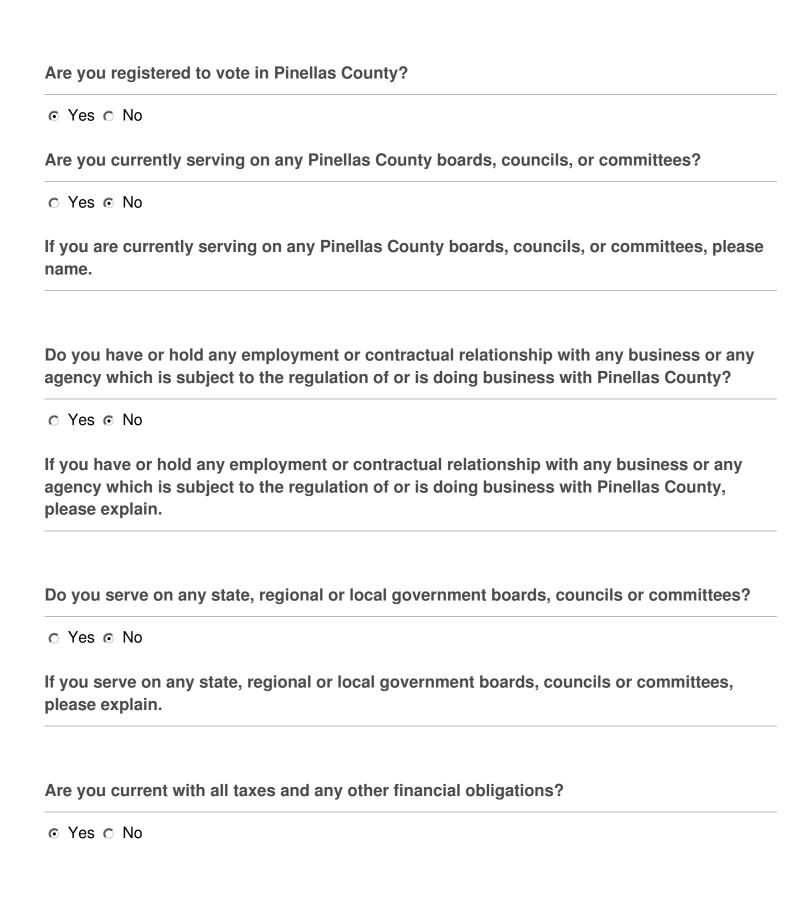
Submit Date: Mar 14, 2017 Economic Development Council: Eligible

# **Profile**

Begin by inserting your email address. If you have an existing account, a message will be delivered to the email address on file. Please use a single email address throughout your experience with the Pinellas Boards, Councils, and Committees application. For specific instructions, visit <a href="https://www.pinellascounty.org/boards/applicants.htm">www.pinellascounty.org/boards/applicants.htm</a>.

Mr				
Prefix				
Charles	С	Comstock		
First Name	Middle Initial	Last Name		
ccomstock@tampabay.rr.com	1			
Email Address				
1951 Michigan Ave. NE				
Street Address			Suite or Apt	
St. Petersburg			FL	33703
City			State	Postal Code
Home: (727) 525-7002	Home: (72	27) 455-0685		
Primary Phone	Alternate Phone	·		
rativad				
retired Employer	 Job Title			
Financial Advisor				
Occupation				
Which Boards would you	like to apply for	?		
Economic Development Coun	ncil			
Are you currently a Pinella	as County reside	ent?		
⊙ Yes ○ No				
34 years				
If you are a Pinellas County resident, for how lo	ng?			

Charles C Comstock Page 1 of 5



Charles C Comstock Page 2 of 5

If you are not current with all taxes and any other financial obligations, please explain.

