# NEIGHBORHOOD ADVISORY COMMITTEE
## 3 year term

- Members shall be residents of the City or the City's extra-territorial zoning jurisdiction, and shall reflect the socio-economic diversity of Asheville

**Neighborhood Advisory Committee** - (3 year term)

Philip Lenowitz - **28804 rep** -**NOT** eligible for reappointment
Term expired 07-01-20
Has served 2 terms

Vacancy -VACANT
Diane Dankert - at large
Term to expire 07-01-23

| CURRENT MEMBERS | TERM EXPIRES | APPOINTED | TERMS | RESIDENT | RACE | HOMEOWNER/RENTER | SEX | AREA | OCCUPATION |
|---|---|---|---|---|---|---|---|---|---|
| **Philip Lenowitz**<br>(representing 28804 zip code)<br>paladin@ncchangeagent.com | 07-01-20 | 06-13-17<br>06-09-15 | 2 | City | W | H | M | North | Retired |
| **Sharon Sumrall**<br>(representing 28805 zip code)<br>ornamentalgardens@gmail.com | 07-01-23 | 12-08-20 | 1 | City | W | H | F | East | Landscape Contractor/Garden Designer<br>Self |
| **Greta Bush**<br>(representing at-large)<br>greta.bush@gmail.com | 07-01-22 | 06-11-19 | 1 | City | | H | F | East | Marketing Manager<br>Syracuse Univ.<br>(remote) |
| **Bobbette Mays**<br>(representing at-large)<br>bobbettemays@charter.net | 07-01-22 | 06-11-19 | 1 | City | B | H | F | South | Retired |
| **Spencer E. Hardaway**<br>(representing 28803 or 28704 zip code)<br>seh1219@aol.com | 07-01-21 | 06-19-18 | 2 | City | AA | H | M | South | Pastor |
| **Mike Wasmer**<br>(representing at-large)<br>wasmer.silver@gmail.com | 07-01-21 | 06-19-18 | 1<br>unexp. | City | W | H | M | Central | Self Employed |
| **Joseph Fioccola**<br>(representing 28801 zip code)<br>byronb@buncombe.main.nc.us | 07-01-21 | 06-19-18 | 2 | City | W | H | M | Central | Retired |
| **Anna Sexton**<br>(rep. 28806 or 28728 zip code)<br>sexton.aes@gmail.com | 07-01-22 | 06-11-19 | 1<br>unexp. | City | W | | F | West | Planner<br>J.M Teague Eng. & Planning |

City Council Liaison - Vijay Kapoor

| CURRENT MEMBERS | TERM EXPIRES | APPOINTED | TERMS | RESIDENT | RACE | HOMEOWNER/RENTER | SEX | AREA | OCCUPATION |
|---|---|---|---|---|---|---|---|---|---|
| **Diane Dankert (resigned 12/2020)**<br>(representing at-large)<br>diane.dankert@gmail.com | 07-01-23 | 10-27-20 | 1 | City | W | H | F | South | Retired<br>BB&T |

**Chair- Barber Melton -filled terms-waiting for new chair to be chosen**
**Staff Liaison: Brenda Mills**
**Council Liaison: Kim Roney**

City Council Liaison - Vijay Kapoor

NEIGHBORHOOD ADVISORY COMMITTEE

| Name | Male | Female | Black | White | Other | North | East | South | West | Central | City | County | Homeowner/ Renter |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Bush | | X | | | | | X | | | | X | | H |
| Mayes | | X | X | | | | | X | | | X | | H |
| Hardaway | X | | X | | | | | X | | | X | | H |
| Wasmer | X | | | X | | | | | | X | X | | H |
| Ficcola | X | | | X | | | | | | X | X | | H |
| Sexton | | X | | X | | | | | X | | X | | ? |
| Sumrall | | X | | X | | | X | | | | X | | H |
| VACANT | | | | | | | | | | | | | |
| VACANT | | | | | | | | | | | | | |

