

M2019-11

COMMUNITY APPEARANCE BOARD

4 YEAR TERMS (TERMS RUN TO THE END OF A CALENDAR YEAR)
9 MEMBERS (MAJORITY MUST BE CITY RESIDENTS)
5 MEMBERS MUST BE CITY RESIDENTS
CHAIR AND VICE-CHAIR SHALL SERVE ONE YEAR TERMS BUT NO MORE
THAN FOUR CONSECUTIVE ONE YEAR TERMS.

MEMBER	ADDRESS	PHONE#	APPT.DATE	EXPIRATION	TERM #
Larry Bragg	4505 N. Kings Highway, A-6 29577	449-1678	11/11/2014	12/31/2018	5
Susan White	309-C 76 th Ave. N	449-9823-H 839-0537 – W	11/13/2012	12/31/2020	4
Jeff Edens	6004 Longleaf Drive 29577	251-1794	11/11/2014	12/31/2018	3
Seth McCoy Seth.mccoy@bcco.com	75 Deep Lake Dr. Murrells Inlet, SC 29576	843-424-9315	1/23/18	12/31/2021	1
Joe Jumper Joe.jumper@yahoo.com	816 44 th Ave. N. Myrtle Beach, SC 29577	843-997-4185	1/23/18	12/31/2021	1
James Hubbard	3436 Branch Street, Myrtle Beach, SC 29577	283-9194 jhubbardaia@gmail.com	11/10/15	12/31/2019	2
Mayur Jeram	110 Twinoak Court	449-0889	1/23/18	12/31/2021	4
Sherri Gray skgray@sc.rr.com	408 37 th Ave. N Myrtle beach, SC 29577	843-251-6443	1/23/18	12/31/2021	1
Darlene Jennings	1551 21 st Avenue North, Suite 1 29577	843-997-7100	11/13/2012	12/31/2020	2

NOTE: City Residents are highlighted in blue.

The terms of Larry Bragg and Jeff Edens expired on December 31, 2018. Both wish for reappointment.

Mon 12/17/2018 2:06 PM

hrhlarry@aol.com

As Chairman of Myrtle Beach CAB I wish to be reappointed to the Board as well as Jeff Edens.

Thank you,
Larry Bragg



Jennifer Stanford

From: Heidi Soos
Sent: Monday, December 10, 2018 11:33 AM
To: Jennifer Stanford
Subject: FW: CAB Terms Expire 12/31/2018

Please see the email below for Mr. Jeff Edens reappointment.

Sincerely,
Heidi Soos
Plan Expediter & CAB Secretary

The employees of the City of Myrtle Beach are a diverse group of individuals who blend their unique talents to create the most effective, elite team of public servants in South Carolina.

Heidi Soos
Plan Expediter
p:843-918-1165
m:
e:hsoos@cityofmyrtlebeach.com
PO Drawer 2468
Myrtle Beach, SC 29578-2468
www.cityofmyrtlebeach.com

*** WARNING *** All e-mail correspondence to and from this address may be subject to public disclosure under the South Carolina Freedom of Information Act(FOIA). 2007

-----Original Message-----

From: Jeffrey A Edens <atedensjj@aol.com>
Sent: Friday, December 7, 2018 3:58 PM
To: Heidi Soos <hsoos@cityofmyrtlebeach.com>
Subject: Re: CAB Terms Expire 12/31/2018

Yes I would like to be reappointed to the board. Thank you Heidi.

Sincerely,
Jeff Edens

-----Original Message-----

From: Heidi Soos <hsoos@cityofmyrtlebeach.com>

Jodi Sims

J.Sims Marketing, LLC
9559 Bellasera Circle
Myrtle Beach, SC 29579
T 615-579-5717

jsimsmarketingllc@gmail.com

Profile

Accomplished marketing and PR/communications expert with for-profit healthcare, non-profit organization and agency experience. Excellent management and communication skills. Goal-driven and results focused. A trusted team player.

