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Pfaff to Run for Fitchburg City Council

Swan Creek Resident to Run for Vacant Aldermanic Seat

Fitchburg, WI – Shawn Pfaff (pronounced "paff") has taken out nomination papers to run for the District 4 Seat 8 seat that is being vacated by current Alderperson Jay Allen, who is running for Mayor. Pfaff, a Swan Creek Neighborhood resident, is running to bring a fresh perspective and strong voice to City Hall.

"I am running for Alder because I believe that City Hall needs a fresh perspective, strong voice and clear vision for Fitchburg's future," said Pfaff. "Fitchburg is a rapidly growing community that attracts people from all walks of life. That is why it is so important that our leaders at City Hall provide the leadership and vision to maintain and even improve the important quality of life features like our safe neighborhoods, vibrant business climate, and quality city services that have made Fitchburg such a great place to live, work and raise a family."

Pfaff is no stranger to the activities of City Hall. Pfaff, who was appointed by Mayor Tom Clauder in the Spring of 2007, has served on the City's Police and Fire Commission where he interacts monthly with the Chiefs of the City's Police and Fire Departments and hears first hand about the importance of maintaining strong, community-visible police and fire departments that reflect Fitchburg's growing and changing population.

Pfaff also has extensive experience dealing with local government issues due to his work during Wisconsin Governor Jim Doyle's first term where he served as the Governor's liaison to local government officials from across the state. In that role, Pfaff worked closely with local government and law enforcement leaders on important issues like crime prevention, economic development and state aid funding.

"Fitchburg is a great place to live and raise a family," said Pfaff. "During these uncertain economic times, we need strong leaders at City Hall who are fiscally responsible and committed to holding the line on property taxes while at the same time working hard to make our city's future even brighter."

Pfaff, 37, is married to Gwendolyn Cooley and is the current Vice President of the Fitchburg Lions Club, Fitchburg Chamber of Commerce (Lions' Club Representative), Past Vice President of the Teaberry Lane (Swan Creek) Homeowners' Association, and member of Bethel Lutheran Church in Madison. He is currently employed at Capitol Consultants, Inc. in Madison.

Pfaff, who grew up on his family's dairy farm in Western Wisconsin, is also a former social studies teacher at Mt. Horeb Middle School. He has also received a Master's of Public Administration degree from the Robert M. La Follette School of Public Affairs at the University of Wisconsin-Madison and an undergraduate degree from the University of Wisconsin-Eau Claire where he currently serves on its Alumni Board of Directors.

Paid for by Friends of Shawn Pfaff, Gwendolyn Cooley, Treasurer