



No portion of this article may be reproduced without  
express written permission of Style Publishing Group, LLC.

©2007 • All rights reserved.



Style Publishing Group

P.O. Box 1676

Frisco, Texas 75034

Phone: 972.335.1181

Toll Free: 877.781.7067

Fax: 214.722.2313

E-mail: [info@friscostyle.com](mailto:info@friscostyle.com)

Web: [www.friscostyle.com](http://www.friscostyle.com)

**Ad Sales: (972) 335-1306**



*Kathy Seei*  
photo by Chris Fritchie

## Kathy Seei: Headed for Change

By Jennifer Nelson

**ON MARCH 4, 2008**, citizens will have the chance to vote in the primary elections for candidates for the U.S. House of Representatives. One candidate for Congressional District 4 is Republican and former Frisco mayor Kathy Seei. Ms. Seei was mayor for three terms from 1996 until 2002, and focused on forward planning for Frisco during unprecedented growth. She is currently the president of SEEI3, a company she started to help organizations capture their vision and implement change. *Frisco STYLE Magazine* had the opportunity to sit down for a candid conversation with Ms. Seei to understand her interest in running for the office and why she believes she is the best candidate.

**FSM:** Why did you decide to run for office, especially against an incumbent of 26 years?

**KS:** During the summer of 2004, I reached the decision that running for U.S. Congress was something I was intended to do. I began meeting with the incumbent and believed he would retire after his 2006

term. I know with certainty that this is the year I am supposed to run.

**FSM:** What has your life been like since you announced you were running?

**KS:** My life has been blessed with many opportunities to meet wonderful people throughout North Texas. Wherever I go the citizens are engaged and anxious to talk about the serious issues facing our country. I am energized by their passion for important issues like protecting our borders, solving the illegal alien issue, reinventing our tax system and social security. With a wonderful family and campaign team supporting me, things are going very well.

**FSM:** How has your prior experience, including your work with Plano Independent School District (PISD) and the City of Frisco, prepared you for working with the federal government?

**KS:** My experiences with Plano ISD and the City of Frisco were all about change and managing the change. Frisco grew by

300 percent in population the six years I was mayor. We addressed the challenges of that growth while proactively planning for the future. Plano ISD was implementing a massive change in how they served children with disabilities. We managed that change in the face of many challenges, both financially and philosophically.

The citizens of the United States are ready for different results. I believe it was Einstein who gave the definition of insanity as expecting different results from doing the same things. In addition to working in the public sector I have also worked in the private sector, including starting my own business. Together, my prior experiences are a unique blend and a good match for the challenges facing us in Washington.

**FSM:** Describe some of the things you've learned from starting your own business.

**KS:** It has been a strong teacher. I've learned that you need to constantly be analyzing your business to make sure you are still on track. I am in the same business that I started four years ago and

I have expanded my focus. My original business was to help cities in the path of growth to plan for their future. I'm still doing that. In addition, I discovered that I really enjoyed creating the tools.

Secondly, as a small business owner, you are given an array of experiences. You are doing everything. Where before in a large company you had support systems readily available. Most important is the concept of pacing. You have to learn to blend business development with production and delivery. If you get the mix wrong, you feel the pain in your revenue stream.

Third, there is tremendous personal responsibility. Whether you succeed or fail is mostly dependent on you. It acutely increases your awareness of your own strengths and weaknesses.

**FSM:** What are your major plans if you are elected U.S. Representative?

**KS:** I want to move the way we conduct the business of the federal government out of a reactive mode. Right now we appear to move from crisis to crisis. We accomplish this by doing three things: limiting the scope of the federal government; working to make sure that the issues the federal government does address are done in an effective way; and all programs are evaluated and improved in a timely manner. In Frisco, we proactively planned while we addressed the day-to-day issues facing the city. We need to stay focused and multitask.

**FSM:** What issues will you address?

**KS:** The issues I am hearing throughout the district are: Limiting the role of federal government, Securing our borders, Documenting illegal aliens without amnesty, Eliminating earmarking in federal legislation, Fixing our federal tax system, Fixing our social security system, Supporting right to life.

**FSM:** How do you plan to bring your idea that "government should be run as a business" to Congress?

**KS:** First, I will look for like-minded individuals. Together we will work with a business mentality – if you don't do a good job in business, you are out of business. We will develop a strategic plan that addresses our key issues and the process we will use to address those issues. Trust is built and maintained with our citizens

when we listen to them, communicate with and report to them. Our citizens want us to make good laws, fund and implement them. We need to focus on how we are making decisions and how we are monitoring the implementation and effectiveness of those decisions. What we do should be less about politics and more about effectiveness.

I want to move the way we conduct the business of the federal government out of a reactive mode.

**FSM:** You have talked about how people are ready for change. What kind of change are you talking about and how will you accomplish it?

**KS:** I will accomplish nothing by myself. However, with the will of the people, like-minded individuals in Washington and the grace of God we can move this system in a positive direction. I will accomplish it by building consensus, using a good process and communicating.

This may sound too simple, but in reality it is the complexity of how we are currently doing things in Washington that has our government virtually stopped in its tracks. The complexity also precludes transparency and reinforces the politics of special interests. I would begin wherever I can find an opportunity. No position will be considered too low. Once I can get a pattern of success going in one area, it creates a footprint for the next success. Eventually you have a critical mass of successful patterns and the system itself transforms.

**FSM:** What are your thoughts on inspiration, innovation and integration as it relates to success?

**KS:** Inspiration comes from God. Innovation is what we do with that inspiration in the present. It might be a new invention, a new way of thinking about something or a new solution. However, I have learned that just because I see and understand something, it does not mean that others also see the same thing or understand it in the same way. Unless you can translate

those innovations into something people understand, the innovation will be rejected. The thing President Reagan did so well is he took an idea and was able to tell a story that helped people understand at a deeper level what he was talking about.

**FSM:** What have you found to be the best way to deal with change and obstacles?

**KS:** First you pray. You keep an open mind to make sure that you understand all perspectives on the front end. You work to create a common vision. You encourage the truth to be spoken about the current state of whatever issue is under consideration. You identify what steps take you from where you currently are to where you want to go. You set up an action plan with dates and resources assigned. You monitor and adjust your plan. You seize opportunities that move you toward your vision. You keep people informed on what you are doing and any changes that are occurring. You believe in what you are doing and you work hard. You focus on the vision and not the obstacles. When you are successful, you say thank you and you give thanks.

**FSM:** How does your faith impact your work?

**KS:** My faith is a part of all aspects of my life. It inspires me. It gives me hope and confidence in our ability to achieve the things we need to accomplish. It convicts me when I need convicting. It gives me compassion for others and for myself. It instructs me to forgive. It has taught me that what needs to be achieved can be achieved over all apparent obstacles through the grace of God.

**FSM:** What are your family's thoughts about you running for office?

**KS:** They are proud of me. They trust me. They know that God has called me to do a number of things in my life. They have watched how He has cared for me and how He has helped me to accomplish things they did not think possible. It has been an amazing journey and the members of my family and my close friends have been the wind beneath my wings.

To learn more about Ms. Seei, visit her website at [www.kathyseei.com](http://www.kathyseei.com).

---

*Jennifer Nelson is a freelance writer living in Frisco.*