

PLANNING COMMISSION3 YEAR TERM

9 MEMBERS / CITY RESIDENTS

1/Landscape Architect, Architect or Engineer, 1/Attorney,  
1/Real Estate Broker or Licensed Appraiser

MEMBER	ADDRESS	PHONE #	APPT. DATE	TERM EXPIRATION	TERM #
Sharon Boyce			3/22/2016	4/13/2022	3
Joyce M. Karetas			4/22/2014	4/13/2023	6
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			1/9/2018	2/22/2021	6
William Gravely			4/13/2019	4/13/2022	2
Don Shanks			1/9/2018	2/22/2021	7
Robby Warner			1/9/2018	2/22/2021	5

**NOTE:** City Residents are highlighted in blue.

*The terms of Sally Howard, Don Shanks, and Robby Warner expired on February 22, 2021. Ms. Howard and Mr. Shanks both wish for reappointment. Mr. Warner does not wish for reappointment. On file are the resumes Steven Jordan (City Resident), Michelle Whetstone (City Resident), Thomas Robinson (City Resident), Thomas Muller (City Resident), and Wayne Gray (City Resident). All three terms will expire on February 22, 2024.*

## Steven W. Jordan

### EDUCATION

2001-2003: Horry Georgetown Technical College, Conway, SC. Multiple certificates in the computer field, Major Networking / Minor Web design. Attended classed at night to refresh and expand my current status. A+ certificate, summer 2001 Network + certificate, summer 2001

1991-1994: Horry Georgetown Technical College. Associate Degree: Computer Technology.

1987-1991: Conway High School, Conway, SC Graduated. I was a member of S.A.D.D. and Secretary Treasurer of FBLA. I was also presented with a certificate of honor for outstanding achievement in Occupational Safety.

### WORK EXPERIENCE

2012-present: Ammons Properties – Manager – Supervise employees, organize corporate on all levels, payroll, HR, IT, AP and AR.

2004-2012: Full-time at Affordable Family Resort. Manager - Job requires; front desk, reservations, customer service, some light maintenance and computer support (keeping computers and software update and in good working condition).

2003-2004: Part-time at Lowe's in Surfside Beach as Plumbing Sales Associate. Duties included, stock, customer service, and assisting customers with special orders for custom products.

2001-2001: Part-time Pizza Delivery Pizza Hut.

1999-2000: Electronic Systems Services (ESS), Gaithersburg, MD. ESS is a point-of-sale company that installs, services and maintains restaurants computer systems nationwide. I traveled nation wide to install and service POS networks.

1995-1999: Computers and More, Inc. (Wedge Computer Systems), Myrtle Beach. I was responsible for building, repairing, and upgrading customers home and business computers. Other responsibilities included inventory, shipping and receiving and Returns.

1994-1995: Field Technician for Southern Software Specialists, Inc. of Surfside Beach. Troubleshooting, installing, upgrades, and repairs to personal and business computers.

1989 - 1991: Pizza Inn Conway. Cook, wait staff, dishwasher, & building maintenance.

1989 - 1989: McDonald's Conway – Line cook, to Front line, to Drive-thru cross trained in 3 months.

1986 & 1987: Summer work SeaMist Ice cream Parlor.

1985: summer work with Group 3 Construction cleaning condos for finish work.

2002: Started raising my children.

2008 to 2015: Boy Scouts of America Den Leader then Assistant Scout Master. Pack 850 and Troop 899 with my son.

2010: Family started working with JDRF and other fundraisers for Juvenile Diabetes after daughter was diagnosed with Type I.

2016: City Of Myrtle Beach Recreation Advisory Committee Member Steven Jordan (term expires 08-22-19)

## Jennifer Adkins

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**From:** Michelle Whetstone  
**Sent:** Friday, February 5, 2021 8:46 AM  
**To:** Jennifer Adkins  
**Subject:** [External]Volunteer Request (Planning Commission)  
**Attachments:** Myrtle Beach Planning Commission Letter of Interest\_Whetstone, Michelle A.pdf

**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](mailto:spam@cityofmyrtlebeach.com) for review.**

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Hello Ms. Adkins,

Attached please find my letter of interest for a volunteer position with the Myrtle Beach Planning Commission, and my professional resume for your reference.

