

Appointment Application

Important Information

The appointment process is a public process subject to the Ralph M. Brown Act and Public Records Act. An applicant presentation is required at a City Council meeting. An applicant must be a resident of the City of Temecula at the time the application is submitted. All applications on file at the close of an advertised period for a vacancy will be considered.

Profile

Carliene

First Name

M.

Middle Initial

Anderson

Last Name

Home Address

Suite or Apt

Murrieta

City

CA

State

92562

Postal Code

Which district do you live in? Find your district here:

<https://temecula.maps.arcgis.com/apps/instant/lookup/index.html?appid=e9f3983bc7e649e49143b806f901029d> *

☒ District 5

Email Address

Mobile:

Primary Phone

Note: The City of Temecula has multiple boards, committees and commissions. While more than one selection may be made below, applicants are encouraged to only select those that they truly wish to serve on and those that are actively recruiting for members. Thank you.

Which Boards would you like to apply for?

Old Town Local Advisory Committee: For Review

Education and Employment

List Educational Background (Degrees, Licenses, Certificates, etc.). State "see resume" if attaching a resume with this information at the end of this application.

Attended UCSD, San Diego - Teacher's Certification Attended USD - Paralegal Certification California Real Estate Broker's License See Bio

List Employment History for Five Years (Employer Name and Address, Position Title, Primary Responsibilities). State "see resume" if attaching a resume with this information at the end of this application.

Regional ExpressTax Services, Inc *RETS", President, 27890 Clinton Keith Rd., #D460, Murrieta, CA 92562. RETS is the General Partner and Managing Agent of the Limited Partnerships that own two Mixed Use Buildings in Old Town Temecula. Cameron Historical Building (41925 5th Street) and Palomar Heritage Building (41955 5th Street), Temecula. See Bio

Service Experience

List Previous City/County/State Board/Committee/Commission Service (Name of Entity, Positions Held, Years of Service). State "see resume" if attaching a resume with this information at the end of this application.

None

List Organizational Service (Professional, Technical, Volunteer, Non-Profit, Service Clubs) (Name of Group, Positions Held, Years of Service). State "see resume" if attaching a resume with this information at the end of this application.

Temecula Valley Economic Development Corporation, President. Approx: 1989 - 1995.

Statement of Interest

Describe why you wish to serve on this board, committee, or commission, how you have engaged with the City previously (i.e., attending meetings and events, etc.), and why you believe you are qualified for the position. Please be specific.

I have managed the Palomar Heritage Building (21 low-to-moderate income housing units) for nearly 10 years (from June 2014) and the Cameron Historical Building (24 moderate income housing units) for over 6 years (November 2017). I am familiar with the benefits and challenges of the tenants who live in Old Town, and the tasks related to compliance with the Regulatory Agreements. I have consistent good relationships with the members of Community Development and we have a mutual respect. Though I currently live in Murrieta, I first moved to Temecula in 1988 and have consistently worked and owned properties in Temecula.

Value Statement

References

List Three Professional and/or Personal References (Name, Position, Phone, Email):

Kimberly Boone, KBA Designs (architect), principal and creative director. [REDACTED].
[REDACTED] Daniel Stephenson (developer) [REDACTED].
[REDACTED] Albert Anderson, CPA, retired. [REDACTED]. [REDACTED]

Self-Selection Options

Carliene M. Anderson

Attachments

Acknowledgment

I understand that any or all information on this form may be verified. I consent to the release of this information pursuant to the California Public Records Act.

☒ I Agree

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Profile

Suzette C Jacobsen
First Name Middle Initial Last Name

[Redacted] Suite or Apt
Home Address
Temecula CA 92591
City State Postal Code

Which district do you live in? Find your district here:
<https://temecula.maps.arcgis.com/apps/instant/lookup/index.html?appid=e9f3983bc7e649e49143b806f901029d> *

☒ District 4

[Redacted]
Email Address

Mobile: [Redacted]
Primary Phone

Note: The City of Temecula has multiple boards, committees and commissions. While more than one selection may be made below, applicants are encouraged to only select those that they truly wish to serve on and those that are actively recruiting for members. Thank you.

Which Boards would you like to apply for?

Old Town Local Advisory Committee: For Review

Education and Employment

List Educational Background (Degrees, Licenses, Certificates, etc.). State "see resume" if attaching a resume with this information at the end of this application.

Northwestern California University School of Law: Sacramento, CA Juris Doctorate: Cum Laude; 2019 Bachelor of Science in Law; 2018 California Bar Association: Los Angeles, CA License #331477; 2020 - present Brigham Young University: Provo, UT Bachelor of Science: Human Development; 1994 Moscow State University: Moscow, Russia Third world medicine, Russian linguistics, and social studies; 1992 New Attorney Academy: Riverside County Bar Association; 2021-2022 Riverside County Bar Association Member: 2021 – present Southwest Riverside County Bar Association Member: 2024

List Employment History for Five Years (Employer Name and Address, Position Title, Primary Responsibilities). State "see resume" if attaching a resume with this information at the end of this application.

Riverside Legal Aid Attorney: Probate Clinic - Temecula and Riverside Superior Courts; Bankruptcy Clinic - Federal Court; Immigration Clinic - Deferred Action for Childhood Arrivals (DACA); 2020 – present. Riverside Legal Aid 4129 Main St. Unit 101 Riverside, CA 92501 - As an attorney, I assisted in self-help clinics allowing many low-income families access to legal assistance in the specific areas of probate, guardianships, conservatorships, bankruptcy, and immigration. Associate Professor: 2022 Northwestern California University School of Law 2151 River Plaza Dr. Unit 306 Sacramento, CA 95833 - Exam grading and calibration for 1L subjects

Service Experience

List Previous City/County/State Board/Committee/Commission Service (Name of Entity, Positions Held, Years of Service). State "see resume" if attaching a resume with this information at the end of this application.

Local Control and Accountability Plan (LCAP) - committee member - multiple years between 2010-2020
English Learner Advisory Committee (ELAC) - parent representative - multiple years between 2010-202

List Organizational Service (Professional, Technical, Volunteer, Non-Profit, Service Clubs) (Name of Group, Positions Held, Years of Service). State "see resume" if attaching a resume with this information at the end of this application.

Riverside Legal Aid Attorney: Probate Clinic - Temecula and Riverside Superior Courts; Bankruptcy Clinic - Federal Court; Immigration Clinic - Deferred Action for Childhood Arrivals (DACA); 2020 – present. Seminary Instructor: Temecula Valley High School Students; June 2023 to present The Church of Jesus Christ of Latter-day Saints Educational System 32374 Pauba Rd. Temecula, CA 92592 - Early morning scripture-based instruction for 35 high school students four hours a week. Director of Public Affairs, Communications Director: 2013-2022 The Church of Jesus Christ of Latter-day Saints 32374 Pauba Rd. Temecula, CA 92592 - Organized and directed community events including the Crystal Apple Awards for Temecula high school teachers, Family First Awards, the Community Nativity Festival, and Temecula Valley Day of Service. - Established and presented the City of Temecula Just Serve Award annually. - Created and Hosted the Community Musical Nativity - Responsibilities also included regularly meeting with school district and city and county government officials, serving with the Interfaith Council of Temecula Valley, and supporting the local Temecula food banks. Homeowners Association Board Member - 2022 - Present Special Representative: Interfaith Council, Temecula Valley; 2015 to present Cub Scout Leader: Boy Scouts of America, Temecula, CA; 2007-2009 Youth Athletics Coach: TVSA, soccer; 2010 International Volunteer: Humanitarian Aid Relief Team, Moscow, Russia; 1992-1996 Humanitarian Volunteer: Club Dust, Tecate, Mexico; 2016 to present English Teacher: Elementary Grade Level; Moscow, Russia; 1992

Statement of Interest

Describe why you wish to serve on this board, committee, or commission, how you have engaged with the City previously (i.e., attending meetings and events, etc.), and why you believe you are qualified for the position. Please be specific.

