



MEMO

TO: Common Council

FROM: Ald. Hendricks, Council President

SUBJECT: District 1 Alderman Appointment

DATE: September 17, 2009

Attached to this memo are the cover letters and resumes received from six candidates for the position of District 1 Aldermen. I am pleased to see the interest for this position.

This is an important decision to be made by the Council. I have instructed the clerk to schedule a Special Common Council meeting for Monday October 5 at 5:00 p.m. to conduct the interviews of the six candidates and make the appointment. It was originally stated that September 21 would be the date to hold the special meeting. However, one of our Council members will not be at the September 21 meeting and I feel it is important to have all Council members participate in the process.

All candidates have been notified of this change.

Thank you

**CHRIS KLEIN**  
730 Keyes St. Menasha, WI 54952  
920-740-7641  
cklein@assist2sell.com

## **DISTRICT 1 ALDERMAN CANDIDATE**

Dear Menasha Council Members:

I am responding to your request for a replacement for District 1 Alderman for the City of Menasha.

I have been a long time city resident, moving to the area in the late 1980's. I have raised my family here, have my businesses here and have proven to be active in the community. With my experience as business owner, I can bring my leadership dealing with difficult situations especially with budgets. I have been involved with the City of Menasha since I moved to the area. I have been active for the past ten years with appointments to several committees and most recently as a candidate for District 1 Alderman in the spring 2009 election.

I feel I would be a qualified candidate due to my experience with the city, my commitment to Menasha, and as a recent alderman candidate where I have substantially familiarized myself with the current issues affecting the city. I regularly attend council meetings and participate when possible. My learning curve will be minimal and I can step in and contribute immediately.

During the first special appointment in 2008 for this same position, all the candidates were asked if they plan on running for alderman during the spring 2009 election and many said "yes". However, other than Alderman Pamerter, I was the only one to campaign in the spring election, while others said they would, none did. I feel the dedication that I have expressed would make my special election for this position a positive decision for everyone committed to our community. I would appreciate your vote and a chance to work with the council and the city.

My approach is to find the best solutions for the citizens of the city with my first priority being to the residents in District 1. I would work closely with the department heads, the Mayors office and the Council to find common ground and a win/win situation in all matters affecting our lives, our families, and our community.

Thank you for the opportunity.

Please contact me with any questions or comments.

Respectfully,

Chris Klein  
/ck

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SEP 03 2009

CITY OF MENASHA  
BY dg

**CHRIS KLEIN**  
730 Keyes St. Menasha, WI 54952  
920-740-7641  
cklein@assist2sell.com

**DISTRICT 1 ALDERMAN CANDIDATE**

**Experience:** Board of Appeals- 1999 to Present  
Current Chairman of Board of Appeals  
Park & Rec Board- 2002-2004  
Ad-Hoc Capital Facilities Board – 2001-2002

**Personal Information:** Married: Wife-Tina  
Children: Matthew age 26 & Alicia age 17  
Member St. Mary/St. John Parish

**Residency:** Doty Island Resident Since 1997. Menasha Resident Since 1990

**Employment:** Current: Klein Services Group  
Owner-Assist 2 Sell Real Estate Company  
Agent-Northern Insurance Associates

**Education:** Graduated - University of Wisconsin-Oshkosh

**Kyrstin Lavelle**  
**429 1/2 Ahnaip St.**  
**Menasha, WI 54952**  
**920-720-3181**  
**kyrstinlavellef@yahoo.cm**

**City of Menasha**  
**City Hall**  
**140 Main Street**  
**Menasha, Wisconsin 54952**  
**920-967-3600**

**Dear City Of Menasha,**

I am contacting you in regard to your Vacancy in District 1 of the Aldermanic Seat . I have read and meet the qualifications and would like to be considered a candidate for this position.

I am very passionate about my district and have already been working with the city, community and shop owners to address issues in the area.

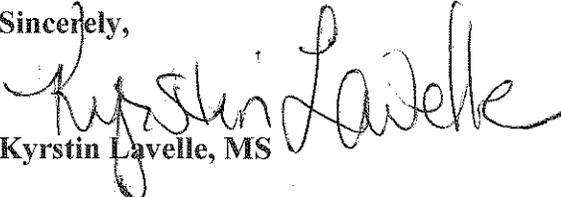
Professionally, I have been an educator at the college level for over 15 years. My degrees focus on business management and health and wellness, both issues important to the growth and vitality of a community. I currently work in downtown Menasha and work closely with the area shop owners.

