

Shaun J. Moran

Biography

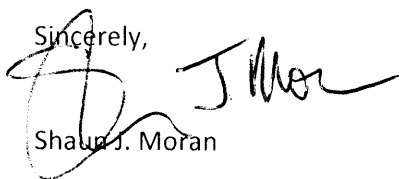
I was born and raised in a small town in northern Rhode Island and originally came to Ashland with my family like many others, by chance. I grew up in a community similar in size and feel to Ashland and this instilled in me the importance and the value a small town offers in developing strong lasting connections to family, friends and community. The unmatched quality of life Ashland offers was the allure that eventually led my family to settle here. Because of all Ashland has to offer it was an easy place to settle down to raise a family. After moving to Ashland from Tokyo Japan in 2009 we unexpectedly returned to Tokyo for 2 1/2 years before returning back home in mid- 2013 for good.

I attended Edinburgh University and earned my B.A in Political Science from Bates College in Lewiston Maine. After college, I embarked on a journey that changed my life. I moved to Japan and lived there for nearly 24 years. That experience gave me vast insight into what it means to be culturally diverse. I believe those experiences were essential elements in shaping who I am today and underscored the importance of being accepting of those who are different. I try to employ that understanding in how I live my life every day. I am part of an interracial marriage. My wife and I have been married for over 20 years and we have three interracial children all enrolled and thriving in the Ashland school system. We have taught our children to respect and accept others and to cherish the fact they are different. We value and celebrate diversity in our lives everyday.

I am a self-employed small business owner who understands the complexity and difficulties associated with starting a business and working tirelessly to ensure it survives and prospers. I am an accomplished financial services executive with extensive international banking experience. My banking career spanned nearly 18 years encompassing organizational transformation, sales and service, strategy and business line management. I was valued for my leadership, teambuilding, collaboration, communication and business acumen all of which I know are important attributes of a productive and effective city council member. I was involved extensively in MBA recruitment and executive leadership mentoring programs which involved recruitment, development and retention of key employees. I was employed by Massachusetts Financial Services, Merrill Lynch and J.P Morgan Chase Japan as a Managing Director. I am also fluent in Japanese.

I am committed to Ashland and to all it represents and have been an active member and volunteer in the community. I am a contributing Board Member of the Ashland Emergency Food Bank which provides needed resources to many of the underprivileged in our community and a citizen volunteer of the Ashland Budget Committee. I look forward to expanding my role serving the community and hope I can count on your support for the vacant city council position as the needs of Ashland continues to change and grow.

Sincerely,



Shaun J. Moran

1-20-17
JC Elections confirmed
lives w/in city limits &
registered to vote
- M

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Shaun Moran: Application for Council Seat #6

1) What do you think are the biggest issues facing the city?

Economy

Ashland is undeniably a wonderful place to live. The quality of life is unmatched and is often cited as one on the main reasons people choose to settle here. When I leave, I often find myself eagerly looking forward to returning home. We have a dynamic mix of people here from different social and economic backgrounds and varied experience which contributes to the uniqueness of our community. That said there are things that we should try to improve to make Ashland a better place for all.

In Ashland we are blessed to have Oregon Shakespeare Festival and Southern Oregon University which both provide wonderful benefits to our local economy. But with most of our “economic eggs” in the service sector basket in times of economic duress, like we saw in the last recession, our economy is vulnerable. We need to be more diversified so we can better manage the unforeseen economic shocks that inevitably will come. I think we need a fresh strategic vision to address the pressing issues of job creation and economic vitality, both of which have been stagnate over the last several years. There were more Ashland business licenses issued in 2008 than there were in 2015. Only last year has that started to improve. We need a more balanced approach to insuring our economy remains vibrant in good times and in bad. I believe we need to strengthen our partnerships with OSF, SOU and the Chamber of Commerce. If we can better leverage and monetize these relationships we can find additional ways to capture the important “tourist dollars” that our economy is so reliant upon. Simultaneously, we need to capitalize on the synergies between these institutions so we can offer solutions to empower entrepreneurship, retain and expand businesses and leverage the organizational assets we have in town to insure we have a strong and resilient economy. I think we have an incredibly strong foundation to build upon. We just need to take the necessary steps to protect our economy from the inevitable economic hurdles in the future.

