlon
City Clerk

FROM: Ed Pawlowski *EP.*
Mayor

DATE: February 26, 2016

SUBJECT: Authorities, Boards, Commissions Appointments

Mayor Pawlowski has approved the following appointments and reappointment for City Council's consideration.

<u>Name</u>	<u>Authority/Board/Commission</u>	<u>Term to Expire</u>
Tiffany Polek	ANIZDA	01/01/2019
Seymour Traub	ANIZDA	01/01/2019
President John I. Williams	ANIZDA	01/01/2018

Ms. Polek is Representative Schweyer's pick for this board. She is replacing Dr. Ethel Drayton-Craig. Attorney Traub is being reappointed by Mayor Pawlowski and President John I. Williams is fulfilling the unexpired term of Alan Jennings. I have attached their resumes for your review.

EP/kal

Attachments

REQUEST FOR APPOINTMENT

DATE 2/12/16

AUTHORITY, BOARD OR COMMISSION YOU ARE REQUESTING APPOINTMENT TO: ANIZDA

NAME: Tiffany Polek

HOME ADDRESS: 817 W. Gordon St. Allentown, PA 18102

BUSINESS ADDRESS: _____

TELEPHONE NO. (RESIDENCE) 484.860.9277 **BUSINESS** _____

EMAIL: polek+@allentownsd.org / tiffanypolek@gmail.com

PRESENTLY EMPLOYED

BY: Allentown School District, Mosser Elem. School

JOB TITLE: Principal

EMPLOYMENT (Prior): ASD, Central Elem. School, Teacher

EDUCATION:

HIGH SCHOOL GRADUATE:	<u>✓</u> YES	<u> </u> NO
COLLEGE OR UNIVERSITY GRADUATE	<u>✓</u> YES	<u> </u> NO
DEGREE/FIELD OF STUDY	_____	

Bachelors - Psychology / Elementary Educ.

Masters - Educational Leadership / Principal Cert.

CURRENT MEMBERSHIP IN ORGANIZATIONS AND OFFICES: _____

PA Principals Association

National Association of Elem. Principals

PAST ORGANIZATIONAL MEMBERSHIP AND OFFICES
HELD: _____

DO YOU LIVE IN THE CITY OF ALLENTOWN: ☒ YES ☐ NO

HAVE YOU EVER BEEN ARRESTED?

No

IF SO, WHY?

DO YOU HAVE A SIGNIFICANT "BUSINESS" OR "PROPERTY" INTEREST IN
ALLENTOWN? PLEASE EXPLAIN:

No

ARE YOU A REGISTERED VOTER: ☒ YES ☐ NO

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

I am interested in being involved in helping to
improve our community and to be an advocate
for our families and residents. My education
background would hopefully add value to the board.

DO YOU ANTICIPATE A CONFLICT OF INTEREST BY SERVING AS A MEMBER
OF AN AUTHORITY, BOARD OR COMMISSION: ☐ YES ☒ 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.

Tiffany Polak
Signature

2/12/16
Date

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

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

RECEIVED

DEC 10 2015

REQUEST FOR APPOINTMENT MAYOR'S OFFICE DATE 11/12/15

AUTHORITY, BOARD OR COMMISSION YOU ARE REQUESTING APPOINTMENT TO: ALLENTOWN NEIGHBORHOOD IMPROVEMENT ZONE AUTHORITY

NAME: SEYMOUR TRAUB

HOME ADDRESS: 845 BENNER ROAD, ALLENTOWN, PA 18104

BUSINESS ADDRESS: SAME (SEMI-RETIRED)

TELEPHONE NO. (RESIDENCE) 610-393-0615 BUSINESS 610-393-0165 (CELL)

EMAIL: SYTRAUB@KIDSTUFFCB.COM

PRESENTLY EMPLOYED BY: PART OWNER OF KIDSTUFF COUPON BOOKS

JOB TITLE: VICE PRESIDENT AND COMPANY COUNSEL

EMPLOYMENT (Prior): GENERAL COUNSEL AND SENIOR VICE PRESIDENT, ST. LUKE'S UNIVERSITY HEALTH NETWORK

EDUCATION:
HIGH SCHOOL GRADUATE: X YES NO
COLLEGE OR UNIVERSITY GRADUATE X YES NO
DEGREE/FIELD OF STUDY

B. CHEM. ENG. - N.Y.U. ; M.B.A. - LEHIGH UNIVERSITY
JURIS DOCTORATE - GEORGETOWN UNIVERSITY LAW CENTER

CURRENT MEMBERSHIP IN ORGANIZATIONS AND OFFICES:

CHAIRMAN - ALLENTOWN NEIGHBORHOOD IMPROVEMENT ZONE AUTHORITY
CHAIRMAN - ALLENTOWN ECONOMIC DEVELOPMENT CORPORATION
MEMBER OF THE BOARD - LEHIGH VALLEY ECONOMIC DEVELOPMENT CORP
DIRECTOR - ST. LUKE'S NETWORK INSURANCE RISK RETENTION GROUP

PAST ORGANIZATIONAL MEMBERSHIP AND OFFICES

HELD: _____

PRESIDENT - BERKLEIGH COUNTRY CLUB; MEMBER OF THE BOARD
BOYS AND GIRLS CLUB OF ALLENTOWN; LEHIGH VALLEY CHAMBER ORCHESTRA
FUND TO BENEFIT CHILDREN & YOUTH

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

HAVE YOU EVER BEEN ARRESTED?