I consider myself a people person, who loves to mingle and discuss the important issues.

I am hardworking and promise to bring my best to this position.

I thank you for your time and consideration.

Sincerely,

  
Kyrstin Lavelle, MS

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BY af

***Kyrstin Lavelle***  
429 1/2 Ahnaip St.  
Menasha, WI 54952  
[\*kyrstinlavelle@yahoo.com\*](mailto:kyrstinlavelle@yahoo.com)  
920-540-1296

## **Education**

### ***New Mexico State University, Las Cruces, NM***

#### **Interdisciplinary Doctorate (ABD) (GPA 3.8)**

Corporate Wellness/Business Management

#### **Interdisciplinary Masters of Science (GPA 3.8)**

Corporate Wellness/Business Management

#### **Bachelors of Science**

Wellness/Physical Education

## **Experience**

### ***Health Fitness Corporation, (2005-2006)***

***Monroeville, AL***

#### ***Corporate Wellness Consultant, Human Resources Department.***

Corporate Wellness Consultant/Onsite Wellness Director -- hired to develop and oversee onsite wellness programming and implementation of comprehensive wellness culture at Alabama River Paper and Pulp companies.

#### **Responsibilities:**

- Human Resource collaboration regarding analysis and implementation of a comprehensive wellness culture.
- Specialized program development and program implementation based on corporate demographics.
- Onsite medical center collaboration to interpret national/individual/departmental data and develop appropriate programming to achieve organizational goals.
- Conducted individual consultations regarding wellness education and individualized programming and goal setting.
- Developed group educational and onsite wellness programming.
- Development and justifications of various budgets.
- Collaboration with outside vendors.
- Collection, analysis and clarification of statistical data.

*Kennesaw State University, (1998-2002)*

*Kennesaw, GA*

*Student and Employee Wellness Director/ Instructor*

- Director of student wellness\_
- *Developed and implemented onsite employee wellness program.*
- Taught courses for the Department of Health, PE, and Sports Science.

**Responsibilities:**

- Worked with Human Resources to develop a comprehensive wellness focused corporate culture.
- Operated with a committee to evaluate and implement an onsite comprehensive EAP program.
- Implemented an employee incentive program including paid work-release time for wellness related activities.
- Developed and implemented an employee wellness program from inception to an onsite fitness center/wellness education program of over 550 employees
- Oversaw a \$750,000 operating budget.
- Managed a staff of 16.
- Conducted large group orientations/presentations.
- Worked extensively with in-house interdepartmental collaborations, including;
  - *Vice President of Business and Finance*
  - *Vice President of Student Affairs*
  - *Director of Human Resources*
  - *Dean of Health and Human Services*
  - *Director of Counseling and Mental Health,*
  - *Department Head of Health, Physical Education and Sports Science*
  - *Coordinator of Procurement*
  - *Director of Food Services, and others.*
  - *Extensive relationships with outside vendors.*
  - *Collection, analysis and clarification of statistical data.*

***Georgia Institute of Technology (Georgia Tech), (2001)***

***Atlanta, GA***

***Health Promotion/Wellness Instructor***

Instructed two large Introductory to Fitness and Wellness lecture courses (250+ students) for the Physical Education Department.

**Responsibilities:**

- Develop Curriculum.
- Develop Syllabus.
- Managed classes via WebCT.
- Facilitated discussions.

- Developed and executed testing.
- Evaluated progress.

***Pensacola Junior College, (1996-1998)***

***Pensacola, FL***

***Adjunct Instructor/Corporate Wellness Consultant***

- Taught lecture and activity courses related to wellness, health, physical fitness and lifestyle modification.
- *Assisted in the development and implementation of the PJC Corporate and Community Health and Wellness Program.*

***Santa Fe Community College, (1992-1995)***

***Santa Fe, NM - Wellness Coordinator***

*Developed and implemented the student and employee wellness programming.*

**Responsibilities:**

- Developed wellness center curriculum.
- Opened wellness center.
- Managed operations.
- Managed student employees.
- Rotated supervision of fitness center.

