

**FORT COLLINS BUSINESS COMMUNITY
CANDIDATE ENDORSEMENT QUESTIONNAIRE
2015 CITY COUNCIL ELECTION**

**Questionnaires are due back to ahutchison@fcchamber.org
by 5pm on Thursday, February 22, 2015.**

**Please note that all questionnaire answers
will be shared with the business community.**

Office Sought: Councilmember	District (If Applicable): 4
Name: Eric Kronwall	
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Daytime Phone: 970-481-9441	Evening Phone: 970-481-9441
Fax: Please do not send a fax to me.	Email: eric@erickronwall.com
Employment: Real Estate Broker with RE/MAX Advanced, Inc.	
Length of Residence: In City: 27 years In District: 2 years	

Please limit responses to approximately 200 words per section.

(1) Education:

B.S. Mechanical Engineering, 1980, University of Illinois
M.S. Electrical Engineering, 1986, University of Colorado

(2) Past and Present Community Service Including Offices Held:

My greatest community service is raising three children who are now happy and productive, contributing to society. Kimberly is an independent contractor with the Smithsonian in Washington DC. Tegan works in a food factory making granola bars. She lives in Portland, OR. Matt is a student at Front Range Community College and works as a machinist at a local machine shop.

In addition I have been involved in some lesser activities:

1980: As a student was a member of the Illini Union Board. Led and organized events for students and visiting parents, including Dad's Day casino and the first intercollegiate rodeo on campus.

1980, 1981: church mission volunteer.

1994: Soccer coach.

1995-1999: Kruse Elementary Site-based Management Team member.

1995-1999: Poudre Schools District Advisory Board/District Accountability Committee member.

1996-1997: Elected Chair of District Advisory Board/District Accountability Committee. Led review of the first charter school application submitted to the school district. Set precedents that led to charter school success by determining the charter school was beneficial while insisting that the rigorous standards of state law and regulations were met. Also, chaired audit

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committee to determine if mill levy override funds were spent as restricted by the taxpayer approved tax measure.

1997-1998: Fort Collins area Young Life governing board member.

1997-1999: Poudre Schools Gifted and Talented Steering Committee member.

1997-2000: Kruse Elementary Science Fair coordinator.

1998-2000: Church Treasurer.

2000-present: Local housing issues advocate.

2002-present: Political activist. Was involved, sometimes extensively, with the election campaigns of the Councilmembers who have served District 4 the last 12 years and with the campaigns of the mayors who have served the past 10 years.

2001-2003: Fort Collins High School Site-based Management Team member.

2002-2001: Church Board Secretary.

2002-2004: Treasurer, Fort Collins Board of REALTORS.

2004-2008: Director, Fort Collins Board of REALTORS.

2006-2008: Chair, Fort Collins Board of REALTORS Government Affairs Committee

2006-present: Developed and taught courses in client advocacy, time management, and business planning for REALTORS.

2008-present: Church small group leader.

2008-present: Neighbor to Neighbor Preferred Partner and Home Buyer Education teacher.

2010-present: Noonshiners Toastmasters Club member. Have served two terms as club president.

2011: Founded Victory School, an education program for candidates and campaign managers.

2014-present: Chair, Character Fort Collins.

(3) Past and Present Employment/Business Experience:

My first business was a paper route. At age twelve I was responsible for sales and marketing, account management, and logistics for a 50-paper Milwaukee Journal delivery route.

From 1980 to 1994 I worked as an engineer. My area of specialty was electronics that moved. I designed medical equipment, robotics, and computer-controlled embroidery machines.

Since 1994 I have sold residential real estate in and around Fort Collins. I often hear the question, "You have two engineering degrees and you're selling real estate?" One big reason I switched careers was so that my family and I could stay in Fort Collins. In 1994 I was between jobs. My wife and I were talking at the dinner table about moving to Denver to seek greater opportunities. My oldest, Kimberly, was nine years old at the time. She said, "Dad, don't move. We'll miss you." That's when I realized how important Fort Collins was and is to my family.

(4) Current Employment and Responsibilities:

I am really excited about my new job title: Chief Dream Officer. In my real estate business I help people turn their housing hopes into reality. Most of my clients are owners who live or want to live in their own home. For these people life change motivates their new housing. The big promotion or job loss, marriage and kids or divorce—that's what drives my business. Real estate is just the symptom of something deeper. What I do is help people through transition and that makes my job very rewarding.

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(Full disclosure: As far as the IRS is concerned I am a full-time employee of Celebration Real Estate Corporation. This corporation has one shareholder... me!)

(5) Specific Qualifications For This Office:

I think the people who are deeply committed to Fort Collins share something—a common set of beliefs. I share those beliefs.

