

PLANNING COMMISSION**3 YEAR TERM**

9 MEMBERS / CITY RESIDENTS

1 Architect (Sec. 15-22)

MEMBER	ADDRESS	PHONE #	APPT. DATE	TERM EXPIRATION	TERM #
Sharon Boyce			3/22/2016	4/13/2022	3
Chairman Joyce M. Karetas			4/22/2014	4/13/2023	6
Vice Chairman Zeb Thomas, III			4/22/2014	4/13/2023	3
William F. Pritchard			4/22/2014	4/13/2023	4
Ann Brittain LeMay			4/13/2019	4/13/2022	2
Sally P. Howard			4/13/2021	2/22/2024	7
Danielle Lewis			1/25/2022	4/13/2022	1
Don Shanks			4/13/2021	2/22/2024	8
Tom Robinson			4/13/2021	2/22/2024	1

NOTE: City Residents are highlighted in blue.

The terms of Sharon Boyce, Ann Brittain LeMay, and Danielle Lewis expired on April 13, 2022. All wish for reappointment. On file, the city has the following resumes: Austin Guyton (city resident), Peter Buzzard (city resident), Phil Bethune (city resident), Tony Thompson (city resident), Anthony Mullarky (city resident), Leonard Favorite (city resident), Jennifer Willard (city resident), Geoff Kay (city resident) and Ron Cupertino (non-city resident). All three terms will expire on April 13, 2025.

Austin Guyton

Myrtle Beach, South Carolina 29577

Jennifer Adkins
City Clerk
City of Myrtle Beach

To Whom It May Concern:

I would like to express my interest in serving on the Myrtle Beach planning commission.

Being born and raised in Myrtle Beach, and now starting a family of my own here, it is important to me to be involved and ensure that Myrtle Beach remains a good place for families to live.

As a real estate professional, my constant interaction with both residents and potential residents gives me an opportunity to hear both the wonderful things about our community, as well as the concerns and questions that can be considered.

Having watched many of our current residents serve our community for many years, I believe I can offer both a valuable skills set, as well as the perspective of our newer generations of residents and their families.

I would very much enjoy the opportunity to serve in this position.

Sincerely,

Austin Guyton

Myrtle Beach, South Carolina 29577

From: Peter N. Buzzard

Myrtle Beach, SC 29572

**To: Myrtle Beach City Clerk
PO Box 2468
Myrtle Beach, SC 29577**

Date: 01/14/2022

Regarding: Volunteering for Myrtle Beach City Boards, Commissions and Committees

Hello,

I am very interested in volunteering for any of the available positions for the city of Myrtle Beach, but am particularly interested in the Planning Commission. I've recently retired from managing a metrology laboratory at a nuclear power plant, and I have a good perspective of solving interesting and complex problems that involve multiple groups.

Thank you for considering me.

Peter Buzzard

Myrtle Beach, SC 29572

Email

Mobile

PROFILE

I am an accomplished manager/supervisor with extensive experience in software, calibration, statistics, measurement, regulatory compliance, databases and user interfaces. I have been active in the National Conference of Standards Laboratories, International (NCSLI) for 20 years and held board positions. My objectivity, and organizational skills have made me a valuable resource to my employers and my industry peers.

PROFESSIONAL EXPERIENCE**ETEA INC. 1001 DURHAM AVE, SOUTH PLAINFIELD, NJ 07080****Nuclear Supervisor for PSEG Nuclear (Contractor)****2021 - 2021**

- Supervised from five to twenty personnel doing a variety of testing work
- Wrote technical and administrative procedures

Project Manager (IT) for PSEG Nuclear (Contractor)**2020 - 2020**

- Developed and completed IT project

PUBLIC SERVICE ENTERPRISE GROUP, SALEM AND HOPE CREEK NUCLEAR STATION, HANCOCKS BRIDGE, NJ. 08038**Retired****2019****Nuclear Supervisor – M&TE Calibration Laboratory****2017 - 2019**

- Supervised up to eight Calibration Technicians.
- Revised procedures for training metrologists

Supervising Test Engineer – Laboratory and Testing Services**2014 - 2017**

- Supervised up to 20 Senior Test Engineers, in electrical, chemical and mechanical tests.

Nuclear Supervisor – M&TE Calibration Laboratory**1991 - 2014**

- Supervised thirteen Calibration Technicians in physical and electronic metrology
- Established new metrology laboratory methods, procedures and policies
- Inspired, and catalyzed two major business process redesigns, including procedures, training and software.