***Conoco Gas and Oil,***

***Houston, TX***

***Intern - Employee Health and Fitness***

***New Mexico State University, Las Cruces, NM***

***Graduate Assistant - Physical Education Dept.***

**Professional Presentations**

**Lavelle, K. (2000, March). A Discussion of Economic and Qualitative Factors Considered in the Development and Implementation of an Employee Wellness Program at Kennesaw State University.** Presentation at the National Wellness Conference provided by the University of South Carolina, Charleston, SC.

**Lavelle, K. (2000, March). Development and Implementation of an Employee Wellness Program at Kennesaw State University.** Presentation at the National Wellness Conference provided by the University of South Carolina, Charleston, SC.

**Paul, F. & Lavelle, K.** (2000, February). **Campus Wellness at Kennesaw State University.** Presentation at the Southern Association of College Registrars and Admissions Officers, Memphis, TN.

**Additional online information:**

**COMPREHENSIVE PROGRAM REVIEW EXECUTIVE SUMMARY  
FOR THE CENTER FOR HEALTH PROMOTION AND WELLNESS AT  
KENNESAW STATE UNIVERSITY:**

[www.kennesaw.edu/ie/prog\\_rev/ss\\_reports/year\\_2\\_ss\\_reports\\_serv\\_res\\_centers/CntrHealthPromWell.pdf](http://www.kennesaw.edu/ie/prog_rev/ss_reports/year_2_ss_reports_serv_res_centers/CntrHealthPromWell.pdf)

**Computer Skills**

*Microsoft Office ~ Microsoft Word ~ Excel,  
WebCT ~ SAS ~ SPSS ~ Outlook ~ PowerPoint  
Print Shop ~ Netscape Navigator ~ and Internet Explorer,*

**Professional References**

**Dr. Charles Ash**

Professor  
Past Department Head  
Department of Health, PE, and Sports Science  
Kennesaw State University  
Kennesaw, GA  
(770) 423-6216  
Cash@kennesaw.edu

**Dr. Mitchell Collins**

Professor  
Department of Health, PE, and Sports Science  
Kennesaw State University  
Kennesaw, GA  
(770) 423-6216  
mcollins@kennesaw.edu

**Theresa G. Dillon**

Health, Human Performance & Recreation, Director

Pensacola Jr. College

Campus: PNS Bldg: 96

1000 College Blvd

Pensacola, FL

(850) 484-1314

[tdillon@pjc.edu](mailto:tdillon@pjc.edu)

11 September 2009  
City of Menasha; Common Council, Residents  
140 Main Street  
Menasha, Wisconsin 54952

Dear Council Members and Residents of the City of Menasha,

I have prepared this letter to help you understand why I am applying for the Aldermanic Seat for District 1 in Menasha. I knew, when Jason Pamerter moved residence outside of Menasha, the position was being vacated. And, after speaking with Jason in-person, I was motivated by his perspective towards public service and his outlook for District 1 with regard to the positive changes to our downtown and our community as whole.

I recently secured **jdog** Studios photography services for Seton's youth football team of which I am the Program Coordinator and a coach. I have been volunteering for Seton's football team as a coach for nine consecutive seasons. Because I am a former player for this team, and because I am dedicated to volunteer programs, I felt it necessary to step-up and work diligently to try to fill the void left behind when the former coordinator passed away. It has not been easy. But, the value of the reward of continuing a long-standing, proud tradition guiding future leaders in our community is well worth the countless hours. I have dedicated this 'season' of my life to improving and continuing this program.

In addition, in October 2008 it was brought to my attention that I could further my ambitions to become more involved on a volunteer basis within my community by pursuing a vacancy with the Neenah-Menasha Joint Fire Commission. With the grace of this very Common Council, our Mayor and encouragement from Chief Len Vander Wyst, I was appointed to the Commission which continues to be a rewarding source of public service. My father was a volunteer fire fighter for most of his working life, and I enjoyed that aspect of camaraderie and dedication towards helping others.

These life experiences, among others, have provided personal guidance and attributed to my perspective of how an ordinary resident, employee, father, and husband can expound, share, encourage, and influence others in a positive, progressive manner hopefully encouraging others to approach life through perspectives of others. My future goals are inclusive of continuing to watch my children excel through school and continue to enjoy life and residence on Doty Island.