Have you been convicted of a Public Entity Crime? Public entity crime is defined by Florida Statute, sec. 287.133 as a violation of any state or federal law by a person with respect to and directly related to the transaction of business with any public entity or with an agency or political subdivision of any other state or with the United States, including, but not limited to, any bid, proposal, reply, or contract for goods or services, any lease for real property, or any contract for the construction or repair of a public building or public work, involving antitrust, fraud, theft, bribery, collusion, racketeering, conspiracy, or material misrepresentation.

fraud, theft, bribery, collusion, racketeering, conspiracy, or material misrepresentation.
o Yes ⊙ No
If you have been convicted of a Public Entity Crime, please explain.
Have you been convicted of a financial felony?
○ Yes    ○ No
If you have been convicted of a financial felony, please explain.
Have you ever been convicted of a crime against children or seniors?
○ Yes    ○ No
If you have ever been convicted of a crime against children or seniors, please explain.
Are you currently, or have you ever sued Pinellas County?

If you currently, or have ever sued Pinellas County, please explain.

○ Yes ⊙ No

Charles C Comstock Page 3 of 5

Have you ever been arrested, charged, or indicted for violation of any federal, state, county, or municipal law, regulation or ordinance? (Exclude traffic violations for which a fine or civil penalty of \$150 or less was paid)
○ Yes    ○ No
If you have ever been arrested, charged, or indicted for violation of any federal, state, county, or municipal law, regulation or ordinance, please explain.
Interests & Experiences
State your background, including your education, work experience, civic or community organization memberships and positions, and any professional licenses or memberships, and explain how this applies to the function of the board, council or committee.
I have uploaded my resume. I am currently Board President of the Pinellas/ Pasco Area Agency for the Aging; Chair of the Foundation Board for the Lighthouse of Pinellas(3 years); Chair for the St Petersburg Exchange Club's Police Officer of the Year program(17 years); and serving on the board for the Exchange Club and the St. Petersburg Stamp Club. Also a member of the St. Petersburg Chapter Sons of the American Revolution and the American Legion-Post 14.
Upload a Resume
Demographics
Caucasian/Non-Hispanic
Ethnicity
Male
Gender
06/18/1943
Date of Birth
The Pinellas County Commission strives to promote diversity and provide reasonable

Charles C Comstock Page 4 of 5

please indicate below:

I understand the responsibilities and commitment of time associated with an appointment to a Pinellas County board, council or committee.

▼ I Agree \*

Charles C Comstock Page 5 of 5

Submit Date: Mar 12, 2017 Economic Development Council: Eligible

# **Profile**

Begin by inserting your email address. If you have an existing account, a message will be delivered to the email address on file. Please use a single email address throughout your experience with the Pinellas Boards, Councils, and Committees application. For specific instructions, visit <a href="https://www.pinellascounty.org/boards/applicants.htm">www.pinellascounty.org/boards/applicants.htm</a>.

Ms				
Prefix				
Terri	J	Shapiro		
First Name	Middle Initial	Last Name		
terrijs52@mac.com				
Email Address			_	
1749 Montana Ave NE				
Street Address			Suite or Apt	
St. Petersburg			FL	33703
City			State	Postal Code
Mobile: (612) 889-4963	Business:	(727) 314-1201		
Primary Phone	Alternate Phone	· · · · · · · · · · · · · · · · · · ·		
GuestWings Corporation	President			
Employer	Job Title			
Small Business Owner				
Occupation				
Which Boards would you li	ke to apply for	?		
Economic Development Counc	eil eil			
Are you currently a Pinella	s County reside	ent?		
⊙ Yes ⊜ No				
1 year				

If you are a Pinellas County resident, for how long?

