



Board Member Nomination & Application

Board: Council for Adult Aging and Adult Service Date: July 2, 2018

Nominated By (if applicable): Paul Leggett

Applicant Name Martha D. Wunderli

Home Address: [REDACTED] City, State, Zip [REDACTED]

Work Address: [REDACTED]

Home Phone: [REDACTED] Work Phone: [REDACTED] E-Mail: [REDACTED]

Would applicant prefer work or home phone/address used as mailing address? work

Salt Lake County Council District #: 4 Ann Granato

(To find the district you live in go to <http://vote.utah.gov/elected-officials/>, enter your address and zip code, then click on **Find**. The results will produce a map with a **red diamond** at your home location. Click on the diamond and wait for a text box to appear containing your elected officials. Scroll down until you see the **fourth** County Council representative (not "At-Large") and list that name above.)

I prefer that my personal contact information remain private and protected Yes ☐ No ☐

Unique qualifications and/or perspectives you would bring to a Board or Commission:
I am the Executive Director of AAA Fair Credit Foundation, a 21- year old nonprofit organization headquartered in Salt Lake City. Our mission is to "teach individuals and families how to manage their finances wisely to improve and sustain financial well-being" I have become increasingly alarmed at financial insecurity and rising poverty levels in Seniors and am committed to innovative solutions. As an active Baby Boomer, I respect and enjoy the company and perspective of my peer group while working full time in a multi-generational setting. I would bring expertise in personal finance and an understanding of the joys, needs and challenges of aging.

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Are you a current member of another county board? Yes ☐ No ☒

If yes, board/commission _____

Have you ever been a member of a board or commission in the county? Yes ☐ No ☒

If yes, board/commission _____ Dates: _____

Are you or any member of your immediate family a county employee? Yes ☐ No ☒

If yes, explain _____

Have you ever been convicted of a felony? Yes ☐ No ☒

If yes, explain _____

Demographics (*optional*)

The information on this section is for statistical purposes and is confidential.

Gender ☒ Female ☐ Male

Age Range ☐ 21-40 ☐ 41-50 ☐ 51-59 ☒ 60+

Race/Ethnicity (please check all that apply)

☐ American Indian/Alaska Native

☐ Asian/Pacific Islander

☐ Black/African American

☐ Hispanic/Latino

☒ White/Caucasian

☐ Other (please specify)

Represent a special community? _____

Forward this application and nomination to the contact below with a resume:

Susan Hoepfner

Board Coordinator

2001 S. State Street, #S1-600

Salt Lake City, Utah 84190

Phone: (385) 468-3191

Fax: (385) 468-3186

Email: shoepfner@slco.org

Martha D. Wunderli

Work Experience

AAA Fair Credit Foundation: Salt Lake City, Utah

June 2005 -

Executive Director

January 2014 -

- Responsible for overseeing the administration, programs and strategic plan of the organization.
- Board governance: Works with the board in order to fulfill the organization's mission.
- Responsible for the financial integrity: Develops resources sufficient to ensure the financial health of the organization.
- Community outreach.

State Director - Utah Individual Development Account Network (UIDAN)

June 2005 - 2013

- Oversee strategic growth of a statewide individual development account network.
- Recruit, select, train, supervise and evaluate staff, volunteers and student interns.
- Maintain relationships with entities serving diverse populations of low income Utahns.
- Establish and maintain rural, frontier and urban partnerships.
- Conduct ongoing research to measure effectiveness of UIDAN.
- Fundraise and maintain positive relationship with diverse funding base.
- Operate an efficient, cost effective program through the use of state partnerships.
- Advocate for asset building policy at the local, county, state and federal level.
- Publish annual report and monthly updates for UIDAN.
- Chair stakeholder committees.
- Chair of Salt Lake County EITC campaign 2003-2006 and member of the Utah's state EITC advisory council.
- Partner with Utah Saves.
- Member of Bank-On Utah formation committee.
- Provide IDA technical assistance to Federal Reserve Bank of San Francisco, National Federation of Community Development Credit Unions and the AFI Resource Center.

Utah Issues Center for Poverty Research and Action: Salt Lake City, Utah

2001-2005

State Director - Utah Individual Development Account Network (UIDAN)

- Wrote business plan, policies and procedures for UIDAN and raised money for UIDAN.
- Identified and engaged wide range of community stakeholders in the program design.
- Marketed program in all of Utah's counties.
- Implemented the program.
- Negotiated transfer of the program from Utah Issues to Fair Credit Foundation.

Vanguard Media: Salt Lake City, UT

2001-2001

Public relations and sales

- Interacted with national banks.
- Provided public relations /sales techniques to reach female market.
- Developed leads and closed sales contracts.

Highland Ridge Hospital: Midvale, UT

1999-2001

Marketing Director/Public Relations

- Managed public relations and Marketing for inpatient chemical dependency/psychiatric inpatient hospital.
- Coordinated Joint Commission of Area Hospital evaluation.
- Vice Chair of the Salt Lake County Coordinating Council for Substance Abuse.
- Managed Relationships with referral sources including major corporations and public entities.
- Coordinated relationship with third party payors.
- Developed efficient system to maintain physician credentialing and licensing.

Preferred Behavioral Health of New Jersey: Lakewood, NJ

1984-Dec 1998

Community Liaison:

- Ran Ocean County Integrated Case Management program for mentally ill.
- Supervised staff of 7 people.
- Oversaw fleet of 7 vehicles and facilities management for an off-site location.
- Developed and maintained relationship between Community Mental Health Center and state, local and county psychiatric Units.
- Interacted with legal system.
- Managed diverse community partnerships with faith based, self-help and other consumer groups.
- Designed and implemented a client run business for the mentally ill/chemically dependent.
- Advocated for the rights of the mentally ill/chemically dependent.
- Promoted affordable housing for the mentally ill.
- Worked closely with broad spectrum of community partners.
- Served on state self-help advisory committee for the mentally ill.

Education

Central Michigan University

Master of Science in Business Administration, with honors- Health Services Administration

State University of Binghamton

Bachelor of Arts in Humanities



Board Appointment Approval

Ben McAdams

Salt Lake County Mayor

Erin Litvack

Deputy Mayor, County Services

Rick Graham

Deputy Mayor, Operations

Karen Hale

Deputy Mayor, Community
& External Affairs

Darrin Casper

Deputy Mayor, Finance
& Administration

On the 18th day of September 2018 the Salt Lake County Council consents to the appointment of Ms. Martha Wunderli as a member of the *Council for Aging and Adult Services*.

Her first, three-year term began September 1, 2018 and will end August 31, 2021.

Salt Lake County Council

Aimee Winder Newton
Chair, Salt Lake County Council

Attest:

Sherrie Swensen, County Clerk

Please instruct the Council Clerk to return this form to Anna Vukin-Chow in the Mayor's Office, N2- 100 to process this appointment.