We need to engage and work more closely with SOREDI as well as other viable non-profits and economic development groups. We should work to attract, encourage, and foster new companies from emerging industries and people with great ideas to come here to flourish, raise their families and help diversify our economy. We have several Enterprise Zones in town which could be a solution for new and growing businesses. We need to stop talking around the issue and find ways to give entrepreneurs and creative innovators a place to grow their vision. In 2008, Plexis Healthcare Systems was looking to relocate their facilities at the Croman Mills Redevelopment Site to expand and grow their business. Problems arose, delays occurred and their move and the Croman Development never happened. Interestingly, Plexis just announced they were moving their operations out of Ashland and taking 100 jobs with it. We need to find ways to keep businesses like Plexis here in Ashland. They are the anchors of our local economy and we need to help them grow and prosper. This is the key to balancing our economy and securing our future. We cannot be complacent. We need to strike the right balance between building code requirements, regulation and sensible decision making. We need to be proactive and take a fresh look at

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our economic development plans and strategy which have been unrevised since 2012. I think we should revisit the idea of an Economic Development ad- Hoc Committee. This might allow us to harness some of the untapped business skills and ideas from people within our community from different industries who could provide actionable strategies to help. I look forward to helping in this challenge.

Affordable Housing and Smart Building

We can't improve our economy, address the lack of affordability in our town or really impact the lives of our most needy without a multi-tiered strategic approach to solving the lack of affordable housing and smart building in our community. I think the time is ripe for decisive action on this issue. A review of the Housing Element of the City's Comprehensive Plan is essential. I believe the city can find actionable ideas to implement which will help ease our housing problems. In many ways, our economic future is linked to our housing issues. Some of the biggest challenges faced by Ashland businesses are around attracting staff and skilled workers. In fact, in a recent Chamber of Commerce survey, many business respondents suggested the "high cost of living" in Ashland made it difficult to find the right candidate. We need more jobs that give people a livable wage so they are able to rent or buy homes in our community. We ultimately need a broader vision that calls for a reset of "business as usual" in the departments that oversee this essential part of the city administration. While working to preserve Ashland's unique historic and architectural qualities, we need to evaluate existing building restrictions and regulations to allow for more creative infill projects for commercial, residential and mixed use projects. We need to allow for higher density buildings. The current building codes and strict interpretation of them stymie practical utilization of existing lots and building that could be improved and don't take into account the nuisances of many new projects. In many cases, the result is actually creating subpar design.

Other ideas like adopting more stringent renters' rights rules (90 day no cause evictions) and funding the Housing Trust Fund with a stable and reliable revenue source will provide options and achievable solutions to the housing problems faced by our most needy. It is a fact that funding affordable housing to give people a path to home ownership will be the cheaper alternative for our community over time. We should learn from other municipalities where urban planning and forward thinking is leading to livability, greater affordability, reduced costs and economic opportunity for it's citizens. I think Ashland needs to consider the feasibility of Vertical Housing Development Zones which it doesn't presently allow. Creating a master plan involving bigger and mixed use buildings incorporating the thoughts, ideas and concepts of proven developers will create more affordable housing options for our citizens. I would hope to play a critical role in the housing development and policy discussions as a city council member.

Climate Change and the Environment

I think the city has made great strides in addressing the importance of taking a proactive approach toward Climate Change. This is an essential issue facing our community. I applaud the city's multi-faceted approach to climate change and the environment. With 2016 being the hottest year in recorded

human history taking a proactive approach to Climate Change is not only essential for Ashland but the world at large. I think we must maintain the momentum to insure we continue to set the bar high. Our community is committed to taking responsible steps to contribute to the slowing of greenhouse gas emissions and climate change. I agree with the commitment our city leaders are making toward protecting the environment and I think it is an essential issue for our city leaders to continue to champion. We should be proud we are setting the example for other communities to follow. I am looking forward to the upcoming discussion around setting up a City Citizen Advisory Commission which will be monitoring and tracking CEAP goals in the next few months. I am supportive of the 10x20 ordinance #3134 and hope this will be an essential part of the implementation of CEAP. I understand this dialogue will take time as policy issues are refined and further discussed. Being a voice in the discussion of how we impact our carbon footprint is critical to me and the entire Ashland community.

