

Greater Madison Chamber of Commerce Alderperson Candidate Questionnaire

Please tell us about yourself.

Your Name: *

Zachary Henak

Aldermanic District: *

10

Current Home Address: *

4030 Council Crst

Email: *

[REDACTED]

Phone: *

[REDACTED]

Campaign website, if any:

Social media (Twitter, Instagram, etc.) handles, if any:

Past education and work history (question optional; alternately you may send résumé to brett@madisonbiz.com)

I have a bachelor's degree in Finance and Economics, with a minor in Leadership from the University of Denver. My work experience is in banks and financial institutions performing financial analysis, asset acquisition, and business development. I have also worked in carpentry, elementary education, and youth development. I have fulfilled service roles as a National Guardsman, volunteer firefighter/EMT, K-9 search and rescue technician, and multiple roles as an officer on community organization boards.

Greater Madison Chamber of Commerce Alderperson Candidate Questionnaire

Instructions: Please state your position on the following issues. Please limit answers to 100 words. Any answers exceeding the word count limitations will be cut after 100 words.

If you have filled out this questionnaire before, you may skip starred** questions or modify previous answers to those questions. If you skip starred answers on this questionnaire, we will re-publish your 2017 answers.

****1. Why are you seeking this office?**

I was encouraged by my friends and neighbors in the community as I am an active participant and work hard for the benefit of the community as a whole. I try to ask the hard questions that make people think about the other side of the story. City government can get bogged down by special interests and factious groups that tend to hyper-focus on one issue. I want to bring a wholistic approach to the office, which considers both sides to each story. I also want to work to make the position more attractive and manageable to the public.

****2. What in your background or experiences qualifies you to understand the unique needs facing small businesses?**

I will strive to understand and represent all portions of the community. Small businesses provide a wealth of opportunity, goods, and services to the 10th district. I understand people and that they grow and change, requiring constant feedback and conversation. Businesses are run by and for people and thus are no different. I will strive to keep up a conversation with the area businesses in order to understand their changing and growing environment.

****3. What are the most important issues the businesses in your district face?**

A significant issue is hiring, training and retaining reliable, hard-working employees at the desired rate of pay. Moving into this position, I look forward to learning more from the businesses in my district.

****4. What is your perception of Madison's business brand? How do you think business in Madison is perceived locally, statewide, and nationally?**

The City provides an attractive place for businesses to recruit and retain employees to high paying jobs as it provides a high quality of life. Madison has defined itself as a hub for tech innovation and entrepreneurial success as the environment is right for business incubation. There is opportunity to bridge the gap between the state perception of manufacturing prowess and farming to the tech brand of Madison. The tech brand seems to be a more recent shift, enabled by the historical and continued strength in Government, Healthcare, and Education industries.

****5. How can the City of Madison best attract and retain a diverse and talented workforce?**

By continuing to make Madison a wonderful place to live. This includes access to safe, convenient, affordable, and attractive housing; opportunities for career and economic mobility; public spaces such as parks and public buildings with inspirational architecture; and effective public services. When people feel safe and connected to their community it creates a sense of belonging, which is attractive to those visiting and hard for residents to leave.

6. How can the City of Madison build an inclusive economy and ensure the advanced industries accelerating here provide opportunity for all?

I believe the city can build an inclusive economy by developing a diverse and healthy economy.

7. With Madison's economic momentum, a continued focus must be placed on infrastructure improvements. What strategies would you recommend for the city to meet the diverse needs of worker mobility and housing?

For worker mobility, I recommend that we improve upkeep of transportation infrastructure, and increase service area and frequency. This can be accomplished by implementing Bus Rapid Transit in tandem with closely examining bus ridership and rider experience. We can also work towards city fees, such as parking, which can reflect the cost of service. For worker housing, I recommend that we broaden the types and sizes of housing available. This will require working with zoning and building codes to make more options, such as micro-condos or decreasing parking requirements, available for developers, while keeping safety in highest regard.

8. How do you define economic development? Please elaborate.

Economic development is the process where a given geographic region of people improve their lives through business, social, and governmental activity. Done responsibly, a region will capitalize on its strengths but also broaden its economy in ways that allow it to be inclusive of various skillsets and backgrounds of individuals. Supporting the region's long and short term infrastructure needs to facilitate the development. They must also diversify activity to weather cyclical subsets and offer opportunities for lateral as well as vertical growth of residents.

9. The 115th Fighter Wing of the Air National Guard is an important driver of the Madison economy, providing an annual economic impact of over \$100 million, emergency and fire services for the Dane County Regional Airport, and over \$1 million in tuition assistance to area student guardsmen. Do you support the Wing as it seeks to continue its mission by acquiring next-generation F-35A jets? Please explain your answer.

Yes, I believe that the economic benefit to the state is nice but as a Guardsman the ability for Madison to contribute to our national defense is an honor. A foundation of my campaign is that it is difficult to ask someone else to do or be critical of a job you are not prepared to do yourself. Not all aspects of the Wing are desirable, but it is a small price to pay in support of our local and national service members.

10. If offered an endorsement from the Greater Madison Chamber of Commerce, would you accept it? *

Yes

No

By submitting this candidate questionnaire, you agree that the Greater Madison Chamber of Commerce may publish it with the intent of sharing it with its membership and the general public. *

I acknowledge that the Chamber will publish my answers to this questionnaire

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