Terri J Shapiro Page 1 of 5

Are you registered to vote in Pinellas County?
⊙ Yes ○ No
Are you currently serving on any Pinellas County boards, councils, or committees?
C Yes ⊙ No
If you are currently serving on any Pinellas County boards, councils, or committees, please name.
Do you have or hold any employment or contractual relationship with any business or any agency which is subject to the regulation of or is doing business with Pinellas County?
⊙ Yes ⊂ No
If you have or hold any employment or contractual relationship with any business or any agency which is subject to the regulation of or is doing business with Pinellas County, please explain.
Our business, GuestWings, is subject to the regulations of Pinellas County. We provide mobile guest suites to Tampa Bay residents for their short-term, overnight visitors.
Do you serve on any state, regional or local government boards, councils or committees?
C Yes ⊙ No
If you serve on any state, regional or local government boards, councils or committees, please explain.
Are you current with all taxes and any other financial obligations?
⊙ Yes ○ No

Terri J Shapiro Page 2 of 5

If you are not current with all taxes and any other financial obligations, please explain.

Have you been convicted of a Public Entity Crime? Public entity crime is defined by Florida Statute, sec. 287.133 as a violation of any state or federal law by a person with respect to and directly related to the transaction of business with any public entity or with an agency or political subdivision of any other state or with the United States, including, but not limited to, any bid, proposal, reply, or contract for goods or services, any lease for real property, or any contract for the construction or repair of a public building or public work, involving antitrust, fraud, theft, bribery, collusion, racketeering, conspiracy, or material misrepresentation.

fraud, theft, bribery, collusion, racketeering, conspiracy, or material misrepresentation.
○ Yes    ○ No
If you have been convicted of a Public Entity Crime, please explain.
Have you been convicted of a financial felony?
○ Yes    ○ No
If you have been convicted of a financial felony, please explain.
Have you ever been convicted of a crime against children or seniors?
○ Yes    ○ No
If you have ever been convicted of a crime against children or seniors, please explain.

Are you currently, or have you ever sued Pinellas County?

○ Yes ⊙ No

If you currently, or have ever sued Pinellas County, please explain.

Terri J Shapiro Page 3 of 5

penalty of \$150 or less was paid)	
or municipal law, regulation or ordinance? (Exclude traffic violations for which a fine or c	ivil
Have you ever been arrested, charged, or indicted for violation of any federal, state, coun	ıty,

○ Yes ○ No

If you have ever been arrested, charged, or indicted for violation of any federal, state, county, or municipal law, regulation or ordinance, please explain.

# **Interests & Experiences**

State your background, including your education, work experience, civic or community organization memberships and positions, and any professional licenses or memberships, and explain how this applies to the function of the board, council or committee.

I am a graduate of Michigan State University and worked for over 30 years in large national companies. I held marketing positions with Procter & Gamble, as well as several large advertising agencies where I developed growth plans for consumer products and services. I have experience working with community non-profits at the volunteer and board level. Over the last few years of my corporate career, I focused on small business programs and was ultimately inspired to start my own small business after moving to St. Pete in 2016. My resume is not updated to include the start-up of GuestWings which opened its doors early in 2017. We were featured in the Tampa Bay Times on March 5,

http://www.tampabay.com/news/business/tourism/an-airbnb-on-wheels-st-pete-entrepreneur-promotes-new-option-to-host/2315137. You can learn more about our business at www.guestwings.com. I have outstanding experience working with cross-functional teams and developing communication strategies for business and community organizations. I also have developed and conducted many research studies to determine consumer attitudes and behaviors that affect business decisions. I hope that this range of experience would make me an effective team member and an important contributor to Economic Development.

Upload a Resume		

# **Demographics**

Terri J Shapiro Page 4 of 5

Caucasian/Non-Hispanic
Ethnicity
Female
Gender
09/11/1952
Date of Birth
The Pinellas County Commission strives to promote diversity and provide reasonable accommodations for individuals with disabilities. If you are requesting accommodation, please indicate below:
I understand the responsibilities and commitment of time associated with an appointment to a Pinellas County board, council or committee.
✓ I Agree *

