



COLORADO
Governor Jared Polis

A 2020 111

EXECUTIVE ORDER

MEMBER

COLORADO LOTTERY COMMISSION

ORDERED:

That the following named person be and she is hereby reappointed to the:

COLORADO LOTTERY COMMISSION

effective July 1, 2020 for terms expiring July 1, 2024:

Stella Peterson of Arvada, Colorado, to serve as a member of the public and as a Democrat, reappointed.



GIVEN under my hand and the
Executive Seal of the State of
Colorado, this twenty-fifth day
of June, 2020.

Handwritten signature of Jared Polis in black ink.

Jared Polis
Governor





STATE OF COLORADO

APPLICATION - 2020
BOARDS AND COMMISSIONS
OFFICE OF GOVERNOR Jared S. Polis
Please attach a resume and fill ALL fields.

OFFICE USE ONLY

DB _____

SLOT _____

Please be advised that applications will not be processed if unsigned or resume is not attached and a board or commission is not specified

BOARD OR COMMISSION FOR WHICH YOU ARE APPLYING: (Only one per application, your application will not be processed if left blank.)

Lottery Commission, Colorado

Name (Last, First Middle) Peterson, Stella		County Jefferson	Cong. District 7	Senate District 19	House District 29
Home Address 8467 Pierson Court		City Arvada		State Colorado	Zip Code 80005
Mailing Address		City		State	Zip Code
Date of Birth January 16, 1978	Gender Female	Registered Voter? Yes Party Affiliation? Democrat		Ethnicity Hispanic	
Present Employer/Title Xcel Energy/Senior Communications		Business Phone # 303-571-7443		Home Phone #	
		Cell Phone #		E-mail stella.m.peterson@xcelenergy.com	
Business Address 1800 Larimer Street		City Denver		State Colorado	Zip Code

EDUCATION AND GENERAL QUALIFICATIONS

LEVEL	NAME OF SCHOOL	LOCATION	No. Years Attended	Did You Graduate?	Major Course of Study
High School					
College					
Graduate Studies -or- Trade/Business/ Correspondence					
Memberships in Organizations And Offices Held(Indicate if					

REFERENCES (List three persons, not related to you, who you have known for at least one year.)

NAME	ADDRESS	PHONE #
Joelle Martinez	Littleton, CO	(303) 618-7263
Simon Tafoya	Denver, CO	(719) 661-2332
Dennis Maes	Pueblo, CO	(719) 406-1778

Have you ever been a party to or the subject of or otherwise involved in any legal proceeding that might adversely affect your qualifications to serve on this board or commission? Is there anything in your background that might be an embarrassment to the Governor or you if it were to become public? (On Pg. 2 if applicable)

If appointed, you are expected to attend fully to the duties of the position. How much time are you capable of committing?:As much time as it takes!

Please explain why you wish to serve on a board or commission. (On Next Page)

*I certify that the facts contained in this application are true and correct to the best of my knowledge. I authorize investigation of all statements contained herein and the references listed above to obtain any and all pertinent information, personal and otherwise. I further authorize the Office of the Governor to conduct a criminal background check, including requesting a criminal history from the Colorado Bureau of Investigation. I release all parties for all liability for any damage that may result from furnishing such information.
*I understand that the Colorado Open Records Act may require that certain information contained in this application be available for inspection by the general public.



STATE OF COLORADO

APPLICATION - 2020
BOARDS AND COMMISSIONS
OFFICE OF GOVERNOR Jared S. Polis
Please attach a resume and fill ALL fields.

FOR OFFICE USE ONLY

DB _____

SLOT _____

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BOARD OR COMMISSION FOR WHICH YOU ARE APPLYING: (Only one per application, your application will not be processed if left blank.)

Lottery Commission, Colorado

Table with 5 columns: Name (Last, First Middle), County, Cong. District, Senate District, House District. Row 1: Peterson, Stella, Jefferson, 7, 19, 29

Please explain why you wish to serve on a board or commission.

I believe this commission is a great fit for my interests and skills. I have served for the past two years as Vice Chair and Colorado Lottery team would like me to Chair in 2020.

I am an innovative and visionary leader with a proven ability to effectively lead and motivate teams through a change in fast-paced and dynamic environments. I am best known for being a valued partner by adding strategic and smart ideas, a proactive/even-keeled style, sound judgment/ decision-making abilities, and defining the organization's brand personality that resonates results.