I approach life like this; first I listen and when facing any situation, I contemplate on how I can help to improve or make better whether the situation is complicated or simple. I promote equality for all people and encourage people around me to promote tolerance and collaboration with a strong focus on listening to others first. Not that District 1 needs improvement, but more importantly, there are likely many perspectives in District 1 with regard to future direction, consideration of history and tradition, welcoming changes that benefit the community as a whole, and continuing the good things in our community that continue to bring us together. Thank you for reviewing my resume as well.

Sincerely,



Jason C. Dionne

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CITY OF MENASHA  
BY dg

## Jason C. Dionne

394 Walnut Street  
Menasha, Wisconsin 54952  
[jcdionne\\_mba@yahoo.com](mailto:jcdionne_mba@yahoo.com)

(920).886.0860 Residence

(920).205.5564 Mobile

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## Organizational Leadership and Management

### Profile

Public and Private business affects and influences much of what people do everyday. A creative, visionary and focused business professional can impact business affairs benefiting finance, efficiency and morale providing solutions for growth. From supporting University instructors, to landscape installation, to business management, my experience as a business professional has accumulated throughout my employment history and those are the goals for which I strive. As you review my current tenure, take into consideration my experiences throughout my employment and undergraduate to graduate studies as it all has influenced and continues to influence my daily decisions to help encourage staff achieve both professional and personal goals subsequently growing and expanding my professional and personal ambitions.

**Personnel Management:** Directly manage four Route Sales Representatives (RSR) and a District Manager In-Training servicing more than 100 customers with combined annual revenues of more than \$3,000,000.

**Account Management:** Manage all components of customer accounts including sales, proposals, contract negotiations, quality control, logistic route adjustments, account installation, supply chain and inventory management using wireless technology, assessments of Market Center and account P&L, assessments of sales and credit analysis, oversight of account's receivables, and any subsequent account adjustment to maximize revenue, retention and create cost-effective solutions for customers. Effective account management is also dependent upon understanding local and global business climates and subsequent flexibility to change.

### Professional Experience

#### ARAMARK

1999-Present

#### Uniform Services, AUS (2002-Present)

- Currently hold positions of District Manager and New Business Installation Coordinator.
- In addition to the above, I previously held Fleet Manager for two consecutive years.
- Applying AUS guiding principles, I must strive to exceed requirements of sales, retention and growth while closely monitoring account receivables and coordinating acquisitions and installations of new accounts.
- The effectiveness of such principles is dependent upon the success of an educated, experienced, compassionate, and motivated staff that applies the same customer-based principles to employees alike. District Management is a critical role as it provides employees the resources and education to successfully implement AUS objectives while fostering account ownership and responsibility.
- In order to do so, I must directly and actively impact all components of customer accounts and bridge our personnel by sustaining and focusing on long-term objectives and building professional business relationships. District Management is responsible for human resource management, hiring, and termination.
- Components of customer accounts are inclusive of sales and contract negotiations and servicing to agreed terms, improving and supporting open communication and assisting with transitions for customers to assure satisfaction and minimized disruption.

*Professional Experience, Continued*AUS Continued

- As an RSR, grew route sales approximately 2400% over the course of four years by monitoring an active customer registry, taking advantage of changes within markets to ensure a strong market position while building a wide customer base through sales and acquisitions.
- As an RSR, expanded route volume over 170% over the course of four years by acquiring new business, expanding existing customers, and consistently retaining more than 95% of total customer base.

ARAMARK Refreshment Services (1999-2002)

- Promoted from a route representative to an Account Manager approximately one year after hire.
- Account manager position consists of employee management (union and non-union), customer account management, production, and quality control measures of product and services.
- Consistently met managerial goals to attain maximum bonus requirements by adhering to organizational and account manager objectives.
- Conducted product sampling, promotions, and surveys.
- Performed product use and waste analysis and made subsequent adjustments.
- Conducted candidate interviewing, hiring, training and quarterly performance reviews.
- Organized customer appreciation events.
- Monitored customer accounts to ensure aesthetics, product and service quality, and profits.