Neighborhood Advisory Committee - Resource List

| APPLICANT LName | APPLICANT FName | EMAIL | DATE SUBMITTED APPLICATION | RESIDENT | HOME OWNER/RENTER | RACE | SEX | AREA | OCCUPATION | INTEREST IN OTHER BOARDS |
|---|---|---|---|---|---|---|---|---|---|---|
| **Damita Jo** | **Wilder** | redeemeddjw@yahoo.com | 09-01-20 | City | R | B | F | South | Retired | Apptd CPAC/Inter AHAC |
| **Bonnie** | **Snyder Hamrick** | bonnie@highcotton.com | 09-25-20 | City | H | W | F | Central | Owner/CEO<br>High Cotton, Inc. | |
| **Peter** | **Abzug** | peter.abzug@gmail.coom | 11-08-20 | City | H | W | F | East | Owner/Principal<br>Photographer<br>Inside Exposure<br>Photography | |
| **Wendy** | **Haner** | wendyhander@icloud.com | 12-14-20 | City | H | W | F | North | Retired | |
| **Sandra K.** | **Smith** | sks9145@aol.com | 12-23-20 | City | H | W | F | North | Consultant<br>Business Owner | |

City of Asheville

# BOARDS & COMMISSIONS

**Application Form**

**Applicants are strongly urged to attend several meetings of a board prior to applying**

Name of board or commission: Neighborhood Advisory and Citizen Advisory Committee

Your name: Damita Jo Wilder Home Phone #: 336-926-2609

Street address: 10 Belvedere Road City: Asheville Zip Code: 28803

Mailing address (if different): PO Box 314, Asheville NC 28802

Employer: Retired

Your position: N/A Office Phone #: _____

Resident of City Asheville County Buncombe Race African * Sex M___F_✔_* Age 66 *

Are you a Homeowner or a Renter? * Renter

Residence location (check one): Central ____ North _____ South _✔__ East _____ West _____

Are you aware of any potential conflicts of interest that may arise during your service on this board (i.e., property interest, business interest, etc.)? If so, please explain: N/A

_____. Potential conflicts of interest do not preclude appointments.

Please indicate the area(s) of expertise that you can bring to the above board(s), and then in detail list education, experience, reasons for your interest, and other factors that support your interest in serving **Applicants are encouraged to provide a cover letter and/or a brief resume. Please use additional sheets if necessary.**

Please refer to the information submitted with the Affordable Housing Application, with the following addition.
I have worked with the Police Department and various Communities to assist in building relationships between to two. Resume will also be submitted

See attached

eSigned via SeamlessDocs.com
Damita Jo Wilder
Key: df7872149f9e98f432ea1f402f0fc5878

Return to:

Sarah Terwilliger, Deputy City Clerk
Post Office Box 7148
Asheville, N.C. 28802-7148

E-Mail: sterwilliger@ashevillenc.gov
Telephone: 259-5839
Fax #: 259-5499

Signature: _____

Date: September 1, 2020

E-Mail: RedeemedDJW@Yahoo.com

Fax #: _____

* This information is requested for the sole purpose of assuring that a cross section of the community is appointed.

# Damita Jo Wilder

PO Box 314
Asheville NC, 28801
336-926-2609
Email: RedeemedDJW@Yahoo.com

**Organized, detail-oriented and resourceful in completing projects within time and budget constraints. Strong individual with a superb work ethic as well as effective in multi-tasking. Confident personality with ability to interact well with others at all levels. Engaged and connected to my community with expansive social and professional connections.**

## Experience

**August 1996-May 2019**
**African Methodist Episcopal Zion Church-Blue Ridge Conference,Pastor**
Provides weekly bible studies, prayer meetings and Sunday worship alongside study guides per request by members. Appoints and trains officers for the daily operations of the church.

**June 2011-October 2012**
**Counselor-, Liberty Corners Enterprise; 147 Coxe Ave. Asheville, NC 28801**
Assists clients with various levels of disabilities on their job sites as well as with everyday personal and family needs.

**October 2001-October 2009**
**Site Coordinator, Jackson County Public Schools, 506 Hospital Rd. Sylva, NC 28779**
Developes parent as well as volunteer and community partnerships. Demonstrated compliance administrator and hiring coordinator. Plans and implements parent, quarterly and annual reports for future funding purposes.

