



**WESTERN DAWN**

CONSULTING GROUP

**RFQ Submission Package**

Fairfax / Wilkeson / Carbon River SR 165 Bridge Closure  
Mitigation

Prepared for the Town of Wilkeson

# Executive Summary

Western Dawn submits this qualifications package in response to the Town of Wilkeson's request for qualifications related to Fairfax Bridge closure mitigation, emergency management coordination, community recovery implementation, and transportation resiliency support.

Jayne Peloli, who works for Western Dawn, will be designated as the lead project coordinator for this effort. Through direct involvement in the Fairfax Bridge recovery response since April 2025, Jayme has coordinated stakeholder engagement, transportation resiliency discussions, emergency response coordination efforts, implementation support activities, public communication efforts, and regional recovery planning associated with the Carbon River corridor and surrounding gateway communities.

The work reflected throughout this package began as grassroots advocacy following the Fairfax Bridge closure and evolved into a broad regional recovery coordination effort involving transportation agencies, emergency management stakeholders, legislators, residents, recreation organizations, conservation partners, and public agencies.

Western Dawn will serve as the primary consulting entity for this project, with Jayme Peloli leading day-to-day coordination, implementation support, stakeholder engagement, transportation resiliency coordination, and emergency management-related project activities on behalf of the firm.

## Core Qualifications

- Direct involvement in Fairfax Bridge recovery coordination, emergency response support, and regional resiliency planning since April 2025
- Experience coordinating emergency response-related implementation funding and interagency recovery efforts
- Implementation coordination involving automated emergency access gates, emergency bypass operations, roadway signage, lighting improvements, and roadway safety reflectors
- Legislative advocacy and stakeholder coordination associated with preliminary engineering and NEPA-related funding discussions tied to Fairfax Bridge replacement planning
- Direct coordination with state legislators, transportation leadership, and agency stakeholders during the Washington State legislative session advocating for policy and funding solutions related to the Fairfax Bridge closure and Carbon River Corridor impacts
- Participated in advocacy efforts surrounding three proposed legislative concepts intended to address transportation resiliency, emergency response, stabilization funding, and gateway community recovery needs associated with the Fairfax Bridge closure
- Although the proposed legislative measures were ultimately not adopted during the session, continued coordination and advocacy efforts helped support the advancement of millions of dollars in emergency-related funding and recovery support now serving as the foundation for ongoing implementation, resiliency planning, and consulting coordination efforts

- Emergency management coordination involving Pierce County Emergency Management, East Pierce Fire, Buckley Fire, Buckley Police Department, Pierce County Sheriff’s Department, and regional public safety stakeholders
- Established working relationships with WSDOT, Pierce County Department of Emergency Management, FHWA, National Park Service, forestry stakeholders, conservation organizations, and regional partner agencies
- Experience supporting transportation resiliency planning, tourism recovery coordination, conservation strategy development, public communication, and stakeholder engagement efforts
- Direct familiarity with Carbon River Corridor transportation, recreation, emergency access, and gateway community recovery challenges
- Experience coordinating public communication, community outreach, and multi-stakeholder recovery discussions within high-impact public infrastructure situations

## **Element 1 – Understanding of Publicly Known Issues**

### **Regional and Community Impacts**

The closure of the Fairfax Bridge created significant regional impacts affecting transportation access, emergency response operations, public safety, economic stability, tourism activity, recreation access, and long-term community resiliency throughout Wilkeson, Carbonado, Fairfax, Carbon Canyon, and surrounding gateway communities connected to the Mount Rainier corridor.

The loss of critical transportation infrastructure substantially limited emergency access and secondary egress capabilities for residents, emergency responders, and public agencies, creating ongoing concerns related to wildfire evacuation, medical response times, emergency service access, and overall public safety preparedness. These conditions required immediate coordination among transportation agencies, emergency management personnel, fire districts, forestry stakeholders, local governments, and residents to address life-safety concerns and emergency operational continuity.

The closure also disrupted access to Mount Rainier National Park and surrounding public lands, significantly impacting recreation-based tourism, visitor traffic patterns, local businesses, gateway community economies, and regional mobility. In response, extensive coordination and implementation efforts were required to address transportation resiliency, emergency bypass operations, public communication, recreation management, tourism impacts, and long-term recovery planning.