I look forward to further discussions regarding opportunities where my work experience, business expertise and eagerness to contribute to our great community can be put to good use!

Thank you in advance for your time and consideration with this matter.

Sincerely,

Michelle A Whetstone, Myrtle Beach Resident

## **MICHELLE A WHETSTONE**

February 5, 2021

Ms. Jennifer Adkins, City Clerk

PO Box 2468

Myrtle Beach, SC 29578

Dear Ms. Adkins,

It is with a strong appreciation for community assembly, great pride and commitment to preserving our exceptional landscape and environment, and as a proud resident of Myrtle Beach I am enthusiastically expressing my eagerness to serve our city on the planning commission.

Like most people, the recent pandemic has brought into focus a deep concern for many aspects of our community. These concerns are surrounding the health and security of our residents, the prosperity of our businesses, and most especially with the education and well-being of our children and the success our schools.

I began researching various ways to roll-up my sleeves and pitch in for the greater good of our community. I have attended several committee meetings via Zoom, and I am especially impressed with the planning commissions operations, including committee members and staff. The team conducts their business with professionalism, objectivity, and fair-mindedness.

I would be honored to bring my background and experience of more than thirty years with corporate business to the team. My background is with information systems, where I learned to conduct business and decision making through collaboration and with expert input.

I have attached a copy of my resume for your review. Please contact me if you are interested in discussing my background in more detail. I have expressed my preference to volunteer with the planning commission; however, I am open discuss the opportunity to fill other volunteer positions you may deem necessary.

Warm Regards,

Michelle A Whetstone

## **SUMMARY**

Proven experience in multi-tasking, application software design and maintenance, process improvement, written and verbal communications, critical thinking, problem solving and relationship building.

## **PROFESSIONAL EXPERIENCE**

### ***Billing Design Consultant, 2019 – 2020***

AccelaVue | Spectrum, Charlotte NC

Provide ongoing training, support, and subject matter expertise to billing design analysts in the areas of institutional knowledge, telecommunications provisioning, and billing system administration, including proper processes, and best practices. Further, provide expertise, oversight and analytical guidance related with billing design projects to ensure complete and accurate billing.

- Independently complete billing design projects to resolve issues effecting the Customer Care department.
- Familiarize new employees with repositories containing volumes of documentation to assist billing analysts with performing critical analysis related with issues effecting current billing configurations.
- Work side by side with individual and groups of analysts to shadow billing design projects.
- Meet daily with teams of billing design analysts to provide real time answers and resolutions to maximize the overall work product for the team.

### ***Billing Design Manager, 2017 – 2018***

Spectrum, Charlotte NC

Defined department processes designed to ensure billing application best practices related with change controls, testing and quality assurance and for staff development of a team of billing analysts with diverse talents and abilities, which was a key driver to the overall success for attaining subscriber metric goals.

- Managed resource allocation and daily operations to deliver billing system change results at a fast pace for a high volume of internal requests.
- Provided daily oversight to team service level agreements and measured analysts performance goals to ensure business initiatives and expectations were met and exceeded.
- Developed and led team training to ensure continuous staff development and success.
- Worked directly with billing analysts to provide subject matter expertise for billing configuration methodologies, to ensure well defined objectives and sound billing approaches.

### ***Senior Internal Auditor, 2012 – 2017***

Time Warner Cable, Charlotte NC

Developed, executed, and prepared formal reports of the results related with operational audits designed to assess management oversight and deliver insight into performance, which significantly contributed toward the success of crucial business initiatives.

- Planned, supervised, and executed corporate operational audits, ensuring compliance with generally accepted audit policies, applicable laws and regulations, and corporate objectives.
- Simultaneously managed multiple audit engagements and supervised staff working closely with process owners to identify and resolve potential issues.
- Performed critical process walk-throughs, and created process flows for various corporate business units.
- Provided subject matter expertise for subscription billing and specialized in billing application audit engagements.

### ***Senior Systems Analyst, 2004 – 2012***

Time Warner Cable, Charlotte NC

Managed all aspects of subscription billing for millions of cable subscriber accounts, which was critical to complete an accurate management of account receivables, strategic planning, and regulatory reporting.