Terri J Shapiro Page 5 of 5

# Terri J Shapiro

#### Strategic Communications Leadership and Development

- Builder of fully integrated global communications strategies, programs and teams that enhance reputation and build awareness among key constituencies
- **Skilled at working cross-functionally** with sales, finance, human resources, product development, research and philanthropic team members
- Internal and external brand communications expertise includes public relations, media relations, social media, digital and traditional advertising, content marketing, special events, crisis and internal communications. Mix of agency and corporate postings
  - **Exceptional leader** focused on facilitative approach and high performance team culture. Collaborative nature. Demonstrated success in recruiting and advancing staff. Outstanding communication skills

#### **Professional History**

#### Deluxe Corporation, Shoreview, MN

2009 - 2014

Executive Director of Brand & Media Relation – External communications (advertising, public and media relations, social media, crisis communications) lead for enterprise. Achieved statistically significant increases in brand awareness and evolved customer perceptions for \$1.5 Billion company transforming from check printer to provider of on-line marketing services. Authored 2012 annual report

- Originated and directed successful thought-leader initiatives to build Deluxe reputation as small business marketing expert. Programs attracted media interest and helped to triple Deluxe earned media presence. Project REV video at <a href="https://www.youtube.com/watch?v=V84y7IMJ8mg">https://www.youtube.com/watch?v=V84y7IMJ8mg</a>
- Provided strategic and creative leadership for Deluxe's first mass-media advertising campaign directed to small business owners driving a 20% increase in site traffic and gains in awareness and consideration. See video: <a href="https://www.youtube.com/watch?v=Q5LYw7p8clk">https://www.youtube.com/watch?v=Q5LYw7p8clk</a>
- Worked with key management from Small Business and Financial Services business units as well as Deluxe Corporation Foundation, Corporate Communications and Investor Relations to craft and advance communications strategies and programs
- Developed sponsorships and partnerships with non-profits supporting small-business development including SCORE and WBDC. Featured speaker at regional and national events
- Served as key spokesperson or advisor to Deluxe executives in all matters pertaining to the news media

#### Starkey Laboratories, Eden Prairie, MN

2005 - 2008

Senior Director of Marketing - Designed, staffed and led B:B and B:C global marketing communications department of 25 for leading manufacturer of hearing technology with annual revenues of \$750 million

- Directed the successful worldwide release of five new brands, elevating Starkey into the fastest growing company in the hearing industry. Increased sales revenue by 40% within first year and by an additional 15% the following year.
- Developed strategy and supervised creation of extensive consumer and professional websites with system for global content management
- Created a CEU class to train health-care professionals about branding their practices for patients and how to manage their offices to deliver the desired brand experience. Presented the class to over 5000 hearing health professionals

#### Realize Advantage Inc., Minneapolis, MN

2001 - 2005

Founding Partner & CEO - Branding consultancy that enabled consumer brands to forge emotional relationships with their customers. Generated over \$1.5 million revenue

#### [Type the document title]

- Identified and designed research to help Arby's view competitive set from customer and meal dynamics viewpoint. Research insights led to new brand positioning as well as new menu structure, product lines, in-store merchandising and advertising
- Designed key research and developed the integrated marketing strategies that successfully grew
   Minute Clinic's brand from 45 to more than 500 units in the US

#### Martin/Williams Advertising, Minneapolis, MN

1998 - 2001

Senior Vice President, Client Services Director - Leader of 40-person Client Services Department at national full-service advertising agency (Omnicom network) with annual revenues of \$40 Million. Drove revenue growth by developing and securing new clients. Served on agency executive leadership team.

- Orchestrated the planning, development and implementation of marketing plans for key accounts Rubbermaid, 3M Healthcare Products, Bruegger's Bagels and Gold 'n Plump Chicken.
- Generated more than \$2 Million in new business revenues as team leader of Donatos Pizzeria (owned by McDonald's Corporation) and Bruegger's Bagels
- Revitalized key client into significantly profitable account through enhanced account management and contract negotiations.