Each time I drive into this beautiful city I know how lucky I am to call Temecula home. It has been a wonderful place to raise our family for nearly 25 years. Though the weather is exceptional, the parks and green belts beautiful, the schools outstanding, and the history unique, what I have enjoyed most about Temecula is without question, the people. My desire now that I have time to do so, is to invest back into this city and its residents that have benefitted my family in countless ways. There have been many areas I have engaged with the City of Temecula including attendance at council meetings, State of the City addresses, and the creation and presentation of the Just Serve Award to a city resident in City Council meetings for many years. I have enjoyed collaborating with city employees and council members to create impactful service opportunities for citizens on the Temecula Valley Day of Community Service. These projects include planting hundreds of trees in city parks, providing over 1000 hygiene bags to city-identified non-profits, spreading mulch along the Diaz Rd. bike trail, and refurbishing the Welcome to Temecula sign, have been excellent ways to bring citizens of all ages together to serve in their own community. One of my favorite projects, that the committee I directed partnered with the Temecula Mayor to accomplish, was the distribution of the 3-Minute emergency preparedness bags to every household in the city on one Saturday. Along with collaborating with city leaders and serving the City of Temecula, I have supported city preparedness fairs by providing instructional booths, organized the Boy Scouts of America, for multiple years, who carried 50 flags in the Independence Day parade, and coordinated a car wash for seniors at the Temecula Senior Center. Attending events in Old Town has been a family favorite for many years including the farmers' markets, street fairs, rod runs, top restaurants, boutique shops, and the cutest children's museum. And of course, the Old Town Temecula Community Theater has been an anchor to the district and my daughter's dance training, as we attended more Nutcrackers and other dance productions than her brothers believed was possible. The Old Town Sweet Shop has bribed many a young and wary male attendee. My goal for Old Town is that it continues to be a family-friendly place that will draw local citizens often as well as tourists seeking a unique and nostalgic experience. As we look to the future and how we can grow Old Town in a way that meets the needs of our community, creatively draws visitors to support local businesses, and increases safety for all, I hope to balance this with maintaining and building upon Temecula's historical significance and authenticity. I believe that a diverse group of Temecula citizens, with a variety of interests, experience, and vision can collaborate as part of the Old Town Local Advisory Committee for the best possible outcome for our city. My personal experience having lived in this city for so many years and spending extensive time in Old Town enjoying the many things it offers citizens gives me the unique perspective of what draws consumers to Temecula's Old Town. My pragmatic approach to problem-solving, willingness to engage and collaborate with others, and my background in the law will hopefully bring qualities that contribute in a positive way to accomplishing the goals of the Old Town Local Advisory Committee.

Value Statement

References

List Three Professional and/or Personal References (Name, Position, Phone, Email):

Lanae Turley-Trejo - City of Temecula Planning Commission [REDACTED] Temecula, CA 92592
[REDACTED] Perry Ludwig - Temecula Public Works [REDACTED]
Temecula, CA 92592 [REDACTED] Aimee Ricken - Great Oak High School
Principal [REDACTED] Temecula, CA 92592 [REDACTED]

Self-Selection Options

Attachments

Acknowledgment

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☒ I Agree

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Profile

Maximilian

First Name

Lyons

Middle Initial

Last Name

Home Address

Suite or Apt

Temecula

City

CA

State

92590

Postal Code

Which district do you live in? Find your district here:

<https://temecula.maps.arcgis.com/apps/instant/lookup/index.html?appid=e9f3983bc7e649e49143b806f901029d> *

☒ District 5

Email Address

Mobile:

Primary Phone

Note: The City of Temecula has multiple boards, committees and commissions. While more than one selection may be made below, applicants are encouraged to only select those that they truly wish to serve on and those that are actively recruiting for members. Thank you.

Which Boards would you like to apply for?

Old Town Local Advisory Committee: For Review

Education and Employment

List Educational Background (Degrees, Licenses, Certificates, etc.). State "see resume" if attaching a resume with this information at the end of this application.

See Resume

List Employment History for Five Years (Employer Name and Address, Position Title, Primary Responsibilities). State "see resume" if attaching a resume with this information at the end of this application.

See Resume

Service Experience

List Previous City/County/State Board/Committee/Commission Service (Name of Entity, Positions Held, Years of Service). State "see resume" if attaching a resume with this information at the end of this application.

See Resume

List Organizational Service (Professional, Technical, Volunteer, Non-Profit, Service Clubs) (Name of Group, Positions Held, Years of Service). State "see resume" if attaching a resume with this information at the end of this application.

Delta Sigma Pi - Professional Business Fraternity, joined in 2014

Statement of Interest

Describe why you wish to serve on this board, committee, or commission, how you have engaged with the City previously (i.e., attending meetings and events, etc.), and why you believe you are qualified for the position. Please be specific.

I want this position because I have dreamed of working in Temecula City government since I moved back here in 2020. I moved to L.A. in 2013 after high school, to attend LMU for my undergraduate degree. Then I moved to San Diego in 2017 to begin law school at the University of San Diego. I did not really have any intention of moving back to Temecula, but when COVID struck in 2020 during my final semester of law school I decided it would be best to move home and stay with my parents to save money while I contemplated my future. I appreciated my experience in law school, but during my time there discovered that my passion was more for business, and pursuing a career as an attorney did not excite me as much as a career in business management and as an entrepreneur. Shortly after moving back to Temecula, I began working at Dan Henderson's gym at the front desk. At the time I just needed some form of income and I had always had an affinity towards sports business, so even an entry level role at the gym really excited me. Over the course of the next three years I befriended Dan, and worked my way up in his organization until I was running his gym and also his quarterly fight show, Hendo's Fight Night. When I had first started at the gym, the business's health was not in a very good place, as the COVID shutdowns significantly hurt Dan's business as it did many others. I saw this as my opportunity to prove myself and as a leader and take as much responsibility for improving the business success as he would grant me. I am satisfied with the progress that the gym and his fight show has made over the past few years and I am honored to have been a part of his team. During my tenure at the gym, and while I was working my way up and given more and more responsibilities, I received opportunities to work with the city of Temecula, local law enforcement, and local fire department. With the city I had to apply for Temporary Use Permits for our events; with law enforcement I needed to receive their approval on ABC permits, and with local Fire I had to introduce myself and build a relationship as they would send a fire marshal to our events to oversee the crowd. Each time I walked into City Hall to submit a permit or ask a question, I would spend sometime looking around and pondering if there was somehow a way I could gain experience with city government. It was an idea that I had always entertained, but began to take more seriously the longer I had spent in Temecula. As I mentioned earlier, I did not have intentions of planting roots in Temecula when I moved back here during COVID in 2020, especially after living here my entire life and doing K-12 here. But then all of sudden the roots started rooting! In August 2023 I began renting an apartment in Old Town (after living with my parents in Temeku Hills for the past 3 years). I had no idea how much my life was going to change and improve by living in Old Town, but wow I feel extremely grateful for the friends and connections I have made since moving here. When I saw the posting for Old Town Resident Advisor I immediately knew that was something that I could see myself doing. I believe I am an ideal candidate for this role, and I couldn't imagine a better way to get my foot in the door with the city and contribute my knowledge, experience, and perspective. I am excited for all of the learning opportunities that would come my way should I be selected for this position. I am very grateful for this opportunity. Thank you for your consideration.