- Substantially increased order accuracy and data integrity through process automation.
- Enhanced order workflows to streamline complex product order processes.
- Developed the enterprise billing system standards framework for next generation provisioning.
- Supported multiple billing system conversions with billing design expertise, standard code mapping, end-user training and post-live telephony provisioning support.
- Launched national wireless hot-spot Internet access.
- Designed, tested, and implemented standard billing configurations based on technical and functional requirements.
- Developed, documented, and revised the system design, test, and quality assurance procedures.
- Consulted with management to ensure agreement on system principles.
- Read manuals, periodicals, and technical reports to learn how to develop programs to meet staff and user requirements.
- Reviewed and analyzed key data elements and exception reports to identify problematic coding and resolve issues.

### ***Regional Front Office Manager, 2000 – 2004***

Time Warner Cable, New Hampshire (Keene and Berlin Cable Systems)

Administered the operational budgets, managed resource allocation and training related with sales and customer service, as well as all aspects of daily front office operations for the NH cable systems (i.e., billing system administration, statistical reports, human resources, payroll, accounts payable, facilities maintenance, etc.) to achieve goals related with subscriber growth and quality customer care.

- Administered operating budgets, monthly forecasts and generated month end statistical reports for two cable systems.
- Administered payroll and resolved discrepancies for all personnel of two cable systems.
- Controlled daily cash reconciliations for two cable systems.
- Developed and facilitated sales and billing system training for all customer facing personnel.
- Led a highly motivated and successful team of customer service representatives to consistently achieve aggressive sales and customer care goals.

### ***Office/Billing Systems Administrator, 1997 – 2000***

Time Warner Cable, Keene NH

Processed accounts payable, month end statistical reports, administration of billing system parameters, service codes and marketing campaigns in accordance with local franchise agreements and state tax codes, and for monthly billing processes related with pay-per-view purchases to ensure complete and accurate provisioning and monthly recurring billing.

- Administered the billing system aspects of all marketing promotions and annual rate changes based on the approved operations budget.
- Created service codes and tax methods for new products and services to ensure compatibility with all existing billing system configurations.
- Administered the billing parameters required for billing and provisioning of pay-per-view purchases, including promotional pricing based on the approved marketing plan.
- Generated month-end statistical reports.
- Introduced and launched high speed Internet access.

***Lead Customer Service Representative, 1996 – 1997***

Time Warner Cable, Keene NH

Exceeded minimum scores related with customer relations and sales key metrics, and managed customer escalations.

- Managed customer escalations under the supervision and guidance of leadership and worked exception reports to reconcile delinquent subscriber accounts and unreturned customer premise equipment.
- Received customer telephone inquiries and requests to ensure complete and accurate order fulfillment and issue resolution in a clear and concise manner.
- Actively promoted video services, including value add premium units and bundled products in accordance with approved marketing plans.

***Customer Service Representative, 1992 – 1997***

Time Warner Cable, Keene NH

Managed customer inquiries and requests in a clear and concise manner to ensure timely and accurate order fulfillment and monthly recurring billing, and for processing customer premise equipment assignments to ensure proper controls over assets.

- Actively promoted video services to customers, including value add premium units and bundled products in accordance with approved marketing plans.

**EDUCATION & KNOWLEDGE, SKILLS AND ABILITIES**

Mount Washington College | Associate of Science (AS), Business Management | Manchester, NH

Keene State College | Coursework, Business Management | Keene, NH

Psychology of Fraud | Business Writing | Internal Control Integrated Framework | Lean Six Sigma

Exceptional written and verbal communications | Focused on adherence of policies and procedures | Adept with learning and mastering software applications and systems | Highly skilled with learning and correctly applying new concepts | Committed to providing superior client relations | Inherently logical, rational and reasonable decision maker | Adept with handling and prioritizing multiple deliverables and tasks

THOMAS ROBINSON

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December 15, 2020

Ms. Jennifer Adkins, City Clerk  
P.O. Box 2468,  
Myrtle Beach, SC 29578

Dear Ms. Adkins:

I am sending you my resume in response to the announcement for a position on the Myrtle Beach Planning Commission. Please refer to my resume outlining my experience and public service history for your consideration. The position on the Planning Commission matches my desire to continue serving the public and is particularly compatible with my skills, past responsibilities, and the over thirty (30) year's experience in managing complex facilities issues, planning, design and regulatory compliance within the public sector.

