

Questionnaire
For Potential IDAL™ Board of Directors Nominees

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Background Questions

-What is your employment history? Please include all relevant positions, including self-employment and give a brief description of your job responsibilities.

- **Owner/Muralist, Lucid Painting, Coon Valley, WI 2012-Present.** Own/operate all aspects of Professional Mural Business including marketing, bookkeeping, graphic & web design, social media and client interaction. Commission process includes in-person consultation, estimate, sketch design, contract, painting, and follow-up.
- **Lead Administrator, Robert Half International, Eugene, OR 2002-2006.** Managed all administrative functions for our branch, supervised Receptionist, prepared reports and paperwork for upper management, supported sales staff & Branch Manager daily, and completed special projects for Regional Manager.
- **PR/Marketing Coordinator, Butler Co. Health Care Center, David City, NE 2000-2002.** Coordinated hospital events including four health fairs and annual charity golf tournament. Designed marketing materials & website; maintained confidentiality regarding budgets, contracts, and patient information.
- **Inventory Coord/Local Sales Asst., WXOW News 19, La Crosse, WI 1999-2000.** Managed commercial inventory, created “one-sheets” for key time periods, prepared confidential financial reports, assisted Local Sales Manager with complex marketing projects and provided IT support for sales department.

-Please describe any relevant educational history.

- **Bachelor of Business Administration**, Major: Marketing, University of Wisconsin-Madison.
- **Self-taught artist** primarily using acrylic paint. Studied books and video tutorials of successful artists.

-Have you ever served on a committee? Which ones? What was your position and what were your responsibilities?

- I served on a committee when I worked for Butler County Health Care Center, related to the Foundation’s Charity Golf Tournament. I wasn’t given a title as we were a small group, but I was responsible for ordering all the promotional supplies, setting up the agenda for the day, organizing volunteers for all areas, and answering any logistical questions. I have also worked with committees in my mural business.

-Have you ever served as officer in an organization? Which ones? Which offices and what were your responsibilities?

- No, I have not.

-Have you ever served on a board of directors? Which ones? What was your position and responsibilities?

- **Board of Directors, Secretary, Coon Valley Veteran’s Memorial Park, 2011-2013.** I was responsible for taking minutes during our monthly meetings and delivering them to the Village Clerk in a timely manner. I

helped make decisions for all park-related activities and budget, and participated in hands-on activities such as landscaping and maintenance for our park. I was and continue to be an Administrator for their Facebook page.

-Which business skills do you believe to be your main strengths?

- **Communication.** I do my best to listen and fully understand the person I am speaking with and try to understand their viewpoint. I am not hesitant to ask as many questions as needed until I have a full grasp of the situation. If I do not know the answer, I will do my best to find the answer and be honest if I cannot. I try to respond in as timely a manner as my schedule allows, especially for urgent or expected communications, but I do not have a smartphone connected to my hip. I leave my phone in the car while meeting with a client so they have my full attention.
- **Organization & Attention to Detail.** I am very organized, which helps for streamlining, efficiency, and being able to meet deadlines. I do not like grammatical or spelling errors, and tend to double check important correspondence, especially if numbers are included. I am a perfectionist in many things, but by no means am I perfect.
- **Multi-tasking.** As a self-employed, self-taught artist, I not only do estimates, contracts, sketches, painting, and social marketing, but also all of my own graphic design & bookkeeping. I also take time to continue learning from other artists so I can improve my knowledge and skills. I thrive the most when I am busy.
- **Professionalism.** Time and time again, my clients comment to me how professional I am. This means different things to different people, so I don't know exactly what it is that leads them to feel that way. But I do know that I am on time for meetings, I follow up when I say I will, I meet deadlines and I provide estimates and contracts that are highly detailed.

-Write a brief personal history.