Value Statement

References

List Three Professional and/or Personal References (Name, Position, Phone, Email):

Summer Helene (Professional), Producer, Contact info for her assistant: [REDACTED]
[REDACTED] Jonas Juozaitas (Personal & Professional), Project Manager, [REDACTED]
[REDACTED] Chasen Crowell (Personal), Account Manager at Unique Carpets, [REDACTED]
[REDACTED]

Self-Selection Options

Maximilian Lyons

Attachments

Acknowledgment

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☒ I Agree

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Profile

Cynthia

First Name

A

Middle Initial

Palmer

Last Name

Home Address

Suite or Apt

Temecula

City

CA

State

92592

Postal Code

Which district do you live in? Find your district here:

<https://temecula.maps.arcgis.com/apps/instant/lookup/index.html?appid=e9f3983bc7e649e49143b806f901029d> *

☒ District 1

Email Address

Home:

Primary Phone

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Which Boards would you like to apply for?

Old Town Local Advisory Committee: For Review

Education and Employment

List Educational Background (Degrees, Licenses, Certificates, etc.). State "see resume" if attaching a resume with this information at the end of this application.

High school Some college

List Employment History for Five Years (Employer Name and Address, Position Title, Primary Responsibilities). State "see resume" if attaching a resume with this information at the end of this application.

Was business owner with husband who passed February 2020. Retired.

Service Experience

List Previous City/County/State Board/Committee/Commission Service (Name of Entity, Positions Held, Years of Service). State "see resume" if attaching a resume with this information at the end of this application.

n/a

List Organizational Service (Professional, Technical, Volunteer, Non-Profit, Service Clubs) (Name of Group, Positions Held, Years of Service). State "see resume" if attaching a resume with this information at the end of this application.

HOA President 2 times (Rainbow Canyon HOA) Served on TVUSD Character Education Committee Hosted Temecula Valley Variety show w Jo Molton Mrs. Temecula - Served Temecula Chamber of Commerce with Alice Sullivan as President As HOA president assisted in development of Pat Beardsall Park along with Sean Nelson - City Manager and friend Sang - Women’s Choir - SWWC/performed at Temecula Theater Sang with Voices of the Valley in Old Town during the Christmas holidays Serve(d) many positions in local church

Statement of Interest

Describe why you wish to serve on this board, committee, or commission, how you have engaged with the City previously (i.e., attending meetings and events, etc.), and why you believe you are qualified for the position. Please be specific.

My husband and I purchased a home in Temecula in 1988. (When there was one signal.) We had a young family and our family has grown along with this wonderful city. I continue to live in that same home. I absolutely LOVE Temecula and believe I am among one of its biggest cheerleaders and valued supporters. It has always been my belief and ethic that citizens should give back to the communities to which they live. As such I have given back and served in many opportunities, both in my own neighborhood and throughout the city, such as: President of our "homeowner-run" HOA on two separate occasions; including public and executive meetings, creating the first Community Newsletter, being responsible for Budgets, Maturing CD's, Architectural Control Committee, supporting the CC&R's, BY-Laws and Articles of Incorporation, responding to emergencies and disgruntled homeowners in a positive, respectful way and producing productive results Serving our local TVUSD on the Character Education Committee Serving the Chamber of Commerce and its President Alice Sullivan representing and and serving Temecula as Mrs.Temecula at Ribbon Cuttings and City events Church service - working on community improvements projects throughout Temecula Temecula Valley Variety Show (developed and produced by Jo Molton) Recording live shows at Richie's Diner as Co-Host along with Sally Meyers Eagle Scout project supporter which involved countless improvements throughout Temecula Sang in Old Town with a group of other Temecula women in "Voices of the Valley" during Christmas/We also sang the Star Spangled Banner at the Storm Stadium Sang the last two seasons with the SWWC with shows at the Temecula Valley Theater as well as other locations throughout our city as well as the Star Spangled Banner at the Storm Stadium I also attended class at our MSJC Temecula Campus last January-June 2023 Our children have played in multiple school, city and travel ball sports clubs throughout Temecula and Southern California Our sports clubs have served at the Balloon and Wine Festival every year Our family has spent Thanksgiving serving food for those in need in Temecula My oldest son played piano for the City of Temecula public meetings and The Christmas Home Tours I have attended both the TVUSC public board meetings as well as those held by the City of Temecula I have never asked for, expected or received monetary compensation for any of these services to my beautiful city. I've actually paid for my involvement in some of them. I love Temecula and I adore Old Town. We often took our young children to The Swing Inn Cafe on Saturday mornings and still visit it as adults. I believe I've eaten at every eating establishment in Old Town including all of the recent Boutique Restaurants. I've enjoyed attending many Rod Runs. I've attended parades as Mrs. Temecula on the 4th of July and Christmas and as a Grandmother to the next generation! I often drive through Old Town even without a reason, just so I can enjoy its life, energy, youth, lights, music and history. I've invested a lifetime to this beautiful City and Old Town has, and always should be, the "Heartbeat" of this city. I believe my history, service and love of Temecula and my involvement on the Old Town Local Advisory Committee will ensure that it's life, beauty and history will remain as full and vibrant as it has always been.

Value Statement

References

List Three Professional and/or Personal References (Name, Position, Phone, Email):

Tracy Ham - Financial Planner - Church Leader - Close Friend - [REDACTED]
Kellie Wheeler Tuer - Sales Executive at Generations Escrow - Close Friend - [REDACTED] -
[REDACTED] Daniel Dobron - Developer - Close Friend - [REDACTED] - [REDACTED] -
[REDACTED]

Self-Selection Options

Attachments

Acknowledgment

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Profile

Behnaum

First Name

Shahrokh

Last Name

Middle Initial

Home Address

Suite or Apt

Temecula

City

CA

State

92591

Postal Code

Which district do you live in? Find your district here:

<https://temecula.maps.arcgis.com/apps/instant/lookup/index.html?appid=e9f3983bc7e649e49143b806f901029d> *

☒ District 1

Email Address

Home:

Primary Phone

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See resume. - Rutgers University Camden Master of Science, Biology - Drexel University, Nursing ACE Program Bachelor of Science, Nursing - Rutgers University Camden Bachelor of Arts, Biology Licenses and Certifications - Nursing License (RN, BSN) CA 95101850 - Introduction to Clinical Research and Compliance - NCI (Nonviolent Crisis Intervention) Certified Instructor - Hyperbaric Medicine: Principles and Practice - Basic Life Support (BLS) Computer/Data Proficiencies -Epic, electronic health record - Microsoft Excel

List Employment History for Five Years (Employer Name and Address, Position Title, Primary Responsibilities). State "see resume" if attaching a resume with this information at the end of this application.

