

**Profile**

Question applies to Pickleweed Advisory Committee

**Pickleweed Advisory Committee:** The deadline for filing applications is **open until filled**.

Andrew J Cullen  
First Name Middle Initial Last Name

**Which Boards would you like to apply for?**

Fire Commission: Submitted  
Special Library Parcel Tax Committee (Measure D): Submitted  
Pickleweed Advisory Committee: Submitted

[Redacted]  
Email Address

[Redacted]  
Street Address

[Redacted]  
Suite or Apt

San Rafael CA 94901  
City State Postal Code

**Are you a resident of San Rafael**

Yes  No

**Resident of the City of San Rafael for how many years?**

San Rafael

[Redacted]  
Primary Phone

[Redacted]  
Alternate Phone

Lawrence Berkeley National Laboratory EHS Professional  
Employer Job Title

**Business Address**

[Redacted]

**How did you learn about this vacancy? \***

NextDoor

**Interests & Experiences**

**Do you participate in any civic activities?**

Not currently.

List any civic organizations of which you are a member:

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MCBC.

Education:

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UC Berkeley B.S. Chemistry (2013)

Why are you interested in serving on a board or commission?

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To serve the community I live in.

Describe possible areas in which you may have a conflict of interest with the City:

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None.

[Andrew Cullen Resume\\_013020.docx](#)

Upload a Resume

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## Demographics (Optional)

The demographic information you choose to provide is **VOLUNTARY** and **OPTIONAL** and refusal to provide it will not subject you to any adverse treatment. This information will be considered confidential, kept separate from your application and will not be used for evaluating applications or making appointments. The City of San Rafael will use this information solely to conduct research and compile statistical reports regarding the composition of its Board and Commission applicants.

Ethnicity:

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To which gender do you most identify?

[REDACTED]

How old are you?

[REDACTED]

# ANDREW CULLEN

## CONTACT



Tel: [REDACTED]



[REDACTED]



Linkedin.com/andrew-cullen



[REDACTED]  
San Rafael, CA, 94901

## Certifications

**CHMM, 2018-Present**

Certified Hazardous Materials Manager

**CSP, 2019-Present**

Certified Safety Professional

## Training

- OSHA 40-Hour HAZWOPER
- DOT 40-Hour Basic Awareness
- DOT Advance Mixed/Radiation Shipper
- EPA RCRA/CWA/CAA
- CA Title 22/HSC
- IATA

## Skills and Abilities

- Project Management
- Program Development/Implementation
- Research Methods
- Waste Management Regulations
- Chemistry, Statistics and Public Health
- Written and Oral Communication
- Self-Motivated and Independent
- Collaborative with Diverse Groups
- Resourceful

## PUBLICATIONS

Peyton Shieh, M. Sloan Siegrist, **Andrew J. Cullen**, and Carolyn R. Bertozzi. "Imaging bacterial peptidoglycan with near-infrared fluorogenic azide probes"  
*Proceedings of the National Academy of Sciences U. S. A.* **2014**, *111*, 5456-6461.

## EDUCATION

**University of California, Berkeley**

School of Public Health

*Masters of Public Health, Environmental Health*

*Anticipated 2020*

**University of California, Berkeley**

College of Chemistry

*Bachelors of Science, Chemistry*

**2013**

## RELEVANT EXPERIENCE

**Environment/Health/Safety Professional**

**June 2018 - Present**

*Lawrence Berkeley National Laboratory*

- Provide guidance, direction and recommendations to research and operations personnel to improve safety and regulatory compliance of hazardous materials
- Develop relationships with multi-disciplinary teams to support planning and implementing improvements to EH&S programs
- Identify and strengthen technical program areas to ensure compliance with applicable regulations and to reduce risk to the institution
- Classify and certify waste with the application of generator process knowledge to meet on-site and off-site TSDF WACs and DOT regulations
- Interpret regulations applicable to environmental compliance

