

Please provide as much information as possible. Recognizing this form is general, certain questions may be more or less pertinent to a specific office or applicant.

### Candidate Profile – Personal Profile

1. Candidate Name Kelly Damerow
2. Office You Are Running For School Board, District 5
3. Phone Numbers.  
home: \_\_\_\_\_  
office: \_\_\_\_\_  
cell: 202-630-0801

***Please include a copy of your professional resume***

4. Current Occupation:  
Nonprofit consultant
5. Education (*if not detailed on your resume*)  
B.A.E., Elementary Education; M.Ed., Elementary Education; J.D., Family Law Certification  
All from the University of Florida
6. Civic Involvement (*if not detailed on your resume*)  
Junior League of South Brevard, Chair of the State Political Action Committee  
Children's Hunger Project, Advisory Board Member
7. Are you involved in or have been involved with a local Chamber of Commerce?  
I attend events of the Palm Bay and Melbourne Chamber of Commerce.
8. Have you run for office before? If so, when and what was the outcome? Yes  No   
No.
9. Party Affiliation Republican Democrat Other: Nonpartisan
10. How long have you been registered as the above Party?  
The race is nonpartisan.

Completed applications and a copy of your resume should be sent to [debbie@businessvoicepac.com](mailto:debbie@businessvoicepac.com).  
All candidates will also be invited to an in-person interview. Endorsements will be made based on both the completed survey and the in person interview.

## Campaign Profile

1. Manager's Name Catherine Haynes

2. Phone Numbers

office: \_\_\_\_\_

cell: 321-205-7392

3. Treasurer self

4. Other Consultants, Staff or Key Volunteers

Josh Humphries, political consultant

5. If qualifying by petition, how are you collecting petitions?

I have already met my petition requirement.

6. How many fundraisers have you had? 1

7. What is your fundraising goal? \$25,000

8. What type of voter contact are you budgeting for?

Door knocking, phone banking, yard signs, and possibly radio ads, newspaper ads, and billboards.

9. How many volunteers do you have engaged in your campaign and describe how you are engaging them?

Currently I have a dozen volunteers assisting my campaign. I am working with endorsing organizations and still recruiting campaign volunteers. I plan on having at least 30 volunteers by the end of June. Current volunteers are phone banking and will be knocking doors in July and August.

10. Why are you running for this office?

To give the children of Brevard the best educational opportunities possible.

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## Business Profile

1. Various organizations and interest groups make endorsements, contribute to campaigns and help build a support coalition for candidates. Please indicate groups or organizations that you would seek out to support your candidacy.

Endorsements received: Brevard Federation of Teachers and Run for Something.

Endorsements sought: Home Builders and Contractors Association of Brevard (already interviewed), Space Coast Association of Realtors (interview scheduled), and Business Voice of Florida's Space Coast (of course!).

2. The Business community should support my candidacy because:

Great schools attract great families. They buy homes, they shop at local businesses, and they own local businesses. The foundation of great schools are high quality teachers and retaining and recruiting the best teachers is my top priority. A vibrant community needs a strong workforce. We need to support and expand our technical and vocational programs to ensure our students know there is more than one path to success. Businesses need an educated workforce and our community needs employed citizens that can contribute to the local economy without the monkey of student loans on their back.

3. Describe your experience that qualifies you for the position you seek, or to hold public office in general.

I spent countless hours in the classroom while earning my Bachelor's and Master's degrees in education, including student teaching Kindergarten in Melbourne. I earned my law degree, with a Family Law Certification, building an education law curriculum which included labor law, children and the law, negotiation and mediation, and education policy. I was the Executive Director of one nonprofit and President of another. I gained valuable HR, management, budgeting, and leadership experience in these roles. I advocated to senators, congressmen, and the White House on education issues.

4. What have you done to prepare yourself to serve in this office?

I spent the past 15 years studying pedagogy, education policy, law, legislation, budgeting, human resources, leadership, and speaking truth to power. I'm an active member of the Brevard community, particularly on children's issues. I attend local government meetings to best understand the process and tone.

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## **Pre-Interview Questions**

*(For School Board and Port Commission races)*

1. Please describe your experience in financial management, budgeting or oversight that would qualify you to oversee the large budget of the school district/port?

I oversaw seven figure budgets as a nonprofit professional. My first task when taking over as Executive Director was to cut spending by 50% to bring it in under revenue and build a reserve. I accomplished this without letting go of a single staff member by identifying priorities and trimming the fat. As a nonprofit President I was diligent and hands on with the board's duties of fiscal and legal oversight to prevent fraud and loss.

2. Both the School Board and the Port Commission set the tone for their respective organizations. Please describe the role you hope to play in leading these organizations, from a public perception as well as internally.

Brevard has excellent schools, however this is not reflected in the public perception due to low teacher and staff morale, embarrassing financial losses due to theft and unfulfilled software contracts, highly divisive school safety decisions, and a lack of qualified workers to fill our numerous trade jobs. Refocusing attention on our high quality schools requires a return to our priorities.

The School Board must recognize that teachers and staff are the foundation of a great school. It nothing short of a miracle what they have achieved with limited compensation and funding, but 10 years with only a single raise at or over cost of living is causing long term harm to teacher retention and recruitment. To keep the best in the classroom we need to offer fair compensation.

The School Board must make thoughtful, researched, and evidence-based decisions that highly value the input of teachers, parents, and the local community. Rushing into uninformed decisions leads to long-term financially and legal struggles for our district and takes the attention away from our children's classroom accomplishments.

The School Board cannot just talk about the importance of vocational and technical training, but must back it up with action. After speaking with the head of that department, it's clear that working with local business to discover what their needs are and the best way to fill them are key. The biggest barrier to graduated students ready to start their career is luring top teachers away from lucrative professions and asking them to take a pay cut up to \$25,000 a year. Increasing teacher compensation ensures our local businesses will have the educated workforce they need to succeed.

Internally, as a nonprofit President I led a board comprised of Executive Directors of other nonprofits. As a lead of leaders I learned that listening to stakeholders, holding productive discussions to build consensus is vital to obtain the buy-in necessary for the biggest decisions. Overall, I hope to set the tone of a Board that welcomes input from the community and refocuses on priorities.

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