Experience

Senior Account Supervisor, Lovell Communications, Nashville, TN 1998-99

Managed agency healthcare account for Community Health Systems working closely with company CEO to develop a marketing plan for newly acquired hospitals. Managed production of and edited and produced video highlighting healthcare service lines.

Director of Marketing, HCA Healthcare, Nashville, TN 1993-1998

In collaboration with hospital and division leadership, developed overall marketing and communication plans to support business plan objectives. Developed multi-media marketing campaigns, including broadcast television, cable, radio, outdoor, and all forms of print media and advertising to increase brand awareness for services lines including emergency services and sports medicine. Oversaw branding campaign during the Columbia/HCA merger which included replacement of logos and signage. Promoted positive media relations by identifying and pitching stories to news media. Planned all hospital community relations activities including health screenings and health education seminars. Organized special events and galas for medical staff and employees.

Marketing Assistant, HCA Southern Hills Medical Center, Nashville, TN 1992-93

Assisted with the development of new programs and services for the hospital as defined by needs assessment. Facilitated media relations and served as crisis contact for facility which operated the second largest emergency department in Nashville. Developed and implemented marketing plans for new physicians. Published hospital newsletter.

Director of Marketing/PR, Easter Seals, Nashville, TN 1991-92

Managed communications and PR for non-profit agency serving children and adults with disabilities.

Alumni Chapter Development, University of Alabama Alumni Association, 1989-91

Responsible for alumni chapters across Alabama and the United States traveling to chapter meetings and speaking on behalf of the University. Worked closely with the Athletic Department and Organized all pre-game alumni and fan events for away and bowl games working closely with event planners, caterers and hotel and stadium facilities.

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jsimsmarketingllc@gmail.com

Education

University of Alabama, Tuscaloosa, AL, Bachelor of Arts, PR/Communications 1989

Affiliations

Board of Directors, March of Dimes, Horry County; Frank G. Burroughs-Simeon B. Chapin Art Museum Home Tour Chairperson, 2019, 2018 Art en Blanc committee and Home Tour captain; Grand Strand Bama Club Secretary; Horry Co.Literacy Council Board; To Live Beyond Celebrity Golf Tournament committee; Reggie Sanders Foundation consultant and volunteer; extensive fundraising event planning including Chair of Chattanooga Heart Ball, Chair of Pearl Ball for Minnie Pearl Cancer Foundation, Chair of Dance for Dance benefiting Nashville Ballet, Chair of Chattanooga Country Club Annual Women's Fashion Show; HCA Healthcare Sponsorship Committee; Junior League of Nashville

Louis C. Kiessling, III

9591 Bellasera Circle
Myrtle Beach, SC 29579
Home: 843-236-8282
Cell: 703-283-1861
lckiessling@gmail.com

SENIOR BANK EXECUTIVE

Executive officer with extensive finance, administration, operations, and planning experience across multiple banking institutions. Proven ability to impact business growth, maximize profits and improve operations through achievements in balance sheet and interest rate risk management, product pricing, internal controls, and productivity/efficiency improvements.

PROFESSIONAL EXPERIENCE

ACACIA FEDERAL SAVINGS BANK, Falls Church, VA (acquired by Stifel Bank in October 2013)
2000 to 2013

President, Chief Operating Officer and Chief Financial Officer

Provided the vision, leadership, and management which ensured the financial strength and operating efficiency of a \$1.5 billion asset community bank.

