



# Heidi Steeno

## Area 5 Resident

### Brief Statement of Interest

I am proud of the work that I and the WHNA board have accomplished during the past 2 years while serving as vice president and now president (since June 2024) and previously as an at large rep. It is my hope to be elected for another term as a representative to see many of the initiatives we've developed and are currently working on come to fruition, including utilizing WHNA's 501(C)(3) status to its fullest extent, automating some of our processes, maximizing Highlighter advertising and the solicitation of articles, and continually updating and expanding the website and social media. I am focused on continuing to be an active contributor and leader on the board, while strengthening the neighborhood as a whole. I am seeking another term on the board to continue this work. I take great pride in the many relationships I've built throughout the neighborhood while serving on the board and independent of the board and hope to continue nurturing and building new relationships.

### Background Information

I'm a 20+ year resident of Washington Heights along with my husband, Milwaukee artist, James Steeno, and our daughter, Simone Steeno. I'm an avid cyclist, gardener, cook, and passionate volunteer and advocate for artists and makers. My husband and I own James Steeno Gallery and travel the state with his artwork throughout the year as well as organize several local pop-up artist/maker events. It's true Milwaukee is "Small-waukee" and the Heights is a community within it. I love knowing my neighbors (not only on my block but throughout the neighborhood) and knowing someone is always close by to lend a hand when needed.

### Experience

As a small business owner and an entrepreneur, I'm used to wearing many hats at a time and keeping all the balls in the air at all times. Prior to being a full-time small business owner, I spent 17 years as a marketing coordinator and trade show manager at Hal Leonard Corporation.

### Volunteer and Community Involvement

Board representative for Local First Milwaukee – a business alliance dedicated to supporting independent, locally-owned businesses and nonprofits in the Milwaukee metropolitan area. Chairperson of the Exhibitor Committee for Music Teachers National Association (MTNA) – nonprofit professional organization for the support, growth, and development of music-teaching professionals. Composition Chairperson for Wisconsin Music Teachers Association (WMTA). Past President of the Vliet Street Business Association. I've regularly volunteered with the Guesthouse of Milwaukee's meal program, Rescue Gang, Divine Savior Holy Angels High School, and many other local nonprofits in various capacities.