As you will note from my resume, I have had considerable experience in overseeing the full spectrum of major facility developments, and the understanding of the long-term impacts of design and construction projects on communities. I have demonstrated ability to prioritize, direct, and successfully oversee the implementation of master planning projects, and the related facilities support activities for large, multi-institution agencies: Old Dominion University (ODU), the University of South Florida (USF), the Tennessee Department of Correction (TDOC), and the State of Tennessee Department of Finance & Administration (F&A).

And, I have also previously served my local communities, as noted in my resume, as a Planning Commission member, a Municipal Code Enforcement Board member and a Florida Bar Grievance Committee member.

I have now semi-retired to the Myrtle Beach area and I welcome the prospect of discussing how I can be a benefit to our local community.

Please feel free to call me at [redacted] if other information would be helpful.

Sincerely,

A handwritten signature in black ink, appearing to read 'Thomas Robinson', with a long horizontal line extending to the right.

Thomas Robinson



## Thomas Robinson

**summary** A multi-talented Owner's Architect/Facilities Director with the demonstrated experience to prioritize, direct and deliver the planning and construction of capital, capital maintenance projects and routine daily maintenance projects. Specific expertise in the management of programming guidelines, design phase optimization, construction management, alternate project delivery systems and user group communications for complex, multi-institutional organizations. Extraordinary work ethic with a proven track record of managing large-scale facilities programs working with administrative leaders of state government, the architectural and construction communities and departmental user groups/committees. Currently seeking a leadership role in an organization as a talented facilities and design team leader.

<b>career highlights</b>	Capital Construction	Construction Management	User Group Interaction
	Environmental Compliance	Design-Build	Budget Development
	Design Management	Customer Service	Design/Brand Standards
	Government Relations	Risk & Lease Management	Emergency Response

**noteworthy projects** Facilities Director/"*Educated Owner*" for the \$208M/1,444-bed Bledsoe County Correctional Complex and the \$182M/1,400-bed Morgan County Correctional Complex Expansion projects, the two single largest construction projects for the State of Tennessee. University Architect responsible for the first LEED certified higher education building in the State of Virginia. Project Leader for \$120M in **Design-Build** delivery projects and 1,600 university housing beds. Construction Manager/Project Executive for the University of Florida McGuire Hall Lepidoptera Museum (housing the 2<sup>nd</sup> largest butterfly collection in the world) and the Reitz Student Union Expansion. State of Tennessee site-liaison for the 1996 Ocoee Whitewater Venue, 1996 Olympics.

*Former Planning Commission Member – City of Morristown, TN*

*Former Municipal Code Enforcement Board Member, Temple Terrence, FL*

*Former Florida Bar Grievance Committee Member, Tampa, FL*

### experience

2015- Present

**CBRE HEERY**

**MYRTLE BEACH, SC**

**Managing Director (Part Time)**

*CBRE Heery, a full-service architecture, interior design, engineering, construction management and program management firm*

- Responsible for business development activities in the Tennessee and South Carolina, and the oversight and management of existing long term contracts and staffing.

2006--2015

**TENNESSEE DEPARTMENT OF CORRECTION**

**NASHVILLE, TN**

**Director of Facilities, Planning & Construction**

*Tennessee Department of Correction supervises more than 20,000 inmates and employs more than 5,000 people.*

- Responsible for over \$600 million in capital, capital maintenance and major maintenance projects for the department's 23 institutional sites, 45 Community Services leases and over 12 million square feet of space
- Leads the development and preparation of yearly capital plans and the \$30 million annual reoccurring capital maintenance budget
- Develops TDOC policies and departmental procedures, and architectural and construction guidelines to foster safe, secure, uniform and accredited prison facilities
- Oversees the acquisition, disposition, lease management and lease space design, and joint use of department property