#### Other Professional Experience

#### Campbell-Mithun, Minneapolis, Minnesota

Vice President and Management Supervisor at national full-service advertising agency (Interpublic network). Responsible for Healthy Choice Cheese and Dow Brands (Scrubbing Bubbles, Fantastik)

#### Helene Curtis Industries, Chicago, Illinois

Director of Marketing Resources: Facilitator of Sales and Marketing leadership team. Built the department that provided oversight to brand and corporate public relations, promotion, media and package design. Developed and oversaw the process for approving and allocating marketing, sales and product development resources for key Consumer Products initiatives.

#### Foote, Cone Belding, Chicago, Illinois

Vice President/Management Supervisor: Convinced Kraft to produce and air the long-running "Cheese and Macaroni" name reversal campaign, which immediately turned around two-year share decline, increasing brand equity and profitability. Senior member of management team that built Kraft account from \$10 million to \$80 million in annual billings.

#### Procter & Gamble Company, Cincinnati, Ohio

Brand Management, Bar Soap and Household Cleaning Products: Served as brand manager for Comet Cleanser, assistant brand manager for Camay/Lava, and brand assistant for Biz. Lead initiative to reformulate Comet to assure its viability for use on non-porcelain surfaces.

#### **Non-Profit Accomplishments**

• Chaire d marketing committee that raised \$10K for local non-profit theater program, exceeding the goal by 20%

• Repositioned "Heart of the Hame" program for NC IW to reduce costs and increase depart organization

itioned "Heart of the Home" program for NCJW to reduce costs and increase donor engagement while retaining theme continuity from well-liked 6-year effort

[Type text] [Type text] [Type text]

• Devel

oped communications plan and created all messaging materials for successful 5-year, multi-million dollar capital campaign timed to coincide with the 125<sup>th</sup> anniversary of major non-profit religious institution

• Aided

SCORE in obtaining \$350K grant from Deluxe Corporation Foundation to support advertising awareness-building programs for SCORE

#### Non-Profit Affiliations

- Board Member, Chicago Advertising Federation, Minnesota Advertising Federation
- Board Officer, Minnesota community sports organization
- Strategic Grants Committee, Deluxe Corporation Foundation
- Local Grants Committee, Deluxe Corporation Foundation
- Development Committee, Minnesota chapter of national religious women's organization
- Committee Chair, local Minnesota theater company
- Volunteer, Temple Israel, Minneapolis
- Marketing Advisor, Can Do Canines, Minneapolis
- Corporate Sponsor and Speaker, SCORE. Washington, D.C.
- Corporate Sponsor and Speaker, Women's Business Development Center, Chicago, IL
- Corporate Sponsor and Speaker, WomenVenture, Minneapolis

#### **Education**

# **MICHIGAN STATE UNIVERSITY**, East Lansing Michigan Bachelor of Arts, College of Communication Arts

- Graduated Magna Cum Laude
- Mortar Board
- President of MSU Advertising Club

#### **Recent Professional Affiliations**

- MIMA Minnesota Interactive Marketing Association
- PRSA Public Relations Society of America
- ANA Association of National Advertisers
- SocialMedia.org

4 [Type the document title]

If you are a Pinellas County resident, for how long?

Submit Date: May 15, 2017 Economic Development Council: Eligible

# **Profile**

Begin by inserting your email address. If you have an existing account, a message will be delivered to the email address on file. Please use a single email address throughout your experience with the Pinellas Boards, Councils, and Committees application. For specific instructions, visit <a href="https://www.pinellascounty.org/boards/applicants.htm">www.pinellascounty.org/boards/applicants.htm</a>.

