



Re-Elect James F. Puffenberger for Bratenahl Village Council

I have been honored to serve as your elected Councilman since 2014 and as the Council President Pro Tempore for each of the last 3 years. Being a Bratenahl resident and homeowner for more than 19 years and growing up in small-town Ohio taught me the importance of volunteer community involvement and the contributions each citizen can and should make in their community. My wife Deb and I (and our big, white German Shepherd) love living in Bratenahl and understand the unique character of its location, its history, its beauty and, most importantly, its residents.

For those of you I have yet to meet, I hope the information below detailing my background, community involvement activities to-date and what is important to me will help you to understand what I will continue to bring to council and the Bratenahl community - proven, non-political, executive leadership for an even better Bratenahl.

Business and Education Bio

I have nearly 40 years of experience in the medical product and technology industries. Over a nearly twenty year span I served in multiple management capacities with Philips Healthcare, Inc. and Seattle based ATL Ultrasound (now wholly owned by Philips) and helped design its integration strategy. I served as Vice President in the diagnostic Ultrasound business unit and had added general management responsibilities for Philips Healthcare Canada. Twice ATL and Philips recognized me as manager of the year in North America, among other honors.

Subsequently serving as President, and in other executive capacities, of early stage companies based both in the U.S. and overseas taught me to effectively execute strategy with limited budgets - critical in small Village government. I have also acted in an advisory role for various other business entities.

Through an appointment as adjunct faculty for the Cleveland campus of Tiffin University, I enjoy occasionally teaching Organizational Strategy and Operations Management in their adult degree completion program. I hold a degree in Biology and Chemistry from Miami University in Oxford, Ohio and an MBA with honors. I continue to advise medically related start-up companies.



Essential Community Involvement

Bratenahl Community:

- Elected to Bratenahl Village Council, 2013
- Elected by fellow Council members as Council President Pro Tempore, 2015, 2016, 2017
- Chaired Public Safety Committee, 2014, 2015
- Chaired Finance Committee, 2016, 2017
- Member - Bratenahl Community Foundation (BCF)
- Former Board Member; Philanthropy Chair - BCF
- Drove BCF project to purchase essential police equipment at no cost to taxpayers
- Member - Bratenahl 100, Inc.
- Member - Board of Zoning Appeals
- Member - Board of Building Code Appeals
- Successfully promoted ballot issue in support of The Bratenahl Police Department
- Member - Ad Hoc Council Meeting Public Participation Committee
- Member - Bratenahl Strategic Master Plan Project Committee
- Shoreby Club Member, 1998 to present

Outside Bratenahl:

- Volunteer Mentor - Big Brothers Big Sisters (BBBS) of Greater Cleveland; selected to represent Cleveland BBBS in roundtable discussion for Congressional and White House at-risk youth initiative
- Former Board Member - St. Peter Historic Church
- Instituted *Puffenberger Family Fund* at The Cleveland Foundation

What We Have Accomplished (so far)

- Developed a long-range Village Master Plan that we can and have begun to implement
- Transitioned Police dispatch to a high-tech call center with capabilities unobtainable by a small Village on its own
- Began the first new building process in decades utilizing fiscally sound financing - the long over-due replacement of our Service Building/salt dome
- Introduced and passed first-of-its kind legislation in Bratenahl allowing for the safe, humane removal of nuisance animals from the Village
- Modernized the compensation strategy and structure for all Village employees



- Introduced a merit structure for education, military service (police), tenure and achievement that enhances safety and performance
- Participated in the planning and enhancement of the new Lakeshore Blvd. bridge
- Added to preserved Village greenspace
- Initiated, reviewed, revised and/or recommended nearly 90 individual pieces of legislation in the Public Safety and Finance Committees I chaired
- Consistently worked **with** Village Administration and individual Departments for the expeditious passage of required legislation and initiatives

Essential Issues and Priorities

- Keep Bratenahl safe by providing appropriate staffing and equipment to the safety and service departments. **1st priority**
- Keep and enhance the beauty of Bratenahl by cost-effectively providing the necessary resources required.
- Listen to the recommendations of residents, colleagues and community leaders and expeditiously implement through legislation fiscally sound, sustainable, long-range ideas for a better Bratenahl.
- Preserve the natural openness and elegance of the community. Work to preserve green space and prevent the encroachment of signage.
- Continue the development and implementation of a marketing plan targeted to attract homebuyers, improve home values and enhance the perception of the Village.
- Investigate and drive additional revenue opportunities for the Village.
- Expedite critical council decision processes utilizing our own, inherent experience and talent in the Village and by working with all interested parties.

Bratenahl is a unique community in an ideal location. Utilizing more than 40 years of business leadership experience, long term residence in Bratenahl and a genuine concern for our community, my goal is to continue to maintain and enhance all those attributes we love and enjoy here. Open communication is important and I encourage you to contact me at jpuffenberger@bratenahl.org with your ideas and issues. Thank you for your ongoing support and I look forward to discussing all your ideas in greater detail. With proven executive leadership on council, we have accomplished much, but more needs to be done. Help me make it happen. Once again, I respectfully ask for your vote.