- You may have noticed a gap in my employment history. An important personal goal for me was to be a stay-at home mom. We were living in Oregon when our son was born, but all of our family roots were in Wisconsin, so we moved back home. We made a lot of sacrifices so I could be home with our son. As he got older and spent full days in school, I set up my business plan to be a muralist. I enjoy the responsibility of being a self-employed artist, getting to know my customers so I can paint what they envision, and being able to control my schedule so I can attend field trips and be available when our son needs me. Being self-employed has given me an understanding of my strengths and weaknesses, boosted my confidence tremendously, and kept me up to date with business trends and technology.

Board Service

-Do you have the time and flexibility to commit to serving on the IDAL Board of Directors for three (3) years?

- As a self-employed muralist, I make my own schedule which provides flexibility. The demand in my market for murals ebbs and flows, so at certain times of the year I will have more time than others. With that being said, if I am a Director I will make it a priority to fulfill my responsibilities.

-What qualifications do you believe are most important for a Board of Directors nominee?

- Being able to work well with others through open and honest communication.
- Putting forth time and effort to get the job done and done accurately.
- Setting goals and taking steps to ensure a project is seen through to completion.

-Describe what personality or character traits you have that would contribute to leadership and/or teamwork on the Board of Directors.

- I have experience working with a variety of personalities, and I work well with others.

- I am open-minded, willing to compromise, and always try to learn from experiences so I can continue to grow and be successful.
- I have confidence and will make my viewpoint known, but I would not say that I have a dominant personality. As an introvert, I tend to be more reserved and conscientious, thinking carefully before speaking or making decisions. I may throw in some of my sarcastic humor as needed.

-What skills, talents, experience, etc. would you bring to IDAL?

- I've been self-employed for over 5 years painting murals in residential and commercial settings. I am a self-taught artist so I understand the discipline, time, practice, and patience it takes to work towards success.
- I have strong attention to detail and strive for accuracy in all areas of my work.
- In my past I've worked in small markets and large markets, and in the healthcare, staffing, television, and painting fields, so I can relate to diverse clientele and situations.
- For the past 11 years I've lived in a town of 770 people and am 15 minutes from a city of 50,000. Most successful artists in my area move to Chicago or Minneapolis because they have difficulty in this market size. My experience of living and working in a smaller market in our industry may benefit other artists in similar rural areas as I can relate to their experiences and challenges.

-What three or more questions would you ask membership in order to better serve them?

- Do you recognize any benefits from IDAL other than the liability insurance?
- How can we help you be successful in your business?
- Would you recommend IDAL to others in our industry and why or why not?

-Is there a particular goal you would like to see accomplished in the next three years? How would you recommend this goal be achieved?

- Continue to make IDAL a valuable resource that members can utilize to increase their knowledge and grow their business. They need to feel like they are getting something in return for their membership dues beyond the insurance benefit, especially if there are no local chapters nearby. We need to continue offering business and decorative painting education in as many online venues as possible, especially for those members who are in rural communities or are struggling financially. The e-magazine is a great benefit, although one does not need to be a member to access it. Social media or emails may be key for reaching this goal through newsletters, live feeds, chatrooms, forums and groups.

-Do you see a particular issue in IDAL that should be resolved? How would you resolve it?

- One of our biggest benefits is the liability insurance, and I am aware there are sometimes communication issues. I would hope to implement policies so the IDAL website remains current with specific details and clarifications regarding updates to insurance, as well as realistic timeframes for communication. Having an even larger Q&A area and proactively answering questions and concerns on the IDAL website would be beneficial. The coverage levels changed earlier this year and the website still does not reflect those changes, which results in confusion, misinformation, and members contacting Heather when she already has a full workload. I believe the more information IDAL can provide its members, the better.

-Describe what being a member of IDAL means to you.

- I joined IDAL in 2012 when I became self-employed because I heard about the liability insurance benefit. The first couple of years I was getting my feet wet in my mural business and was proud to list on my website and brochures that I was a member. I felt it gave me credibility as a professional artist. I didn't recognize additional benefits until this year. I now feel a much more solid connection with IDAL, and I think that mostly had to do with the people I met and groups I joined through social media. The e-magazine

and featured artists bring value. I am proud to be a member, and I look forward to all that I can learn from and share with my fellow members.

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