Jayne Peloli has directly participated in much of the coordination and implementation efforts, including emergency access planning, bypass coordination, automated emergency gate implementation support, roadway lighting and safety improvements, stakeholder engagement, public communication, funding advocacy, and long-term resiliency discussions involving WSDOT, emergency management agencies, legislators, conservation organizations, recreation stakeholders, and community members.

### **Key Areas of Impact**

- Emergency access and secondary egress limitations
- Public safety and wildfire evacuation concerns
- Tourism and recreation impacts
- Transportation resiliency and mobility challenges
- Economic disruption affecting gateway communities
- Public land and Mount Rainier access concerns

- Long-term recovery and implementation planning

## **Element 2 – Coordination and Advocacy Experience**

The Fairfax Bridge closure response represents the most relevant example of Jayme Peloli’s ability to coordinate complex multi-agency efforts, advocate for community priorities, and support implementation activities.

### **Agencies and Stakeholders Coordinated With**

- Washington State Department of Transportation (WSDOT)
- Federal Highway Administration (FHWA)
- National Park Service
- Pierce County and Pierce County Emergency Management
- East Pierce Fire, Buckley Fire, Buckley Police, Pierce County Sheriff
- Forestry stakeholders including Hancock / Manulife and TTG Forestry
- Conservation and recreation organizations
- Residents, business owners, and tourism stakeholders

### **Funding and Recovery Coordination**

- \$12 million allocated in preliminary engineering and NEPA-related discussions for Fairfax Bridge
- \$2.5 million allocated in mobility and transportation management and resiliency-related support funding
- \$857,250 in Conservation Futures funding support
- \$500,000 in Emergency Rapid Response-related implementation funding
- \$158,000 grassroots fundraising support (Wilkeson Historical District)
- \$50,000 CERB-funding

### **Direct Implementation Experience**

- Coordination associated with WSDOT emergency implementation contracts
- Automated emergency access gate implementation support
- Bypass route operational coordination
- Roadway lighting improvements
- Road reflectors and visibility improvements
- Emergency signage coordination
- Interagency operational coordination and public communication

## **Element 3 – Grant Administration and Project Coordination**

Western Dawn brings extensive experience in program administration, stakeholder coordination, public communications, government relations, operational management, and complex project implementation across public, private, nonprofit, and community-focused sectors. Leadership experience includes managing high-pressure initiatives involving elected officials, government agencies, regional organizations, community stakeholders, and multi-jurisdictional coordination efforts.

Jayme Peloli brings experience in infrastructure recovery coordination, public administration, community resiliency initiatives, project management, grant support, implementation planning, stakeholder engagement, and

public sector coordination. Professional experience includes managing complex multi-stakeholder projects requiring coordination between public agencies, elected leadership, nonprofit organizations, emergency management partners, and private-sector entities, with direct involvement supporting transportation resiliency, economic stabilization, and regional recovery initiatives tied to the Fairfax Bridge closure.

Together, the team provides expertise in strategic planning, operational coordination, public engagement, implementation management, government relations, emergency management coordination, communications, and long-term project execution in fast-moving and evolving environments.

#### Relevant Project Management and Administrative Experience

- Emergency Rapid Response-related funding coordination
- WSDOT implementation coordination
- Public communication and stakeholder engagement
- Recovery implementation planning
- Community meeting coordination
- Recovery administration strategy support
- Multi-agency coordination and operational planning
- Contractor and stakeholder relationship management
- Strategic planning and implementation oversight
- Executive-level administrative coordination
- Budget and operational coordination
- Cross-functional project implementation
- Public accountability and reporting coordination
- Community outreach and engagement
- Grant and funding coordination discussions
- Recovery implementation tracking and follow-through

#### Direct Recovery and Implementation Experience

- Coordination associated with emergency related funding implementation
- Coordination associated with WSDOT emergency response contracts
- Automated emergency access gate implementation support
- Bypass route coordination and operational planning
- Roadway lighting improvements
- Road reflectors and emergency visibility improvements
- Emergency signage coordination
- Interagency coordination involving emergency management and public safety stakeholders

#### Administrative and Operational Capacity

This combination of public-sector coordination, private-sector management experience, strategic planning, stakeholder engagement, and direct recovery implementation experience provides Western Dawn with the organizational and operational capacity necessary to support the Town of Wilkeson's recovery implementation efforts in a professional, accountable, and efficient manner.