## Education

**January 2019**
**Master of Divinity, Hood Theological Seminary**
Currently enrolled in the Master of Divinity program which encopasses a volunteer Chaplaincy with the Buncombe County Sheriff Department

**January 2009**

CERTIFICATION PROGRAM, NORTH CAROLINA DEPARTMENT OF PUBLIC INSTRUCTION

**Certified site coordinator for the 21st Century Learning Center Program**

## ACTIVITIES AND SPECIAL SKILLS

- Board Member-Asheville Buncombe Community Christian Ministry Medical Board
- Member of the Interdenominational Ministerial Alliance
- .MLK City Wide Celebration Board Member
- Asheville-Buncombe Community Land Trust Board Member
- Proficient in organizing and implementing programs to enhance productivity.
- Proficient in financial receipts/disbursements
- Proficient in Social Outreach programing to enhance company productivity.
- Productive and efficient in very demanding situations
- Team player, works well with others

City of Asheville

# BOARDS & COMMISSIONS

**Application Form**

**Applicants are strongly urged to attend several meetings of a board prior to applying**

Name of board or commission: Neighborhood Advisory Committee

Your name: Bonnie Snyder Hamrick Home Phone #: 843-816-1255

Street address: 26 Richie St. City: Asheville Zip Code: 28801

Mailing address (if different): _____

Employer: High Cotton, Inc

Your position: Owner/CEO Office Phone #: 828-251-1234

Resident of City X County _____ Race white * Sex M___ F ✔ * Age 62 *

Are you a Homeowner or a Renter? * Homeowner

Residence location (check one): Central ✔ North _____ South _____ East _____ West _____

Are you aware of any potential conflicts of interest that may arise during your service on this board (i.e., property interest, business interest, etc.)? If so, please explain: _____. Potential conflicts of interest do not preclude appointments.

Please indicate the area(s) of expertise that you can bring to the above board(s), and then in detail list education, experience, reasons for your interest, and other factors that support your interest in serving **Applicants are encouraged to provide a cover letter and/or a brief resume. Please use additional sheets if necessary.**

We live in Montford and enjoy our very mixed community. Our business office is on Charlotte St in North Asheville. Having run my business for 30+ years, I feel like I can bring some business expertise to the table along with a strong desire to keep our neighborhood informed and well represented with our City. I have been seeking ways that I can give back to our community through volunteer work.
My degree is a BS in Marketing from Miami University, Oxford Ohio. I moved to Asheville from SC in 2004 and raised my children here. I lived in North Asheville from 2004-2015, then spent 3 years in East Asheville, before moving back to Montford in 2018.
If I could be of help, I would be interested in talking! And let me know if you would like more detail on my past or a resume.
Thank you and i look forward to talking with you.

Return to:

Sarah Terwilliger, Deputy City Clerk
Post Office Box 7148
Asheville, N.C. 28802-7148

E-Mail: sterwilliger@ashevillenc.gov
Telephone: 259-5839
Fax #: 259-5499

Signature: Bonnie Snyder Hamrick

Date: Sept 25 2020

E-Mail: bonnie@highcotton.com

Fax #: 000-000-0000

* This information is requested for the sole purpose of assuring that a cross section of the community is appointed.

City of Asheville

# BOARDS & COMMISSIONS

**Application Form**

**Applicants are strongly urged to attend several meetings of a board prior to applying**

Name of board or commission: Neighborhood Advisory Committee

Your name: Peter Abzug Home Phone #: 828-505-7534

Street address: 29 Craftsman Circle City: Asheville Zip Code: 28805

Mailing address (if different): _____

Employer: Inside Exposure Photography

Your position: Owner/Principal Photographer Office Phone #: 828-365-8491

Resident of City Asheville County Buncombe Race White * Sex M___ F_✔_* Age 67 *

Are you a Homeowner or a Renter? * Homeowner

Residence location (check one): Central ____ North _____ South _____ East _✔_ West _____

Are you aware of any potential conflicts of interest that may arise during your service on this board (i.e., property interest, business interest, etc.)? If so, please explain: NO _____. Potential conflicts of interest do not preclude appointments.

Please indicate the area(s) of expertise that you can bring to the above board(s), and then in detail list education, experience, reasons for your interest, and other factors that support your interest in serving **Applicants are encouraged to provide a cover letter and/or a brief resume. Please use additional sheets if necessary.**

Based on the recent announcement for an opening as a representative from zip code 28805 to the Neighborhood Advisory Committee, I submit my application and attached resume.

I base my interest in serving on the committee on bringing resident concerns to the Asheville City Council. As a "people" person throughout my career, I believe that I can, through personal interaction, also represent the City of Asheville in a way that conveys interest for their input to improve our already high quality of life. I also believe that this position will allow me to learn more about the city government's in-and-out workings and better understand my neighborhood and its residents.

Education:
BS Journalism/Photojournalism, Boston University
Experience:
More than 30 years of media relations and marketing experience, working with diverse groups of stakeholders from various corporate, media, and executive-level leaders.

