



Application for Appointment to Boards, Committees, and Commissions
City and Borough of Sitka

Board/Commission/Committee: Sitka Community Hospital
Name: Owen Richard Kindig Daytime Phone: 907-623-0430
Address: 2703 HPR Mobile Evening Phone: 907-752-7766
Email Address: owen@okstoryteller.com Fax Number: ---
Length of Residence in Sitka: 4.3 years Registered to vote in Sitka? Yes No
Employer: OK Storyteller LLC

Organizations you belong to or participate in:

Rotary (until recently), Volunteer activities for Sitka Summer Music Fest, Sitka Historical Society, Greater Sitka Arts Council, Sitka Health Summit.

Explain your main reason for applying:

I believe in Sitka Community Hospital and am motivated to help secure its future.

What background, experience or credentials will you bring to the board, commission, or committee membership?

My experience as a fundraiser + communications consultant to hospitals, insurance companies, + pharmaceutical companies, including Ohio Univ. college of Osteopathic Medicine, Blue Cross/Blue Shield of Ohio, many others.

Please disclose any potential conflicts of interest that may arise from your appointment. These may include but are not limited to:

- A substantial financial interest of \$1000 annually that could be influenced by your appointment.
- An immediate family member employed within the scope of this appointment.

My wife, Beth, works in medical records. Last year I received \$500 to produce a video on "Healthy Sitka." I am currently producing videos in favor of the hospital's autonomy, in a contract with Whites/Harry Race.

Please attach a letter of interest, outline, or resume which includes your education, work, and volunteer experience that will enhance your membership.

→ (To be considered, your application must be complete AND be accompanied by one of the above supporting documents.)

Date: August 17, 2017 Signature: [Handwritten Signature]

Your complete application and resume should be returned to the Municipal Clerk's Office by noon on the Wednesday prior to an advertised Assembly meeting.

Please note: all information submitted will be made public and published online. Appointments are normally made during open session of an Assembly meeting, however, Assembly members may vote to discuss applicant(s) in closed executive session. In this case, do you wish to be present when your application is discussed? Yes No

Return to:
Melissa Henshaw, Deputy Clerk/Records Specialist, 100 Lincoln Street
Fax: 907-747-7403 Email: melissa.henshaw@cityofsitka.org

(Unless you want me there.) :)

FROM THE DESK OF

OWEN KINDIG

August 17, 2017

Assembly members and Mayor Matt Hunter
City and Bureau of Sitka
100 Lincoln Street
Sitka, Alaska 99835

Dear members of the Assembly,

First, thank you for what you do. You inspire me every week with your kind service.

The task I am applying for is to spend a few days each month to help Sitka Community Hospital set its mission, and advocate that mission within the community;

To help support and evaluate the performance of its leadership;

To help ensure it is planning effectively, and to monitor and strengthen its programs;

To help enhance its assets – especially its people – so that it can remain an asset to the community in perpetuity;

And to strengthen the Hospital's standing as an economic engine and humanitarian safety net to our community – that is also responsive to government oversight.

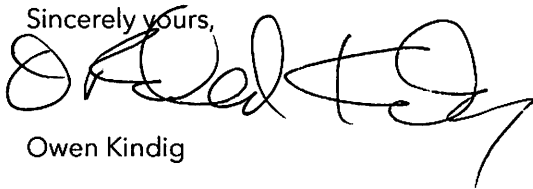
Why do I feel qualified to fulfill this task?

In many ways I don't. However, the two times I have failed in business, no less than the five brilliant successes I have had in raising four daughters and loving one woman, convince me that I can be faithful in spite of being inconsistent, and be successful as a listener and friend in spite of my many charming faults.

My dad was a Navy corpsman attached to the Marines. He came under fire in Okinawa and Guadalcanal. He taught me that careful listening is the key to correct diagnosis, being there is more important than being right, and persistence (with humility) is the key to authentic success.

I am confident that whoever you choose tonight will serve the Hospital well.

Sincerely yours,

A handwritten signature in black ink, appearing to read 'Owen Kindig', written over the typed name.

Owen Kindig

Owen Richard Kindig

Versatile public affairs communicator; proven listener, storyteller, and motivator who uses interpersonal relationships to find the heartbeat of policy, strategy, values, and community spirit.

Goal: Work effectively to foster health care in Sitka, and community-strengthening programs and activities.

I bring two decades of measurable impact as an agent of community change and improvement. I have worked effectively as both an autonomous agent and a deeply spirited, cooperative team member. Articulating abstract and nuanced concepts, finding the emotional heart of divisive or complicated issues, and forging energetic practical alliances are my special skill set.

Sept 1990 to Dec 2009; President, Still Images Inc. dba Kindig Omnimedia & Zstories IMC; successfully grew to staff of 5 before downsizing in 2000 to take care of my father

Jan 2010 to August 2011; Ztoryteller LLC - Started new solopreneur consultancy in Seattle

Sept 2011 to Jan 2012; Producer, Mills/James Productions, Cincinnati/Columbus, OH

Jan 2012 to Jan 2013, Producer/Director, Ztoryteller LLC.

March, 2013 to June, 2016, media specialist, public information officer, University of Alaska Southeast Sitka Campus.

July, 2016 to present, President OK Storyteller LLC, an Alaska creative and persuasive agency.