Planning and Scheduling Coordinator – M&TE Calibration Laboratory**1989-1991**

- Coordinated customer service for laboratory
- Procured all parts, supplies and services in support of the laboratory

AMERICAN TECHNICAL SERVICES, SALEM AND HOPE CREEK NUCLEAR STATION, HANCOCKS BRIDGE, NJ. 08038**Controls Technician – M&TE Calibration Laboratory****1986 – 1989**

- Calibrated, troubleshot, repaired and certified electronic test equipment and calibration standards
- Wrote calibration procedures
- Wrote automation programs in Basic and C for instrumentation control via IEEE-488 protocol

UNITED STATES AIR FORCE 1982 – 1986, Dover AFB, DE 19902**1982 – 1986****Calibration Technician, Precision Measurement Equipment Laboratory (PMEL)**

- Troubleshot, repaired and calibrated test equipment in all areas of the laboratory including high precision electronics standards, radiological equipment, and dimensional equipment
- Conducted feasibility study on a prototypical automated calibration system for the department of defense
- Established new calibration procedures

Quality Control Inspector, Precision Measurement Equipment Laboratory (PMEL)

- Performed inspections on outgoing test equipment including verification through recalibration and "over the shoulder" inspections
- Conduct on the job training in techniques of repair and calibration

EDUCATION

- Associates Degree in Electronics Engineering - Community College of the Air Force, Dover AFB, DE
- Bachelor of Science in Computer and Information Sciences, (3 yrs) University of Delaware, Newark DE
- Certificate of Precision Measurement Equipment Laboratory Specialist (USAF, Aurora, CO)

Jennifer Adkins

From: Phil B <
Sent: Wednesday, December 29, 2021 12:01 PM
To: Jennifer Adkins
Subject: [External]City of Myrtle Beach Volunteer Board

Philip A Bethune

Education: BS Business Admin The Citadel 1992

Employment:

Tideland Commercial of Myrtle Beach, LLC - Partner
Tideland Residential of Myrtle Beach, LLC - Partner
44 & King Southern Pub, LLC - Partner
Magnolia Row, LLC - Property Manager
BJ Investments - Property Manager

Personal: Married, Kelli O Bethune, 5 children

Volunteer Work: 15+ Boy Scouts of America currently serving as Council President of the Pee Dee Area Council, BSA

Church: Member of First Presbyterian of Myrtle Beach, member since 1975

Professional Licenses: Real Estate Broker in Charge 15 years

Interest: Planning Commission

All the Best,

Phil Bethune
Broker in Charge
Tideland Commercial

Sent from my MacBook Pro

Jennifer Adkins

From: Tony Thompson <
Sent: Monday, November 1, 2021 12:46 PM
To: Jennifer Adkins
Subject: [External]Board Vacancy on Planning Commission

CAUTION: This email originated from outside your organization. Exercise caution when opening unsolicited attachments or clicking links. Please forward suspicious mail to spam@cityofmyrtlebeach.com for review.

I am requesting consideration to fill a vacant seat on the Myrtle Beach Planning Commission:

My name is Tony Thompson, I have been a full time resident of Myrtle Beach since 2012 and currently reside at Myrtle Beach SC 29577.

A brief synopsis of my professional career: I retired in 2012 from the US Postal Service. I worked for the postal service a total of 32 years from 1980 thru 2012. The final 12 years of my career, I held various postmaster positions in Maryland. The last position was Postmaster, Silver Spring Md. which I held from 2004-2012.

I started out in 1980 as a city letter carrier. From 1989 to 2004, I held many supervisory positions, worked as a Labor relations specialist, Internal Investigation teams and held advocate positions in Supervisor and Postmasters associations.

Prior to my postal Career, I served 3 years in the United States Army. I spent a year in an Artillery unit in Louisiana and the final 2 years in an Aviation Unit in Germany.

I graduated from High School in 1975 and have some college experience sprinkled throughout my life. I spent 7 years as the HOA Vice President of my former community in Maryland. I believe my life experiences can be beneficial to serving on the Planning Commission.