See attached

Return to:

Sarah Terwilliger, Deputy City Clerk
Post Office Box 7148
Asheville, N.C. 28802-7148

E-Mail: sterwilliger@ashevillenc.gov
Telephone: 259-5839
Fax #: 259-5499

eSigned via SeamlessDocs.com
Peter Abzug
Key: df76721a5f968f4d2aa1f402f0fc5e78

Signature: _____

Date: 11-8-2020

E-Mail: peter.abzug@gmail.com

Fax #: _____

* This information is requested for the sole purpose of assuring that a cross section of the community is appointed.

**PETER D. ABZUG**
29 Craftsman Circle
Asheville, NC 28805
Mobile: 301.502.2978 peter.abzug@gmail.com

## SUMMARY

A visual communications professional with strong media-relations skills.

- Multiple media placements in tier-one outlets such as The New York Times, Wall Street Journal, USA Today, Washington Post, NBC-Today Show, CBS Evening News, Associated Press and industry-focused publications.
- Multiple awards from International Association of Business Communicators (IABC) and Public Relations Society of America (PRSA).
- "Ted Talk" about video use for internal communications (IABC Int'l Conference).

## PROFESSIONAL EXPERIENCE

**Inside Exposure Photography, LLC** Asheville, NC
***Principal Photographer*** July 2020 – Present
Experienced corporate and consumer visual communicator in photography and video, with composition insight and post-processing skills.

*Visual Communications (photography & video) and Public Relations*
Airlines Reporting Corporation (ARC) Arlington, VA
Datatel, Inc. (Merged with Ellucian) Fairfax, VA
Higher Digital, Tysons Corner, VA
Owner, Inside Exposure Photography LLC
Adobe Stock, Contributor
Hachette Book Group, New York, NY (author photo)

Awards
Photographic work highlighted by The Phillips Collection
Video Feature – Public Relations Society of America (PRSA)

Non-Profit Volunteer
Now I Lay Me Down to Sleep (NILMDTS) – Affiliated Photographer

**Airlines Reporting Corporation** (ARC) Arlington, VA
***Director of Corporate Communications*** January 2011 – May 2020
Created and leads the Corporate Communications team at this airline-owned financial services and data provider. Acts as an advisor and SME to executive leadership in areas of external and internal communications. Mentor team members and oversee their professional development

Press Relations and Thought Leadership

- Created and nurtured strategic media relationships to build trust and become a trusted source of background information and accurate data.
- Quantify external communications effort by integrating a media coverage solution to track, value and alert about mentions.
- Led an internal team with a PR agency to produce a crisis communications playbook, addressing the company's needs and vulnerabilities.
- Wrote, produced, and directed two documentary films shown at customer conferences.
- Launched a daily all-employee industry news bulletin that consistently achieves a 70 percent-plus open rate.

**Datatel, Inc.** (Merged with **Ellucian**) Fairfax, VA
***Director of Communications*** August 2006 – December 2011
***Manager, Marketing Communications*** September 2003 – July 2006
Oversaw the strategic, multi-faceted communications program for Datatel – a $138 million (2010) software and services company. Built and strengthened the company's reputation as a leader and

authoritative voice in the higher education industry. Authored media articles, scripts, and speeches for public and internal relations. Reported to VP of Marketing.

Press Relations and Thought Leadership

- Launched Datatel Newsroom and grew subscribers to more than 1,200 media, analysts, consultants, and clients. Managed content with timely updates.
- Created and managed Datatel Blogs to promote industry thought leadership.
- Developed and maintained close media relationships. Provided briefings, informal communication, and expert sources, which substantially increased media queries and mentions.

Social Media and Web Services

- Established and grew the company's presence on Facebook, Twitter, and YouTube.
- Increased Facebook followers by 400% in the first year. Initiated its use as a creative vehicle for conferences and client-employee communications.
- Grew Twitter to more than 500 followers in the first year by strategically leveraging the medium for client relations, technical support and corporate news.
- Established and managed key performance indicators to track and measure all social media properties.

Executive Communications

- Wrote C-level speeches for industry and users' group conferences.
- Actively positioned president as an industry thought leader.