- Directs and provides oversight of departmental Facility Safety Officers as the Chief Facilities Safety Officer. Develops and maintains policies and procedures to effectively comply with all environmental laws, rules, and regulations pertaining to hazardous materials, storm water, and other environmental requirements as well as occupational health regulatory compliance (TOSHA)
- Responsible for State Building Commission approvals, designer selection, design and construction document approvals, occupancy approvals and statewide facility assessments
- Coordinates all risk management issues and property loss insurance records with the Treasurer's Office
- Oversees utility contracts, radio communications and security electronic systems statewide
- Maintains working relationships with departmental senior leadership and wardens to ensure facilities are safe, secure and fully functional
- Specializes in preemptive problem solving. Working collaboratively with internal and external subject-matter experts, both in central office and at institutions, enabling potential facilities problems to be fixed before they impact prison operations and/or the safety of staff and inmates. Often requires working closely with site security staff, operational experts, and design and construction consultants

2004-2006 **OLD DOMINION UNIVERSITY** **NORFOLK, VA**  
**University Architect**

*Old Dominion University is a 25,000-student public research university with four campuses.*

- Served as University Architect/Chief Design Official responsible for the relationship of new buildings and landscape with their university environment, and their functional and aesthetic contribution to the campus at large
- Managed a \$265 M capital construction program for the Norfolk main campus and three ancillary campuses defining the projects to be undertaken within stated time frames, the strategy for sequencing and integrating the projects within the university calendar, and the capital budgets supporting each project
- Oversaw the selection of project architects in conjunction with user group representatives, design and construction document approvals, occupancy approvals and university design standards compliance
- Developed and implemented Design-Build RFP's for 2,000-space new parking garages, master planning, and the development of a 2-staged design-based RFP's for new on-campus housing (400-beds), intercollegiate tennis complex and on-campus 'spec' research complex

2003-2004 **CLARK CONSTRUCTION GROUP** **TAMPA, FL**  
**Director of Program Management**

*Clark Construction is the largest privately owned construction company in the US.*

- Managed owner and architectural relationships critical to business development opportunities
- Responsible for constructability reviews, project scope reviews, owner and design team meetings and schedule management

2001-2003 **SKANSKA USA BUILDING INC.** **TAMPA, FL**  
**Projects Director for Higher Education Projects**

*Ranked as one largest construction companies in the US.*

- Responsible for constructability reviews, design and project scope reviews, owner and design team meetings, schedule management, GMP assumptions, clarifications and owner presentations, construction site logistics, and construction team development
- Project Executive for Journalism & Graphic Communications Building, Florida A & M University; McGuire Hall Lepidoptera Museum Addition and the Mary Ann Cofrin Sculpture Pavilion, University of Florida; the Frost Art Museum, Florida International University; Hillsborough County Community College Student Services Building; and the Olympic Swimming Pool Complex, Florida Gulf Coast University

1998-2001 **UNIVERSITY OF SOUTH FLORIDA** **TAMPA, FL**  
**Associate Director of Facilities, Planning & Construction**

*USF is recognized as one of the nation's top 63 public research universities.*

- Managed and provided professional guidance to the project management staff responsible for facility

planning, funding and programming, and design in the areas of new construction, repairs, and renovation projects for the three major university campuses

- Authored and implemented the 2-stage design-based Design-Build RFP's for master planning and the development for \$40 M in new and renovated on-campus housing. The RFP format became the Florida Board of Regents *Chancellor's Memorandum* for Design-Build project delivery
- Responsibilities included the Board of Regents (BOR) project approvals, designer and contractor contracts, design and construction document approval, bidding, construction, occupancy, and project coordination for all university colleges and campuses

1988-1998 **TENNESSEE DEPARTMENT OF FINANCE & ADMINISTRATION** **NASHVILLE, TN**  
**Director**

*F&A CPM provides oversight for of all capital and capital maintenance projects statewide.*

- Provided professional advice, position papers and legislature analysis for the Commissioner and the Assistant Commissioner of Finance & Administration relating to matters on facilities design, long range planning and environmental issues
- Managed and provided professional guidance to architectural staff responsible for facility planning and design in the areas of new construction, repairs, renovations and capital maintenance for all state agencies except the higher education systems and Correction. Responsibilities included the capital outlay process, State Building Commission (SBC) project approvals, designer contracts, design and construction document approval, and State-Wide User Agency facility surveys
- Served as **Director of Capital Projects, Interior Services and Tennessee Architectural Services (TAS)**  
Selected as one of 28 senior State managers to attend the Tennessee Government Executive Institute (TGEI)