Mr.				
Prefix				
Donald	L	Russell		
First Name	Middle Initial	Last Name		
don@rrefl.com				
Email Address				
P.O. Box 3115				
Street Address			Suite or Apt	
Clearwater			FL	33767
City			State	Postal Code
Mobile: (727) 709-2158	Fax: (727)	442-6629		
Primary Phone	Alternate Phone			
Russell Real Estate, Inc.	Owner			
Employer	Job Title			
Industrial Real Estate Broker				
Occupation District D				
Which Boards would you like	e to apply for	?		
Economic Development Council				
Are you currently a Pinellas	County reside	ent?		
⊙ Yes ○ No				
39 years				

Donald L Russell Page 1 of 5

Are you registered to vote in Pinellas County?
⊙ Yes ○ No
Are you currently serving on any Pinellas County boards, councils, or committees?
○ Yes    ○ No
If you are currently serving on any Pinellas County boards, councils, or committees, please name.
Do you have or hold any employment or contractual relationship with any business or any agency which is subject to the regulation of or is doing business with Pinellas County?
○ Yes   No
If you have or hold any employment or contractual relationship with any business or any agency which is subject to the regulation of or is doing business with Pinellas County, please explain.
Do you serve on any state, regional or local government boards, councils or committees?
○ Yes    ○ No
If you serve on any state, regional or local government boards, councils or committees, please explain.
Are you current with all taxes and any other financial obligations?
⊙ Yes ○ No

Donald L Russell Page 2 of 5

If you are not current with all taxes and any other financial obligations, please explain.
Have you been convicted of a Public Entity Crime? Public entity crime is defined by Florida Statute, sec. 287.133 as a violation of any state or federal law by a person with respect to and directly related to the transaction of business with any public entity or with an agency or political subdivision of any other state or with the United States, including, but not limited to, any bid, proposal, reply, or contract for goods or services, any lease for real property, or any contract for the construction or repair of a public building or public work, involving antitrust, fraud, theft, bribery, collusion, racketeering, conspiracy, or material misrepresentation.
○ Yes    ○ No
If you have been convicted of a Public Entity Crime, please explain.
Have you been convicted of a financial felony?
If you have been convicted of a financial felony, please explain.
Have you ever been convicted of a crime against children or seniors?
○ Yes ⊙ No
If you have ever been convicted of a crime against children or seniors, please explain.

Donald L Russell Page 3 of 5

Are you currently, or have you ever sued Pinellas County?

If you currently, or have ever sued Pinellas County, please explain.

C Yes ⊙ No

Have you ever been arrested, charged, or indicted for violation of any federal, state, county, or municipal law, regulation or ordinance? (Exclude traffic violations for which a fine or civil penalty of \$150 or less was paid)
○ Yes    ○ No
If you have ever been arrested, charged, or indicted for violation of any federal, state, county, or municipal law, regulation or ordinance, please explain.
Interests & Experiences
State your background, including your education, work experience, civic or community organization memberships and positions, and any professional licenses or memberships, and explain how this applies to the function of the board, council or committee.
Industrial real estate broker in Pinellas County since 1980 Born in Tampa US Coast Guard licensed captain Avid salt water fisherman and scuba diver
Upload a Resume
Demographics
Caucasian/Non-Hispanic  Ethnicity
Male Gender
02/09/1951  Date of Birth
The Pinellas County Commission strives to promote diversity and provide reasonable accommodations for individuals with disabilities. If you are requesting accommodation, please indicate below:

Donald L Russell Page 4 of 5

I understand the responsibilities and commitment of time associated with an appointment to		
a Pinellas County board, council or committee.		

✓ I Agree \*

Donald L Russell Page 5 of 5

Submit Date: Apr 24, 2017 Economic Development Council: Reapplying

# **Profile**

Begin by inserting your email address. If you have an existing account, a message will be delivered to the email address on file. Please use a single email address throughout your experience with the Pinellas Boards, Councils, and Committees application. For specific instructions, visit <a href="https://www.pinellascounty.org/boards/applicants.htm">www.pinellascounty.org/boards/applicants.htm</a>.