## **Element 4 – Travel and Field Coordination Certification**

Western Dawn is fully available to participate in in-person meetings, field coordination activities, stakeholder meetings, emergency response coordination discussions, and on-site implementation support related to the Fairfax Bridge recovery effort. As a locally based organization, Western Dawn possesses direct familiarity with the

geographical area, emergency detour routes, seasonal access conditions, and operational challenges impacting Fairfax, Carbonado, and surrounding communities.

This includes the ability to access Fairfax and surrounding areas year-round utilizing four-wheel drive transportation and seasonal travel equipment as necessary, including during winter weather and emergency conditions. Existing familiarity with the bypass route, forestry access roads, emergency gate systems, and regional transportation limitations allows for efficient field coordination and rapid response to operational or stakeholder needs.

Western Dawn is also available for evening meetings, emergency coordination activities, public engagement meetings, field inspections, stakeholder coordination sessions, and time-sensitive implementation support as needed throughout the duration of the project.

## **Compensation**

The Town shall compensate Consultant through a monthly retainer fee in the amount of \$5,000 for ongoing consulting availability, administrative overhead, strategic oversight, baseline coordination, insurance, office and operational costs, ongoing communications, and readiness to respond in support of the services contemplated under this Agreement.

In addition to the monthly retainer, Consultant shall be compensated at a rate of \$180 per hour for active project execution, meetings, field coordination, deliverables, reporting, grant administration, implementation support, emergency response coordination, stakeholder engagement, special projects, and other authorized services performed under this Agreement.

The monthly retainer is separate from and in addition to hourly billable services.

## **Conclusion**

Western Dawn is uniquely qualified to support the Town of Wilkeson because the work associated with this RFQ is not theoretical or newly introduced. It reflects ongoing coordination, advocacy, implementation support, emergency management collaboration, stakeholder engagement, and recovery planning efforts that have been continuously underway since the Fairfax Bridge closure began in April 2025.

Western Dawn will assign Jayme Peloli as the lead coordinator for this project due to her direct involvement in the recovery and resiliency efforts connected to the Fairfax Bridge closure and Carbon River corridor. Through this work, she has developed extensive institutional knowledge, stakeholder relationships, operational familiarity, and implementation experience directly related to the ongoing transportation and emergency management challenges affecting the region.

This project requires far more than standard administrative support. It requires continuity, institutional knowledge, operational familiarity, stakeholder trust, and an understanding of the complex interagency relationships and implementation priorities already established throughout the recovery process.

Because of this existing involvement and operational understanding, Western Dawn and Jayme Peloli can immediately continue supporting the Town's recovery and resiliency efforts while preserving coordination momentum, implementation continuity, stakeholder trust, and long-term community recovery progress.



## **Emergency Rapid Response (ERR)**

### Recent Grant Experience & Recovery Coordination

#### **Overview**

Western Dawn's, Jayme Peloli has played a central leadership, coordination, and implementation support role related to Emergency Rapid Response (ERR) grant planning, emergency communications resiliency, public safety coordination, and recovery efforts associated with the closure of the State Route 165 Fairfax Bridge and the resulting impacts to the Carbon Canyon region, including the communities of Wilkeson, Carbonado, and Fairfax.

Working in coordination with the Town of Wilkeson, WSDOT, East Pierce Fire & Rescue, Buckley Fire Department, Pierce County Emergency Management, nonprofit partners, and regional stakeholders, Jayme helped develop and support implementation strategies designed to address emergency access limitations, communication failures, public safety concerns, and long-term community resiliency needs following the bridge closure.

#### **Emergency Communications & Infrastructure Planning**

- Assisted in the development and coordination of emergency communications infrastructure strategies designed to support isolated rural residents and emergency responders impacted by the Fairfax Bridge closure.
- Coordinated discussions involving GMRS repeater systems, emergency communications backhaul systems, Starlink satellite connectivity, microwave communication options, emergency call box deployment, interoperability between emergency agencies and residents, and off-grid emergency communications systems.
- Participated in technical coordination meetings regarding repeater siting, emergency communication redundancy, radio interoperability, satellite communications testing, and emergency gate communications systems.

## **Emergency Access & Public Safety Coordination**

- Supported planning and implementation coordination associated with automated emergency access gates, emergency responder access systems, Knox box redundancy systems, emergency route safety improvements, lighting and security systems, and emergency communications at remote access points.
- Coordinated with WSDOT, emergency management officials, fire districts, law enforcement stakeholders, and private landowners to improve emergency access continuity and operational readiness.