1981-1988 **THOMAS ROBINSON ARCHITECT** **MORRISTOWN, TN**  
**Owner/sole proprietor**

*TRA was an eight-man architectural practice.*

- Developed the award winning "Factory Merchants Outlet Mall" in Pigeon Forge, TN

#### education

**MONTANA STATE UNIVERSITY**

**BOZEMAN, MT**

**UNIVERSITY OF TENNESSEE**

**KNOXVILLE, TN**

Bachelor of Architecture

**UNIVERSITY OF SOUTH FLORIDA**

**TAMPA, FL**

Graduate course work

#### registrations

Architect, Tennessee #12,485 (Retired)

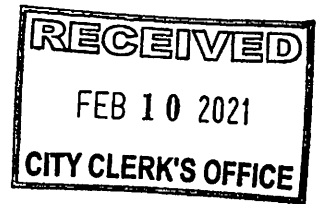
Architect, North Carolina #4770 (Retired)

Architect, Kentucky #3080 (Retired)

Architect, Florida #AR91777 (Retired)

National Council of Architectural Registration Boards (NCARB) #30,795

Thomas S. Muller



February 6, 2021

City Clerk  
P.O. Box 2468  
Myrtle Beach, SC 29578

Dear Ms. Adkins:

I am submitting my resume and expressing my interest in volunteering for a board, commission or committee position. Last year I made a similar offer but never heard back from the City.

As you will see from my extensive resume, I had a long career in Marketing, Sales and General Management and then spent 12 years in county government—the last four as elected County Executive for Lehigh County (PA), which is somewhat larger than Horry County.

I am now retired and my wife and I moved to Cipriana Park full time in June of 2019 after vacationing here for over 30 years and owning a condo for most of that time so I am reasonably familiar with the City's progress and issues over the past three decades.

I believe my experience could be of value to the City of Myrtle Beach.

Sincerely,

A handwritten signature in black ink, appearing to read "Thomas S. Muller", written over a horizontal line.

Thomas S. Muller

## **Thomas S. Muller**

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### **Summary**

Innovative executive with experience in government and U.S. and International consumer and construction products. Skilled at turning around troubled or stalled business units and brands, launching new products and working with start-up companies. Highly skilled in Sales, Marketing and Management and has built strong, productive teams throughout his career. Extensive experience managing mergers and acquisitions and serving on a wide variety of Boards.

### **Employment History**

#### **Commonwealth of Pennsylvania**

**2018-2019**

#### **Municipal Services Representative**

Assigned to this role in the Department of Community and Economic Development by the Governor to bridge time between the end of my term as Lehigh County Executive and the planned move to Myrtle Beach. Responsible to assist municipalities in accessing services available from the Commonwealth and counseling those with serious financial challenges.

#### **County of Lehigh**

#### **(Elected) County Executive**

**2013--2017**

Top elected position in Lehigh County, which is the fastest growing county in Pennsylvania, involving a budget of over \$400 million and a workforce of over 2,000.. Consistently beat budget, delivering three tax cuts in four years and no tax increases. Reduced the workforce to levels below 1990. Chose not to run for re-election due to family plans to move in two years.

#### **County of Lehigh**

#### **Director of Administration (Cabinet Position)**

**2006--2013**

Responsible for all aspects of the \$400 million+ budget for one of Pennsylvania's seven Home Rule counties. Also responsible for Information Technology, Purchasing, Tax Assessment and Human Resources and involved in all strategic planning efforts.

**RJR Nabisco, Inc.**  
**V.P. Marketing—Planters Lifesavers Company**

**1987-1989**

Managed all marketing functions for a \$1.5 billion confections and snacks business

- Re-staffed and restructured a marketing department which had lost 60% of its staff due to relocation from New Jersey to North Carolina
- Implemented programs which reversed declining sales on all major brands and launched innovative new products

**Sandoz Corporation**  
**President & CEO, Consumer Health Care Group**

**1986-1987**

Consolidated and relocated two acquired companies to create a \$150 million business

- Increased profitability by over 50% in the first year
- Introduced the first OTC flu remedy (Theraflu)
- Reversed long-term share declines for the two key brands—Triaminic and Exlax