Have you ever been a party to or the subject of or otherwise involved in any legal proceeding that might adversely affect your qualifications to serve on this board or commission? Is there anything in your background that might be an embarrassment to the Governor or you if it were to become public?

No

*I certify that the facts contained in this application are true and correct to the best of my knowledge. I authorize investigation of all statements contained herein and the references listed above to obtain any and all pertinent information, personal and otherwise. I further authorize the Office of the Governor to conduct a criminal background check, including requesting a criminal history from the Colorado Bureau of Investigation. I release all parties for all liability for any damage that may result from furnishing such information.

*I understand that the Colorado Open Records Act may require that certain information contained in this application be available for inspection by the general public.

STELLA PETERSON

Stella.M.Peterson@XcelEnergy.com

(303) 550-9338

Arvada, CO 80005

Professional Summary

An innovative and visionary leader. Proven ability to effectively lead and motivate marketing and communication teams through change within fast paced and dynamic environments. Best known for being a valued partner by adding strategic and smart business ideas, a proactive/even-keeled style, sound judgment/decision making abilities, and defining brand personality that resonate results.

Visionary Leader	Strategic Counsel	Community Relations	Tradeshow Approach
Nonprofit Relations	Financial Management	Message Development	Conference Strategy
Excellent Spokesperson	Solid Media Contacts	Process Improvement	Fundraiser Development

Career Summary and Achievements

Senior Communications (Jun. 2019 - Present)

Xcel Energy - Denver, Colorado

- Responsible for communicating Electric Vehicles, Advanced Grid, and the United Way campaign to the employees and Colorado community.

Owner (Aug. 2012 – June 2019)

Stella PR + Marketing - Arvada, Colorado

- Responsible for print and online media placements to increase sales volume and brand awareness by 40% for eBags.com.
- Assisted with Innovators Society Community First Foundation (2017) for Community First Foundation, raised \$450,000 in grants for nonprofits. Raised an addition \$50,000 dollars from 583 community members and was involved in selecting, coaching and granting the money raised to the innovative nonprofits in the first year.
- Developed a new logo and print communications for Jefferson County Business Resource Center to allow the organization to communicate the importance of marketing strategy, branding, and storytelling to build brand equity.
- Increased awareness for Kids for Colorado Give Day campaign in 2017 which generated \$36.6 million dollars for 2,308 Colorado nonprofits in 24 hours - a \$2.75 million dollar increase from 2016.
- Created strategic rebranding of OpenWorld Learning to build brand equity with a new logo, tagline, and messaging. Assisted with Gala which produced some of the largest results the organization has ever seen to date as well as the most successful events in the history of the organization.
- Conducted quarterly marketing research by evaluating and measuring consumer use and perceptions for Leprino Foods

Director of Public Relations (2008 - 2012)

High Sierra Sport Company - Denver, Colorado

- Coordinated marketing logistics and media attendees for tradeshows, events, and press conferences
- Responsible for print and online media placements to increase sales volume and brand awareness (e.g. Wall Street Journal, Good Morning America, NBC Today Show, Good Housekeeping Seal and more)
- Ensured all tactical projects move smoothly from inception through completion by working closely with the creative and interactive staff (e.g. NBC Universal Sports: 2012 Alpine Skiing Continuous Action, 2011 High Sierra Musical Festivals, 2010 Teva Mountain Games, 2009 Nordic World Championships, 2008 Beijing Summer Games, and more)
- Provided social marketing counsel/execution to increase sales volume, brand awareness, and customer support (e.g. Twitter, Facebook, Youtube, LinkedIn, Google+)
- Served as spokesperson and project manager in the completion of three original 2011/12 Thompson Broadcast television programs included conception, budgeting, editing, and final approval for distribution to more than 20.5 million business professionals
- Provided marketing and branding solutions for High Sierra and NorthPole licensing product lines by drafting and finalizing annual strategy plans

Public Relations Supervisor (2004 - 2008)

Barnhart Communications - Denver, Colorado

- Managed account relationships, project budgets, research, schedules, presentations, and strategic planning around media relations (local and national), crisis communications, special events, sponsorships, and marketing collateral for High Sierra Sport Company, Starbucks Coffee Company, and Bakers Square Restaurants
- Coordinated marketing logistics and media attendees for tradeshows and press conferences for High Sierra Sport Company
- Contributed to new business development by maintaining and growing existing client business by continually meeting with clients and evaluating expectations to seek out new opportunities (e.g. High Sierra Sport Company)
- Coordinated large-scale holiday/celebration events for various clients including budget, promotional methods, and execution (e.g. Starbucks Coffee Company)