 NO

IF SO, WHY?

DO YOU HAVE A SIGNIFICANT "BUSINESS" OR "PROPERTY" INTEREST IN ALLENTOWN? PLEASE EXPLAIN:

OWN A HOME IN ALLENTOWN

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 WISH TO CONTINUE TO BUILD ON THE REVITALIZATION
THAT ANIZDA HAS HELPED TO BRING TO ALLENTOWN.

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 ONE AND THE YEAR YOU
WERE FIRST APPOINTED 2012.

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.

Seymour Jacob
Signature

11/12/15
Date

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

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

REQUEST FOR APPOINTMENT

DATE 11/30/15

DEC 04 2015

AUTHORITY, BOARD OR COMMISSION YOU ARE REQUESTING APPOINTMENT TO MAYOR'S OFFICE

NAME: JOHN I. WILLIAMS, JR.

HOME ADDRESS: 339 N. LEH ST. ALLENTOWN PA 18104

BUSINESS ADDRESS: MUHLENBERG COLLEGE 2400 CHEW ST. ALLENTOWN PA 18104

TELEPHONE NO. (RESIDENCE) 484-523-3040 BUSINESS _____

EMAIL: JWILLIAMS@MUHLENBERG.EDU

PRESENTLY EMPLOYED BY: MUHLENBERG COLLEGE

JOB TITLE: PRESIDENT

EMPLOYMENT (Prior): _____

EDUCATION:

HIGH SCHOOL GRADUATE	<input checked="" type="checkbox"/> YES	<input type="checkbox"/> NO
COLLEGE OR UNIVERSITY GRADUATE	<input checked="" type="checkbox"/> YES	<input type="checkbox"/> NO
DEGREE/FIELD OF STUDY	<u>ECONOMICS</u>	

CURRENT MEMBERSHIP IN ORGANIZATIONS AND OFFICES: LIFE TRUSTEE, AMHERST COLLEGE

PAST ORGANIZATIONAL MEMBERSHIP AND OFFICES

HELD: PRESIDENT, MASS. BUSINESS AVIATION ASS'N.

TRUSTEE, MUSEUM OF AFRICAN AMERICAN HISTORY

TRUSTEE, PREP-FOR-PREP

DO YOU LIVE IN THE CITY OF ALLENTOWN:



YES

☐ NO

HAVE YOU EVER BEEN ARRESTED?

NO

IF SO, WHY?

DO YOU HAVE A SIGNIFICANT "BUSINESS" OR "PROPERTY" INTEREST IN ALLENTOWN? PLEASE EXPLAIN:

ARE YOU A REGISTERED VOTER?



YES

☐ NO

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

I' AM INTERESTED IN HELPING FOSTER ECONOMIC

DEVELOPMENT IN ALLENTOWN

DO YOU ANTICIPATE A CONFLICT OF INTEREST BY SERVING AS A MEMBER OF AN AUTHORITY, BOARD OR COMMISSION:

☐ YES



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
commissions and in the event you are appointed/reappointed, it may be used as a news
release to identify you to the community.



Signature

11/30/15

Date

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

Mayor's Office
City Hall
435 West Hamilton Street
Room 528
Allentown, PA 18101

PROFESSIONAL SUMMARY

Proven executive leader with extensive, wide-ranging experience in higher education, strategic marketing, digital transformation, customer loyalty, social media, online travel, financial services, and air transportation ventures. Interested in strategy and operational roles that leverage my innovation skill set and career experience.

PROFESSIONAL EXPERIENCE**ENTREPRENEURSHIP AND CONSULTING****1996-Present**

Managed a series of entrepreneurship and consulting assignments related to career interests in higher education, customer loyalty and social impact; highlights including:

ISTARTUP: Co-Founder and CEO. iStartup offers a set of services that nurture innovation, impact and success, including: co-working spaces designed to nurture and support innovation; collaborative learning programs for personal and professional development; and design consulting regarding innovative office and productivity tools. (2013-present)

HARVARD INNOVATION LAB: Entrepreneur-in-Residence. Advise students across the university regarding entrepreneurial ventures, social entrepreneurship, and personal and professional development. (2011-present)

THE BRIDGESPAN GROUP: Partner in nonprofit strategy consulting firm that helps leaders accelerate their social impact. Led client engagements with non-profit, mission-driven organizations to help them work through their most important decisions, typically regarding strategy, operating model, funding and growth/expansion. Clients included: Communities in Schools, National Academy Foundation, FIRST, Boston Museum of Science and JumpStart. (2011-2013)