**Chemistry Lab Technician**

**August 2016 – June 2018**

*College of Marin*

- Oversaw and strengthened EH&S procedures in chemistry teaching labs
- Optimized chemical inventories, safety inspections and labeling programs
- Projected and purchased supplies and equipment by managing a budget
- Strategized meeting program needs of students, faculty and staff

**Junior Research Specialist I**

**July 2013 – July 2014**

*University of California, Berkeley*

- Influenced and implemented new EH&S policies by participating in the Chemical Safety Committee
- Optimized EH&S controls in a research space that contained chemical, biological (BSL2), and radioactive hazards
- Oriented and oversaw training of new lab members in EH&S
- Conducted organic synthesis and biological labeling research under limited supervision and collaborated with a team of scientists
- Communicated research findings through written reports and presentations

**Undergraduate Researcher**

**August 2012 – July 2013**

*University of California, Berkeley*

- Invented a synthetic pathway for Si-Rhodamines and cyclooctynes for use in copper-free click labeling of bacterial and mammalian cells
- Analyzed data and constructed manuscripts to communicate results
- Publicized research results through poster and PowerPoint presentations

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## Profile

David \_\_\_\_\_ Fonkalsrud \_\_\_\_\_  
First Name Middle Initial Last Name

### Which Boards would you like to apply for?

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Fire Commission: Appointed

\_\_\_\_\_  
Email Address

\_\_\_\_\_  
Street Address

\_\_\_\_\_  
Suite or Apt

San Rafael \_\_\_\_\_  
City

CA \_\_\_\_\_  
State

94901 \_\_\_\_\_  
Postal Code

### Are you a resident of San Rafael

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Yes  No

### Resident of the City of San Rafael for how many years?

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\_\_\_\_\_  
Primary Phone

\_\_\_\_\_  
Alternate Phone

Equinix, Inc. \_\_\_\_\_  
Employer

Director, Global Public Relations \_\_\_\_\_  
Job Title

### Business Address

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\_\_\_\_\_

### How did you learn about this vacancy? \*

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Other

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## Interests & Experiences

### Do you participate in any civic activities?

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San Rafael Fire Commission alternate (2016-present); St. Anselm School Girls CYO Athletic Director (2017-present); Coaching various kids sports teams (soccer, basketball); Various fundraising activities (Swim Across America, Glenwood School Foundation, St. Anselm School Golf Tournament, Leukemia Society – Team in Training).

**List any civic organizations of which you are a member:**

San Rafael Fire Commission (alternate)

**Education:**

B.A. degree in political science from Denison University, Granville, OH

**Why are you interested in serving on a board or commission?**

Firefighters across the nation and world put their lives on the line every day to protect the public. I would like to continue to help serve in a way in which I can give back a small amount in exchange for the tremendous sacrifices they make. I am also interested in emergency response, as I am an Eagle Scout from a Boy Scout troop that was very focused on first aid and emergency preparedness -- and from the fact that my father was a medical professional. I feel that now more than ever the public needs to be aware of fire risks and what they can do to be more fire wise and prepared – something that I can hopefully contribute to from my background in public relations and communications. I also have several friends who are fire fighters!

**Describe possible areas in which you may have a conflict of interest with the City:**

None.

[Resume - David Fonkalsrud.doc](#)

Upload a Resume

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**Demographics (Optional)**

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**Ethnicity:**

**To which gender do you most identify?**

[Redacted]

**How old are you?**

[Redacted]

# DAVID FONKALSRUD

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## SUMMARY

- 20+ years of corporate communications, public relations and marketing communications experience on the agency and client side.
- Experience in executive management of all functional areas of a communications agency, including business development, P&L management, talent recruitment and retention, and senior-level client strategy and engagement.
- Proven track record of successes in: translating the vision of C-level executives into communications programs that advance business goals; leading and mentoring teams; developing strategic positioning / messaging; successfully positioning companies before business, trade and consumer press; protecting and advancing corporate reputation during high-profile and high-risk events.

## EXPERIENCE

### **RACEPOINT GLOBAL, San Francisco, California, 2014 - Present** **Executive Vice President**

Top executive managing the Western U.S. operations of global top 20 public relations and marketing services agency.