Tony Thompson
Phone#

Anthony J. Mullarky

OBJECTIVE City Government Volunteer Position

SUMMARY Experienced executive in the U.S. Government in management and operations of large organizations managing the maintenance, engineering, facilities, and acquisition of ships. Detailed-oriented executive with an engineering background, proven ship maintenance track record and consistent success in building, growing and improving programs achieving the highest levels of productivity and efficiency. Expert managing cross-functional teams and building strategic partnerships. Relevant experience includes:

* Leadership/Management	* Facilities Management
* Program Manager	* Strategic Planning
* Financial Officer	* Requirements Analysis

ACCOMPLISHMENTS

Leadership/Management	Commanding Officer for an 8,700 personnel, over \$1 billion annual operating budget troubled ship maintenance activity. Orchestrated turnaround completing the fiscal year within budget delivering one of the 5 major ship maintenance projects in progress on time and reduced the delays on the remaining 4 projects. A people-focused leader who put "customer service" back in to the workforce's vocabulary.
Facilities Management	Responsible for over 295 buildings, structures and facilities including temporary housing, dining facilities, conference center, fire and security services, and transportation as Commanding Officer. With a constrained budget, maintained the critical infrastructure and upgraded those deteriorating facilities to improve the quality of life for the workforce as well as providing the Sailors on ships undergoing repair.
Financial Officer	Submarine Fleet Maintenance Financial Officer. Saved \$50M of a \$350M annual maintenance operating budget by using innovative contracting strategies and completing all scheduled maintenance.
Program Manager	Program Manager for a major submarine depot maintenance project. Delivered project 2 ½ months early and \$45 million under cost.
Strategic Planning	Proven record strategically planning future year's ship maintenance budgets to include assessing and conducting risk analysis for workload, infrastructure, workforce and cost savings.
Requirements Analysis	Provided the necessary risk analysis and leadership to get a critical maintenance program funded after years of no funding by the Navy.

WORK HISTORY

Ship Design Manager, OHIO Replacement Submarine Program Naval Sea Systems Command, Washington Navy Yard, D.C.

Lead for the systems engineering of the Navy's number one acquisition program. Leading a workforce of 90 direct reporting and matrixed personnel designing the next generation submarine.

Ship Maintenance Process Improvement Branch Naval Sea Systems Command, Washington Navy Yard, D.C.

Analysis and management of process improvement for the four geographically dispersed naval shipyards.

Ship and Submarine Readiness Branch Head Chief of Naval Operations, OPNAV N43, Pentagon, Washington D.C.

Assessed and programed the U.S. Navy's \$10 billion annual operating budget requirements for ship operations and maintenance to include facilities.

Commanding Officer Norfolk Naval Shipyard Norfolk Naval Shipyard, Portsmouth, Virginia

Directed the operations of an 8,700 employee shipyard with over 295 buildings, structures and 3 satellite facilities. Developed and controlled an annual operating budget of over \$1 billion.

Assistant Deputy Commander for Industrial Management Naval Sea Systems Command, Washington Navy Yard, D.C.

Planned and managed the requirements for operating four geographically dispersed naval shipyards with over 30,000 employees. This entailed determining the workload, assessing efficiencies, programming the operating budget, and determining workforce size over a six year budget.

Commanding Officer Engineering Duty Officer School Engineering Duty Officer School, Port Hueneme, California

Directed the school that trained officers in program management, acquisition and lifecycle engineering of ship and ship systems.

Previous volunteer experience includes: Over 15 years volunteering with the Boy Scouts of America. Eagle Scout coordinator for Troop 1346 in Burke, VA successfully mentoring 73 Scouts to the rank of Eagle Scout. Recipient of the Distinguished Patriot Scouter Award for 2019. Church of the Nativity Catholic Church money counter for weekly collections.

EDUCATION M.S. Electrical Engineering, Naval Post Graduate School, Monterey, CA
B.S. Electrical Engineering, University of Florida, Gainesville, FL
Level III Program Management Certified, Defense Acquisition University

To: City of Myrtle Beach

From: Leonard Favorite

Subj: Personal Biography for Consideration to Special Committee Appointment

I am Leonard Favorite. I am a native of the city of Myrtle Beach. My family has been loyal, committed and active residents of the Booker T. Washington community for over 5 decades. My educational background includes high school graduation and some college where I diligently studied computer technology and general psychology. Additionally, I received licensure as a registered barber and have been a resident barber in my community for 15 years. I proudly serve my community and the residents of Horry County as a caring, detailed and hardworking mental health technician. My community involvement further extends through my church affiliation. I am a lifelong member of Sandy Grove Missionary Baptist Church. I have the honor and privilege of supporting area youth, elderly and homeless persons through various ministries and events sponsored by the church. My greatest passion is manicuring lawns for the elderly. I understand that many elderly people are unable to do it themselves and their income doesn't always support the option to pay landscapers weekly/monthly.