See resume. Work Experience - Riverside University Health Systems 10/2016 – current Nurse Coordinator and Data Analyst, Charge Nurse, Psychiatric Emergency (ETS), NCI Instructor - Northbrook Behavioral Health Hospital 11/2014 – 10/2016 House Supervisor, NCI Instructor - Deborah Wound Care 03/2014 – 8/2014 Program Director (interim), Office Manager, Wound Care Nurse - HealthSouth Corporation 12/2012 – 10/2013 Registered Nurse, Wound/Ostomy Specialist - Property Management 06/1999 – 08/2012 Owner, Chief Executive Officer, Operations Manager

Service Experience

List Previous City/County/State Board/Committee/Commission Service (Name of Entity, Positions Held, Years of Service). State "see resume" if attaching a resume with this information at the end of this application.

See resume.

List Organizational Service (Professional, Technical, Volunteer, Non-Profit, Service Clubs) (Name of Group, Positions Held, Years of Service). State "see resume" if attaching a resume with this information at the end of this application.

See resume.

Statement of Interest

Describe why you wish to serve on this board, committee, or commission, how you have engaged with the City previously (i.e., attending meetings and events, etc.), and why you believe you are qualified for the position. Please be specific.

See resume. Cover page. I am simple, direct, honest, extremely efficient and cost effective. I like this city and have no plans to leave. We are business owners in town. We have a family, husband wife with 2 children. The continued growth and safety of this town is in my best interest for multiple reasons.

Value Statement

References

List Three Professional and/or Personal References (Name, Position, Phone, Email):

See resume. Kirsten O'Dell [REDACTED] Nurse Coordinator, Data Analyst, RUHS Incentive Payments Program [REDACTED] Jenaru Mion [REDACTED] Nurse Coordinator, Data Analyst, RUHS Incentive Payments Program [REDACTED] Consolacion Reyes [REDACTED] Nurse Coordinator, Data Analyst, RUHS Incentive Payments Program [REDACTED]

Self-Selection Options

Attachments

Acknowledgment

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☒ I Agree



City of Temecula - Boards, Committees and Commissions Appointment Application

* Denotes a required field

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Profile

First Name *

Lawrence (Larry)

Middle Initial Last Name *

L.

Slusser

Home Address *

[REDACTED]

Temecula, California 92592

City *

State *

Postal Code *

Temecula CA

CA

Which district do you live in? Find your district here:

[https://temecula.maps.arcgis.com/apps/instant/lookup/index.html?](https://temecula.maps.arcgis.com/apps/instant/lookup/index.html?appid=e9f3983bc7e649e49143b806f901029d)

[appid=e9f3983bc7e649e49143b806f901029d](https://temecula.maps.arcgis.com/apps/instant/lookup/index.html?appid=e9f3983bc7e649e49143b806f901029d)

[https://temecula.maps.arcgis.com/apps/instant/lookup/index.html?](https://temecula.maps.arcgis.com/apps/instant/lookup/index.html?appid=e9f3983bc7e649e49143b806f901029d)

[appid=e9f3983bc7e649e49143b806f901029d](https://temecula.maps.arcgis.com/apps/instant/lookup/index.html?appid=e9f3983bc7e649e49143b806f901029d) *

District 2

Email Address *

[REDACTED]

Primary Phone *

Home

[REDACTED]

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Which Boards would you like to apply for? *

 Please select a Board

Old Town Local Advisory
Committee ▼

MEMBER AT LARGE

Education and Employment

List Educational Background (Degrees, Licenses, Certificates, etc.). State "see resume" if attaching a resume with this information at the end of this application. *

Bach of Science in Construction Management 1974 Brigham Young University
Physician Assistant Certified. 1999

List Employment History for Five Years (Employer Name and Address, Position Title, Primary Responsibilities). State "see resume" if attaching a resume with this information at the end of this application. *

General Contractor

Physician Assistant in an Urgent Care setting

Service Experience

List Previous City/County/State Board/Committee/Commission Service (Name of Entity, Positions Held, Years of Service). State "see resume" if attaching a resume with this information at the end of this application. *

No prior history serving on Temecula City boards.

I am applying to be a member at large on the Old Town Advisory Board Committee

List Organizational Service (Professional, Technical, Volunteer, Non-Profit, Service Clubs) (Name of Group, Positions Held, Years of Service). State "see resume" if attaching a resume with this information at the end of this application. *

Volunteer leader in The Church of Jesus Christ of Latter-day Saints

Statement of Interest

Describe why you wish to serve on this board, committee, or commission, how you have engaged with the City previously (i.e., attending meetings and events, etc.), and why you believe you are qualified for the position. Please be specific. *

I am a concerned citizen of Temecula for 23+ years. I want to preserve the character and charm of the Old Town area.

References

List Three Professional and/or Personal References (Name, Position, Phone, Email): *

Chuck Washington-Riv. Supervisor [REDACTED]

Lanae Trejo-Temecula Planning Commissioner [REDACTED]

Acknowledgment

I understand that any or all information on this form may be verified. I consent to the release of this information pursuant to the California Public Records Act. *

☒ I Agree *

[Withdraw \(/boards/forms/482/apply/3762134?code=9aedc144-03db-4aa1-b4a6-a1729f9aaeac\)](#)

[View as PDF/Print \(/boards/forms/482/apply/3762134.pdf?code=9aedc144-03db-4aa1-b4a6-a1729f9aaeac&no_redaction=true\)](#)

[Save for later](#)

[Submit](#)



**Lawrence L. Slusser
Applying for Member at
Large of the Old Town
Advisory Committee**

Appointment Application

Important Information

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Profile

Skylar

First Name

M

Middle Initial

Tempel

Last Name

Home Address

Suite or Apt

Temecula

City

CA

State

92592

Postal Code

Which district do you live in? Find your district here:

<https://temecula.maps.arcgis.com/apps/instant/lookup/index.html?appid=e9f3983bc7e649e49143b806f901029d> *

☒ District 1

Email Address

Mobile:

Primary Phone

Note: The City of Temecula has multiple boards, committees and commissions. While more than one selection may be made below, applicants are encouraged to only select those that they truly wish to serve on and those that are actively recruiting for members. Thank you.

Which Boards would you like to apply for?

Old Town Local Advisory Committee: For Review

Education and Employment

List Educational Background (Degrees, Licenses, Certificates, etc.). State "see resume" if attaching a resume with this information at the end of this application.

Temecula Valley High School, Diploma, 2016 Western Governors University, BA Business Administration, 2020 Western Governors University, MBA, Expected 2024

List Employment History for Five Years (Employer Name and Address, Position Title, Primary Responsibilities). State "see resume" if attaching a resume with this information at the end of this application.

2023, 2024 - Trader Joes - Temecula, California - Crew - Provides an excellent customer experience with a smile, works hard in a fast paced work environment, and maintains a high standard of ethics, and community relations. 2022 - Vintage Mortgage Professionals - Temecula, California - Loan Partner - Worked directly with the Senior Loan Officer to process applications, receive documents, and update the Loan Origination System to assess client eligibility. Deep understanding and application of the pre-approval process and working directly with agents to have well qualified borrowers and strong offers. Additionally served as a community ambassador for the business. 2021 - JPMorgan Chase - Lexington, KY - Associate Banker Assisted new and existing clients with banking needs. Handled cash and checks as needed and provided wire transfer services and referrals to products within the company. 2020, 2019, 2018 - Self Employed - Temecula, CA - Political Consultant Was utilized by various campaigns and elected officials at the Federal, State, and Local level in connection to electoral politics and governance. Developed community relationships and partnerships in order to improve our community.

