

BEACH ADVISORY COMMITTEE3 YEAR TERM

MEMBER	ADDRESS	PHONE#	APPT.DATE	EXPIRATION	TERM #
Tony Brumfield			2/25/2020	2/22/2023	1
Erik Powalie			2/25/2020	2/22/2023	1
Mark Donevant			3/12/2019	2/22/2022	1
Pete Pearce			3/12/2019	2/22/2022	8
Michael Hussey			3/9/21	2/22/2024	1
G. Gordon Hirsch (V. Chair)			10/9/2018	10/10/2021	1
Steve C. Taylor (Chair)			10/9/2018	10/10/2021	6

NOTE: City Residents are highlighted in blue.

The terms of Gordon Hirsch and Steve Taylor expired on October 10, 2021. Both wish to be reappointed. On file are the resumes of Roger Smith (City Resident), Geoff Kay (City Resident), Dan Wiener (City Resident), and Debra Kresch (City Resident). Both terms will expire on October 9, 2024.

## Jennifer Adkins

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**From:** RSL Design >  
**Sent:** Friday, August 27, 2021 7:02 PM  
**To:** Jennifer Adkins  
**Subject:** [External]Beach Advisory Committee

**Follow Up Flag:** FollowUp  
**Flag Status:** Flagged

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Hello, my name is Roger Smith. I understand you are looking for volunteers for the Beach Advisory Committee. I would like to throw my name in the hat. My wife and I live here in Myrtle Beach and we spend a great deal of time on the beach. I'm not sure what this position fully involves but I'm interested.

A little bit about me, I am retired and have some extra time on my hands. I worked in the plastics industry in management for 36 years, 16 of those years were for Boeing in the Seattle area. We moved to Myrtle Beach 5 years ago.

I have written five books on business management, all are on sale on Amazon. My specialty is lean manufacturing, 5S, six sigma principles. My wife and I own RSLDesign, an online clothing retail store.

I can be reached at

Regards,  
Roger

# ROGER S. SMITH

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## OBJECTIVE

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Volunteer for the External Beach Committee.

## SKILLS & ABILITIES

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36 years business management in the plastics industry. Production Manager, General Manager, Black belt in Six Sigma, Lean manufacturing and 5S instructor. Proficient in all Microsoft programs. Author of (5) business improvement books on Amazon, search for my author page on Amazon.

## EXPERIENCE

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2017-Present

*Retired*

- Writing books, co-owner of RSLsdesign. Online design studio on Amazon, redbubble and teespring. Hanging out on the beach.

1980-2016

Production and General Manager, *Plastics Industry Aerospace Boeing*

- Manufacturing injection molded plastic parts for Boeing Commercial, Boeing Military, and NASA, custom molding.

## EDUCATION

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Dates From-To    AA Tacoma Community College

## COMMUNICATION

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I enjoy working with others on team projects.

## LEADERSHIP

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36 years' experience in supervisor, production and general manager roles.

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# GEOFFREY (GEOFF) J. KAY

Myrtle Beach, SC 29577

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## REGIONAL SALES MANAGER

*Revenue Generation — Market Expansion — Resource Optimization — Risk Minimization*

Consultative, solutions-focused sales professional combining business/operational insight with strategic planning, leadership, building and maintaining strong relationship management skills to achieve desired results. Forge tactical client partnerships and guide cross-functional high-performance teams, fostering continuous growth and advancement mindset. Identify requirements, allocate resources, and deliver custom solutions. Adapt quickly to changing needs and priorities in competitive, complex environments. *Areas of expertise include:*

Client and Vendor Relations | Negotiations | Quality Assurance | Project Stewardship | Business Development | Goal Setting  
Problem and Conflict Resolution | Cross-Discipline Collaboration | Training and Development | Team Leadership | Mentoring

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## SELECTED ACHIEVEMENTS

- Highest performing Eaton Hydraulics Americas Region to YOY Sales and Goal (2019). Attributed to success in:
    - Sales growth to existing Accounts
    - Mitigation of attrition due to operational challenges
    - Closing new business
  - Achieved Highest Sales Branch within Wesco Construction Organization, Phoenix Branch (2015, 2016)
    - Leveraged Wesco Customer Incentive Trip to award the most customers (total) and the most new customers participating on the 2014/2015 and 2015/2016 Trips
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## PROFESSIONAL EXPERIENCE

EATON CORPORATION, HYDRAULICS AMERICAS, Phoenix, AZ (Remote (Home-Based) Role)

11/2016 – 11/2019

### Regional Sales Manager

Oversee sales resources (including remote team of 8), support 150+ customers, manage distribution channels in 11 Western states to meet profit targets, and provide innovative solutions internally and externally.