- Manage the teams that, in less than one year, secured more than 10 new clients, including brands such as Rambus, Cypress Semiconductor, Springpath, Megaport, Loop Commerce and Stanford Children's Hospital.
- Provide strategic leadership to clients and agency teams executing programs throughout the U.S., including Samsung, Bank of the West and E Ink.
- Grew office headcount by 20% to 20+ staff, overseeing recruitment, professional development and staff engagement initiatives in a highly competitive market for talent.
- Executed vision of developing agency staff with backgrounds in traditional public relations to become "marketers" with the ability to execute fully integrated marketing services programs (traditional PR, digital marketing, creative, content amplification, paid influencer programs, etc.).
- Led the staff and client rollout of Racepoint's proprietary influencer engagement technology – a solution that provides unique insight into the degree of influence specific individuals exert on stakeholders/topics and how to most effectively engage with them to promote a priority narrative.

### **K/F COMMUNICATIONS, INC., San Francisco, California, 2001 - 2014** **Co-Founder / Principal**

Co-founded and grew award-winning public relations and strategic communications agency to 10+ employees and annual billings of \$1.7 million. Agency was ranked #19 in the 2013 *O'Dwyer's* list of the top public relations firms in San Francisco/Northern California. Managed staff and clients in a variety of business-to-business and business-to-consumer markets, providing consultation on communications strategy and tactics, positioning and messaging, media and analyst relations, crisis communications, media training, internal communications, financial communications, social media, and speaking opportunity and presentation development. Formulated strategic direction of the agency, led business development programs, and managed employee development initiatives.

Highlights include:

- Managed agency to achieve profitability through the technology recession of 2001 and the Great Recession of 2007-2009, and the subsequent boom cycles.
- Led all financial aspects of the business including P&L for the agency and each account.
- Nurtured client relationships through close interaction with client contacts, ensuring excellence of work product, and providing ongoing strategic counsel.
- Developed and grew network of client-side PR and marketing contacts and venture capital partners to ensure a constant pipeline for new business opportunities. Over a 13 year period, secured more than 50 clients for the agency.
- Established an entrepreneurial, merit-based culture within the agency for employee advancement. Developed process for evaluating prospective talent, mentoring and training staff, even at senior levels, and measuring employee productivity and contribution to accounts.
- Successful exits for startup clients resulted in acquisitions by Apple, Citrix, Juniper Networks, Oracle, F5 Networks, Ziff Davis, Discovery Communications and an IPO.

Specific client accomplishments:

- **Equinix, Inc. (Nasdaq: EQIX):** Over a nine year relationship, developed and implemented the pre and post-IPO external communications programs for this developer of large data center facilities, helping it to grow from an unknown startup to a global brand with annual revenues of more than \$1B. Created the global crisis communications program, managed PR initiatives for the company's IPO and four acquisitions, led market analyst relations, and developed the global PR strategy for operations in Europe and Asia-Pacific. Developed the foundational and ongoing positioning/messaging that was instrumental in differentiating Equinix from several high-flying competitors that ultimately went out of business after the 2001 recession and that was integral to the company's long-term success.
- **Digg:** Led all elements of the four-year, award-winning PR program that launched Digg from an unknown startup to a well-known global brand. Created the company messaging that positioned Digg on the forefront of the emerging social media category. Secured coverage in top U.S. and global media, including cover articles in *Business Week*, *Time Magazine*, *Inc. Magazine* and *Red Herring*. The successes of the PR program attracted multiple acquisition suitors and enabled Digg to sign a breakthrough advertising contract that provided a critical revenue stream.
- **Intel:** Directed the PR program for a software division at Intel that created more than one million impressions in targeted media within the first five months and secured thought leadership for the division's management within its target market. This program was directly linked to securing key customer and partner relationships for Intel.
- Additional client engagements included: Amdel, Arcwave, B-Side Entertainment, Blue Run Ventures, Commute.org, Covia Labs, Defense.Net, Edgewater Networks, Extreme Reality, MiMedia, Net6, Orbital Data, PacketMotion, Peribit Networks, Pre Found, RowNine, SimpleGeo, TagWhat and Talari Networks.