- Developed and managed initial crisis communications plans and maintained constant media communication including press releases, fact sheets, press kits, executive memos, biographies, speaking opportunities, case studies, contributed articles, publicity reports, and general correspondence with various local and national media contacts and publications

Client Communications Associate (2003 - 2004)

Mphasis Integrated - Denver, Colorado

- Managed account leads for High Sierra Sport Company, Frontier Airlines, and Dairy Queen with media relations (local and national), which were featured in the Wall Street Journal, MSNBC, the Denver Post, the Rocky Mountain News, and the Denver Business Journal
- Prepared a comprehensive competitive analysis which tracked product specifics and communications efforts for 10 luggage companies to position High Sierra Sport Company's new product releases
- Assisted in the planning for Frontier Airline's "Wild Blue Yonder" gala event which was attended by more than two hundred potential company investors
- Developed a Dairy Queen secret customer survey campaign for Colorado, Wyoming, and Nebraska which resulted in developing a new building image across all national stores

Reporter/Producer (2002 - 2003)

KGWN-TV NewsChannel 5 - Cheyenne, Wyo.

- Reporter and fill-in anchor for prime news broadcasts (Wyoming and Nebraska), wrote stories and edited news package/stories through finalization
- Photographer for local stories that were taped and edited on Beta and DVC Pro formats and aired for prime news broadcasts (Wyoming and Nebraska)
- Sole producer for 5:30 PM newscast, identified and organized appropriate local and national news stories, investigated Wyoming story leads and managed the assignment desk
- Performed community service in Cheyenne, Wyoming on a monthly basis (e.g. Wyoming Coalition for the Homeless, United Way, and March of Dimes)

Broadcast Engineer/Production Assistant (2000 - 2002)

KCNC-TV News 4 - Denver, Colorado

- In-studio director for prime news broadcasts for Nielsen DMA #18 station, operated robotic cameras for news broadcasts and managed the teleprompter for primetime news anchors
- Secondary responsibilities included assisting producers, writers, and production assistants in the production of newscasts

RCC Representative (1998 - 2000)

Nextel Communications - Denver, Colorado

- Responsible for quality assurance of account reconciliation, tracking performance progress, identifying trends in customer complaints, and evaluating staff workload and account team performance goals
- Developed an employee procedures manual for the RCC department as well as wrote articles for the corporate employee newsletter "Nextel Newslink"

MARKETING TOOLS

Microsoft office applications	Adobe Photoshop	WordPress	Latergram
Google suite applications	Adobe Illustrator	Cision	Radian6
Adobe InDesign	Adobe Acrobat	Hootsuite	Canva Pro

EDUCATION

University of Denver, Latino Leadership Institute; (2014-2015)
Certificate of completion

University of Colorado at Denver; Master of Science in Marketing (2012)
Specialization in Brand Management & Marketing Communications

Metropolitan State College of Denver; Bachelor of Arts in Speech Communications (2002)
Minor in Journalism, emphasis in Public Relations

Societies: Vice President of Lambda Pi Eta, National Communications Honor Society (2000-2002)

RELEVANT HOBBY

Freelance Writer/Editor (2006 - present) ActiveGearReview.com and Sports Guide Magazine

VOLUNTEER

Vice Chair Colorado State Commissioner (2016 - present) Colorado Lottery

Board of Directors (2016 - present) Children's Museum of Denver

Leadership Team (2016 - 2019) Latinas First Foundation

Board of Directors (2013 - 2016) OpenWorld Learning



COLORADO
Governor Jared Polis

June 25, 2020

To the Honorable
Colorado Senate
Colorado General Assembly
State Capitol Building
Denver, CO 80203

Ladies and Gentlemen:

Pursuant to the powers conferred upon me by the Constitution and Laws of the State of Colorado, I have the honor to designate, reappoint and submit to your consideration, the following:

MEMBER OF THE
COLORADO LOTTERY COMMISSION

effective July 1, 2020 for terms expiring July 1, 2024:

Stella Peterson of Arvada, Colorado, to serve as a member of the public and as a Democrat, reappointed.

Sincerely,

A handwritten signature in black ink that reads "Jared Polis".

Jared Polis
Governor