## **Multi-Agency Emergency Resiliency Collaboration**

- Assisted in building collaborative partnerships between WSDOT, the Washington State Department of Commerce, Pierce County Emergency Management, East Pierce Fire & Rescue, Buckley Fire Department, the Wilkeson Historical District, regional amateur radio and emergency communications volunteers, and federal transportation and public lands partners.
- Facilitated coordination efforts involving emergency preparedness planning, communication systems, resource deployment, emergency evacuation considerations, and long-term resiliency planning.

## **Community Preparedness & Emergency Management Support**

- Helped develop community preparedness strategies focused on CPR and AED training, wildfire preparedness, evacuation coordination, emergency mapping systems, emergency supply staging, communication alerts, remote resident support systems, and trauma and medical preparedness resources.
- Coordinated concepts for emergency supply caches, generator-backed emergency shelters, AED placement, trauma response equipment, and emergency transportation support for isolated residents.

## **Grant Planning, Administrative Coordination & Reporting Support**

- Assisted in preparation, organization, and coordination of ERR grant proposal materials, implementation concepts, partner coordination efforts, and stakeholder communication.
- Supported administrative coordination related to compliance tracking, implementation planning, project coordination, interagency communication, community outreach, grant documentation support, and recovery planning activities.

- Helped facilitate coordination between nonprofit, municipal, emergency management, and state agency partners to support project implementation and reporting requirements.

### **Specialized Experience Relevant to the RFQ**

Jayne Peloli brings a unique combination of municipal leadership experience with emergency response experience as a former EMT-B and Firefighter, nonprofit leadership and grant coordination experience, infrastructure recovery advocacy, public safety coordination, emergency management collaboration, rural resiliency planning, legislative engagement, funding advocacy, and stakeholder coordination.

This work has required continuous collaboration across local, state, federal, nonprofit, emergency management, and private-sector partners while operating within an active emergency recovery environment involving public safety, transportation infrastructure failure, communications resiliency, and community stabilization efforts.



Friends of the Carbon Canyon  
P.O. Box 119  
Wilkeson, WA. 98396  
friendsofthecarboncanyon@gmail.com

May 25, 2026

To Whom It May Concern,

On behalf of Friends of the Carbon Canyon and the many residents, property owners, and visitors impacted by the closure of the Fairfax Bridge, we would like to express our strong support for Mayor Jayme Peloli continuing in a leadership and project coordination role related to the approximately \$2.5 million in transportation and emergency management funding secured for the Carbon River corridor.

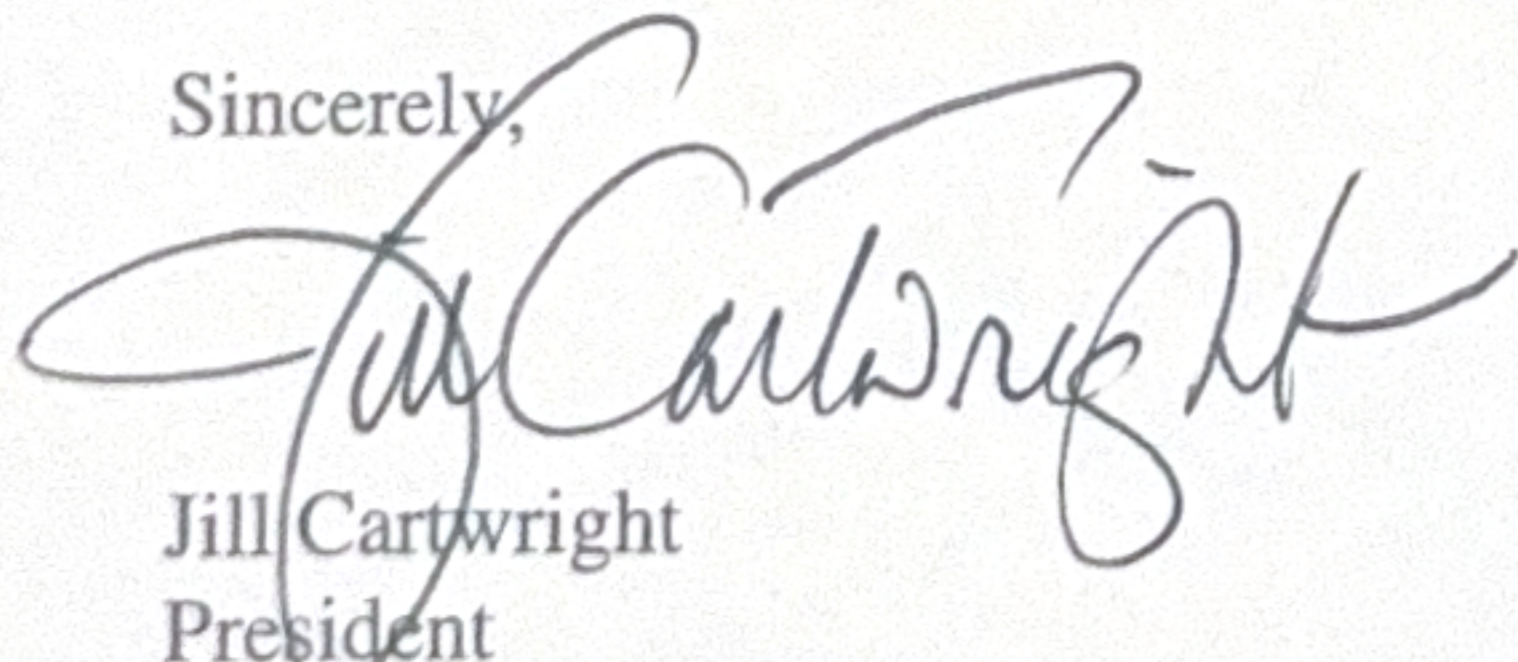
Over the past year, Jayme has been one of the leading advocates working tirelessly to address the severe impacts caused by the bridge closure. She has spent countless hours coordinating with WSDOT, emergency responders, Pierce County, state agencies, private landowners, and community members to help restore access, improve emergency response capabilities, and identify both short and long term transportation solutions for the region.