### ***INDEPENDENT CONTRACTOR, San Francisco, California, 2000 - 2001***

#### **Public Relations Consultant**

Provided public relations consulting services for several technology companies, including Equinix, Logictier and Sentica.

Specific accomplishments included:

- Planned and executed a press event for the grand opening of a data center in San Jose that generated more than 20 million press impressions including coverage on *CNBC*, the *Fox News Channel*, *CNET News TV*, *ZDTV*, local San Francisco TV news, *Reuters*, *Bloomberg*, the *San Francisco Examiner*, *Business 2.0* and others.
- Planned and executed a press conference with Salt Lake City Olympic CEO Mitt Romney to announce a client's sponsorship of the 2002 Olympic Winter Games, generating local and international broadcast, print and online coverage.

### ***DHL WORLDWIDE EXPRESS, INC., Redwood City, California, 1995 - 2000***

#### **Marketing Communications Manager**

Serving as the top communications executive for the company, worked directly with the CEO to manage external and internal communications programs, including corporate communications, employee communications and advertising. Designed strategic communications plans for all significant company initiatives, including network expansion, strategic alliances and new product launches. Developed corporate positioning / messaging, served as the primary company spokesperson, and managed all media relations, executive speaking opportunity, crisis communications and issues management programs. Directed public relations, advertising and other branding agencies in addition to department staff.

- Created programs that secured coverage and market presence for DHL in industry and financial media that previously only mentioned the company's two top competitors.
- Built PR department from the ground up to a position where PR became the primary marketing communications tactic for the company.
- Placed numerous cover and feature articles on the company, including a 15 minute segment on *CNN* that was aired globally and a *Global Finance* magazine cover article that touted DHL as the world's "most global company."
- Advised the CEO, president and senior executive team on all of the company's strategic communications issues.
- Managed internal communications programs for the company's 10,000 employees.

### ***CASEY & SAYRE, INC., Santa Monica, California, 1992 - 1995***

#### **Associate**

Created and implemented public relations programs for clients in the telecommunications, legal, accounting and real estate industries for this respected public relations firm. Developed positioning and messaging, coordinated media relations and public affairs programs, and secured speaking opportunities for clients at targeted events. Regularly placed clients in *The Wall Street Journal*, the *New York Times* and other business media.

- Positioned partners at Latham & Watkins as legal expert sources on a variety of topics, including telecommunications, international law in Russia, and the use of “junk science” in court cases. Secured coverage in top business and trade media, including a high-profile 45 minute interview for one partner on *C-SPAN*.
- Developed a public affairs program for a foreign government’s cultural ministry that led to greater understanding of their country by Americans.
- Designed community relations programs for a proposed \$3 billion Southern California real estate project and other major land developments.

## ***EDUCATION***

**Denison University, Granville, Ohio**  
Bachelor of Arts, Political Science / Communications  
President, Denison University Student Body





**Boards and Commissions Application**

**Applicant Information**

Full Name: Thomas Weathers

\*Address: [Redacted]

<u>San Rafael</u>	<u>CA</u>	<u>94901</u>
Street Address	State	Apartment/Unit #
City	State	ZIP Code

\*Phone: [Redacted] \*Email: [Redacted]

Resident of San Rafael for 18.5 years.

Employer: The Law Offices of Thomas Eagle Weathers, A.C.