Vande Hey's Landscape Center, Inc. (1996-1999)

- As a foreperson, led multiple crews of various individuals creating varieties outdoor living scenarios for one of Wisconsin's premier landscaping companies.
- Works included seeding and plantings, hardscape construction such as paver patios, lumber and synthetic decks and various retaining wall systems, and assisting pond installations.
- Worked with architects, sales staff, management and customers exceeding expectations.

**Education**

M.B.A., University of Phoenix; Appleton, Wisconsin Campuses, 2006

B.A., Fine Art, University of Wisconsin Platteville, 1994

**Professional Awards and Achievements**

- Accepted position as a Commissioner with the Neenah-Menasha Fire Rescue, Oct.2008-present.
- Received formal managerial training at AUS Corporate Office in Burbank California (2007) and at our Group Corporate offices for District Manager University (2008).
- 1<sup>st</sup> Place, RSR All Around Performance, Northern Territories 2006; AUS, Appleton, Wisconsin.
- Top Route Sales Representative Achieved 2005; AUS, Appleton, Wisconsin.
- Received formal recognition as a leader of the all-volunteer coaching staff of Seton Catholic Middle School (nine seasons) football team. Accepted position as Program Coordinator in 2007, which includes active fundraising and securing program supporters within the community.
- Received three consecutive recognition awards by my peers with Vande Hey Company, Inc. as a leader of projects.
- Employed by the University of Wisconsin, Platteville as a Resident Assistant for two consecutive years.
- Employed by the University of Wisconsin, Platteville as a Lab Assistant to aid faculty and students with course curriculum and materials for two consecutive years.

Joanne M. Roush  
409 Cleveland Street  
Menasha, Wisconsin 54952

Ms. Deborah Galeazzi  
City of Menasha Clerk  
Third Floor, City Hall  
140 Main Street  
Menasha, Wisconsin 54952

September 14, 2009

Dear Debbie,

This letter is to declare my interest in representing Menasha's First District on the Common Council. My résumé is attached.

I understand the Council will hear from all candidates on September 21 at a special meeting. Unfortunately, I will not be able to attend as I have a longstanding commitment to be out of town for business reasons during that entire week. I apologize to the council if this causes any inconvenience, and I still hope to be considered for this appointment.

For several years I have attended most meetings of the Common Council as well as most of the meetings of the Utility Commission, as I became concerned about our difficulties with the steam plant. I have read all of the publicly available documents in this matter, along with many of the depositions in the PCI litigation in order to understand how we arrived at this point. Having attended so many meetings to learn about this topic, I've developed an appreciation for the work done by council members and an understanding of how city government functions. Though I have never served in public office, I feel able to make a contribution. I'll work hard to represent the interests of the people in my district and the city as a whole, as one member of a diverse body charged with making decisions that impact the daily lives of every resident.

I believe my work experience gives me some insight that could be useful. I've held a variety of jobs from waitress to small business owner to truck driver, and have worked with people from all walks of life from the shop floor to the executive suite. I've learned to listen, ask questions, and synthesize what I've learned. In every job I've had a tendency to be a problem-solver and enjoy exploring different options and approaches in searching for solutions.

As a homeowner, I am a taxpayer in Menasha, so the financial challenges confronting us are of great concern to me. We've lived in the First District for nine years and are very happy in here. My husband and I are committed to doing what we can to keep Menasha a great place to live and work.

I realize I will not be the only qualified member of our community to request the consideration of the council, and as a citizen, I hope your choice will not be an easy one. That will mean that you had a number of good choices, and that's a sign of a healthy community and a thriving democracy. I appreciate the council's consideration of my qualifications and fitness for the position of First District Alderman.