Service Experience

List Previous City/County/State Board/Committee/Commission Service (Name of Entity, Positions Held, Years of Service). State "see resume" if attaching a resume with this information at the end of this application.

None.

List Organizational Service (Professional, Technical, Volunteer, Non-Profit, Service Clubs) (Name of Group, Positions Held, Years of Service). State "see resume" if attaching a resume with this information at the end of this application.

Temecula Valley Chamber of Commerce, Valley Young Professionals

Statement of Interest

Describe why you wish to serve on this board, committee, or commission, how you have engaged with the City previously (i.e., attending meetings and events, etc.), and why you believe you are qualified for the position. Please be specific.

As a 25 year Temecula resident, engaged voter and citizen, I believe it is an obligation to serve the community that has made much of the success in my life possible. I attended my first public meeting at the age of 10 - a meeting of the public traffic safety commission - where My mom and I advocated for a crosswalk near Redhawk Elementary School. Since then, I have been routinely attending city meetings since high school, where I participated in the youth in government program and served as a youth council member. It would have been easy to simply go on with my life and let others advocate for our community - we are fortunate to have many in Temecula with a servant heart - but I have always felt that the best way to show your appreciation is with words and action. I have been able to lend my voice on issues in our community before, and I will continue to do so. The reconstitution of the Old Town Local Advisory Commission is a welcome and much needed addition to our advisory commissions. Growing up in Temecula, my family would ride our bikes to Old Town to get ice cream and walk around our beautiful downtown district. I cherish these memories, and I'm reminded of them every time I come to Old Town. I also now as an adult, enjoy our thriving entertainment and nightlife, along with delicious food and drink options. Many new memories have been made in our new Old Town Temecula. I believe it is possible to have both memories simultaneously, and to have an Old Town that is a place for everyone to live, work, and play. Temecula has always been defined by how we trailblaze forward into known and unknown challenges. I believe I am uniquely qualified to advise our city leaders by working with other community and business leaders in Old Town, and our community at large.

Value Statement

References

List Three Professional and/or Personal References (Name, Position, Phone, Email):

Megan Brown - Personal Friend - [REDACTED] Michael Stephens - Captain
of Trader Joe's Temecula - [REDACTED] Kathy Sizemore - Community Services Commissioner - [REDACTED] -
[REDACTED]

Self-Selection Options

Attachments

Acknowledgment

I understand that any or all information on this form may be verified. I consent to the release of this information pursuant to the California Public Records Act.

☒ I Agree

Skylar M Tempel

Appointment Application

Important Information

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Profile

Sabina

First Name

A

Middle Initial

Uriarte

Last Name

[REDACTED]

Home Address

[REDACTED]

Suite or Apt

Temecula

City

CA

State

92590

Postal Code

Which district do you live in? Find your district here:

[https://temecula.maps.arcgis.com/apps/instant/lookup/index.html?](https://temecula.maps.arcgis.com/apps/instant/lookup/index.html?appid=e9f3983bc7e649e49143b806f901029d)

appid=e9f3983bc7e649e49143b806f901029d *

☒ District 1

[REDACTED]

Email Address

Home:

Primary Phone

Note: The City of Temecula has multiple boards, committees and commissions. While more than one selection may be made below, applicants are encouraged to only select those that they truly wish to serve on and those that are actively recruiting for members. Thank you.

Which Boards would you like to apply for?

Old Town Local Advisory Committee: For Review

Education and Employment

List Educational Background (Degrees, Licenses, Certificates, etc.). State "see resume" if attaching a resume with this information at the end of this application.

High School Diploma, Murrieta Valley High School 2016

List Employment History for Five Years (Employer Name and Address, Position Title, Primary Responsibilities). State "see resume" if attaching a resume with this information at the end of this application.

Sales Associate, Bassett Salon Solutions Murrieta, CA September 2021-Present Hostess, Public House Temecula, CA January 2023-December 2023 Sales Associate, Sally Beauty Murrieta, CA November 2019-September 2021 Sales Associate, Cycle Gear Murrieta, CA January 2019-November 2019 Cashier, AM/PM Menifee, CA March 2018-January 2019

Service Experience

List Previous City/County/State Board/Committee/Commission Service (Name of Entity, Positions Held, Years of Service). State "see resume" if attaching a resume with this information at the end of this application.

N/A

List Organizational Service (Professional, Technical, Volunteer, Non-Profit, Service Clubs) (Name of Group, Positions Held, Years of Service). State "see resume" if attaching a resume with this information at the end of this application.

The Big Mutt Network, Volunteer Interstate transportation and fostering March 2020-Present Paws to Share Therapy animal handler November 2022-Present

Statement of Interest

Describe why you wish to serve on this board, committee, or commission, how you have engaged with the City previously (i.e., attending meetings and events, etc.), and why you believe you are qualified for the position. Please be specific.

I am a resident of Old Town Temecula and believe that a resident of our specific area should serve on this board instead of a Temecula resident at large. I live in this area every day which provides me with the first hand experience necessary to help this community and this board. I was also an employee in Old Town Temecula and have valuable insight into working here as well. I have frequently attended city council meetings and talked to the council about my concerns for Old Town. I care deeply for my community, and love where I live. It would be an invaluable experience to contribute to the betterment of my community and improve my neighbor's every day lives.

Value Statement

References

List Three Professional and/or Personal References (Name, Position, Phone, Email):

Brandelyn Meeker [REDACTED], [REDACTED] Mackenzie Kruger [REDACTED],
[REDACTED] Alejandra Vergara [REDACTED], [REDACTED]

Self-Selection Options

Attachments

Acknowledgment

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☒ I Agree

Appointment Application

Important Information

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Profile

Dave

First Name

B

Middle Initial

Wilson

Last Name

Home Address

Suite or Apt

Temecula

City

CA

State

92592

Postal Code

Which district do you live in? Find your district here:

<https://temecula.maps.arcgis.com/apps/instant/lookup/index.html?appid=e9f3983bc7e649e49143b806f901029d> *

☒ District 2

Email Address

Mobile:

Primary Phone

Note: The City of Temecula has multiple boards, committees and commissions. While more than one selection may be made below, applicants are encouraged to only select those that they truly wish to serve on and those that are actively recruiting for members. Thank you.

Which Boards would you like to apply for?

Old Town Local Advisory Committee: For Review

Education and Employment

List Educational Background (Degrees, Licenses, Certificates, etc.). State "see resume" if attaching a resume with this information at the end of this application.

Bachelor of Arts Degree 1984 Hotel and Restaurant Administration Washington State University

List Employment History for Five Years (Employer Name and Address, Position Title, Primary Responsibilities). State "see resume" if attaching a resume with this information at the end of this application.

Founder and owner Destination Temecula Wine Tours and Experience 28475 Old Town Front Street Suite F Temecula 92590 Old Town Temecula based Destination Management Company established in 1993.

Dave B Wilson

Service Experience

List Previous City/County/State Board/Committee/Commission Service (Name of Entity, Positions Held, Years of Service). State "see resume" if attaching a resume with this information at the end of this application.