Jayme has developed extensive institutional knowledge regarding the transportation challenges, emergency access needs, operational coordination, and community concerns connected to this project. She has also built critical working relationships with the agencies and stakeholders involved. Her continued involvement would provide consistency, accountability, and valuable project continuity during a critical period for our community.

The Carbon River corridor and surrounding communities have faced extraordinary hardship due to the closure, and we believe it is important that individuals who have been actively involved from the beginning remain part of the implementation and coordination process moving forward.

Friends of the Carbon Canyon fully supports Jayme Peloli's continued participation and leadership related to these transportation and emergency management efforts.

Sincerely,



Jill Cartwright  
President

STATE REPRESENTATIVE  
2<sup>nd</sup> LEGISLATIVE DISTRICT  
ANDREW K. BARKIS

State of  
Washington  
House of  
Representatives

TRANSPORTATION  
RANKING MINORITY MEMBER  
HOUSING, HUMAN SERVICES  
& VETERANS



To Whom It May Concern,

I am writing in support of Jayme Peloli and Peloli Consulting Group as the Town of Wilkeson moves forward with its public RFQ process related to state funding associated with Fairfax Bridge closure recovery, emergency management coordination, resiliency planning, and related community recovery efforts.

Since the beginning of the Fairfax Bridge closure, Jayme Peloli has played a significant leadership and coordination role on behalf of Wilkeson, Carbonado, Fairfax residents, and surrounding communities impacted by the closure. Over the past year, she has worked tirelessly alongside state legislators, WSDOT, emergency management officials, federal and state agencies, transportation stakeholders, and community partners to advocate for impacted communities and help move critical recovery and resiliency efforts forward.

Jayme has demonstrated an exceptional level of commitment throughout this process, dedicating countless hours toward legislative coordination, public communication, emergency access planning, funding advocacy, and long-term transportation resiliency discussions. Her ability to build relationships and maintain ongoing coordination between agencies, legislators, and local communities has played an important role in ensuring the concerns of the Carbon Canyon region remained visible throughout state-level discussions.

She has also demonstrated a deep understanding of the transportation, emergency management, and economic recovery challenges facing the region. Her institutional knowledge and day-to-day involvement in these efforts make her uniquely familiar with the complexity and scope of the work moving forward.

I appreciate the Town's decision to move forward with a transparent public RFQ process for these consulting services. Based on Jayme Peloli's experience, ongoing involvement, and demonstrated commitment to the affected communities, I believe Peloli Consulting Group would be well qualified to support the continued coordination and administration of this work.

Sincerely,

A handwritten signature in black ink, appearing to read "Andrew K. Barkis".