Award-winning B2B, B2C, documentary and persuasive/public affairs productions

1. Current public affairs videos, photography, and communication strategy for White's Alaska, (and for them, Sitka Community Hospital), Sitka Historical Society, Sitka School District, etc. -- emotion, complexity, community outreach, public relations.
2. Recent web videos for Minnesota State Colleges, LaserMotive, QuickSquare, AGTree, Janus Realty Group, RBM Lumber, Sound Communication, American Watchmakers/Clockmakers Institute, Procter and Gamble, and others. A wide variety of styles, all custom tailored to the audience psycho-graphics and subject
3. Produced and edited multiple image presentations for the American Institute of Physics, including *75 Years That Matter* in 2006, a motivational video for Chinese dignitaries, shot in China in 3 weeks in 2010; and a trade show video for the Frankfurt Book Fair later that year. Each found the emotional heart of complex scientific subjects for discriminating audiences. Shot in Washington DC, New York, Boston, Seattle, San Diego, and Beijing.
4. Director and communications consultant for multiple health care industry projects. Clients served and venues I gained intimate and insider access to (including, often, working with the CEO or Director of Marketing): Cleveland Clinic (cinematography in multiple surgeries); North Mississippi Medical Center, (employee motivational film for their CEO); Ohio University College of Osteopathic Medicine (10 year engagement as producer of all their recruiting and fundraising media. Their director of marketing said "Owen has a *gestalt* knowledge of our needs!"), Peer Review Systems (startup assistance including logo development and branding), Blue Cross of Central Ohio, Riverside Methodist Hospital, Ohio State University hospitals, and many more pharmaceutical, insurance, ambulance company, doctor offices, chiropractors, dentists, etc.
5. Columbus Zoo educational documentaries: *Children Love Manatees*, an exhibit film which won a national Telly award; Jack Hanna *Jack and Matt tour the 10,000 Islands*, a 3-screen exhibit video exploring the mangrove wilderness that still plays every hour; also wrote all content for their manatee website, CD-Rom courseware, and interactive exhibitry, and served as creative liaison for the user interface team.

6. Successfully managed public campaigns for levy renewal or bond issues for six different rural and urban school districts in Ohio. Chaired public volunteer meetings, interviewed stakeholders, advised on creative strategy, produced campaign materials, coordinated volunteer efforts for each successful campaign. Only one of the six campaigns failed at the ballot box.
7. Successfully advised a national public affairs agency, Hameroff/Milenthal/Spence, on a strategy for persuading legislators in Ohio and Indiana to pass a seat belt law in those two states. Wrote and produced the lobbying media that was used to get the law passed.
8. University admissions videos -- Multiple admissions presentations for Denison University, Ohio Wesleyan, Cedarville and others. Michael Eisner called one of the Denison pieces in this category "The finest college film I have ever seen." Won national CASE Gold awards, Admissions Marketing awards, and many others including a Telly for Ohio Wesleyan in 2011. Demonstrated connection with the postmodern visual styles and humor appreciated by Millennials.
9. Producer and editor of *The True Story of Nestle Dairy Systems*, a long-format motivational presentation for Nestle Ice Cream, which included 3 period stories of the founding of their constituent companies. Shot on 16mm in Switzerland, France, Germany, and U.S.
10. Instrumental in helping Denison University surpass \$160M fundraising goal by 20% through 7 "crucial" video presentations during the 5-year *Higher Ground* campaign. Telly Award. Similarly, created campaign presentation videos that articulated two Ohio Wesleyan capital campaigns totaling \$180 Million, and helped Cedarville raise over \$75 million for their Chapel/Music, Student Life, and Biblical Studies capital campaigns through 2010.

Skills

- Excellent *interviewer* and facilitator for any gathering of people, large or small. Interviewed Michael Eisner, Donna VanLiere, Les Wexner, George Bodenheimer, Bob Dole, Richard Lugar; directed Hal Holbrook, Jack Hanna, Joe Theismann, Jodie Foster, Morgan Spurlock, Tom Shadyac, Clark Kellogg.
- Perceptive *thinker* and observer of the contemporary scene, imparting empathy which proves valuable in finding the right editorial balance in order to bring authenticity to an audience and enthusiasm to an organization.
- Diplomatic listener and consensus-builder. Work well with liberals and conservatives, diverse religious or atheistic world views, young or old, all genders. Make everybody feel comfortable on camera.
- Constantly re-inventing personal skills and technologies. Lifelong learner. Went through skills trainer curriculum for YAS in Sitka in 2016, worked for 6 months part time as a skills trainer for youth.
- *Mentor*/encourager of talent. I love working with people of all ages to discover their inner creative voice and hear the client voice more clearly. Fun, unflappable, and consistently good-humored.
- *Software*: Final Cut Studio, Motion, Adobe Creative Suite (Dreamweaver, Flash, InDesign, Illustrator, Photoshop); WordPress web design; now learning XCode/Eclipse/Canappi design of mobile phone and tablet apps

Plus:

- Passionate about sustainability. Built compost toilet & wetlands with a backhoe; rebuilt living room addition. Do I have stories to tell... :-)
- Triathlete, active bicyclist, eager to build my own Kudzu craft kayaks as soon as possible.

Samples of video work: <http://vimeo.com/owenkindig>

References: Randy Hughey, Eric Jordan, Trish White, Jeff Budd, Roger Schmidt, Mary Wegner