**PROFESSIONAL ORGANIZATION AFFILIATION**

Public Relations Society of America (PRSA)
International Association of Business Communicators (IABC)
Professional Photographers of America (PPA)

**EDUCATION**

Boston University, Bachelor of Science-Journalism

City of Asheville

# BOARDS & COMMISSIONS

**Application Form**

**Applicants are strongly urged to attend several meetings of a board prior to applying**

Name of board or commission: NEIGHBORHOOD ADVISORY COMMITTEE Zip Code 28804

Your name: Wendy Haner Home Phone #: 336-926-4301

Street address: 5 Kimberly Avenue City: Asheville Zip Code: 28804

Mailing address (if different): _____

Employer: Retired

Your position: _____ Office Phone #: _____

Resident of City Asheville County Buncombe Race White * Sex M___ F_✔_ * Age 69 *

Are you a Homeowner or a Renter? * Homeowner

Residence location (check one): Central ____ North _✔_ South _____ East _____ West _____

Are you aware of any potential conflicts of interest that may arise during your service on this board (i.e., property interest, business interest, etc.)? If so, please explain: Yes. I am aware of potential conflicts and have worries that would be a clash of interest ___. Potential conflicts of interest do not preclude appointments.

Please indicate the area(s) of expertise that you can bring to the above board(s), and then in detail list education, experience, reasons for your interest, and other factors that support your interest in serving **Applicants are encouraged to provide a cover letter and/or a brief resume. Please use additional sheets if necessary.**

Having living in North Asheville my whole life I feel that I can represent our community with insight that many of my counterparts might not have. Representing 28804 as part of the Neighbor Advisor ighborhood association and c and advocate for collective solution untain Association only reinforces the im ur city. Sharing ideas and recognizing c positive and constructive reco portunity to forward our suggestions t The goal is for both our neighborhoo ause we must remember that w

My past career ha all that are involved. I have had the pri sociations to include the YWCA, Bunco ation of University Women (AAUW) f te Treasurer, Retiring President of Dem s, and current Director Region 1 Democratic Women to name a few. My past 20 years of my career was

See Attached

Wendy Trivette Haner

Return to:

Sarah Terwilliger, Deputy City Clerk
Post Office Box 7148
Asheville, N.C. 28802-7148

E-Mail: sterwilliger@ashevillenc.gov
Telephone: 259-5839
Fax #: 259-5499

Signature: _____

Date: December 14, 2020

E-Mail: wendyhaner@icloud.com

Fax #: _____

* This information is requested for the sole purpose of assuring that a cross section of the community is appointed.

Having living in North Asheville my whole life I feel that I can represent our area with insight that many of my counterparts might not have. I can be a bridge between neighborhood association and our local government to discuss common concerns and advocate for collective solutions. Having the opportunity to work with our neighborhood GPSMNA and fundraising for our parks and gardens in our neighborhood has given me an insight as to the importance of the neighborhood association. By bringing important concerns from our neighborhood to City Council and staff for resolution will help build the collective ideas necessary for our neighborhood and city to work together. It is important to share ideas with the committee from other areas of our city on timely, relevant issues and to share information across neighborhoods by providing a two-way communication with residents in neighborhoods and collect feedback to the degree possible. Reaching out to our neighbors who border our area and incorporate ideas so that we are consistent with the overall plan for our city. It is important to collaborate with other organizations when possible and to offer informed advice and recommendations to the City Council as requested.

My past career has been to work together to find solutions that are acceptable for all that are involved. I have had the privilege to be on many active agency boards and associations here in Buncombe County: for example; Osher Lifelong Learning at UNC-A, the YWCA, the Jewish Community Center, Buncombe County Partnership for Children, Past President for American Association of University Women (AAUW) and now State Treasurer for AAUWNC, retiring President of Democratic Women of Buncombe County for the last 4 years, Region 1 Director of DWNC, and Council of State for the Democratic Party of Buncombe County to name just a few of the many organizations that I am part of. My past 20 years of my career was working for Kaplan Early Learning Company located in Lewisville, NC developing educational learning materials for children for infants through 5th grade.