**Warner-Lambert Company**  
**Group V.P.—International Consumer Products**

**1967-1986**

**1983-1986**

Managed strategic planning, new product development, licensing, acquisitions and sales training for a \$1.5 billion international consumer products business

- Directed new product launches in all major world markets....over 175 individual country launches in two years
- Developed and directed sales training programs for 72 countries

**V.P. Marketing & Sales—Consumer Health Products**

**1980-1983**

Responsible for all marketing and sales activities for a \$500 million business unit

- Consistently delivered all sales, profit, ROI and cash flow objectives
- Managed a direct sales force of over 350 people and two broker sales forces
- Increased market shares for major, market-leading brands, including Listerine Antiseptic, Sinutab and Efferdent
- Implemented programs for Lubriderm to reverse plans for discontinuance and turn it into a business of over \$100 million today

**V.P. Marketing & Sales—American Chicle**

**1979-1980**

Responsible for all marketing and sales activities for a \$600 million confections business

- Consistently delivered all sales, profit, ROI and cash flow objectives
- Managed a direct sales force of over 1,500 people
- Increased market shares for all major brands, including Roloids, Halls, Trident and Certs

### **Chronology of Earlier Warner-Lambert Experience**

V.P. Marketing & Sales—Personal Products Division	1978-1979
V.P. Business Development—Consumer Products Group	1978
Regional Sales Manager--Midwest	1977-1978
V.P. Product Management—Personal Products Division	1976-1977
Product Group Director—Schick Razors & Blades	1975-1976
Director New Products—Personal Products Division	1973-1975
Senior Product Manager New Products—Personal Products Division	1972-1973
Product Manager (various brands)	1970-1972
Field Sales Training	1969
Assistant Product Manager—Listerine Antiseptic	1968-1969
Promotion Analyst	1967-1968

<b>Allied Chemical Corporation</b>	<b>1966-1967</b>
<b>Expediter</b>	

### **Education**

**M.B.A. (Cum Laude), Fairleigh Dickinson University (evenings)**

**B.S. Business & Newhouse Journalism Schools, Syracuse University**

### **Board Experience**

#### **Trade Associations**

- **National Art Materials—5 years; 2 years as President**
- **Grocery Manufacturers of America—4 years**
- **Food Marketing Institute—3 years**

#### **Corporate**

- **North American Soccer League—3 years**
- **Selvic Foods—3 years**
- **Boone International—5 years**
- **Victaulic—3 years**

#### **Non-Profit**

- **United Way of NJ—2 years**
- **Valley Health Foundation—2 years**
- **Brookside Country Club—2 years**
- **DeSales University—2 years as Chairman of the President's Council**
- **Easton Hospital—29 years; Chairman of the Board for 15 years**

**NVent LLC (Joint Venture of Victaulic and NIBCO)**

**President & CEO**

**2003 – 2005**

Responsible for all aspects of a 50-50 JV organized to introduce a breakthrough new product to the small diameter copper piping market.

- Drove the development process to launch the product to “Best New Product” recognition in the industry
- Built the organization from an empty, leased building and three employees to a fully staffed and productive operation of over 125 people in 18 months

**Victaulic**

**Executive Vice President & Board Member**

**2000-2002**

Responsible for all customer-focused activities for the worldwide leader in mechanical piping products, including Sales, Marketing, Customer Care and Distribution, and for management of newly acquired companies.

- Revised the incentive plan for the industry’s largest sales force to help achieve record results
- Directed two plastic pipe company acquisitions to record sales

**Vice President Planning & Distribution**

**1998-2001**

Responsible for trouble shooting and improving performance in a wide variety of areas, including new product development, new business lines, recent acquisitions and the company’s supply chain.

- Centralized Customer Care from 13 geographically dispersed branches
- Implemented a new product development process which significantly improved speed to market and market success
- Reversed the declining sales trend for the company’s Pressfit line

**Binney & Smith, Inc. (subsidiary of Hallmark Cards)**

**1990-1997**

**President & Chief Operating Officer**

**1994-1997**

**Group Vice President**

**1993-1994**

**V.P. & General Manager, Consumer Products**

**1991-1992**

**V.P. & General Manager, Crayola Products U.S.**

**1990-1991**

Managed all aspects of a \$750 million Children’s Art & Stationery, Craft & Activities, Model Kit and Fine Art business across multiple trade channels (mass consumer, office products, education, hobby, arts and crafts and DIY).