- Responsible for the direct management of institution operations, establishing and maintaining effective systems of management and control throughout the organization, providing direction and supervision to key personnel, and directing and monitoring financial plans, policies, and reporting.
- Responsible for maximizing income while managing the balance sheet mix and the interest rate risk profile.
- Managed the capital structure, and the investment and financing strategies.
- Led the Retail Sales, Information Technology, Finance, and Operations Departments in order to ensure a competitive organization within the marketplace.
- Managed and coordinated the internal and external audit programs, and the regulatory safety and soundness examination. Performed as the primary contact with upstream affiliates. Member of the bank's Directors Loan Committee and Investment Committee. Member of the parent company's ERM Committee.
- Piloted the bank through the financial crisis that began for Acacia in 2008.
- Developed marketing memorandum for prospective acquirers in conjunction with the investment banker.
- Executed bank-related aspects of the project plan required to get the Stifel transaction closed as a member of the holding company Leadership Team.
- Financial highlights:
 - Total assets increased 88%, with a CAGR of 8%.
 - Gross loans increased 119%, with a CAGR of 10%.
 - Stockholders' equity increased 188%, with a CAGR of 10%.
 - Core and risk-based capital ratios increased by 129% and 110%, with CAGRs of 8% and 7%, respectively.
 - Revenue increased 49%, with a CAGR of 5%.
 - Net interest income increased by 133%, with a CAGR of 11%.
 - Net income increased by 431%, with a CAGR of 27%.
 - ROE increased by 87%, with a CAGR of 9%.
 - Net portfolio value of equity increased by 2,623%, with a CAGR of 32%.

internal capital and productivity (technology) improvements. In addition, through influence on balance sheet and internal rate of return, capital product pricing. Finally, through influence on balance sheet and internal rate of return, capital product pricing.

ALL INFORMATION CONTAINED HEREIN IS UNCLASSIFIED
DATE 05-08-2008 BY 60322 ucba/aw/ab

100-443887-1000

1. The Board of Directors of the parent company has authorized the Chairman of the Board to execute the necessary documents to effect the transfer of the parent company's ownership to the parent company, and to execute the necessary documents to effect the transfer of the parent company's ownership to the parent company.

It's not the bank through the financial crisis that passed the blame to you.

[illegible]

member of the Harding company. Laidlaw

cardinal point, bearing 170°

- Net income increased by 3,033% with a CAGR of 32.0%
- EBIT increased by 8,70% with a CAGR of 9.8%
- Net income increased by 43,7% with a CAGR of 11.3%
- Net interest income increased by 1,73% with a CAGR of 1.7%
- Revenue increased 40% with a CAGR of 3.6%
- Non-interest expense increased by 19.9% with a CAGR of 1.9%
- Gross loans increased 11.7% with a CAGR of 10.4%
- Total assets increased 88.9% with a CAGR of 3.5%

- Authored and implemented a three year plan to restructure the bank's balance sheet that resulted in the rescission of a net worth maintenance agreement between the insurance holding company and the Office of Thrift Supervision.
- Elected to the Board of Directors and to the positions of President and Chief Operating Officer in January 2008.
- Elected to Executive Vice President and Chief Financial Officer in 2003.
- Elected to Senior Vice President and Chief Financial Officer in May 2000.

CRESTAR BANK, Richmond, Virginia (acquired by SunTrust Banks, Inc. in 1998) 1996 to 1999
Funds Management Division

Senior Vice President – Administration and Funding

Provided division level leadership on, and was accountable for, these functional areas:

Accounting/Finance, Audit, Budgeting/Forecasting, Compliance, Credit, Human Resources, Legal, Operations, Risk Management, and Vendor relationships. Managed the consolidated funding and liquidity positions of a \$28 billion asset institution.