# Wendy Haner

5 Kimberly Avenue, Asheville, NC 28804
336-926-4301 wendyhaner@icloud.com


***Profile***

Team-focused professional with 20 years of product design and development and implementations experience. A versatile self-motivator offering strong work ethic, creative aesthetic and exceptional leadership with a proven performance and success record in:

| | |
|---|---|
| Product Development Director | Manufacturing Oversight |
| Product Testing Coordinator | Supplier Relations |
| Product Design Engineer | Market Trending |
| Schedule Coordination | Budget Planning |
| Focus Group Leadership | Staff Leadership Training |
| Catalog Design and Copy Writing | NAEYC Validator |

***Professional Experience***

Director Product Design and Sourcing 1999-2017
Kaplan Early Learning Company, Lewisville NC

Regional and National Sales Representative 1988-1999
ABC School Supply, Duluth, GA

Stones School Supply Representative 1985-1988
Raleigh, NC

Asheville City Schools 1975-1985
Elementary Teacher/Home Economics

***Recognition Awards***

2017 Doctor Toy Award for Best New Product
2016 Teacher Best Pick Award
2015 Doctor Toy Award for Best New Product
2013 Teacher Best Pick Award
2012 Doctor Toy Award for Best New Product
2010 Teacher Best Pick Award
2009 Teacher Best Pick Award
2009 Doctor Toy Award for Best New Product
2008 Teacher Best Pick Award

2007 Teacher Best Pick Award
2006 Leon Kaplan Award, Employee of the Year
2006 Doctor Toy Award for Best New Product
2004 Teacher Best Pick Award
2002 Teacher Best Pick Award
2001 Teacher Best Pick Award

***Education***
University of North Carolina - Chapel Hill
1974 BS in Elementary Education

City of Asheville

# BOARDS & COMMISSIONS

**Application Form**

**Applicants are strongly urged to attend several meetings of a board prior to applying**

Name of board or commission: Neighborhood Advisory Committee Zip Code 28804

Your name: Sandra K Smith Home Phone #: 8506981027

Street address: 14 Skyland Circle City: Asheville Zip Code: 28804

Mailing address (if different): _____

Employer: Business Owner

Your position: Consultant Office Phone #: 8506981027

Resident of City Asheville County Buncombe Race White * Sex M___ F ✔ * Age 75 *

Are you a Homeowner or a Renter? * Homeowner

Residence location (check one): Central ____ North ✔ South _____ East _____ West _____

Are you aware of any potential conflicts of interest that may arise during your service on this board (i.e., property interest, business interest, etc.)? If so, please explain: N/A

_____. Potential conflicts of interest do not preclude appointments.

Please indicate the area(s) of expertise that you can bring to the above board(s), and then in detail list education, experience, reasons for your interest, and other factors that support your interest in serving **Applicants are encouraged to provide a cover letter and/or a brief resume. Please use additional sheets if necessary.**

Please see resume and reason for interest.

See attached

eSigned via SeamlessDocs.com
Sandra K Smith
Key: df76721a9fe98f4d2aa1f402f0fc567B

Signature: _____

Date: _____

E-Mail: sks9145@aol.com

Fax #: _____

Return to:

Sarah Terwilliger, Deputy City Clerk
Post Office Box 7148
Asheville, N.C. 28802-7148

E-Mail: sterwilliger@ashevillenc.gov
Telephone: 259-5839
Fax #: 259-5499

* This information is requested for the sole purpose of assuring that a cross section of the community is appointed.

**Application to serve on the Neighborhood Advisory Committee:**

Thank you for the opportunity to submit my interest in serving on the Neighborhood Advisory Committee for Zip Code 28804.

My career experience and dedication to the betterment of any project or board position held has had a strong impact on the community I served. I believe that it is very important to step up to the plate and offer what is needed for the future of our communities and its members. (Please review my resume for organizations I have supported in my career.)

As a consultant, I choose my own hours allowing me time to volunteer for this worthwhile position. I have served needs in cities, regions and local communities. I have always been involved and take great joy in giving back to the world.

I am detail oriented and take pleasure in completing projects and assignments.

I have spoken with Brenda Mills to get a better understanding of this position. She was very forthcoming and detailed the task expectations in her description of this important position.

Thank you for your consideration. You would not be disappointed in my service and enthusiasm for this position on the Neighborhood Advisory Committee.

Respectfully,

Sandra Kaye Smith

# SANDRA KAYE SMITH

14 Skyland Circle ♦ Asheville, N.C. 28804 ♦ 850-698-1027 ♦ SKS9145@aol.com


**DIRECTOR OF BUSINESS DEVELOPMENT**

## PURPOSE

To support a position that highlights my core competencies and years of service to the greater community.