- Led team to achieve organization's 2019 revenue objective of ~\$97.7M
- Improved region's distribution channel market share by growing shelf-share, realignment of sales resources to match opportunities, and identifying/closing new Distributor Channel business (\$1M+)
- Deepened business and personal relationships with key Customer Principals and decision-makers
- Recruited, hired and onboarded 2 outstanding sales professionals to fill vacancies, Seattle & Los Angeles (Q2 '19)

WESCO DISTRIBUTION, Phoenix, AZ

08/2008 – 11/2016

**District Sales Manager — Construction** | 01/2015 – 11/2016

**Branch Sales Manager — Construction** | 08/2008 – 01/2015

Guided construction sales efforts, including forecasting, defining objectives, setting account package quotas for 15–18 account managers, tracking sales results, determining pricing, and mitigating risks. Oversaw 250+ customer accounts, managed team-building efforts, coordinated cross-functionally, and communicated/coordinated with senior leadership.

- Motivated team and unified efforts, consistently meeting/exceeding annual sales goals (up to \$75M)
  - Executed "Redefining the Sales Solution" sales training program for the Outside Sales Team
  - Projected existing and new client sales volume to align with inventory, A/R and sales resources to support.
  - Elevated team cohesiveness by sponsoring and leading a "Speed of Trust" kaizen
  - Collaborated with the Financial Services team to mitigate risk while not impeding profitable sales growth
- Supported full-order service operations, including assisting account representatives and executives with quotes and proposals, improving project order management techniques, and resolving customer issues.

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## **GEOFFREY (GEOFF) J. KAY**

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### **PROFESSIONAL EXPERIENCE (CONT.)**

- Monitored costs, competition, and market conditions, partnering with pricing, purchasing, and inventory control teams to establish/adjust pricing to maximize profit margin
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### **ADDITIONAL EXPERIENCE**

**CONSOLIDATED ELECTRICAL DISTRIBUTORS (CED), PHOENIX, AZ** 2007 – 2008

**PROFIT CENTER MANAGER**

- Full P&L responsibility, \$13,500,000 in sales annually, 5.8% EBIT
- Managed Commercial Construction, Industrial and CIG business (Team of 20)

**HD SUPPLY ELECTRICAL, PHOENIX, AZ** 2006 – 2007

**MANAGER, VALUE-ADDED SERVICES**

- Fulfill needs of HD Supply's largest Customer, Haskins Electric
- Provide order fulfillment, inventory and logistic solutions for their 1000-start per month residential business, \$21,160,000 in sales, \$2,140,000 GP (2006)

**EDSON ELECTRIC SUPPLY, PHOENIX, AZ** 2001 – 2006

**VICE PRESIDENT, SALES**

- Leading the Customer Relationships and Outside Sales Resources (Led 20+ salesperson organization across 11 Arizona locations) to achieve planned results
- Exceeded Sales Plan each year, from \$65,000,000 in sales YE2002 to \$168,000,000 in sales YE2006

**WESTINGHOUSE / EATON CORPORATION, MULTIPLE LOCATIONS** 1980 – 2001

**DISTRICT SALES MANAGER, PHOENIX**

**PRODUCT SALES MANAGER, AFTERMARKET PRODUCT & SERVICES, ASHEVILLE**

**MARKETING REPRESENTATIVE, CONSTRUCTION PACKAGING, PITTSBURGH**

**OUTSIDE SALES ENGINEER, INDUSTRIAL AND COMMERCIAL, BIRMINGHAM**

**INSIDE SALES ENGINEER, INDUSTRIAL, NASHVILLE**

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### **EDUCATION**

GEORGIA INSTITUTE OF TECHNOLOGY, Atlanta, GA  
Bachelor of Industrial Systems Engineering, 1980

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### **PROFESSIONAL DEVELOPMENT**

EATON CORP: Accelerator Selling, BTS Group, 2019  
WESCO CORP: Redefining the Sales Solution, Standpoint Co, 2016