- Implemented and managed review systems and administrative procedures to protect the quality and profitability of the division's portfolios - \$6 billion of purchased liabilities, \$8 billion of investment securities and residential mortgage loans, and \$6 billion of derivatives.
- Developed, monitored and reported to executive management all aspects of the divisional budget, rolling forecast and three year strategic plan.
- Administered relationships with investment bankers, law firms and federal regulatory agencies. Member of the Interest Rate Risk, Capital Markets Credit, Senior Merger Team, Y2K Stakeholders, and ALCO Committees.
- Promoted to Senior Vice President in 1997, with the additional responsibilities of the Funding Manager.
- Managed the due diligence and consolidation of \$3.3 billion in securities and loans, and \$1.3 billion of purchased liabilities from three acquired banks.
- Piloted issuance of a \$223 million student loan asset-backed security, resulting in a gain of \$9.3 million.
- Developed a plan to significantly reduce Y2K liquidity risk using \$3.5 billion of term liabilities and \$500 million of mortgage-backed securities, with minimal impact on the net interest margin and the interest rate risk profile.
- Authored merger plan for the consolidation of the Funds Management Division into the SunTrust Banks counterpart, resulting in an annual reduction to non-interest expenses of \$1.6 million.
- Team member in a multi-department effort to create a \$1.2 billion REIT that reduced annual taxes by \$1.4 million.
- Developed revised bank liquidity standards and successfully implemented a \$1.5 billion liability maturity ladder.
- Reduced 1998 interest expense by \$5.5 million through the trading of federal funds, usage of optioned debt instruments, intercompany lending, and increasing the balances of customer provided wholesale funds.

LOYOLA FEDERAL SAVINGS BANK, Baltimore, Maryland

1978 to 1995

Senior Vice President and Treasurer

Developed and presented business plans, financial forecasts, annual budgets, and associated strategies for a \$2.5 billion asset institution. Performed as an internal consultant to executive management on decisions

An effort was implemented a three year plan to reduce the bank's balance sheet that resulted in the bank's off-balance sheet assets being reduced by \$1.5 billion. The bank's holding company and the Federal Reserve Bank of New York.

- Reorganized the Board of Directors and the positions of President and Chief Operating Officer in January 2000.
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On May 1, 2000, KRESCENT, IN was acquired by KRESCENT, IN in 1998. The bank's management plan was to reduce the bank's balance sheet by \$1.5 billion. The bank's holding company and the Federal Reserve Bank of New York.

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concerning product development and pricing, asset purchases or sales, and capital management and allocation.

- Managed the \$500 million investment and \$900 million debt portfolios, the corporate cash management and liquidity functions, and the financial analysis of potential corporate acquisitions.
- Directed accounting procedures and operations as they pertained to treasury functions. Administered the stock option and repurchase plans.
- Participated in drafting and reviewing of SEC and shareholder reports. Developed and implemented investment, debt and interest rate risk management policies. Member of the ALCO, Defined Contribution, and Defined Benefit Committees.
- Recommended and executed leveraging of \$5 million of excess capital to generate \$12.6 million of net interest income over seven years.
- Project manager for commercial paper, auto loan-backed ABS, and subordinated debt programs.
- Supervised development of a computer model to comply with the reporting requirements of FASB 107.
- Authored written responses to proposed regulations of the federal banking agencies on such topics as interest rate risk, capital, investment policies, and intangible assets.
- Collaborated in the development of the Office of Thrift Supervisions' interest rate risk model as a member of an industry task force.
- Recommended and coordinated the restructuring of asset managers and investment options in the defined benefit and defined contributions plans.
- Team member in preparing and reviewing SEC filings for the holding company IPO.
- Served as a back-up investor relations contact for shareholders and analysts. Developed and conducted a sales presentation to local offices of national brokerage firms to promote the holding company's stock.
- Designed and managed implementation of in-house controlled disbursement, cash concentration, and lockbox systems that reduced expenses by \$300,000 per year.

EDUCATION

American Bankers Association - Senior Leadership Institute.
MBA, Finance, Loyola University, Baltimore, Maryland
BA, Biology, University of Delaware, Newark, Delaware

PROFESSIONAL AND COMMUNITY AFFILIATIONS

Association for Financial Professionals
Financial Executives International
American Bankers Association

- Member of the FHLB System Committee
- Community Foundation for Northern Virginia
- Member of the Board of Directors
 - Member of the Executive and Investment Committees
 - Chair of the Audit Committee

Falls Church Education Foundation
Golf Village POA Board of Directors in Grande Dunes 2014 through 2018
Horry Georgetown Technical College Foundation 2018