My ultimate goal is to fulfill my purpose and I strongly believe my purpose is selfless authentic service to others. The City of Myrtle Beach and all of its subcomponents, departments and committees operate under the motto "First in Service." I am fully capable and willing to join the city's current and future initiatives designed to positively impact the lives of its citizens.

Thank you in advance for your time and consideration of my request for appointment.

Highest Regards,

Leonard L. Favorite

Ron P. Cupertino Jr.

(Revised & Updated 12/07/2021)

Myrtle Beach SC 29579 USA

Objective

- Continue to influence and forge long lasting relationships within the national and global real estate and construction industry.
- Positively impacting industry at large through above par best practices and through integrity in both human and environmental resources.

Education

GED | 2004 | FRAMINGHAM HIGH SCHOOL

GEORGIA PERIMETER COLLEGE

Skills & Abilities

MANAGEMENT

- Managing teams and processes comes natural, older of 5 siblings, a natural provider, protector and collaborator.
- Win-win attitude in decision making and proactive risk management. Efficient on all processes of project management from planning to closing. Team building as a hobby, I build and maintain high efficiency and productive teams and processes.

SALES

- Doubled last company's (Roof Depot-ATL) revenue by 100% with running a new department in the multifamily segment. (15 million in revenue in 2015)
- Believe in the product, let the company and the product sell itself as clients see value in transparency and confidence in set ideals and forged industry relationships.

COMMUNICATION

- Outspoken, passionate drive on every task at hand, clearly sharing vision and expectations to associates and clients.
- Fluent in English, Portuguese, Spanish - Beginner in; Russian, Arabic

LEADERSHIP

- Industry relevancy; thrive to be the best at any given opportunity or task. Focused on the construction and real estate industry. Coming from hands on multi tradesman experience on the field since I was 15 years old to construction management and real estate investments.

Experience

CEO - WAYMAKER RESIDENTIAL LLC | JAN 2021 - Present

General contractor for commercial and residential projects.

Current project: owner and operator of small residential development (31 lots) in Loris SC

CEO | ARCADIA GLOBAL SURFACES LLC | JUN 2018 - MARCH 2020

- Hired to open up a new 58,000 sq ft natural stone import and distribution business. Manage supply chain from sources at South America, Asia and Eastern Europe. Manage all OSHA safety requirement of warehouse operation of unloading containers, put away and delivery of product. Responsible for overseeing all aspect of business and reporting to investors and stakeholders. Negotiated purchase of real estate and self-performed construction remodeling capital expenditure of about \$450,000 of the warehouse we currently own,

DEPARTMENT MANAGER | ROOF DEPOT | JAN 2013-SEP 2015

- Development of a new vertical cladding department for a roofing business, double its revenues in 3 years of running the department at 15 Million gross revenue in 2015. Overseeing pre-construction negotiations and relationship building

through whole process of production and closing out of multiple projects. manage all aspects of sales, estimating and production of new construction multifamily projects.

INVENTOR/CEO | CORR TOOLS | 2014-PRESENT

- Inventor of a carpentry jig for small dimensions called JIG-JAG. Incremental spacing and marking jib for under 1" dimensions.
- Overseeing design, manufacturing and packaging processes.

CROWN REMODELING - Owner | 2009-2015

- Big box contractor for exterior trades for Lowe's Home Improvement stores in the metro Atlanta area, total 28 stores served.
- Estimated and installed decks, windows, doors, siding and roofing for Lowe's.

LICENSES

Class A Roofing Contractor license in VA
General Contractor (Commercial) in South Carolina and North Carolina
NASCLA Certified General Contractor
Real Estate License in GA - Commercial Real Estate - Multifamily Assets
Real Estate License in SC - RE/MAX Commercial Division
FMVA Certification - Financial Modeling & Valuation Analyst Certification- In progress

Volunteering

Ekklesia Christian Church - Conway SC
Free consultanting for local Latino community business owners and investors

Professional Dogma

- "I am not better than my competitors, my TEAM is!" R.C.

Thank you for your time and consideration in speaking to me.



