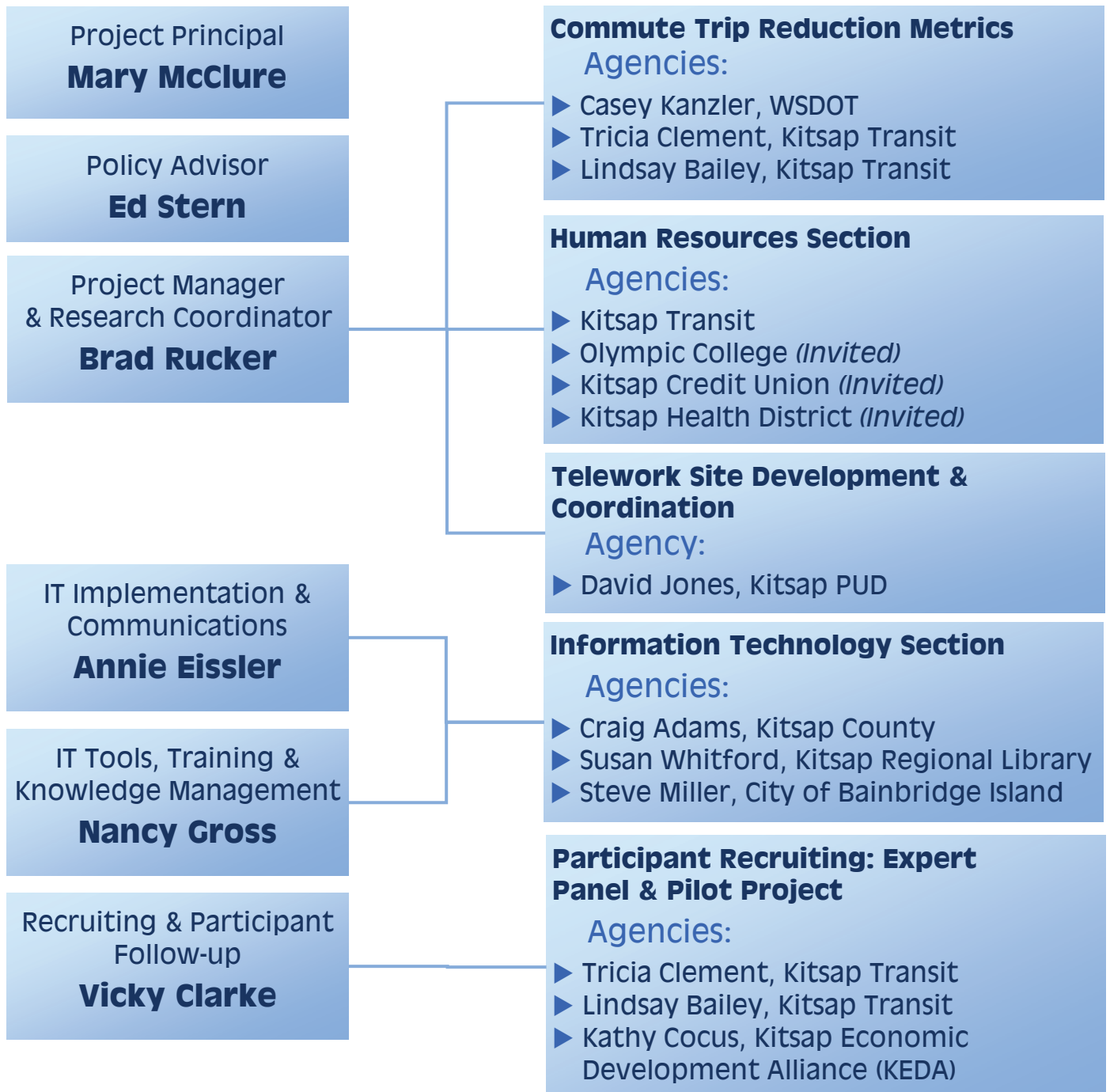




# Project Team

Management of the Telework Pilot Project Team includes staff members from participating agencies and a specially assembled staff team from McClure Consulting LLC.