Sincerely,



Joanne Roush

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## Résumé

Joanne M. Roush  
409 Cleveland Street  
Menasha, WI 54952

Phone: 920-886-0022  
Mobil: 920-915-3623

### Education:

1971                    Graduated Wabeno High School, Wabeno, Wisconsin  
1971 – 1976        Independent Major: Communications Research, UW-Madison.  
2002                   Completed Fox Valley Technical College truck driver training program.  
Other:                Food Safety Certification, FVTC, 2003

### Employment:

1971 – 1975        Various student jobs; waitress; summer employment as proprietor of my  
                         gift shop, The Red Shed, on Highway 10 in Dale.  
1975 – 1978        Office manager, BDC Camera Repair, Madison, WI  
1978 – 1984        Self-employed designer/seamstress/fabricator, Los Angeles, CA  
1984 – 2001        Founding partner, The Display Shop, Inc., Greenville, WI  
2002 – 2003        OTR team driver, Ecklund, Inc., Neenah, Wisconsin  
2004 – Present     Research/Writer/Consultant, Unit7, New York, NY (telecommuting)

### Community:

1984 – Present     I have served on the boards of Big Brothers/Big Sisters of the Fox Valley  
                         (2 years), League of Women Voters (2 years), Advertising Association of  
                         the Fox River Valley (5 years), and Doty Island Development Council (2  
                         years).

### Personal:

Born in Chicago, Illinois; have lived in Wisconsin for a total of 32 years,  
nine of those in Menasha at my current address. I am married and have no  
children.

References available on request.

September 8, 2009

Ms. Debbie Galeazzi  
City Clerk  
140 Main Street  
Menasha, Wisconsin 54952

Ms. Galeazzi:

I am writing to express my interest in the District #1 aldermanic position.

I believe that I would benefit the City of Menasha and specifically the District #1 Aldermanic district because of my work experience which covers a rather diverse range of governmental entities. Although my major emphasis has been on assessing, I also have a broad based background in town and county government gained during my tenures as a Town of Menasha Town Board Supervisor and as a Winnebago County Board Supervisor. Each of my employment positions served to formulate my knowledge of the workings of governmental entities.

I feel my employment experience serves to qualify me for the position of District #1 Alderman for the City of Menasha.

If you agree, the opportunity to participate in an interview or to be further considered for the position would be greatly appreciated. You may contact me at my home at your convenience.

Sincerely,



Gordon M. Eckrich

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CITY OF MENASHA  
BY dg

# GORDON M. ECKRICH

383 Naymut Street • Menasha, WI 54952 • 920-722-7933

## OBJECTIVE

To secure the appointment to the district #1 aldermanic seat.

## EXPERIENCE

### **TRI-COUNTY RECREATION ASSOCIATION - Board of Directors, Neenah, WI**

Board President

April 1984 to Present

- Creates manager policy.
- Supervises manager performance.
- Host trade shows.
- Eliminated substantial preexisting debt load.
- Installed a permanent concrete floor system.

### **CITY OF OSHKOSH – Assessors Office – Oshkosh, WI**

Property Appraiser

February 2003 to October 2003 and March 2004 to September 2005

- Assisted in city wide reassessment of properties.
- Gathered measurements and listing data of residential and commercial properties.
- Entered listing data and sketches into computer system.
- Assisted in background research of commercial properties.
- Explained new assessments to property owners.

### **CITY OF APPLETON – Assessors Office, Appleton, WI**

Property Appraiser

July 1973 to March 2002

- Performed tasks to set assessments in classes of properties.
- Assisted in development and implementation of computer assisted assessment system.
- Assisted in mentoring lead programmer in assessment function.
- Expanded the State Assessment Manual cost tables.
- Remapped portion of city on the county plat maps.

### **TOWN OF MENASHA – Town Board of Supervisors, Menasha, WI**

Town Board Supervisor

April 1981 to April 1992

- Chaired Building Committee for West Side Fire Station.
- Assisted in development of job description for first Town Administrator.
- Interviewed and hired first Town Administrator.
- Acted as liaison between Town Board and Police and Fire Departments.

**EXPERIENCE (CONT)**

**WINNEBAGO COUNTY – County Board of Supervisors, Oshkosh, WI**

County Board Supervisor

April 1984 to March 1992

- Served on committee to oversee County Buildings and Grounds.
- Assisted in initial design and construction of County Exposition Building.

**Scott Francis**  
319 Cleveland Street Menasha Wisconsin 54952  
920-722-1317 Scott@ToplineDevelopment.com

September 14, 2009

To: Ms Debbie Galeazzi,  
City Clerk, City of Menasha  
140 Main Street  
Menasha, WI 54952

From: Scott Francis

RE: Vacancy in District #1 Aldermanic Seat

This letter is to express my interest in fulfilling the duties of the open aldermanic position for the 1<sup>st</sup> district. I would like to help the city of Menasha move forward , by representing the residents and business's within the first district, to ensure that city government decisions made on their behalf are both progressive and fiscally responsible.