Date: 12/07/2021
Ron Cupertino - Future Team Member

Value Proposition to Development Projects

- Over 10 years of experience in Southeast region with multiple trades
- Commercial Real Estate knowledge to leverage acquisitions and disposition of Multifamily assets
- Water intrusion expert - risk management advantage in potential water intrusion litigation (top construction risk and liability issues)
- Southeastern region established relationships with developers, G.C. and sub-contractor trades
- Pride in being part and/or building effective and collaborative teams
- Multicultural adaptability by heritage, language and work ethic

JENNIFER L. WILLARD

Cell Phone: [REDACTED]

SKILLS

Expert in heightening organizational recognition and brand reach across multiple marketing and social channels to produce strong sales and revenue streams that increase business. Highly creative, enthusiastic, self-starter and upbeat professional with a unique and extensive background in Real Estate, Resorts, Program Management, Hospitality/Tourism Marketing and Operations with a strong focus on Marketing and Sales. Versed in marketing, public relations, marketing, social media marketing, strategy development, marketing analytics, proficient in content writing, video editing and digital photography. Experienced in building brand presence and recognition to business programs and development. Proven successful record in marketing campaigns and implementing marketing strategies that increase business and revenue returns.

EXPERIENCE

CEO and Marketing Princess, Hype Marketing Myrtle Beach, Myrtle Beach, SC September 2021- Present

Owner and operator. Hype Marketing is providing a variety of customer driven project activities. Strategist for the development and implementation of new marketing and sales initiatives, branding, events, public relations and more.

ACAM- Corporate, Associa Management – Waccamaw Management, Myrtle Beach, SC October 2020- Present

Accredited Community Association Manager. Manage and directed the project activities of the Homeowner Experiences. Manage projects and programs including owner outreach campaigns, management of servicing and transitions, departmental infrastructures, development and management for the Associations that govern the communities. Work collectively and collaborate with the Boards of Directors to organize and facilitate the development of their community, implement developing strategic processes and procedures to create community harmony.

Product Program Manager, Corporate, Capital Vacations, Myrtle Beach, SC July 2020- October 2020

Manage and directed the project activities of the Owner Services/Customer Experience Department projects and programs including owner outreach campaigns, management of servicing and transitions, departmental infrastructures, CRM development and SOPs. Work collectively and collaborate with the team to organize and facilitate the development of product production from concept to implementation developing strategic workflow processes and procedures to create alignment and implementation. Includes creation, editing and finalization of projects, content and concepts.

Regional Manager of Marketing-Myrtle Beach Region, BEAZER Homes, Atlanta, GA Dec 2018-March 2020

Managed and directed regional Marketing and associates; was the local market brand ambassador; ensuring implementation and effective timely strategic communications and program execution. Coordinated, developed and executed solid themes and production opportunities and strategies for new business growth, partnerships, on-site events, development and the regional activities of marketing for nine (9) BEAZER communities. Interfaced with New Home Information Manager to develop and spearhead content, communications and updates for consumers. Acted as the main liaison for partner groups including Coastal Realtors Assoc., Horry Georgetown Builders Assoc., Chamber of Commerce and more. Increased realtor engagement more than 40%.

Director of Sales & Marketing-NASCAR Racing Experience, Myrtle Beach Speedway Dec 2017- Sept 2018

Managed and directed the activities of the Marketing and Sales Department including sales and sponsorships. Included direct sales and bookings of groups for T&T, SMERF, OTA and B2B) and coordinate, booked, managed and executed all groups, events, private functions and normal internal and external marketing and sales efforts, including launching development and implementation of new marketing and sales initiatives, relationships, strategies, designs and plans for the Speedway, NASCAR Racing Experience, the 2018 Horry County Fair and all events including 2018 NOPI National car shows.

***Assistant Director of Marketing Region, Bluegreen Vacations Corporation, National Sales & Marketing
Dec 2014-Dec 2017***

Strategically produced to keep regional production inline, managed and directed the day to day operations of a marketing teams (up to 300 associates in total and 100 associates daily). Solid and proven track record of mass revenue and guest tour generation. Developed solid opportunities and strategies for new business growth, partnerships, events, development and the regional activities of marketing. Facilitated and managed all internal and external, including In-house marketing and sales efforts along with the DOM; including development and implementation of all new marketing plans of action and sales initiatives, owner parties, marketing strategies, designs, infrastructure and plans for the region. Including oversight of In-house marketing, guest flow, tour averages, APG's and production.