Temecula Active Transportation Community Panel 2023-2024

List Organizational Service (Professional, Technical, Volunteer, Non-Profit, Service Clubs) (Name of Group, Positions Held, Years of Service). State "see resume" if attaching a resume with this information at the end of this application.

Founding member - Temecula CRC Foundation - board member 1991 to dissolution in 1999. Event Chair- CRC Foundation Taste of the Valley 1991-1997 1996 founding member Vail Ranch Restoration Association 1997-2000 Board member Vail Ranch Restoration Association 1996 -1999 Board member Old Town Temecula Mainstreet Association 1999-2024 Board member Old Town Temecula Association 2016- 2024 co-chair and event coordinator OTTA Holdiay Taste of Old Town 2019-2024 founder and co-chair OTTA Summer Sunset Taste of Old Town 2021-2024 Board member Temecula Valley Historical Society 2023-2024 President Temecula Valley Historical Society.

Statement of Interest

Describe why you wish to serve on this board, committee, or commission, how you have engaged with the City previously (i.e., attending meetings and events, etc.), and why you believe you are qualified for the position. Please be specific.

Temecula resident since 1991. Temecula home owner since 2004. Moving to Temecula in 1991, I was instantly enamored by the rugged beauty of the area and, with Tony Tobin as one of my first mentors, the amazing, little-known impact, historically, of this valley in the development of Southern California over the last two centuries. At the time Old Town Temecula was basically a pedestrian unfriendly, blighted area with potholed streets, cracked, piecemeal sidewalks, and an Old Town business sector dominated by hobbyist antique dealers with no rhyme or reason to operational hours and no interest in ensuring Old Town prospered. I felt the immense area potential even back then. That is why I immersed myself in the Mainstreet Association as a board member when it was formed. As a Temecula homeowner and long-time Old Town Temecula business leader, I am exceedingly sensitive and keenly aware of decision-making impacts upon the local populace. My interest is, and always has been, to ensure a balanced perspective addressing public sector requirements and business community needs, while protecting, maintaining and celebrating the integrity of the historic area as an attractive, easily-navigated, visitor-friendly district that is a desired destination for local residents and tourists alike, during the day and at night. I am the quintessential independent thinker. I have been intimately involved in the community from a professional and volunteer basis since 1991. I am known for having no interest in, attachments with, or allegiance to local social and business cliques potentially impacting my decision-making. The vast majority of my company's revenues are generated regionally, nationally and internationally, bringing guests to Temecula, with little of it generated within Temecula. This ensures I am fiercely protective of the attributes of the area that attract and intrigue visitors and locals alike, while ensuring I am not beholden to any local individuals or entities for my sources of income. This negates conflict of interest concerns, ensuring unfettered decision-making based upon facts, logic, common sense, and a desire to ensure decision making is always focused on the community's greater good.

Value Statement

References

List Three Professional and/or Personal References (Name, Position, Phone, Email):

Chris Baily, Owner Baily Restaurant [REDACTED] [REDACTED] Jeff Waddington Owner, Big Giant Media [REDACTED] [REDACTED] Jan Schenieder Owner, Temecula Lavender Company and Corbeaux [REDACTED]

Self-Selection Options

Attachments

Acknowledgment

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☒ I Agree

Appointment Application

Important Information

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Profile

Mark

First Name

J

Middle Initial

Winkler

Last Name

Home Address

Suite or Apt

Temecula

City

CA

State

92592

Postal Code

Which district do you live in? Find your district here:

<https://temecula.maps.arcgis.com/apps/instant/lookup/index.html?appid=e9f3983bc7e649e49143b806f901029d> *

☒ District 3

Email Address

Mobile:

Primary Phone

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Which Boards would you like to apply for?

Old Town Local Advisory Committee: For Review

Education and Employment

List Educational Background (Degrees, Licenses, Certificates, etc.). State "see resume" if attaching a resume with this information at the end of this application.

See Resume-Sent on a separate email to Randi Johl to attach to the application.

List Employment History for Five Years (Employer Name and Address, Position Title, Primary Responsibilities). State "see resume" if attaching a resume with this information at the end of this application.

See Resume-Sent on a separate email to Randi Johl to attach to the application.

Service Experience

List Previous City/County/State Board/Committee/Commission Service (Name of Entity, Positions Held, Years of Service). State "see resume" if attaching a resume with this information at the end of this application.

See Resume-Sent on a separate email to Randi Johl to attach to the application. Isla Vista Community Council, 1978-1980, Youngest member in the history of the council. (Not noted on the resume).

List Organizational Service (Professional, Technical, Volunteer, Non-Profit, Service Clubs) (Name of Group, Positions Held, Years of Service). State "see resume" if attaching a resume with this information at the end of this application.

See Resume-Sent on a separate email to Randi Johl to attach to the application. I have served on many different city, charitable and business/community boards, with just a few noted on my resume. I have been involved with SCORE (small business development) and a number of City Chambers of Commerce. I have met with a multitude of political elected officials due to my position at Gannett as President, with oversight of all Opinion sections of the media outlet. Candidates were interviewed and asked an array of questions so that the company could advise the public on their views. I had the privilege of meeting with various United States Presidents and other elected and appointed state leaders in California discussing relevant issues and concerns for their constituents in my role at Gannett and as a one of the Directors for the Desert Town Hall.

Statement of Interest

Describe why you wish to serve on this board, committee, or commission, how you have engaged with the City previously (i.e., attending meetings and events, etc.), and why you believe you are qualified for the position. Please be specific.

I have been retired for the last five years (and have the time to serve), after reaching the position of President at Gannett, one of the largest media companies in North America. My education was focused on Public Administration. I have had the responsibility of running all aspects of a billion-dollar business, including operations, sales, marketing, and logistics. I have spent a great deal of my life giving back to the communities that I have had the privilege of serving. I believe it's an important aspect in not only understanding your constituents and consumers, but the right thing to do in a position of leadership within a community. My parents set the example for me and I believe it's important for me to do the same for my children. I have worked with a multitude of city officials, politicians, and civic leaders on a vast array of issues during my career, giving me great insight and experience in city/county/state/federal, civic, business, and economic matters. I have worked directly with the city of Temecula as an owner/builder of our home and have met with city officials regarding street maintenance and e-bike matters. My family (wife Aleesha and five children) and I have lived in Temecula for the last ten years, owning three different homes. It would be a honor to help the Old Town businesses of Temecula thrive and prosper, while ensuring a beneficial experience for the city residents of Temecula and our visitors. I believe that my background, knowledge and will to get things done would be of value to the committee and the city.