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### **TECHNICAL SKILLS/TOOLS**

MICROSOFT OFFICE: Outlook, Excel, Powerpoint  
CRM: Eaton C360, Wesco SalesTracker  
GOLF

## Jennifer Adkins

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**From:** Dan Wiener  
**Sent:** Tuesday, August 31, 2021 1:43 PM  
**To:** Jennifer Adkins  
**Subject:** [External]CMB Volunteer for Boards, Commissions and Committees  
**Attachments:** Dan Wiener CMB Volunteer Letter of Interest 08.31.21.pdf

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**Dear City Clerk,**

I am a full-time Myrtle beach resident and am very interested in upcoming openings on a volunteer board, commission or committee for the City of Myrtle Beach.

I am very interested in the following openings:

Standard Code Board of Adjustments and Appeals  
Beach Advisory Committee  
Technology Advisory Committee  
Board of Zoning  
Human Rights Commission  
Bicycle and Pedestrian Committee

I have career experience which spans 40 years holding a number of key positions in management of people, organizations and technical / engineering roles with FedEx, Williams-Sonoma and Ralph Lauren. My volunteer experience includes the Memphis-Shelby County Juvenile Court auxiliary probation officer, Memphis Junior Achievement Advisor, POA Board Vice President and the CMB Fire Department.

Attached is a recap of professional and volunteer activities for your review.

Please let me know if you need any additional information.

**Sincerely,**

**Dan Wiener**

# Dan K. Wiener

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**August 31, 2021**

City Clerk  
City of Myrtle Beach  
937 Broadway Street  
Myrtle Beach, SC 29577

**RE: Volunteer Board, Commission or Committee**

**Dear City Clerk:**

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I have included a recap of professional and volunteer activities for your review. Please let me know if you need any additional information.

**Sincerely,**



**Dan Wiener**

# DAN WIENER, MSOM

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Highly motivated and dedicated professional seeking to contribute and give back to my community through joining a volunteer board or commission supporting the citizens of Myrtle Beach and/or Horry County. While my expertise has been focused in technical areas, I do have many years of management and business experience having been responsible for large corporate organizations.

## Areas of Expertise:

Engineering – Production Analysis – Project & Program Management – System Maintenance – Creative Problem Solving & Analysis  
Data Center Critical Infrastructure – Budget Administration – Equipment Safe Practice Programs – OSHA 70E Arc-Flash  
Regulatory Compliance – Customer Service – Key Stakeholder Relationships – Cost-Saving Initiatives

## Professional Overview

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Consultant – Supply Chain Engineering, Facilities & Maintenance  
Vice President – Supply Chain Engineering, Facilities & Maintenance › RALPH LAUREN  
Program Manager › FEDEX TRADE NETWORKS  
Senior Forensic Consultant › UNIFIED INVESTIGATIONS & SCIENCE, INC.  
Vice President, Supply Chain Engineering, Facilities & Maintenance › WILLIAMS-SONOMA, INC.  
Manager, Engineering › FEDERAL EXPRESS CORPORATION

## Volunteer Activities

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Memphis-Shelby County Juvenile Court Auxiliary Probation Services  
Memphis Junior Achievement Advisor  
Seville POA Board of Directors – Vice President  
CMB Fire Department Public Education Volunteer

## Education & Professional Credentials

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Master of Science in Operations Management: University of Arkansas  
Bachelor of Science in Electrical Engineering: Christian Brothers University  
Professional Engineer: Registered in the State of Tennessee (Retired)



Debra Kresch

Myrtle beach, SC 29572

Meet at Grand Dunes Ocean Club

Board future Pud design criteria Apex & Cary NC (one time for board then implemented by towns).

Lieutenant Cadet commander Apex, Civil Air Patrol 5+ years

PTA liaison to Governor NC several years

PTA board of directors several schools

Charity boards: North Shore Children's Cancer Fundraising, ORT, PTA, Boy scouts (and several boards), Make a wish, Girl Scouts etc...

Make a wish wish granter

Coach girls softball

Co chair Apex, NC appearance commission 10 years

ETC...

MBA, BS, BA

Window, Mother of married attorney son & daughter. 5 grandchildren.

*Pamela Evette suggested that I get involved in local & state commissions.*