***Manager of Marketing and Sales, Medieval Times Dinner & Tournament USA, Inc., Myrtle Beach, SC
Oct 2005 - December 2014***

Managed and direct the activities of the Marketing and Sales Departments and team, report directly to the Sr VP, General Manager and VP of Marketing and Sales. Produced/maintained an annual department budget of more than \$700,000, including processing of department invoices and maintaining AR/AP for the department to slash costs and produce more efficient results. Coordinated and managed all internal and external marketing and sales efforts, directed all Group sales efforts for T&T, SMERF and B2B, served as the main brand ambassador and strategist for development and implementation of new marketing and sales initiatives, strategies, designs and plans for the theater. Developed and maintained various databases for mailings. Managed all aspects of advertising: outdoor advertising electronic advertising and print advertising including production, designs and placements. Formulated, designed, and produced printed materials necessary for the business including: brochures, pamphlets, letterhead/business cards, invitations, cards, POS, posters, flyers, promotional items, coupons, press releases and media/identity kit items for the attraction. Attended Chamber, Hospitality, and other related Sales and Association meetings. Representative for a variety of consumer, leisure, group and travel trade shows.

***Director of Marketing, Ripley's Aquarium and Ripley Entertainment, Myrtle Beach, SC
July 2003 - July 2005***

Managed and directed the activities of the Marketing Department and marketing team for Ripley's Aquarium and Ripley Entertainment Attractions of Myrtle Beach. Produced and maintained an annual department budget of more than \$1.7 million for the Aquarium. Coordinated and managed all internal and external marketing efforts, including development and implementation of new marketing initiatives, strategies, designs and plans for the attractions. Managed all aspects of media buys including: outdoor advertising, electronic advertising and print advertising including production, designs and placement. Formulated, designed, and produced printed materials necessary for the business including: brochures, pamphlets, letterhead/business cards, invitations, cards, POS, posters, flyers, promotional items, coupons, press releases and media/identity kit items for the attractions.

EDUCATION AND ACTIVITIES

- **Interdisciplinary Studies, focus on Regional Transportation Coordination, Development, & Education, Coastal Carolina University, Conway, SC.** Including South Carolina State Teaching Certificate and EEE (Education Exit Exam)
- **ACAM- Accredited Community Association Manager**
- **OSHA Certification (30 hour course) Valid from: 2019-2024**
- **South Carolina Notary Public**
- **Florida Atlantic University, Certificate in Hospitality & Tourism Management, April 2020**
- **Certified CEU's in the Art of Hospitality-Horry Georgetown Technical College**
- **Certified Hospitality Agent-Myrtle Beach Area Chamber of Commerce**
- **Certificate for Strategies to Increase Transit Ridership Workshop-University of Wisconsin, Milwaukee, Center for Transportation Education and Development**
- **Certificate for Transportation Management, University of Wisconsin, Milwaukee, Center for Transportation Education and Development**
- **Certificate for Leadership and Management, MBAHA Leadership Program**
- **Certificate of Training: The Disney Institute -Imagineering**
- **Myrtle Beach Area Chamber of Commerce-I.C.E. Award Winner for the Most Incredible Customer Experience- Individual in Attractions/Entertainment.**

AFFILIATIONS/EXTRA CURRICULAR

- **2018-present member of Horry Georgetown Home Builders Association**
- **2018-present member of the Coastal Carolina Realtors Association**
- **2015-Present member of SKAL - Skål International is the only professional organization promoting global tourism and friendship. It is the only international group uniting all sectors of the travel industry.**
- **2010-Present-active member of Myrtle Beach Chamber's GS Scene**
- **2003-Present active member of local organizations: CNC, GSHSA, and AAF**
- **2010-2014 serving committee member for Myrtle Beach Area Chamber Marketing Committee & CVB Group Sales committee**
- **2006-Present-serving committee member for Myrtle Beach CVB Fulfillment committee**
- **2008-2012 Press and Media Director for the Miss Myrtle Beach Scholarship Pageant, Ms. America circuit**
- **2008-2014-active member of SCSAE, NCAE, SC Teacher's Association, SC Council for the Social Studies**
- **2006-2014-active member of ABA, North Carolina Motorcoach Association, Motorcoach Association of South Carolina and Virginia Motorcoach Association**
- **2001-2005-Member and Troop Leader, Girl Scouts-USA**

GEOFFREY (GEOFF) J. KAY

Myrtle Beach, SC 29572

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

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
-

PROFESSIONAL EXPERIENCE

EATON CORPORATION, HYDRAULICS AMERICAS, Phoenix, AZ (Remote (Home-Based) Role) 2016 – 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.

WESCO DISTRIBUTION, Phoenix, AZ 2008 – 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.

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)

GEOFFREY (GEOFF) J. KAY

PROFESSIONAL EXPERIENCE (CONT.)

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

EDUCATION

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

TECHNICAL SKILLS/TOOLS/INTERESTS

MICROSOFT OFFICE: Outlook, Excel, Powerpoint
GOLF