### CORE QUALIFICATIONS

- Strategic Planning & Execution
- Research & Documentation
- Integrity & Innovation
- Planning & Accountability
- Project Development
- Policies & Procedures

## PROFESSIONAL EXPERIENCE

SANDRA K. SMITH, LLC
Professional Sales Training & Development 2017 – Current
Owner
Train entry level and senior sales associates on state of the art techniques for current challenges in the marketplace. Develop presentation programs and initiatives for various industries and organizations, including, but not limited to non-profits.

LANDRUM HUMAN RESOURCES, Pensacola, FL 1997 – 2017
*Since 1973, Landrum Human Resources provided skilled and unskilled employees for full time permanent, temporary and contract management. Landrum offers HR training, outsourcing and consulting.*
Director of Business Development
Managed at highest level, entire sales and marketing function for this premier staffing agency with strong federal, state and corporate alliances. Directed twenty support staff and two sales staff in recruitment, business development and selection processes for areas of specialization.

- Maintained 85% market share, 72% forward share and 47% profit margins, surpassing all targets for 19 years, consistently exceeding goal and highest super goal level
- Consistently exceeded two level year-end goals with gross of sales $30 – $36 million annually in a highly competitive job market
- Designated as Company Spokesperson for television, radio and newspaper media coverage
- Identified and managed Federal Government contracts. Negotiated & managed lucrative FEMA contracts during hurricane season that require dedicated, 24/7 focus
- Recognized by the National TempNet organization for creation of dynamic and revenue-generating sales and marketing programs in customer service and service recovery
- Created a formal process for annual evaluation of Landrum employees
- Collaborated with senior management in the development and implementation of annual strategic plan for sales, marketing and operations
- Mentored staff of 20 people, forming a cohesive team and effective processes, resulting in consistent achievement of goals, job satisfaction and a positive work environment

## EDUCATION & PROFESSIONAL DEVELOPMENT

- Clyde A. Erwin High School 1963, Asheville, N.C. – College Preparatory
- East Carolina University 1963 – Coursework toward Psychology Degree
- Sales Seminars – Tracy, Ziegler, Edwards, Hopkins
- Philanthropic Campaigns – Guiding Principles
- The Birkman Method – Birkman International
- Xerox Professional Selling Skills
- Learning International Professional Selling & Coaching Skills
- SBA Government Workshops
- SHRM monthly certifications in HR courses: Strategic HR Leadership; Fairness in the Workplace; Employee Retention, Cyber Security; Risk Management & Wellness
- RFP's - How to Write Your Way to Business
- National and Regional Yearly Sales Seminars
- Time Management
- Train the Trainer
- Human Resource Seminars & Courses
- Siddha Yoga Workshops, Courses & Intensives
- Microsoft Word, PowerPoint, Outlook E-mail, Internet (Intermediate). Excel (Basic)
- Training in Logistics, Project Development, Leadership, Public Speaking, Succession Planning, Staff Coaching
- Executive Coaching
- John Maxwell Leadership Training
- Effective Meetings Workshops
- On-Boarding Procedures
- Resume Workshops

## AFFILIATIONS & PERSONAL INTERESTS

- Rotary International – International Fundraising Chair, Program, Community Relations & Reporter
- Society of Human Resource Management – Community Relations Chair, Fundraising Chair
- Lion's Club International – Vice President, International Fundraising Chair
- International PRASAD Project – Ganeshpuri, India Eye Camp Communications Coordinator 1999
- United Way – Fundraising Committee
- WSRE Public Television – Board of Directors, Television Personality, Capital Campaign Leader Major Gift Donors
- Pensacola Opera Guild – Event Logistics Coordinator, Fundraising Committee
- SYDA Foundation – Past Area Liaison Ft. Walton Beach C&M Group
- Escambia County Food Stamp Program – Career & Motivational Workshops
- Pensacola Jr. College – Advisory Board, Business Department, Foundation Committee
- University of West Florida – Guest Speaker Career Workshops, Etiquette Class Teacher
- TempNet – Guest Speaker, Sales and Operations Training, Conference Chair, Planning Committee
- Global Corner – Development Committee, Board of Directors
- Skills USA – Judge
- Career Academy University – Development Committee
- Pensacola Museum of Art – Board of Directors, Executive & Governance Committee, Board Secretary, Community Engagement and Spokesperson

- Personal Interests – Spending Time with Family, Meditation, Scriptural Studies, Contemplation, Journaling, Yoga & Nautilus Exercise, Gardening, Decorating, Painting with Acrylics, Cooking, Reading, Research, Developing Community Outreach Programs