Mr.			
Prefix			
Kyle	Parks		
First Name	Middle Initial Last Name		
kyle@b2communications.com			
Email Address			
333 Third Avenue North			
Street Address		Suite or Apt	
St. Petersburg		FL	33701
City		State	Postal Code
Home: (727) 895-5030	Home: (813) 352-1325		
Primary Phone	Alternate Phone		
B2 Communications Employer	Principal  Job Title		
Public relations executive Occupation			
Which Boards would you li	ike to apply for?		
Economic Development Counc	cil		
Are you currently a Pinella	s County resident?		
• Yes • No			
33 years			
If you are a Pinellas County resident, for how long	g?		

Kyle Parks Page 1 of 5

Are you registered to vote in Pinellas County?
⊙ Yes ○ No
Are you currently serving on any Pinellas County boards, councils, or committees?
○ Yes    ○ No
If you are currently serving on any Pinellas County boards, councils, or committees, please name.
Do you have or hold any employment or contractual relationship with any business or any agency which is subject to the regulation of or is doing business with Pinellas County?
○ Yes   No
If you have or hold any employment or contractual relationship with any business or any agency which is subject to the regulation of or is doing business with Pinellas County, please explain.
Do you serve on any state, regional or local government boards, councils or committees?
○ Yes    ○ No
If you serve on any state, regional or local government boards, councils or committees, please explain.
Are you current with all taxes and any other financial obligations?
⊙ Yes ○ No

Kyle Parks Page 2 of 5

If you are not current with all	taxes and any	other financial	obligations,	please explain.

Have you been convicted of a Public Entity Crime? Public entity crime is defined by Florida Statute, sec. 287.133 as a violation of any state or federal law by a person with respect to and directly related to the transaction of business with any public entity or with an agency or political subdivision of any other state or with the United States, including, but not limited to, any bid, proposal, reply, or contract for goods or services, any lease for real property, or any contract for the construction or repair of a public building or public work, involving antitrust, fraud, theft, bribery, collusion, racketeering, conspiracy, or material misrepresentation.

fraud, theft, bribery, collusion, racketeering, conspiracy, or material misrepresentation.
○ Yes ⊙ No
If you have been convicted of a Public Entity Crime, please explain.
Have you been convicted of a financial felony?
C Yes ⓒ No
If you have been convicted of a financial felony, please explain.
Have you ever been convicted of a crime against children or seniors?
○ Yes    ○ No
If you have ever been convicted of a crime against children or seniors, please explain.
Are you currently, or have you ever sued Pinellas County?
○ Yes   No
If you currently, or have ever sued Pinellas County, please explain.

Kyle Parks Page 3 of 5

Have you ever been arrested, charged, or indicted for violation of any federal, state, county,
or municipal law, regulation or ordinance? (Exclude traffic violations for which a fine or civil
penalty of \$150 or less was paid)

○ Yes ⊙ No

If you have ever been arrested, charged, or indicted for violation of any federal, state, county, or municipal law, regulation or ordinance, please explain.

# **Interests & Experiences**

State your background, including your education, work experience, civic or community organization memberships and positions, and any professional licenses or memberships, and explain how this applies to the function of the board, council or committee.

Kyle Parks has over 15 years of experience in communications and public outreach in the Tampa Bay area, and 22 years of journalism experience as an editor and reporter. As Principal of B2 Communications, he takes a lead role with work for a number of clients, such as Colliers International, USAmeriBank, Lennar Homes, the Florida Economic Development Council, and the FDOT/HART mobility plan. As marketing/PR chair for the Urban Land Institute's (ULI) Tampa Bay District Council, Kyle has been involved in the creation of St. Petersburg's Downtown Waterfront Master Plan, and with ULI advisory panels on downtown planning for St. Petersburg and Clearwater. He and B2 worked to handle public engagement for the City of Clearwater's downtown waterfront master plan, and the agency also worked on on public engagement related to the early planning of the new St. Petersburg Pier. Also, over the past four months, B2 has worked with the Florida Economic Development Council, raising visibility for the quality work being done by EDCs around the state, and emphasizing how EDCs work on much more than financial incentives for growing companies. Much of his work focuses on real estate and the economic development arena, which ties in well with his involvement with the Urban Land Institute, and also ties in with the function of the Pinellas County's economic development efforts.