We value:

- **Personal Empowerment** vs. Resignation.
- **Idealism** vs. Settling for less.
- **Community** vs. Going it alone.
- **Beauty** vs. Imbalance.
- **Economics in Proper Perspective** vs. The Almighty Dollar.
- **“Live and let live”** vs. Arrogance.

My skills, abilities, and varied experiences will serve me well on City Council. I am 100% convinced that everyone should vote me... not only because of my skills, abilities, and experience but especially because we, those of us truly committed to Fort Collins, share the same beliefs about ourselves and our City.

(6) Why Are You Running For This Office?

There are several ways one could read this question...

WHY?

Why are YOU?

Why are you RUNNING?

Running... that implies urgency and effort. I am *running* because Fort Collins is worth it!

(7) What have you done to prepare for election to this office and how you will you conduct yourself if elected to this office? What experiences have you had that makes you qualified to serve in office? On what City Boards and Commissions have you served?

Honestly, when I first began to seriously consider running I felt very nervous. I knew that if I ran I would want to “just” speak my heart. No politico recommends this. The stereotype is to do some polling, hold a focus group, and say what you think the voters want to hear. Bleck!

I started to consider what was in the heart of the people of Fort Collins. That’s how I came up with the list above (answer to question 5) of the shared beliefs of those truly committed to our City. Discovering that I share these beliefs was tremendously reassuring and has made clear to

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me how to serve well if elected. This has been the best possible preparation.

In addition, my twenty year real estate career has equipped me well. I know our neighborhoods and I've had the privilege of working with a diverse clientele. I've learned that the key to success is embracing the fact that it's not about me... it's about those I serve and their needs and desires. Wouldn't it be something if more of our national politicians realized it's not about them?!

(8) If you are elected, what are the top three accomplishments you want to have completed by the end of your term and how will you get them done?

One perspective from which to view my priorities is Boards and Commissions. As you know, one Councilmember is assigned as liaison to each Board or Commission. My desired assignments, in priority order, are:

1. Energy Board.
2. Economic Advisory Commission.
3. Transportation Board.

The Energy Board advises Council regarding the City's energy policy. In the near term, cost of utilities directly impacts economic growth and the ability of the City to attract, retain, and grow well-paying jobs. The City is in the process of updating our Climate Action Plan. This Plan and its impact on our energy policy will have consequences for years to come.

By the way, I believe we (city, state, and country) need to go on an energy diet. There are significant environmental, economic, and national security reasons to do so. I hope we can expand our motivation by going beyond a single (even if important) environmental reason.

I recently went on a diet and I'm proud to say I lost thirty pounds. I did not start my diet by throwing out everything in my closet. Instead, I replaced my "big" clothes as needed by purchasing clothes that fit my weight at the time. (I now have only one pair of "fat pants" left. They are just too comfortable to donate to Goodwill.) On our energy diet journey we need not start by throwing out everything in our closets... or our garages. But we do need to start.

The Economic Advisory Commission advises Council regarding the economic health and sustainability of our City. It is hard to overstate the importance of our economy on our wellbeing. Every service provided by the City is directly and indirectly funded from economic activity.

The Transportation Board advises Council on important transportation issues. As I reviewed the current City budget I was impressed by the number of infrastructure related projects that appear in the economy section. An effective and affordable transportation system is essential for a City and economy to function well.

(9) What do you think are the top 3 economic priorities the city government should undertake during the next four years? What role should the City of Fort Collins have in economic development? How will you make the

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economy a City budget priority?

The City's Economic Health Strategic Plan is, at the very least, comprehensive. It is 120 pages! And, it appears to me that the priorities called for are being implemented in our budget. In addition, our economy is, by any objective standard, doing well. So, I will continue to support our current economic plan and our vision for a healthy economy that is compatible with our values.

Except during the Great Recession when things were bad everywhere, I observed in my business that we were out of phase with the east and west coasts. When California and Florida housing markets were lousy we were doing great and vice versa. Recently our economy has been strong—among the best in the country. I am concerned that as the rest of the country catches up to us, our economic performance may slip.

The proper Council response to this concern is prudent fiscal stewardship. We need to assure adequate reserves, carefully examine any new long term financial obligations, and base our budget on conservative estimates of revenue growth.

- (10) How will you make Fort Collins a more Jobs Friendly community? Are you willing to engage with business leaders to discuss these solutions? Please explain how you will stay in touch with business leaders.

According to CSU Economist Martin Shields the unemployment rate in Fort Collins cannot get lower. Therefore, Council should be on the lookout only for those employment opportunities that fit the values of Fort Collins and offer...

- Higher than average wages; or
- Primary jobs; or
- Locally owned businesses.

As these opportunities arise Council should avoid a one size fits all approach. I view with suspicion direct financial assistance to a private enterprise. Short of that, all options should be considered. My approach in the transactions in which I am involved in my business is: Win-Win or No Deal. I intend to bring this approach to Council.