Representative Andrew Barkis  
Washington State House of Representatives

# Darren Littell

(202) 870-3550 | darren@westerndawn.org

## PROFESSIONAL SUMMARY

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Senior political strategist, communications director, and program administrator with nearly 20 years of experience working alongside elected officials, government agencies, and community stakeholders. Demonstrated record of managing complex operations, multimillion-dollar budgets, and professional teams in high-pressure environments. Experienced in advocating for constituent needs at the local, state, and federal levels — translating community priorities into effective action through direct engagement with elected officials, agencies, and decision-makers. Brings structured program management, clear public communications, and coalition-building skills to every engagement.

## CORE COMPETENCIES

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- Government & Elected Official Relations
- Program & Operations Management
- Constituent Advocacy & Community Engagement
- Budget Development & Administration
- Public Communications & Crisis Response
- Team Leadership & Staff Development
- Coalition & Stakeholder Coordination
- Strategic Planning & Execution
- State & Local Government Process
- Pacific Northwest Regional Expertise

## RELEVANT EXPERIENCE — GOVERNMENT RELATIONS & CONSTITUENT ADVOCACY

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Throughout his career, Darren Littell has engaged extensively with elected officials at the local, state, and federal levels — including Members of Congress, state legislators, governors, and local government officials — to advocate on behalf of constituents, communities, and client organizations. This work has included:

- Direct advocacy with lawmakers and agency officials to advance constituent and community priorities
- Serving as primary liaison between elected offices and the public, managing constituent communications and needs
- Coordinating with government bodies on program implementation, funding, and compliance
- Advising elected officials and candidates on public communications strategy and community messaging
- Facilitating multi-stakeholder coalitions involving local governments, nonprofits, and advocacy organizations

## PROFESSIONAL EXPERIENCE

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**Let's Go Washington** | *Campaign Manager* | Washington State | 2024

- Led strategy and full execution of 2024 statewide initiative campaign, coordinating staff, vendors, legal compliance, and public communications
- Managed relationships with elected officials, party organizations, and community stakeholders across Washington State

- Oversaw constituent outreach and public advocacy programs to advance campaign goals

**Majority Strategies** | *State Strategist* | Seattle, WA | November 2017 – Present

- Managed client portfolio across Washington, Oregon, Alaska, Idaho, and Montana — serving candidates, ballot measure committees, and political organizations
- Advised clients on government relations, stakeholder engagement, and communications with elected officials and agencies
- Coordinated constituent advocacy and community engagement programs on behalf of local government and nonprofit clients
- Campaign portfolio includes: Paul Harris (WA Senate District 17), Kevin Waters (WA House District 17), Stephanie McClintock (WA House District 18), Association of Washington Public Hospital Levy Program, and Concerned Taxpayers of Washington

**Templar Baker Group** | *Senior Director* | Lansing, MI | April 2015 – November 2017

- Advised Dow Chemical and Michigan-headquartered companies on political activities, government relations, and regulatory strategy
- Consulted with international companies on Michigan state laws and strategies for achieving legislative and agency objectives
- Managed client relationships with state government officials and legislative stakeholders

**Michigan Republican Party** | *Communications Director* | Lansing, MI | June 2013 – April 2015

- Managed \$2.5 million operations budget and team of 13 communications staff
- Led communications operations for historic 2014 cycle: gubernatorial victory, statewide offices, State Senate supermajority, State House supermajority, and Michigan Supreme Court wins
- Coordinated messaging and outreach with elected officials, candidates, and party stakeholders statewide
- Directed multi-million dollar television and digital advertising programs

**Republican National Committee** | *Regional Press Secretary* | Washington, D.C. | February – December 2012

- Led Nevada Victory communications effort; coordinated with local candidates and elected officials on earned media and messaging
- Served as official spokesman for state and national media inquiries
- Generated media plans for both bracketing and positive messaging operations

**Office of Congressman Joe Heck (NV-3)** | *Communications Director* | Washington, D.C. | January 2011 – February 2012

- Senior advisor, official spokesman, and primary media contact for a Member of Congress in a top 10 targeted district
- Served as direct liaison between the congressional office and constituents, community organizations, and media
- Assisted in establishing congressional office operations for a freshman Member
- Crafted public messaging to represent constituent interests across a diverse district

**Friends of Dave Reichert, U.S. Congressional Campaign (WA-8)** | *Communications Director* | Bellevue, WA  
| July – November 2010

- Successfully re-elected Congressman Dave Reichert in the most Democratic Republican-held congressional district in the nation
- Developed, managed, and executed full-cycle campaign communications strategy
- Served as official spokesman and primary contact for all media

**DCI Group** | *Account Executive* | Washington, D.C. | 2007 – 2010

- Managed and executed state and federal communications strategy for clients in Energy, Financial Services, and Consumer Products
- Coordinated earned media, stakeholder outreach, and government relations programs

**Washington Scholars Fellowship Program** | *Executive Director* | Washington, D.C. | 2006 – 2008

- Managed 18-member team and oversaw day-to-day organizational operations
- Created and administered operating budget

## EARLY CAREER

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**The Heritage Foundation** — Center for Legal and Judicial Studies | Washington, D.C.

