

**AFFIDAVIT**  
(SWORN STATEMENT)

**RECEIVED**  
OCT 10 2022

BY: Dylan G  
Ⓢ 5:16 pm

10/10/2022

My legal name is Genisi C. L. Pennie ("Affiant") and acknowledge I am:

- Age: 45
- Address: 11899 Jasper Street, Commerce City
- Residency: CO

Being duly sworn, hereby swear under oath that:

- I am a citizen of the United States;
- I am at least 18 years of age;
- I have been a resident of Commerce City for over 7 years.
- I am a registered a voter; and
- I am not currently serving a criminal sentence, including probation or parole, for a felony or an offense comparable to a felony in the military.

Under penalty of perjury, I hereby declare and affirm that the above-mentioned statement is, to the best of my knowledge, true and correct.

Affiant's Signature:  Date: 10/10/2022

# Genisi Pennie

(720) 314-7610

## EXPERIENCE

### Leadership and Project Management

- Coached and supported multiple project teams as a servant leader in business settings ranging from small to fortune 100 companies, in addition to numerous volunteer organizations.
- Conflict resolution between team members, or with other teams.
- Trained new associates
- Team Lead, creating inclusive environment to thrive as a team.
- Established guidelines, managed project schedules, assisted team transitions with organizational changes.
- Facilitated weekly update meetings, decision making and helped to get buy in to company directives.
- Removed impediments and blockers that could not be solved at team level.

### Relationship Management and Communication

- Relationship management, Sales and Retention through excellent written, verbal and in person communication and negotiation.
- Created processes for correspondence that team members used for professional client communication.

### Technology and Training

- Continuous creation of customized excel based tracking tools and processes to encourage organization, efficiency, standardized processes, and metrics internally.
- Analysis of multiple laws, regulations, and metrics to provide best product combinations to my clients.
- Complex reporting to business owners to evaluate utilization of medical plans under tight deadlines.

## DESIGNATIONS

- COLORADO LIFE & HEALTH INSURANCE LICENSE
- IRS PTIN HOLDER
- SCRUM MASTER CERTIFIED
- PREV. HELD SERIES 6 & 63 SECURITIES LICENSES
- NOTARY

## KEY SKILLS

- RELATIONSHIP MANAGEMENT
- SALES AND SERVICE PROFESSIONAL
- TEAM LEADERSHIP, PROJECT LEADER, TRAINER, SKILLED SPEAKER
- VERBAL AND WRITTEN COMMUNICATION AND CORRESPONDENCE
- EXCELLENT ORGANIZATION
- REPORTING AND INSURANCE REGULATION ANALYSIS
- COMPLIANCE
- PROCEDURE DOCUMENTATION
- FINANCIAL, INSURANCE AND BENEFITS PRODUCTS
- ETHICS TRAINER – 3 YEARS

- Team member on Salesforce user implementation team. Trained multiple teams across three organizations on Salesforce.
- Project team member to develop and launch systems, representing end user needs and concerns, as well as unit integration testing.
- Spearheaded project to provide new tools and resources to individual consultants by writing three standard operating procedure manuals and two product service manuals.
- Designed and facilitated classes in sales and service of various financial products, ethics CE, service excellence, presentation and leadership, and various proprietary software user training courses.

## Notable Achievements

- Increased buy in and volunteer team participation by 400%
- Received excellence in customer service award for several years.
- Toastmasters Division Governor of the Year award recipient

## EDUCATION AND ORGANIZATIONS

Scrum Alliance – 2021 Certified Scrum Master

Metro State University / Regis University

Front Range Community College

Denver Colorado

**Toastmasters D26** – Advanced Leader Silver, Advanced Speaker, Conference Chair, D26 PR Officer (CO, WY, NE), Area and Division Governor, Club Mentor.