Value Statement

References

List Three Professional and/or Personal References (Name, Position, Phone, Email):

Barb Chodos, Greater Coachella Valley Chamber Commerce Director, [REDACTED]
[REDACTED] Shirley Lipstone, Business Owner and Philanthropist, [REDACTED]
Mark Marshall, Marshall Construction/Temecula/GC Owner, [REDACTED]

Self-Selection Options

Attachments

Acknowledgment

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☒ I Agree

MARK J. WINKLER

Temecula, CA 92592

SENIOR MEDIA SALES & MARKETING EXECUTIVE

STRATEGIST • INSPIRATIONAL LEADER • REVENUE DRIVER • EXECUTION FOCUSED • RESULTS ORIENTATION • BROADCAST, CABLE, DIGITAL AND PRINT TRAILBLAZER WITH NATIONAL, REGIONAL, LOCAL EXPERIENCE

Strategic thinking and visionary leader with proven ability to expeditiously architect successful venture strategies, execute calculated enterprise designs, accelerate profit, and create a progressive, cohesive, and best of class high-performance business culture. Recognized for driving over \$1 billion in annual media revenue and managing organizations over 7,500 employees nationwide. Demonstrated talent leading organizational design, sales and marketing tactics, creation of content plans to maximize target audiences, consumer research and competitive analysis, product development and deployment, human capital supervision, revenue forecasting, and financial administration to facilitate YOY revenue and cash flow growth. Proven track record of driving substantial revenue growth, maximizing capital, and establishing efficient operational process. Extensive experience with sales channels for tangible and intangible products, as well as digital emerging technologies focused on both B2B and B2C markets. Familiarity with and comprehension of multiple vertical industries and sales channels, while working with diverse audiences. Skilled talent management and development success, building organizational consensus and fostering a passion for excellence, igniting a resolute will in others to excel. Energized by opportunities to help individuals and teams through a unique and profound mentoring skill-set and leading by example. Renowned as an effective change agent, with the ability to overcome all barriers and obstacles to successful and enhanced outcomes.

CORE COMPETENCIES

Leadership & Mentoring
Product Development & Deployment
Operational Excellence
Strategic Business Planning & Execution
Integrity & High Ethical Standards

Driving Record Sales Efforts
Customer Acquisition & Retention
Financial & Business Acumen
Human Capital Enhancement
Analytic & Metric Optimization

PROFESSIONAL EXPERIENCE

GANNETT, Palm Springs, CA and Ventura, CA
2010-2018

President of The Desert Sun and Ventura County Star/West Group VP

Recruited to lead and reinvigorate publishing, digital, and mobile content platforms and revenue streams for Palm Springs. Formulate and drive tactical plans. Foster cultural change and execute training programs to improve financial and operational performance, while improving the workplace environment. Collaboration at the strategic and tactical level to execute initiatives geared towards improving market viability, relevance, competitiveness, and share. Enhance viability and value of content to consumers and advertiser audiences through multiple media platforms. Drive all marketing efforts. Serve as a community leader. Responsible for multiple markets.

- Within three months of commencing as President and Publisher for The Desert Sun, reversed a four-year double-digit decline in local revenue, establishing positive revenue and cash flow growth. Palm Springs consistently recognized as a top performing USCP market and an innovation hub.
- With four months of commencing as President of Ventura, reversed a five-year double-digit decline in local revenue, with all AE's exceeding budget and establishing positive revenue trends.
- Creation of and execution on market specific operational plans to accelerate YOY systemic improvements.
- Successful launch of Digital Marketing Sales product suite, capturing valuation of business intelligence and web analytics. Development of training programs to support product roll-out.
- Enhanced performance of all sales continuums each year, improving market share. Enforced through KPI's.
- Development and deployment of "iTVcubed", a cutting-edge digital technology to enhance revenue and margin.
- Grown unique page views every year. Explosive growth in social marketing and video efforts.
- Deployment of full access subscription model to consumer base, through a revitalized multi-media platform.
- Creation and launch of a mobile app Digitalnatives.net targeting high school students and Mycoachella.com directed at connecting consumers to entertainment venues.
- Design and launch of The Desert Sun's first B2B website and recruiting microsite.

MEDIANEWS GROUP, Denver, CO

2008 – 2010

Executive Vice President, Chief Sales Officer & Chief Marketing Officer

Hired as an entrepreneurial leader to motivate, revitalize, and revolutionize a multi-media company of over 7,500 employees, generating over \$1 billion in annual revenue. Cultivate, forge, and execute multiple strategic initiatives designed to integrate and grow a diverse media platform of print, digital media, broadcast, mobile, and e-mail marketing solutions directed to a varied range of businesses and consumers. Directional oversight of business analytics and technology design, development, and deployment to improve efficiencies, expand revenues, monetize content, and generate new avenues for rapid cash flow growth. Creation and execution of a strategic “Plan to Win” to transform, revive, and invigorate the traditional sales business model at a national, regional, and local level. Within one year of commencing position, lifted company to first place in overall revenue growth, when measured against peer performance. Simultaneously, reduced expense and improved margin.

- Developed and deployed successful strategies and supporting training programs to empower and enrich the sales force in selling integrated solutions and services to advertisers, through a variety of channels and marketplaces. Significant improvement expanding sales contacts and contracts, increasing closing ratios, and reducing churn reduction through a consultive selling process program that tracked and measured key performance metrics. Creation and launch of World Class Sales training program.

- Executed targeted online and mobile advertising products and strategies in varied verticals, driving millions of dollars of incremental revenue within months of implementation.
- Championed cultural change to integrate content, circulation, operations, and sales, increasing efficiencies and productivity by 17% across multiple functional areas.
- Targeted multiple new revenue streams and successfully grew market share through research orientation, business analytics, and competitive initiatives. \$15 million first year net impact.
- Creation of ROI models (Wizards), assisting in appropriate business decisions and increasing profitability.
- Conception of “Individuated Media”, a disruptive technology integrating print, digital, and mobile platforms.
- Pioneered ishare.medianewsgroup.com as a catalyst for productive operational and sales process change for the organization. Recognized by Microsoft as a best practice for execution and use of the SharePoint platform.
- Redesign of medianewsgroup.com to increase unique visitors and drive advertiser and consumer call to action.
- Successful negotiation and oversight of various sales and vendor contracts, impacting millions in profitability.
- Recognized at an international level by INMA as a best practice for integrating traditional and new media.

MARK J. WINKLER CONSULTING, Denver, CO.

2007

President

In each consulting role, I was offered the position as a full-time employee of the respective company.

COO, Capital Securities Real Estate, LLC/Global Real Estate Investments Fund

Developed the business and marketing plan, pro forma, and raised capital for a start-up Broker/Dealer and a proposed \$5 billion global investment fund. Established the human capital needs of the organization. Created a unique and profitable investment opportunity for individuals to participate and profit in the securitization of real estate through a global REIT mutual fund. Successfully launched a multi-faceted business venue with the potential of significant and swift financial returns to investors/partners.

- Secured the necessary \$2 million projected start-up costs within two weeks of first venture capital call. Created prospectus to gain approval by SEC/FINRA in an expeditious fashion.

Interim CMO & CSO, Liquidus

Facilitated the expansion, development, and effectiveness of Video on Demand (VOD), internet and other cutting-edge advertising platforms, such as iTV/WEB, through creation and implementation of software, operational, and sales solutions. Utilized the digital platform to provide a single source provider for advertising outlets, while creating a multi-level platform for sales enhancement. Positioned Liquidus as a leader in the new technology advertising space, while enhancing company valuation. Deployed in 10 million households and 30 markets nationally.

- Secured contracts with top MSO's to build an unparalleled and ubiquitous advertising digital platform. Transformed a start-up business into a multi-faceted sales and operational cash flow positive organization in four months by redirecting priorities, establishing pricing models, forging sales process, targeting appropriate verticals and market segments, and enhancing operational structure and protocols.

Executive Vice President Sales and Marketing, Welton Street Investments

Worked with CEO and COO to evaluate and establish an aggressive sales strategy and marketing tactics for the securitization of real estate as a personal investment opportunity. Executed a plan and vision while working with all facets of the organization in order to position the company for hyper-growth and sale.