JET FLITE INTERNATIONAL: President, Eastern Division. Responsible for marketing and operations of eastern division of West Coast-based air charter firm. (2010-2011)

HERITAGE TRAVEL: President & CEO of online travel startup focused on travel to heritage-rich destinations. (2008-2009)

BAIN & COMPANY/NPS LOYALTY FORUM: Co-Founder/Director of new, global business within Bain & Company serving senior loyalty-focused executives at Fortune 100 organizations committed to driving customer loyalty using the *Net Promoter System*. Led client relations and business development, marketing and operations. Grew organization's revenue and profitability at rates substantially exceeding budget and firm's expectations. (2006-2008)

EDUVENTURES, LLC: Vice President, Consulting. Led the consulting division of this leading education-related information services company, selling to education institutions and suppliers, focusing on strategy, sales and marketing, and operations functions. Clients included higher education institutions, publishers, supplemental education suppliers, and private equity firms. Increased consulting division's quarterly revenue by over 50%. Closed and managed largest consulting engagement in firm's history to-date. (2005-2006)

AIRLIMO, INC.: President & CEO of start-up aviation company providing scheduled jet service for high-impact business travelers initially within the Northeast, Mid-Atlantic, and Midwest US and expanding regionally. (2003-2005)

SENTIENT JET, INC. (formerly eBizJets): President & CEO of privately-held, rapidly growing company that pioneered the concept of private jet membership for executive travelers. Led all phases of operations and expansion efforts, upgrading staff and facilities. Achieved profitability on schedule and quadrupled revenues from \$8M to \$32M and achieved profitability on plan. Successful sale to private equity firm. (2000-2003)

BIZTRAVEL.COM, INC.: President & CEO of Internet-based start-up offering highly-tailored services for frequent business travelers. Raised two rounds of financing totaling \$20M and closed two acquisitions. Grew business to over 600,000 members prior to successful strategic sale to Rosenbluth Travel. (1996-2000)

AMERICAN EXPRESS TRAVEL RELATED SERVICES CO., INC.**1988-1996**

Rose through a series of leadership roles for this multibillion-dollar industry leader providing travel related services as well as diversified personal and business financial programs.

Senior Vice President/General Manager – Consumer Travel Network, USA (1994-96)

Managed domestic retail travel network with 2000 employees and \$1 billion in annual travel sales delivered through 700+ owned and represented offices, four large call centers, and *ExpressReservations* online travel service. Annual operating budget: approximately \$100 million.

- Restructured and refocused the entire field organization along the division's three business lines (leisure travel, business travel, financial services).
- Reduced field operating expenses by more than 35% while increasing revenue growth; quadrupled unit's pre-tax profit.

Senior Vice President – Marketing Information Services (1992-94)

Directed 200-person unit responsible for all direct marketing operations within the US.

- Reengineered unacceptably long run times for cardmember database processing by converting the database from IBM 3090 mainframe computers to a Thinking Machines supercomputer.
- Negotiated American Express' first-ever online presence with AOL.

Vice President – Platinum Card, USA (1990-92)

Successfully repositioned the Platinum Card by launching innovative, new services, including *Fine Hotels & Resorts* hotel program and *By Invitation Only* exclusive events program; both continue as core benefits. Eliminated unprofitable and off-strategy *Centurion Club* service. Despite recessionary environment, restored premium product to growth track.

Senior Vice President – Strategic Planning (1988-90)**OTHER EXPERIENCE**

Consulting/management roles with Bain & Company, Gartner Group, Chemical Bank, and Softbridge Microsystems Corp.

EDUCATION

JD • Harvard Law School (1979)

MBA • Harvard Business School (1979)

BA, *magna cum laude*, Economics • Amherst College (1975)

-Honors thesis: *On Improving Low- and Moderate Income Housing; Focus, New York City*

BOARDS, PROFESSIONAL AND CIVIC ORGANIZATIONS

Member of the Bar, New York and Massachusetts

Trustee, Amherst College Board of Trustees (1984-1996; *Life Trustee*, 1996-present)

Entrepreneur-in-Residence, Harvard Innovation Lab ("I-Lab") (2011-present)

Member, Parents' Council, Washington University in St. Louis (2011-present)

Board Member, Linear Air (2011-present)

Founding President and Director, Massachusetts Business Aviation Association (2002-2008)

Trustee, Museum for African-American History (2002-2007)

Trustee, Prep-for-Prep (1993-1998)

David Rockefeller Fellow, NYC Partnership (1992)

AVOCATIONS

Aviation: *Airline Transport Pilot*, ASEL and AMEL ratings (over 2,200 flight hours)

Vocal Performance: *Second Tenor*, Mastersingers USA. Winner, *International Eisteddfod*, Llangollen, Wales 2003