## Mary McClure

*Project Principal  
for the Kitsap Telework Pilot Project*

Mary McClure is principal of McClure Consulting LLC that has been providing executive management services for the Kitsap Regional Coordinating Council for the past 9 years, and transportation/growth management consulting for 10+ years before that. The Regional Council is the council of governments for Kitsap County – including the County, Cities, Naval Base Kitsap, the Port of Bremerton, and the Port Gamble S’Klallam and Suquamish Tribes. Mary’s responsibilities include inter-agency coordination in a wide variety of areas, including: land use, transportation, and telecommunications planning, municipal finance, legislative coordination with Olympia, and public works.

The Kitsap Regional Coordinating Council’s Broadband Program has developed under Mary’s leadership, including the public agency fiber-based intra-net Kit~Net and the Techno-Tools & Telework (T3) Team, charged with developing 21<sup>st</sup> century tools for public agencies throughout Kitsap County. The Kitsap Telework Pilot Project was designed through the T3 Team’s work.

McClure Consulting has been providing facilitation, inter-jurisdictional coordination, public involvement services, marketing, and survey research for public agencies and private businesses in the Puget Sound area for the past 25 years. A sample of other clients includes WSDOT, Kitsap Transit, City of Bremerton, City of Bainbridge Island, Washington State Ferries, Kitsap County, Kitsap Health District, and Olympic Property Group.

## Ed Stern

*Policy Advisor  
for the Kitsap Telework Pilot Project*

Ed Stern has a long established record of public service and is currently serving his third consecutive term on the Poulsbo City Council. Ed is a member of the Board of Directors of the Association of Washington Cities (AWC), an alternate on the Kitsap Regional Coordinating Council Executive Board, a member of the Washington State Legislature’s High Speed Internet Strategies Working Group, and a Kitsap Economic Development Alliance Board Member. In addition, Ed represents Kitsap County as an alternate on the Puget Sound Regional Council (PSRC) Economic Development District Committee.

Ed has spoken passionately about telework and broadband infrastructure as 21<sup>st</sup> century solutions to 20<sup>th</sup> century transportation problems; work of particular importance in Kitsap and many other Washington Counties where a large percentage of workers commute out of the County to work. Ed’s role on the Telework Project Team is to help the team focus on the big picture. His policy knowledge and experience building account relationships will help ensure the project team meets its mandate to produce a Telework Toolkit that can be utilized by large and small communities and organizations both public and private. Ed will also be involved in positioning the Toolkit for life after the conclusion of the pilot.



Brad Rucker is an accomplished marketing & opinion research professional with over 20 years experience finding meaning behind the numbers. Through his career, Brad has worked with a wide range of clients in both the private and public sectors. He is a detail-oriented project manager and problem-solver, with a clear writing style and ability to communicate complex concepts in easy-to-understand terms.

### **Kitsap Regional Coordinating Council**

For the Telework Pilot Project, Brad will be responsible for management, organization and continuity of the many threads that must come together to realize the goal of producing the best possible telework toolkit. Brad will also be responsible for designing, administering, and analyzing the Pilot Project's numerous surveys and weekly diaries.

Over the past three years, Brad has contributed to various Regional Council projects, including design and maintenance of the Council's website, newsletters, flyers, various surveys, and report writing on special projects.

### **Essential Surveys (2005-Present)**

In 2005, Brad founded Essential Surveys, a marketing research & public opinion research firm to serve the West Sound market. Essential Surveys has just completed the design of three survey instruments for Kitsap Conservation District aimed at identifying marketing opportunities for Kitsap's agricultural sector. Previous work includes membership surveys for two tribal casinos, including the Suquamish Clearwater Casino, and multiple projects for Kitsap County Public Works, Solid Waste Division.

### **Hypergrove Engineering (2000-2004)**

Project Manager for a software startup developing an XML application for the automated writing and abstracting of real estate leases. This job required the ability to wear many hats; online research, developing a 10,000+ word real estate dictionary, writing a company business plan, graphic design, software testing, and more.