I welcome engagement with everyone in our community including the Chamber. Unlike some, I do not fear meeting with those who may be negatively impacted by proposed policies and laws. It is, of course, not always possible to mitigate all negative impacts when addressing a pressing community-wide concern. In these cases understanding the impacts by hearing out those effected leads to better action by Council.

- (11) What role should the City of Fort Collins have in the region? What do you believe are the top issues facing Northern Colorado in the next several years?

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Fort Collins has been and, I hope, remains the leader in our region. We have the biggest impact on Northern Colorado when our economy is the hub of the region, when we lead by example, and when we constructively engage our neighbors.

Regional cooperation will be essential to address:

- Energy issues (from production to end use),
- Transportation priorities, and
- Allocating our limited water resources.

(12) Colorado will continue to grow, including our area. How should the City Council plan for growth, if at all?

We have a good plan... City Plan. I support staying true to our vision.

Some have said we are at a crossroads. To me that sounds like a desire to push the City on to a new path. That makes me uncomfortable since I think, overall, we are headed in a pretty good direction.

(13) What are the top two issues facing city government over the next 4 years and why do you believe they are the most important?

Our biggest risk is believing we can't do better. There are some who see how great Fort Collins and react by saying, "Don't change a thing." Like the "prevent defense" in football, they are playing not to lose. On the other hand, continuing to do what has allowed us to get to this point is what will keep us great. We need to stay true to our vision and values—including not settling for less.

(14) What economic tools should the City add to their "tool box" of resources to attract key employers?

Please see my answer to Question 10.

(15) In recent years, the City Council has been prone to push ahead on issues that are clearly not popular with the public. An example would be trash districting. Though public support was absent, the Council pressed forward with the results being significant negative response by the public and hundreds of thousands of taxpayer dollars spent on consultants and staff time. What would you do to ensure good governance and the prudent use of staff time and resources?

As you know, only three Councilmembers are required "to push ahead on issues." As of the writing of these remarks (January 22, 2015) it appears likely to me that our next Council will

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have at least three members who are not sympathetic to the Chamber's viewpoint. I think it is useful to set realistic expectations. So, in my opinion, you should expect that issues you don't like will come before Council.

While I am raining on your parade I think I should let you know that it is unlikely that the Chamber and I will always be in alignment. With those truly committed to Fort Collins I share the belief that economics should be placed in its proper perspective. We need a strong economy to fund our social and environmental programs but there are things more important than money.

What you and all in our community can expect is that I will do my best to hear you out and to seek to understand your point-of-view... especially when we don't agree.

- (16) The High Park Fire and drought showcased how vulnerable the City is to lack of water storage. What would you do to help the City be better prepared for water emergencies?

I support expanding Halligan Reservoir. For 150 years we been conserving, diverting, and storing water. I believe we should thoughtfully continue to do so.

- (17) What are the top three transportation improvements the City of Fort Collins should accomplish? What is your position on the potential renewal of the Pavement Management Sales Tax? Why?

I support our continued implementation of our Transportation Master Plan. I also support the renewal of the Pavement Management Sales Tax.

- (18) Why would a business person support your election to office?

As a small business owner... very small business owner... I have empathy for business people. Although I've never had more than one employee at a time I have felt the burden of providing not only for my family but for someone else's. I've experienced times when my assistant has received a paycheck and I haven't (Don't tell her that. I don't want her to worry.) In addition to everything else I've written here, that's why a business person should support me.

- (19) If business groups endorse you, is there any significant information that could come out about you during a campaign that could potentially embarrass you (and them) publicly? (ex: bankruptcy, arrest, conviction, etc.)

I hope and expect that many of the people with whom I work will contribute to my campaign. Consequently, many individuals with ties to the real estate community will appear on my campaign finance reports. I am certain some will try to use this to embarrass me and my supporters. They will claim that I am a puppet of special interests. I would bet anyone that a letter

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will appear in the Coloradoan authored by Glen Colton. He will claim I want to "pave paradise." These claims are fabrications and could not be further from the truth. I'm resigned to being the subject of these baseless attacks and hope I will take them in stride. I am concerned that those close to me may not be so philosophical.

On the subject of embarrassments, in the past some in the business community have clumsily been involved with independent expenditures. These attacks on candidates have been inaccurate, irrelevant, and/or tasteless. I believe we can do better than mudslinging and I will be embarrassed by this type of "support."

Conclusion

Many people have contributed to making Fort Collins what it is today. I appreciate the positive contributions the business men and women of our community have made. Thank you for your interest in our City and, especially, in this election. If I should be fortunate enough to be elected I look forward to engaging with you and our entire community as we seek to bring about our shared vision for our future. I ask for your support and your vote.

Eric Kronwall

Signature

January 22, 2015

Date