



Submitted application for ECONOMIC DEVELOPMENT COMMITTEE

Email *

[Redacted]

This Form and its contents may be subject to the California Public Records Act, and as such may therefore be subject to public disclosure unless otherwise exempt under the act.

First Name *

Catherine

MI

A

Last Name *

Stedman

Address 1 *

[Redacted]

City *

[Redacted]

State *

CA

Postal Code *

Some boards and commissions require membership to be racially, politically or geographically proportionate to the general public. The following information helps track our recruitment and diversity efforts.

Ethnicity**Gender****What district do you live in? *****Primary Phone *****Alternate Phone ***

Please identify how you prefer to be contacted. *

Are you currently serving on a County of Monterey Board, Commission, Committee or other Community Advisory Group? *

Interests & Experiences

Please tell us about yourself and why you want serve

As Director of Communications and Outreach at Central Coast Community Energy, I am involved in identifying opportunities for our agency to reinvest in the communities we serve and to support efforts that help our local workforce and economy achieve growth while addressing the risks posed by climate change. I am engaged and active in local issues and have longstanding relationships within our local hospitality, agriculture, government, non-profit, and education sectors. I believe I would bring a valuable perspective to the committee and would be honored to collaborate with County staff and other committee members on recommending priorities and actions to the board.

Please state the reason you would like to be a member of this board committee/commission/district.

Reducing harmful emissions and protecting our climate is going to require substantial changes to the agricultural, building, and transportation industries. With this change -- which we are driven to achieve by regulation, as well as care for each other and our environment -- comes enormous economic opportunity. There is a need for workforce development. There is a need for education. There is a need to ensure equity and access. There is a need to incentivize new technologies and ways of doing business to meet climate goals. In my work at Central Coast Community Energy, I am kept abreast of policy initiatives among leaders throughout the Central Coast, and at the state and federal levels. I am involved in efforts to promote the electrification of vehicles and buildings, as well as the need to provide broadband access and improved energy storage and transmission infrastructure. I think it's important the initiatives we undertake in Monterey County be viewed through the lens of protecting our environment, while at the same time recognizing that economic development depends on reliable energy service, even as we transition to renewable sources for our generation. I believe I have the relationships and perspective to bring this voice to the committee.

Have you served on an advisory group before?

Yes

How did you hear about the position?

I read about the opening in the local media.

Monterey County Policy - states that Commissioners are required to attend meetings on a regular basis. If appointed, will you be able to attend meetings regularly and devote the time necessary to fulfill your duties as a member *

Yes

Background Information

Upload a resume with the names, addresses, and dates of employers for the last five (5) years.

[View Resume \(/BCAndCAApply/Files/39561294-f25e-4c12-953e-42d76b699919.CStedmanResume_081022.pdf\)](#)

Employer

Central Coast Community Energy

Job Title

Director of Communications and Outreach

Occupation

Energy Sector - Marketing

Employer Address

Information Regarding Conflict of Interest and Filing of Statements of Economic Interests (Form 700)

State and local law requires that you abstain from participation in decisions that may affect your financial interest, including sources of income and interest in real property or investments. In addition, if appointed you may be required to fill out a disclosure statement that identifies certain of your financial interest beginning with the immediate 12 months period prior to your appointment.

In accordance with Government Code Sections 87313 and the County of Monterey's Conflict of Interest Code, this Board/commission/Committee/District, you may be required to file statements disclosing certain types of information so that the public can be made aware of potential conflicts of interest. The types of disclosures are:

- Investments
- Interests in Real Property Held by a Business Entity or Trust
- Investments Held by a Business Entity or Trust Income (other than loans and gifts)
- Income – Travel Payments, Advances, Reimbursements
- Income gifts
- Business Positions
- Commission Income Received by Brokers, Agents, and Salespersons
- Income and Loans to a Business Entity or Trust Income from Rental Property



CATHERINE STEDMAN

EXPERIENCE

**DIRECTOR OF COMMUNICATIONS AND OUTREACH
CENTRAL COAST COMMUNITY ENERGY
MONTEREY, CALIFORNIA**

January 2022 - Present

Oversees communications, customer/community engagement, and accounts services activities to promote Central Coast Community Energy (CCCE) programs and services. Identifies and implements strategies to increase overall engagement of the community and CCCE member agencies. Responsible for community outreach, energy programs promotion/outreach, public and media relations, customer enrollments and retention, and account management.

**MANAGER OF EXTERNAL AFFAIRS
CALIFORNIA AMERICAN WATER
PACIFIC GROVE, CALIFORNIA**

2005-2022

Comprehensive management of outreach campaigns for capital projects, rates, conservation, and customer service, including educational and marketing materials, social media, call center, and field staff communications, and media, stakeholder, and government leader outreach. Media spokesperson for print, broadcast, and digital media at the local, state, and national levels. Achieved record of successful, strategic, positive media placement and extensive crisis management experience. Cultivated and maintained meaningful stakeholder engagement, building community support on controversial issues among environmental, business, and non-profit community leaders, and elected and appointed officials at all levels of government.

**MANAGING DIRECTOR
ARMANASCO PUBLIC RELATIONS
MONTEREY, CALIFORNIA**

1999-2005

Provided oversight of all client services and developed complete and well-rounded communications plans and programs, while maintaining client budgets. Established and evaluated tasks for account executives, account assistants, and interns. Represented clients before various publics/audiences, providing counsel, analysis, strategy, and direction. Developed marketing and advertising plans for several clients, including residential property development companies, hospitality-focused

companies, and litigation support for land-use issues. Participated in and initiated new business development

EDUCATION

1998

MASTERS OF ARTS

MONTEREY INSTITUTE OF INTERNATIONAL STUDIES, MONTEREY, CA

International Policy Studies

1995

BACHELOR OF ARTS

HAMPSHIRE COLLEGE, AMHERST, MA

Liberal Studies

AWARDS

International Association of Business Communicators 2008 Gold Quill Award of Merit for "Stage 1 Conservation Campaign," Community Relations Category

Public Relations Society of America 2008 Edward L. Bernays Mark of Excellence Silver Bernays Award for Public Service, "Spring Into Action" Conservation Campaign and 2008 Bronze Bernays Award for Brochures, "Spring Into Action" Conservation Wheel

Public Relations Society of America 2009 Bronze Anvil Award for Excellence in Brochures

2013 MarCom Gold Award and 2014 Telly Award for "New Life for the Carmel River," Film, Video and Special Event category

International Association of Business Communicators 2015 Gold Quill Excellence Awards, Monterey Peninsula Community Relations Program