As part of the climate change discussion I believe we should continue to pursue a strategy of protecting our forestland and our watershed through the good work of the Forest Land Commission and AFP, seek ways to find incentives to make renewable energy more economically viable and work to promote and educate our citizens on the importance of a reliable and stable water source. I often attend AWAC meetings and listen to discussions and I look forward to helping in the Climate Change discussions as a city council member.

2) What is your primary motivation for seeking the vacant council seat?

I pride myself on being an open minded individual who can work with others toward a common goal. I have the integrity, experience, passion, enthusiasm and more importantly the time to help shape the focus and discussion on issues that are important to the people of Ashland. We must ensure that our city government works for the people and allows the voice of its citizenry to be heard. If selected to the council this will become my new "full time job". I am sure I can inject a fresh perspective into the discussions of our city government. Most importantly, I am dedicated to being transparent and accountable. I understand and value the significance of "saying what you mean and meaning what you say" and I believe it is essential that my statements are consistent with my actions and true to my values. My experience as a citizen member of the budget committee has given me knowledge and insight into the inter-workings of our city government. I have learned, in detail, how it is financed and how it works. I have attended many city meetings outside of the budget committee where my goal has always been to learn as much as possible about the issues facing our city. Now I think I'm ready to take that next step, to reach out to try to have more of a voice, while representing the voices of people in our community and in the process hopefully positively impacting Ashland along the way. I don't purport to have all the answers. I understand the learning curve for any new member of the city council will be challenging. I do know that I have the time to dedicate to this task. My years living in Japan taught me a cherished tenant of Japanese culture that being consensus building and open communication are essential parts of the decision making process. I am willing and eager to learn, be collaborative and as productive as possible while working with other members of the city council to find solutions to the issue and problems facing the people of our community.

3) What community and city activities have you been involved in recently?

I had spent nearly half my life outside of the United States when I moved with my family to Ashland in 2009. Looking at America from outside her borders gave me a very unique perspective on how lucky we all are to be citizens of this great county. I have been fortunate to have found professional success and have always wanted to somehow give back. My mother always said to my siblings and me when we went off to school “do something nice for someone today” and helping others “is the rent we pay for our time on earth”. The importance of those words have never escaped me.

When I learned of the great work of the Emergency Food Bank in 2009, I periodically would go down to volunteer. New to the Ashland community the vast majority of my time was spent insuring my wife and family were settled and secure. It was after we returned to Ashland in 2013 that I pledged to get more seriously involved. Going to the Food Bank to help unpack food provisions and restock empty shelves let me see firsthand the numbers of people in need and how much this organization was helping our community. My wife and I began to take our children there during Thanksgiving and Christmas to help. I got to know the people involved in the organization and in 2015 I was asked to join the Board of Directors. Being on the Board has been an incredibly rewarding experience and I look forward to continuing to serve as a productive member of this important Ashland organization.

As our family started getting involved in school and community activities in 2009, I learned of the role of the citizen volunteers in the budget process in Ashland. Several people approached me and suggested that my professional experience in finance could be a potential help to the city. I was influenced that the expertise I had would blend nicely with both the other volunteers and elected members of the city council. I knew in the back of my mind however that there was a real possibility that we would be returning to Japan and I didn't want to make a commitment that I wouldn't be able to see through so I decided to postpone that work until we returned to Ashland for good. Once back home in 2015 I decided to get more involved and I submitted my application. I was selected as a citizen member of the budget committee prior to the adoption of the 2015-2017 budget. I serve on that committee today and it is a role that I take very seriously. As a member, I have an obligation to be professionally curious, inquisitive and thorough. Not to dictate policy, but to offer insight into solving financial problems by looking at potential solutions from a different perspective. I feel strongly that we must be cognizant of the financial commitments we make today so all of our citizens have the best opportunities possible to live and succeed in Ashland in the future.

In the summer of 2015 I reached out to the Ashland Chamber of Commerce to educate myself about the transient issues facing our town and the impact it was having on our business community. I shared my own personal experiences and stated that as a business owner and citizen I thought more needed to be done. My concerns were shared with the Executive Director and Board and I was selected in late 2015 as a member of the Behavior Task Force Committee. As you know, this group is made up of many leading business members in our

community. Like many others I supported the re-education campaign of “Reconsidering How You Give” coupled with more police enforcement and oversight. That has gone a long way in controlling behavioral issues of our “traveler” population, which in turn, better serves the general population and our business community. This was an important Chamber collaboration and initiative, and we have seen positive results.

