

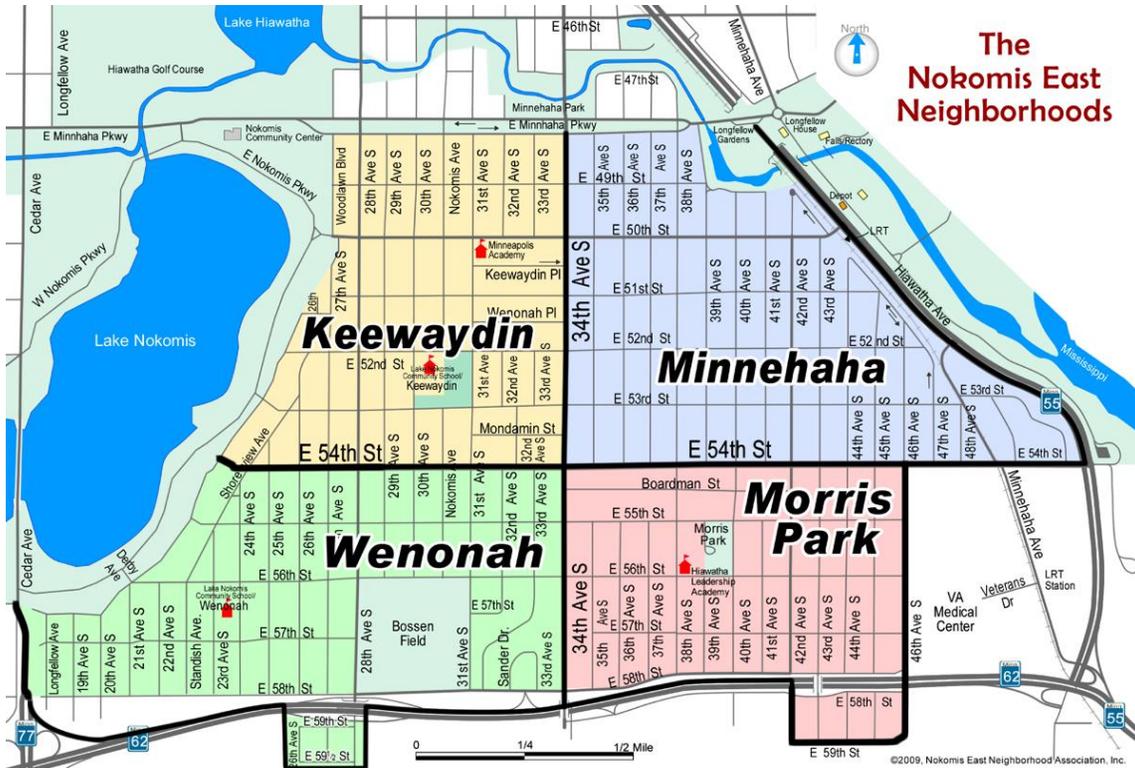
Nomination Form – Part 2 Biographical Information

(Posted on the NENA Website)

Please Type or Print Legibly

Nominee Name: Edward Hugener

Currently Serving on the NENA Board



Board Seat Nomination (Check all that apply):

Keewaydin Neighborhood Resident

And/Or

Minnehaha Neighborhood Resident

Business Owner (Only eligible for At-Large Seat)

Morris Park Neighborhood Resident

Business Employee (Only eligible for At-Large Seat)

Wenonah Neighborhood Resident

Non-resident Property Owner (Only eligible for At-Large Seat)

1. Tell us about yourself and your experience in your neighborhood and in Nokomis East?

My story on how I landed in Nokomis neighborhood in 2006 is long, but the road traveled to get here includes life in four other states and the experiences that have helped me truly understand where I belong. I am thankful to have a job that allows me to travel frequently, but it also enables me to live anywhere in the USA. I am also thankful to have an amazing, career-minded wife, who could also pick-up and move to either warmer climates, or trendier, hipper cities. However, even with our flexibility, we are fully vested in staying, not only in Minneapolis, but in our neighborhood. Trust me, we have shopped the suburbs, Denver, Nashville, Dallas, Boston, etc., but we are happy and have seen first-hand how lucky we have it in S. MPLS.

So, what do we love about living in Nokomis East? We have a 2nd grader at Wenonah and a preschooler at Mandala Montessori. Over the years, we have formed strong friendships with several other families of our kid's classmates, which has created a large second-family support system. If we get in a jam with dropping kids off - covered. Picking kids up – covered. In addition, weekends get kind of nuts at our house, but we love having friends and neighbors over. It's amazing to have such a small time feel in a large city. The ability to walk and bike everywhere is a benefit I have yet to find anywhere else in the US, for the price we pay.

My wife and I have done a great job growing roots in the neighborhood for our children, and I feel like now is a good time to become more involved in the community. This is why I am excited to become a part of the NENA Board of Directors.

2. Why are you interested in serving on the NENA Board of Directors? Describe your interests, skills, experience, hobbies, volunteer work or community involvement that will help your service on the Board?

My son will begin kindergarten in the Fall at Wenonah, and my daughter will start 3rd grade at Keewaydin. As you can imagine, in a household with two parents working full-time, it's been somewhat of a journey the past 8 years with small kids to find time to take on more responsibility outside of family and work. This is not a good excuse by any means; we have been poor role-models when it comes to volunteer work and broad community involvement. So, consider me a rookie.

However, I have plenty of useful skills and experience to bring to the table. At work, I spend most of my time strategizing how to sell-in million dollar sales objectives, and then enacting and closing on those plans. I can hold C-level conversations, possess executive-level maturity, and understand how business operates across cross-functioning teams and segments. These skills will be helpful as we try to bring more business to our neighborhood, by being able to sell in value and help create financial modeling to entice new business development.

As for my formal education, I completed my undergrad at Western Kentucky University, otherwise known as the Harvard of the South. OK, not quite, but we had a beautiful campus. Since I didn't learn much in Kentucky, I decided to get my MBA later in life at Concordia University in St. Paul. This was a great experience that gave me a fuller, macro-level understanding of many organizational business functions that are used in both small and large companies. These skills will be helpful to apply to our neighborhood goals and initiatives.

3. What hopes, goals and concerns do you have for your neighborhood and Nokomis East?

Hopes: Maintain and grow on the success I've seen the board achieve over the past 2 years.

Goals: I want to be able to build and implement plans to bring new business, strengthen the community through involvement, improve our infrastructure, attract new residents, enable residential improvements, and reduce crime.

Concerns: Holding/growing property values, attracting businesses, keeping crime out.

4. What hopes, goals and concerns do you have for NENA?

I have noticed much more involvement and visibility over the past two years. If I am selected to join this group, I want to be sure to bring value to uphold the new precedent that has been set, along with expanding on the success it has brought our neighborhood.

My concern is with so many seats open, are we losing good talent in NENA, and if so, how can we retain those who are valuable to our community?

5. How will you reach out to the community during your Board term?

NENA has expanded its Social Media presence over the past few years, and I believe this is a great way to keep residents informed and engaged. In addition, I would plan on recruit friends and neighbors to become more involved through my daily social interactions and through school.

6. What additional organizations, programs and events are you involved with?

In the past, I was much more active in volunteer activities, before I had children. Now that the kids are easier to manage, I am excited to show them the importance of becoming more engaged in additional organizations and community involvement. Leadership by example!