Inload a Resume		

opioad a Resume

# **Demographics**

Kyle Parks Page 4 of 5

Caucasian/Non-Hispanic
Ethnicity
Male
Gender
12/28/1956
Date of Birth
The Pinellas County Commission strives to promote diversity and provide reasonable accommodations for individuals with disabilities. If you are requesting accommodation, please indicate below:
I understand the responsibilities and commitment of time associated with an appointment to a Pinellas County board, council or committee.
a Pinelias County board, council of committee.
✓ I Agree *

Kyle Parks Page 5 of 5

# COMMUNICATIONS

# **Kyle Parks**

#### PROFESSIONAL EXPERIENCE

**B2** Communications, St. Petersburg, Fla.

Principal, 2010 – present

Performing strategic communications, public relations and marketing management for a number of clients, focusing on a strategic, targeted approach.

Among our clients: Colliers International (commercial real estate); Lennar Homes;
 USAmeriBank; Florida Economic Development Council; Sunstar Paramedics; Premier
 Eye Care; Revenue Management Solutions (restaurant menu pricing consulting); Bryant
 Miller Olive law firm (focus on public finance work); SPCA Tampa Bay; St. Petersburg
 Free Clinic; Community Foundation of Tampa Bay.

#### Plum Creek Timber Co., Atlanta, Ga.

Director of Sales and Marketing, Land development division, 2005 – 2009

Created and managed second-home/recreational property sales and marketing program covering 6 states for land development division of nation's largest corporate landowner.

- Helped division grow revenues from \$16 million in 2006 to \$50 million in 2007.
- Developed targeted PR/marketing strategy that led to sellout of 2 second-home developments in northwest Montana, along with successful programs in other states.

#### Jim Walter Homes, Tampa, Fla.

Vice President of Marketing & Communications, 2003 – 2005

Managed marketing and strategic communications for homebuilder with 81 locations in 18 Southern states.

- Helped company grow sales by 35% in 2004 vs. previous year, while lowering cost per lead by 20%.
- Renovated/modernized 35 sales centers over 2-year period.
- Retooled and dramatically improved performance of marketing, emphasizing Internet, TV and Realtor outreach vs. previous program focused on newspaper advertising.
- Led media outreach efforts resulting in more than 40 story placements.

#### Walter Industries, Inc., Tampa, Fla.

Director of Corporate Communications, 2001 – 2003

Managed corporate communications and public relations for \$1.5-billion homebuilding/industrial conglomerate.

- Successfully managed all strategic communications after 2001 coal mining accident at Jim Walter Resources subsidiary in Brookwood, Ala. which involved 13 fatalities.
- Mitigated negative publicity concerning employee strike and environmental issues at Sloss Industries subsidiary in Birmingham, Ala.
- Positive media outreach resulted in more than 10 national story placements, including *New York Times, Builder* magazine, *Investor's Business Daily, USA Today*.

#### St. Petersburg (Fla.) Times, Tampa, Fla.

Business editor and business reporter, 1984-2001

Served as business news editor, deputy business editor, and business/real estate reporter.

- Managed business news department day-to-day, first in charge of copy desk, and then in direct supervision of reporters as deputy business editor.
- Edited weekly real estate section, led coverage of residential and commercial real estate.
- Won numerous state and national awards for reporting and editing.

#### **EDUCATION**

University of Tampa, Tampa, Fla., Master in Business Administration (marketing focus). Virginia Tech, Blacksburg, Va., B.A., History.

#### PROFESSIONAL ACTIVITIES & AWARDS

PR/Marketing Chair, Urban Land Institute, Tampa Bay District Council.

Member and former Chair, Board of Fellows, University of Tampa.

Member, communications school advisory board, Virginia Tech.

First place, best U.S. newspaper real estate story, Society of Business Editors and Writers, 1999.