- Generated over \$26 million of raised capital in first three months, while projecting 2007 revenues to exceed over \$120 million versus \$40 million of raised capital in 2006 by revising mission statement, establishing sales process and marketing plans, and training and revitalizing sales staff.

COMCAST COMMUNICATIONS, Denver, CO and Washington D.C.

2000 - 2006

Vice President / General Manager for Interactive and New Sales Technologies (2004 - 2006)

Division Vice President / General Manager (2000 - 2006)

Vice President / General Manager for Interactive and New Sales Technologies (2004 - 2006)

In addition to performing responsibilities as a Divisional VP/GM, also functioned as the conduit between corporate and six divisions to develop, market, launch, sell, and analyze results for all innovative interactive and online products, including Comcast.net (National), Vehix.com, Comcast iTV/WEB merged solutions, Video On Demand, Dynamic Publishing (Shop 887), and all related online portals and micro websites (multiple markets and vertical industries).

- Directed development and deployment of new products through in-depth understanding of new technologies. Led cross-functional teams across the country, creating cutting-edge, industry-leading VOD products, E-Commerce sites, and multi-platform sales integration under Comcast Searchlight brand. Designed standardized products that meet the needs of all markets while deploying programs to 3,000 employees for use in sales. Created an inclusive approach to address market idiosyncrasies, yet established a ubiquitous customer experience across 39 states. Generated multi-million dollar and significant new revenue streams for Comcast.
- Strengthened employee communications, training opportunities, selling efforts, and forged a stable of products and robust platforms by establishing a fully functionally and dynamic Intranet.
- Established training programs for internal employees and marketing plans for consumer and advertiser launch.
- Recognized for efforts in advanced sales technology achievement, receiving the cable industry's highest award three consecutive years (2005-2007) -an industry first. Honored for the Comcast Spotlight Intranet, Searchlight VOD, and Coloradohomesondemand.com iTV/Web merge solution prototype.

Division Vice President / General Manager (2000 - 2006)

Mid Atlantic / Southwest Divisions

Drove a significant cultural shift, revitalized sales, spearheaded local, regional, and national sales, consolidated traffic and billing practices, and launched new products and business platforms (Interconnects) during tenure with the Mid Atlantic and Southwest Divisions. Responsible for all sales and marketing strategies. Joined a newly established Southwest Division in mid-2002 following the AT&T acquisition. Merged two divisions, architecting an integration strategy, and leading a revitalization of AT&T business units. Responsible for budgets up to \$200 million, staff of 11 direct reports, and direct management of 425 employees.

- Deployed centralized sales, marketing, financial, operations, interactive, and research strategies, which grew revenue \$56.5 million (24%) in first year, \$65 million (15%) in the second year, and \$75 million (15%) in the third year while attaining a 16% CAGR on cash flow. In the Southwest Division, grew revenue 52% over four years to \$202 million from \$133 million to achieve double-digit revenue and cash flow growth, while fueling margin enhancement each year to a high of 68%.
- Consistently ranked 1st or 2nd for revenue growth and cash flow per subscriber each year by tactically addressing traditional business and proactively addressing and deploying plans for existing and emergent revenue streams.
- Successful negotiations with various cable operators across the country for the creation of Interconnects to provide a single sales and operational platform within markets for spot delivery and maximization of revenue potential. Operational oversight of the various Interconnects included double digit revenue growth each year.
- Increased annual run rates to 99.9% efficiency by instituting streamlined policies and procedures.
- Led flourishing teams that outperformed in all markets compared to broadcast counterparts and realized market share gains each year.

- Negotiated contracts valued at \$50,000 to \$20 million on behalf of Comcast and partner sales and marketing organizations for sales and operational acquisition and representation, vendor services, and nationwide client purchase agreements that maximized company profits and future positioning.
- Communication skills, motivational style, and integrity assisted in driving the highest employee satisfaction level for any business unit throughout a company comprised of 70,000 employees.
- Catalyst in enhancing careers of direct reports and other associates, to senior levels throughout the organization and within the industry, by leveraging strong mentoring skills.

MEDIAONE, Los Angeles, CA
1997 - 2000

Vice President of Advertising Sales, Western Region (1999 - 2000)
Director of Sales / Media, Western Region (1997 - 1998)

As Director, joined a company that experienced five years of deteriorating sales. Promoted to VP position within 18 months to oversee all business efforts, including leading the revitalization of sales and marketing for a greater scope of properties. Invigorated organization by establishing a vision, removing sales barriers, integrating sales practices, and established “rules of engagement” for accountability. Participated in sales presentations to further develop sales talent, and worked closely with managers to facilitate growth. Created synergy between departments and other business units. Budgets \$5 million to \$45 million, staff of eight direct reports, and management of 200 employees.

- Developed and instituted sales, operational, and business strategies geared towards growth and reducing customer churn; Attained 56% CAGR on EBITDA, during tenure; slashed customer churn by 50%. Ranked 1st in revenue and EBITDA generation, outperforming all other MediaOne divisions each year.
- Catapulted revenue from \$22 million to over \$50 million in 18 months, significantly exceeding sales targets; Drove sales from \$4.8 million to \$10 million in 18 months as Director of Sales by redesigning and rebuilding sales and operational business systems.
- Launched “Building for Tomorrow” program that generated an incremental \$3 million in revenue, through vertical campaigns involving local spot sales and micro website development.
- Mentored several non-performing colleagues to evolve into top performers within a year.

ADDITIONAL EMPLOYMENT HISTORY (Broadcast & Media Planning and Buying)

General Sales Manager/Equity Owner KUPN, 1997-1996; Local Sales Manager KTVD, 1996-1994; National Sales Manager KWGN, 1994-1989; Manager TeleRep Los Angeles 1989-1987 Account Executive Petry, Los Angeles, 1987-1985; Media Buyer/Planner Rubin Postaer (formally Needham, Harper, Steers), Los Angeles, 1985-1983

EDUCATION

Bachelor of Arts, Political Science – Cum Laude Graduate, University of California, Santa Barbara, CA
(Emphasis: Public and Business Administration)

PROFESSIONAL AFFILIATIONS, RECOGNITION, AND AWARDS

Board of Directors for Coachella Valley Economic Partnership and Desert Town Hall
(ABA) Advisory Board Architects Consulting Services
Past Board of Directors for Mango, Blue Onion, and United Way
Big Brothers of America

Top 5% of performing Gannett sites, 2011-2018
General Excellence (top award), CNPA (California Newspaper Publishers Association), 2013, 2015, 2016-2018
1st place for the Best Idea to Grow Advertising Sales or Retain Advertising Clients (one of only three US based media companies to win), INMA (International News Media Association), 2014
Leadership and Diversity Award – two-time recipient, Gannett 2011, 2012
Innovator/Innovation of the Year, Gannett 2012
CAB (Cable Advertising Bureau), first three-time winner for sales and innovation, 2004-2006

Circle of Success Team Achievement Award (innovation award) – two-time recipient, Comcast Communications,
2003, 2005

Pinnacle Award (outstanding performing business unit) – four-time recipient, Comcast Communications,
2001, 2002, 2004, 2006

Outstanding Leadership Award (top individual award), MediaOne, 1999

Broadband Award of Excellence (top performing unit award), MediaOne, 1998

Employee of the Year, Tribune Company, 1994

REFERENCES AVAILABLE UPON REQUEST