**Basics Team** - Career Development, Entrepreneurship and Business Development, Personal Growth and Success Principles

Integrity Selling®

Seven Habits of Highly Effective People®

## KEY VOLUNTEER EXPERIENCE

- **JUNIOR ACHIEVEMENT:** FACILITATOR AND FUNDRAISING PROJECT LEAD – 6 YEARS
- **YOUTH SOCCOR COACH** – WESTMINSTER – 3 YEARS
- **CHILDREN FINANCIAL EDUCATION TEACHER** – TIAA-CREF VOLUNTEER PROGRAM – 3 YEARS
- **VOLUNTEER LEADER** FOR EMPLOYER – 10 YEARS
- **KEEP BOOKS** FOR A FINANCIAL GIVING TRUST IN DENVER, CO THAT DONATES 100K PER YEAR TO VARIOUS ORGANIZATIONS – 5+ YEARS
- **VARIOUS CLEAN UP AND IMPROVEMENT EVENTS** FOR SHELTER ORGANIZATIONS IN DENVER FOR PAST 30 YEARS

October 10, 2022

Dear City Council Members:

I am applying to be a City Council member. I have included with this letter: my sworn statement of eligibility and a resume listing some of my employment experience, as well as some of my service experience. In order to simplify your selection process, I will organize this letter with the list of questions you have requested that applicants answer.

1. *Why are you applying to be on the City Council?*

I am interested in being a part of the solution when it comes to our city. I believe Commerce City has been built on business and family growth and should continue to do so. I want to find the best financial solutions for our residents, while building resources and culture at the same time.

2. *How is your experience and background relevant to being on the City Council?*

I have worked in Financial Services, Accounting and Insurance Sales for over 20 years, and I currently own two business, one in tax accounting and one in health insurance sales. This occupational experience has helped me to understand numbers, people, and business needs. I have volunteered for numerous organizations, and been a part of Toastmasters. These service organizations have helped me to meet and understand an eclectic group of people and needs. I have worked in many capacities in these self-governed groups. These skills will help me to work with the council and the residents to work on a myriad of issues.

3. *What are your thoughts on the relationship between the Historic City and the Northern Range?*

I understand there are differences in the needs of the different wards, but the city is a whole. I have noticed during meetings that residents often focus on their portion of the city, and it is, in my opinion part of the council members job to help remind everyone that we are one, and resources need to be shared and improved throughout. I am proud of the history and the growth alike.

4. *What do you believe to be the three most pressing challenges or concerns in the Commerce City community?*

- Financial growing pains as we go from a smaller to larger community
- Resources for the youth – enough schools, entertainment and activities to keep them out of mischief, etc.
- Crime prevention

5. *What do you see as the three biggest opportunities for Commerce City right now?*

- Encouraging businesses to continue to build in Commerce City
- Home building growth bringing in new families
- Diversity of the residents

6. *What concerns, if any, do you have about serving on the City Council?*

This would be my first involvement in a government group, and there is definitely a learning curve. I will do my best to meet the need!

7. *What does Quality Community for a Lifetime mean to you?*

Community that works together to make our home safe, serene, and enjoyable to be a part of. One that grows to meet changing needs and looks for the best solutions for all residents.

8. *What local government or non-profit boards or commissions have you served on?*

The main Non-Profit I have served on is the District 26 Toastmasters Board. I served one year as the Denver Division Governor and one year as the Public Relations Officer. I also served on a community volunteer council board for TIAA-CREF for several years.

9. *Have you participated in the Commerce City Civics Academy?*

Due to previous time constraints, I have not. My scheduling concerns have lifted permanently due to family and career changes.

10. *How long have you resided in Commerce City?*

Seven plus years - Since July of 2015. However, I grew up with children in Commerce City my entire life. I am not completely new to the area. 😊

11. *What is your favorite place in Commerce City?*

I enjoy the walking and biking paths, and Eagle Point Recreation Center.

I have been considering running for City Council since 2018. I chose not to previously because I knew I would struggle to give the appropriate level of focus to the city. I am excited that my scheduling concerns have changed, so I am finally able to jump in and serve the community the way it deserves. I hope you will consider my application to take the open seat.

Sincerely,



Genisi Pennie