- Doubled sales and tripled profits , exclusive of acquisitions, *without price increases*
- Acquired and successfully integrated the Revell-Monogram business, adding 25% to corporate sales
- Implemented a major restructuring of North American manufacturing operations to improve profitability by 20% annually



- **Lehigh County Authority—10 years**
- **Lehigh Valley Planning Commission—4 years**
- **Lehigh Valley Economic Development Corporation—4 years**
- **Lehigh Valley Workforce Development Board—4 years**
- **Pennsylvania State System of Higher Education Board of Governors  
(Current)**

#### Other

- **Adjunct Professor in the School Business Management and Economics at Cedar Crest College since 2006**
  - **Courses taught: Principles of Management; Principles of Marketing**

# W. Wayne Gray

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Wayne Gray is a native of Myrtle Beach, South Carolina with family roots that trace back to the late 1700's in Horry County. The youngest of four children, he was raised in a family of community and political leaders, entrepreneurs and business owners across the hospitality, golf, construction and real estate development sectors. A product of Horry County Public Schools, he is a 1986 graduate of Myrtle Beach High School. He attended Presbyterian College on a basketball scholarship receiving a varsity letter all four years. He graduated in 1990 with a Bachelor of Science in Business Administration with an emphasis in Finance and Management.

Professionally, Wayne began his career as a management associate with Bank of America, receiving a promotion in his second year to banking officer in the Real Estate Banking Group. He was recruited by Branch Banking & Trust Company in 1993 to serve as Vice President and Commercial Loan Manager as it began its banking operation along the Grand Strand and assisted in opening three new branch locations. After serving in that capacity for over five years, he purchased an existing multi-unit restaurant operation known as the Spring House Family Restaurant operating that business along with his family until all locations were sold in 2015. In 2005 an opportunity presented itself to return to banking and Wayne was a driving force behind the entry of Tideland Bank based in Mt. Pleasant, SC, into the Grand Strand market where he served as Senior Vice President and North Coast Executive along with serving on the senior management team. After successfully weathering the global financial crisis of 2008, Tideland Bank was acquired in July, 2016 by United Community Bank and he now serves as Senior Vice President for Synovus Bank. Wayne has served in leadership positions in the organization where he is employed, helping obtain production and development goals. Wayne is also managing partner of River Oaks Golf Course in Myrtle Beach, SC.

Wayne was elected in November 2005, November 2009 and November 2013 to the Myrtle Beach City Council. He served previously on Myrtle Beach City Council from 1998 - 2001 and served as the Mayor Pro Tem from 2000 - 2002, 2008 - 2010 and 2012 - 2014. From 2003 - 2006, he served on the Board of Directors of the Myrtle Beach Area Chamber of Commerce representing the Board as Chairman during the 2005 - 2006 fiscal year. As a respected elected official, Wayne spearheaded initiatives to support a healthy, sustainable community and he leveraged relationships with political leaders across the City of Myrtle Beach, Horry County, the South Carolina House and Senate and elected representatives of the federal government to benefit the citizens of Myrtle Beach.

Wayne has been involved in many local and state civic organizations. Current and past activities include serving as a City representative to the RIDE III Citizens Advisory Committee, President of the North-South All Star High School Football Game, Chairman of the Board of the Eastern Carolina Housing Organization, Board member of the North Eastern Strategic Alliance Development Entity, member of the Board of Directors of Leadership South Carolina, member of the Board of Directors of the Myrtle Beach Rotary Club, volunteer coach at the Myrtle Beach Recreation Center, President and member of the Myrtle Beach High School Booster Club, member of the Horry County School Superintendent's Business Cabinet. Other activities include a graduate of Leadership South Carolina - 2000, graduate of Leadership Grand Strand XV, member of the Board of Regents of Leadership Grand Strand, member of the Board of Leadership South Carolina, Big Brother for United Way of Horry County, volunteer for Hurricane Katrina victims in New Orleans and a home building mission trip in Mexico, and volunteer for United Way and Red Cross campaigns. Wayne has also been inducted into the National Registry of Who's Who in America and received the 2008 Myrtle Beach Area Chamber of Commerce "Citizen of the Year" award.