**U.S. Senate Judiciary Committee** — Front Office of the Chairman | Washington, D.C.

## EDUCATION

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**University of Washington** | *Bachelor of Arts, English* | Seattle, WA | June 2006

- Dean's List, 2004–2006



Washington WA

# JAYME PELOLI

## PROFESSIONAL SUMMARY

Strategic public administration and consulting professional specializing in **infrastructure recovery, economic development, government relations, and community resiliency initiatives**. Experienced in leading complex, multi-stakeholder projects that require coordination across public agencies, elected leadership, nonprofit organizations, and private-sector partners. **Since April 2025, has contributed to efforts supporting more than \$17M+** in public funding, legislative appropriations, and grant investment tied to transportation resiliency, emergency management, and regional stabilization initiatives.

Combines expertise in **project management, strategic advocacy, public communication, and implementation planning** with a strong understanding of governmental and legislative processes. Recognized for advancing collaborative, solutions-oriented strategies that translate long-term policy and **development goals into actionable and measurable outcomes** for communities.

## EDUCATION

Ph.D., Public Administration  
**California Baptist University**, Riverside, CA  
Expected in September 2028

Master of Arts, Strategic Communications, Marketing  
**Washington State University**, Global Campus

Bachelor of Arts, Social Sciences  
**Washington State University**, Global Campus

Associate of Arts, Residential Planning  
**The Art Institute of Pittsburgh, Online**, Pittsburgh

## ACCOMPLISHMENTS

### **Washington Coalition for Open Government – Shine the Light Award (2026)**

Recognized for advancing government transparency through public records research that helped bring statewide attention to infrastructure oversight and the impacts of the Fairfax Bridge closure on rural communities.

### **Pierce County Economic Development Board – Executive 10 Award (2026)**

Recognized by the Pierce County Economic Development Board for leadership advancing the *Wilkeson's Way Forward* initiative, a regional effort focused on economic resilience, land conservation, and community revitalization following the Fairfax Bridge closure.

**Washington Coalition for Open Government – Key Award (2025)** Recognized for submitting formal WSDOT public records requests while serving as a Wilkeson Town Councilmember, uncovering approximately 20 years of deferred maintenance and inspection records for the Fairfax (O'Farrell) Bridge and contributing to greater public accountability.

### **NDS – Inaugural GOLD Achievement Award (2023)**

Awarded by NDS executive leadership for top-tier performance in U.S. commercial stormwater sales, recognizing exceptional results and national sales impact.

## HIGHLIGHTS

- **Led advocacy efforts securing \$16M+ in funding opportunities for the Town of Wilkeson and surrounding communities (2025–present)** through legislative engagement, infrastructure
- **Managed a \$7M–\$10M multi-state territory, driving double-digit revenue growth while expanding the company's footprint in underdeveloped markets.** Led strategic market development across

advocacy, grant development, and regional economic development initiatives related to the Fairfax Bridge closure.

contractor and distributor channels, building long-term partnerships and identifying new opportunities that increased product adoption and strengthened regional market presence.

- Increased **regional market share by 28% in under two years** by implementing creative sales strategies, contractor training programs, and channel-specific promotions.
- Oversaw a portfolio of **150+ key accounts with deal sizes ranging from \$50K–\$500K**, consistently exceeding quota and securing multi-year agreements.

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## WORK HISTORY

April 2023 - Current

**Peloli Consulting Group - Principal Consultant**, Wilkeson, WA

- Provides consulting and project coordination services for municipalities, nonprofits, infrastructure initiatives, and community development projects.
- Leads stakeholder coordination with legislators, government agencies, emergency management, transportation partners, and regional organizations.
- Supported advocacy, grant coordination, and funding efforts tied to more than \$17 million in public funding and infrastructure-related initiatives.
- Develops contracts, funding requests, presentations, strategic plans, and public communication materials.
- Manages project administration, reporting, grant support, implementation planning, and community engagement efforts for public sector and nonprofit clients.