Occupation: Indian law attorney

<u>1000 Fourth St,</u>	<u>500</u>	
Street Address	Apartment/Unit #	
<u>San Rafael</u>	<u>CA</u>	<u>94901</u>
City	State	ZIP Code

**Education**

B.A. Pomona College 1990  
J.D. McGeorge School of Law 1993

**Supplemental Questions**

Participation in the following civic activities:

San Rafael Little League  
San Rafael Fire Commission

Member of the following civic organizations:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

My reasons for wanting to serve are:

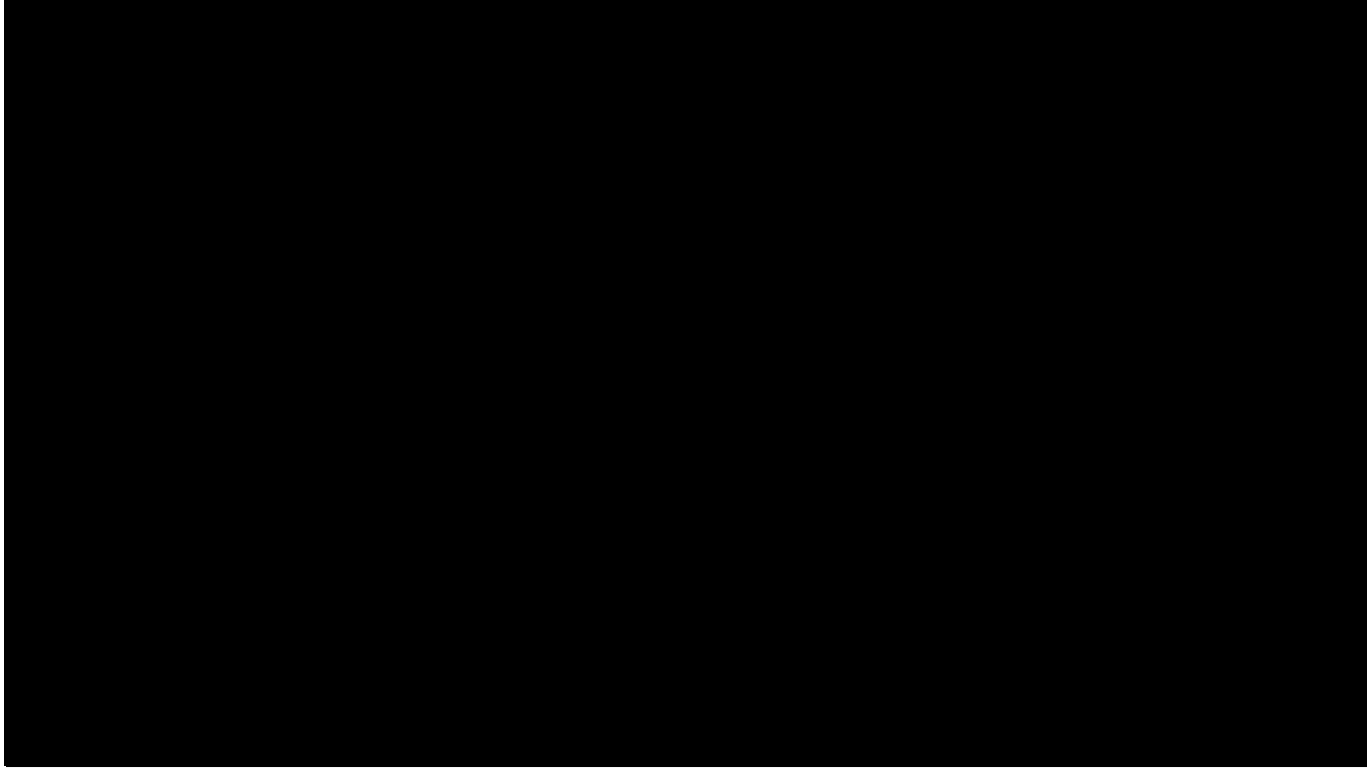
I'd like to serve my second and final term. I enjoy helping the Fire Department as the only attorney on the Fire Commission.

Describe possible areas in which you may have a conflict of interest with the City:

None

**Demographics (Optional)**

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Signature

Signature: Richard Weather Date: 1/21/2020

**Filing Deadline:**

Date: Wednesday, February 12, 2020  
Time: 5:00 p.m.

**Mail or deliver to:**

City of San Rafael, Dept. of City Clerk  
City Hall, 1400 Fifth Avenue, Room 209  
San Rafael, CA 94903

\*Information kept confidential, to the extent permitted by law.