4) What is the role of the city councilor?

The role of a city councilor is to serve the citizens of the community he or she represents. This sounds simplistic but in reality I understand this can be a complex task. A city councilor is someone who is committed to serve, a good listener, a coalition builder and a problem solver who is results oriented and able to work well with other to find mutually acceptable solutions to the problems facing the community. I know as a city councilor I will disagree at times with other members of the council, as each person will hold true to their own ideals and principles but, as we agree to disagree, I pledge to listen, be flexible and respectful of others and the positions they hold dear. I am committed to finding common ground.

In a partnership between city government and the people it represents, I will not be afraid to support policies that others disagree with in order to best represent all the citizens of our diverse community. In addition, I know a city councilor must work well with different citizen advisory committees and employees of the city. There are extensive administrative, budgetary, and time demands that a city councilor needs to understand and commit to, in order to be an effective member of the council. I am willing and eager to undertake this responsibility.

Shaun Joseph Moran

615 Taylor Street
Ashland Oregon 97520
Phone: (541) 880-4223

Employment:

Owner: Hoot Owl Estates, Trail Oregon

Vacation retreat offering cabin rentals on the Upper Rogue River
2009- Present

Head of Execution Services, Managing Director

November 2010 to June 2013

J.P. Morgan Chase Japan Securities Co., Ltd.

I was in charge of transforming the J.P. Morgan institutional agency execution services platform which involved a detailed technology overhaul, extensive cost-benefit analysis and a revamp of the entire client/broker process. I was tasked with overseeing all institutional client order flow and execution in Japanese equities for the firm in Japan. I had 25 direct reports. A large part of my job was to improve J.P. Morgan's client execution capabilities, analyze client profitability and introduce broker attribution modeling to better understand employee efficiency and accountability. Additionally I was involved with the learning and development program to mentor younger key employees in the equity franchise.

Head of Execution Services, Managing Director

May 2000 to February 2009

Merrill Lynch Japan Securities Co., Ltd.

From 2007 headed Bank of America/Merrill Lynch execution services platform which consisted of oversight of offshore and domestic sales trading, cash trading execution, low touch trading, listed futures and options, facilitation and portfolio trading. I had 42 people reporting to me. Our offshore sales trading team routinely rated top in Japanese equity. Outside of day to day management responsibilities I ran the learning and development program for the equity business which focused on development of key performers/upcoming talent which became the template for Learning and Development program in Asia. I modeled leadership and team building with all members of the equity business. I covered many of the most senior and important accounts with global significance to the Merrill cash equity franchise in Japan.

Managing Director Sales / National Sales Manager in Retail Division

September 1998 to April 2000

Massachusetts Investment Management Co., Ltd.

Head of the MFS retail mutual fund sales channel in Japan. Responsible for developing the mutual fund channel sales network in both the domestic and non-Japanese banks/brokers. Supervised a three man Japanese sales team and conducted day to day business management and investment discussions in Japanese.

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lives w/in city limits &
registered to vote
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Head of Japanese Equity Derivative Sales Team, Vice President

July 1994 to August 1998

Daiwa Securities America, (Tokyo Office)

Supervised a total of five Daiwa America employees in Tokyo covering overseas clients trading listed, OTC equity derivatives and Japanese equities. Provided market information, news, and trading ideas.

Education:

Yoshida Institute of Japanese Language, Tokyo, Japan.

Completed intensive Japanese language program. 1990-1992

Bates College, Lewiston, Maine B.A. Political Science. 1985-1989

Edinburgh University, Edinburgh Scotland

Concentrated in Comparative Politics and Asian Political History. 1987-1988

Volunteer:

Tokyo English Life Line (TELL)

Helped with organization and fund raising for group which was an English support life line for expatriate community in Japan who sought help and counseling. 1991-1993

Other:

Fluent Japanese. Very strong sales presentation and people skills. Proficient in Microsoft Excel and Microsoft Word, Financial Services Series 3,7,64,24 registered

References: Available upon request