July 2016 - Current

**Peloli Design and Interiors - Owner/Principal Designer**, Washington

- Increased client satisfaction scores by 40% through personalized interior design consultations tailored to individual style, function, and budget.
- Designed hundreds of residential spaces, delivering creative, functional solutions that led to a 90%+ client referral rate and repeat business.
- Boosted property sale speed by 50% through strategic home staging—creating high-impact visual appeal that consistently led to offers above asking price.
- Collaborated with homeowners, investors, and builders to develop aesthetically refined, cost-effective design plans, helping maximize ROI on renovation and staging projects.

December 2022 - March 2024

**NDS - District Sales Manager**, WA, ID, MT, HI

- Managed a \$7M–\$10M regional sales territory, overseeing distributor, contractor, and specifier accounts while directing the overall go-to-market strategy and brand positioning across four states.
- Acquired 50+ new customers in under 18 months by identifying gaps in the market, launching targeted outreach campaigns, and delivering tailored product solutions that met local demand.

- Drove territory growth by executing strategic sales forecasts and action plans, aligning with company-wide initiatives and exceeding annual revenue goals by 120%+.
- Led the annual budgeting and territory planning process, optimizing resource allocation and aligning sales targets with market trends and growth opportunities.
- Delivered over 100 contractor and distributor training sessions, increasing product knowledge, improving channel performance, and directly contributing to a 30% increase in product adoption and customer retention.

September 2021 - December 2022

**Kohler Co. - Sales Executive**, Washington + Alaska

- Closed high-value contracts averaging \$150K+ by tailoring sales presentations to client pain points and product benefits—leading to stronger close ratios and long-term account growth.
- Implemented territory-wide sales incentives and lead-nurture workflows, resulting in a 20% reduction in sales cycle length and faster revenue realization.
- Launched competitive positioning strategy that directly contributed to winning back key accounts and growing market penetration by 18% in 12 months.
- Created scalable sales playbooks and onboarding tools for new team members, accelerating ramp-up time by 40% and improving first-quarter performance.

June 2019 - February 2021

**Ferguson Enterprises Inc - Outside Builder Sales**, Seattle, Washington

- Cultivated strategic customer and community partnerships, resulting in sustained account growth and enhanced brand reputation across regional markets.
- Partnered with executive leadership to roll out cross-functional process improvements, leading to streamlined workflows and a 15% boost in operational efficiency.
- Oversaw end-to-end revenue operations, aligning pricing models, customer engagement strategies, and backend logistics to support scalable growth.
- Improved gross margins by 25% through cost containment measures, refined inventory management, and targeted product positioning to accelerate sell-through rates.

June 2016 - August 2017

**Synergy Sales - Outside Sales, Plumbing Manufacturer Rep**, Washington

- Built a network of 40+ distributor partnerships, increasing product reach and accelerating entry into underserved markets through consistent relationship management.
- Implemented proactive territory routing and service schedules, improving in-field efficiency by 20% and maintaining high customer service standards.
- Led technical product walk-throughs and field demonstrations, empowering distributor teams with real-world application knowledge and increasing product confidence and advocacy.
- Drove operational gains by analyzing underperforming areas, applying data insights to refine territory plans, streamline communication channels, and elevate overall sales efficiency.

August 2012 - August 2015

**The Boeing Company - Executive Administrator**, Seattle, WA

- Coordinated and processed domestic and international travel, prepared expense reports, and reconciled corporate credit cards.
  - Supported leadership by scheduling meetings, managing communications, and maintaining departmental and business operations records, including website updates.
  - Managed conference room scheduling to ensure optimal use of resources.
  - Assisted with 747 and 757/767 Fleet Team customer events, handling registration, recognition products, supplier verification, and customer engagement throughout conferences.
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## **VOLUNTEER CONTRIBUTIONS**

- **Mayor**  
Town of Wilkeson, Washington | January 2026 – Present
- **Executive Director**  
Wilkeson Historical District, 501(c)(3) | 2025 – Present
- **Town Council Member**  
Town of Wilkeson, Washington | June 2024 – December 2025
- **Volunteer Firefighter / EMT-B, Firefighter I**  
East Pierce Fire & Rescue / Buckley Fire / KKFD #44 | 2008 – 2015