

Greater Madison Chamber of Commerce Alderperson Candidate Questionnaire

Please tell us about yourself.

Your Name: *

Jared Edward Schumacker

Aldermanic District: *

District 3

Current Home Address: *

439 Galileo Dr

Email: *

[REDACTED]

Phone: *

[REDACTED]

Campaign website, if any:

www.jared4madison.com

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

www.facebook.com/jarede.schumacker

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

I graduated from UW-Whitewater with a BA in Political Science and a minor in International Relations. I worked in retail and sales management from 2000 to 2015 for several wireless carriers in Wisconsin, Tennessee, Virginia, and California. Currently I work for Alpha Baking, a Chicago-based bakery, where we service hospitals, schools, restaurants, and other corporate accounts all within a 75 mile radius of Madison. I am a relief route sales/ delivery driver covering all 11 routes with about 600 accounts.

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?**

Civic engagement is something that I have felt that we are sorely lacking as a city, state, and nation. I want to hear directly from residents about what concerns and opportunities that they see in our district and city. I will hold monthly roundtable meetings with residents and business leaders to discuss what they think are the most pressing issues in our district and city. The job of an elected official is to listen to the needs of their constituents and act in the best interest of those residents and that is what I will do.

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

I have worked for small and large businesses throughout my career. I have worked in stand-alone storefronts as well as in a mall setting. I am able to build relationships with people from all walks of life and have had customers return to me after years because of the service that I have provided in the past. I have had to go over profit and loss reports as well as let employees go because of theft. I know how hard owners and managers work to keep businesses afloat and how beneficial they are to the communities they are in.

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

Crime and development are the main issues facing business in my district. Crime needs to be addressed which I will do by meeting with local police and residents on a regular basis to find solutions and will foster trust in the community. Development needs to be a focus in the Sprecher Rd. area as well as Cottage Grove Rd. The district is expanding eastward and Sprecher Rd is ready for business development. Commercial along Cottage Grove Rd. and Atlas Ave. will also be a focus. I will reach out to developers and business leaders for their input in this area.

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

I have heard from people and news organizations when I have lived in other states, that Madison has increasingly become known as the Silicon Valley of the Midwest. Nationally I think that the business scene in Madison is seen as positive. We are a growing economy in technology but with Oscar Mayer leaving that puts a dark spot in the area of blue collar which needs to be a focus for the city council to remove by filling the vacant building. I think many people statewide just see Madison as the capital and nothing else and that needs to change.

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

The first thing needed to attract good talent from outside of Madison is housing. Making sure housing is affordable because if someone cannot afford to live here they will not move here. Keeping crime under control is another major step. The Subway restaurant in my district has been robbed six times in the last year and if people don't feel safe they will not move here either. Communities that are inviting to people from all walks of life is also a major step. Foster businesses that would support diversity, restaurants and retail catering to growing diverse communities.

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

I cannot say it enough but affordable housing and better transit options is key but also the environments that people work in will also keep talented people working here. Implicit bias training that is available to businesses so employees feel comfortable where they work. Partnering with local communities to find out what concerns and opportunities they see in Madison and make sure that they are addressed. Also making sure that companies that are performing well are recognized for their steps forward in building a more inclusive 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?

Affordable housing and better transit systems. BRT is plan for Madison that will benefit many people from outlying suburbs and eastern and western corners of the city. The normal bus routes need to be more efficient so I will have the routes studied for higher efficiency. Roads that are in need of repair, which there are many, will also be salted for construction. Also later service into the evenings and increased presence for special events. Affordable housing is also going to be key, I would work with developers to build rentals for average income Americans.

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

Having Madison move forward, attracting new businesses in the tech sector while not sacrificing in manufacturing. Keeping graduates from our fine university that then work in local companies. Keeping big box retailers while not sacrificing the smaller stores. Increasing the quality of life standards of our citizens. Making sure infrastructure is focused on, crime is lowered, cost of living only rises nominally, and attracting new businesses as well as new business sectors.

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.

I lived on the Northside for about two years and still work over there. I have heard the noise of jet engines taking off and flying over-head for a while and it really is not that bad. I support the men and women who call Truax Field home and will continue to for the foreseeable future. Not only does it bring jobs to our economy in pilots, but the people who service the planes, fuel needs to be delivered which brings in more people, and people also feel safe knowing the military is not far away, creating a safe environment.

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

This content is neither created nor endorsed by Google.

Google Forms