### **Previous Experience**

**McClure Consulting:** Research Manager (1998 – 1999) *Transportation projects*

**ARCACO Market Research:** Co-Founder (1987 – 1998) *Credit Unions, Regional Banks, Associations*

**Gilmore Research Group:** Special Projects (1987 – 1990) *Report Writing for public agency projects*

**Market Trends:** Account Executive (1986 – 1987) *Range of private-sector companies*

**McClure Research Co.:** Project Manager (1984 – 1985) *Range of public & private-sector organizations*

**Consumer Attitude Research:** Project Coordinator (1980 – 1984) *Grocery & Restaurant industries*

**Social & Environmental Research Associates:** Research Assistant (1977 – 1980) *Tribal Health Care & Property Development*



Annie Eissler is a marketing and e-business professional with over 15 years experience bringing technology to market. Through her career, Annie has worked closely with end users, business leaders, developers, network engineers, and IT professionals to launch and grow a wide range of technology products and services in the Internet, hosting, security, networking, communications, IT services, software (SaaS and enterprise), and web-based services segments. Annie will be instrumental in translating technical language into layman's terms for toolkit users.

### **Kitsap Regional Coordinating Council**

For the Telework Pilot Project, Annie will be responsible for coordinating the IT components of the telework toolkit. Annie will also be responsible for coordinating project communication materials and programs throughout the project's lifecycle.

### **Mixtur Interactive (October 2007-Present)**

In 2007, Annie co-founded Mixtur Interactive, an outsource marketing firm located on Bainbridge Island, that serves technology, green and consumer companies in the Puget Sound and the Washington, D.C. region. Mixtur's clients include ServerVault, a leading IT infrastructure provider to the federal government; SpringCM, a leading SaaS content management solution provider; and Neutral Net, a communications firm serving utilities and wholesale telecom providers.

### **Synchris, Inc. (January 2006-October 2007)**

Vice President of Product Marketing responsible for establishing Privia® as the leading bid and proposal management solution for government contractors.

### **Communication Technologies, Inc. (August 2004-January 2006)**

Vice President of Marketing and Customer Service responsible for broadband (wireless and broadband over powerlines) product strategy and operations.

### **Airlines Reporting Corporation (June 2002-August 2004)**

Director of e-Business responsible for e-business strategy and development of single sign-on infrastructure and portal to domestic travel industry applications and data.

### **PSINet Inc. (June 1995-May 2002)**

Senior marketing and operations management positions responsible for growth of the company's commercial operations to over 70 locations worldwide.

### **Other Experience:**

**Mathis & Associates:** Project Manager (1993 – 1995) *Market research for public & private sector*

**(U.S.) Presidential Transition Office:** Project Manager (1992 – 1993) *Public sector*

**The Africa-American Institute:** Project Manager (1988 – 1992) *Public & private sector*

**Institute of International Education:** Project Coordinator (1987 – 1988) *Public & private sector*



Nancy Gross is a recognized expert in the field of knowledge management as a means to improve organizational performance. She has experience in development of strategy and program operations. Nancy has developed tools and technical training for end users. In addition, as an end user of telework tools, Nancy has worked offsite one to two days each week over the last ten years, and has used many telework tools on a daily basis.

### **Kitsap Regional Coordinating Council**

For the Telework Project, Nancy will provide input for the IT Tools section of the Telework Toolkit. Nancy will also assist in the development of training program guidelines. Her knowledge management experience at Sprint will prove valuable as the Toolkit is positioned for utilization by organizations of all types and sizes.

### **Sprint (1992 – 2008)**

Senior Program Manager of Knowledge Management (KM)\* program. Developed corporate strategy for deployment of KM practices. Created standards and metrics for KM activities. Consulted with executives about best practices for deployment and management of communities of practice. Developed and deployed tools to support users with their KM work. Was primary liaison to IT department on software requirements for information management software.

While at Sprint, Nancy spoke at national and regional conferences on KM and communities of practice. Nancy was also a leader in the Chairman's Quality Award program at Sprint, an internal quality program based on the Malcolm Baldrige criteria.

Prior to working in knowledge management, Nancy spent a number of years at Sprint in the corporate university, engaged in developing and delivering technical training, and, managing the teams that performed those tasks.

### **Certification, Knowledge Management Professional**

Nancy achieved certification by the Knowledge Management Professional organization (<http://kmpro.org>) based on training and demonstrated success in deployment of KM projects:

- Certified Knowledge Manager, 2007
- Certified Knowledge Management Professional, 2008

\* *Knowledge Management (KM) is a conscious strategy of getting the right knowledge to the right people at the right time and helping people share and put information into action in ways that strive to improve organizational performance.*