As a resident of the 1<sup>st</sup> district for past 27 years I have a strong sense of community and a good understanding of what the people, and businesses, within the community desire. I am especially interested in business development and "quality of life issues." I feel the two areas compliment each other, in that a strong vibrant business community will allow us to continue to provide quality services without increasing the tax burden to Menasha residents. Decisions regarding the prioritization of spending are more important now than ever before, given the recent economic events and the cities current financial situation.

My community involvement background includes a number of years as an active member on the board of directors for the Doty Island Development Council and the Inventors Network of Wisconsin. My business background includes senior and general management positions for a number of companies including Kimberly Clark, Dean Foods and Community First Credit Union.

For the past six years I have operated my own management consulting company Topline Development LLC.

Today's environment requires collaboration based on vision to achieve more with less.

I welcome the opportunity to serve.

  
Scott Francis

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CITY OF MENASHA  
BY: 

## SCOTT R. FRANCIS

319 Cleveland Street  
Menasha, WI 54952

920-722-1317  
Scott@ToplineDevelopment.com

### CAREER OBJECTIVE

#### Senior Marketing Leadership - General Management Role

**Creative and visionary leader** with extensive change agent, business development and new products success. Proven people developer and consensus builder who consistently delivers bottom-line results. Experienced in all aspects of strategic planning, advertising, business development, promotion, packaging, research and pricing. Category experience includes food, financial services, paper, apparel, direct marketing, health and beauty aids, and private label. Functional areas of expertise include:

- |                          |                      |              |             |               |
|--------------------------|----------------------|--------------|-------------|---------------|
| ✓ Strategic Planning     | ✓ P&L Responsibility | ✓ Sales      | ✓ Logistics | ✓ Insurance   |
| ✓ Research & Development | ✓ Customer Service   | ✓ Operations | ✓ Finance   | ✓ Investments |

### PROFESSIONAL WORK HISTORY

#### TOPLINE DEVELOPMENT, Menasha, WI

2003 - Present

*Strategic marketing Consultants specializing in "Go to Market Strategies", New Products, Marketing Strategy & Planning*

##### Owner / President

*Work with business owners and "C" level executives to help them make more money with less effort.*

- Developed and executed complete marketing and business development programs for multiple clients.
- Serve as a "sounding board" for multiple "C" level clients to help them crystallize vision and strategies.
- Served as Interim chief marketing officer, and worked with clients ranging from start-ups to multi-billion dollar organizations.

#### COMMUNITY FIRST CREDIT UNION, Appleton, WI

2002 - 2003

*Leading regional credit union in northeastern Wisconsin, with \$545 million in assets*

##### Vice President Marketing and Strategic Planning

*Responsible for marketing and strategic planning of 16-branch credit union and the management of its insurance and investment subsidiaries.*

- Grew assets from \$428MM to \$565MM.
- Increased profits to record levels in excess of \$7MM.
- Turned-around insurance and investment subsidiaries to become profitable contributors.
- Launched 2 new branches that each generated sales in 3 months not attained for prior openings until the 1½-year mark.

#### MILES KIMBALL, Oshkosh, WI

2001

*Catalog and Internet merchandiser.*

##### Director of Customer Relationships

*Responsible for improvement in all points of contact with customers and long-term business development.*

- Initiated and coordinated consumer research that led to a repositioning of the Miles Kimball website.
- Selected and tested media (other than catalog) to drive customers to website and generate direct sales.
- Organized and led effort to establish relational database for future consumer research.

#### BEL-KAUKAUNA USA, Kaukauna, WI

1999 - 2001

*U.S. headquarters for Fromagerie Bel, the world's second largest cheese company.*

##### Marketing Manager

*Responsible for Kaukauna® and WisPride® brands of refrigerated spreads and Mexican sauces (\$50MM in manufacturer's sales).*

- Led research that resulted in positioning for company's first-ever account specific television campaign, increasing sales by 17% in advertised markets (25% of the United States).
- Re-launched cheese ball lines with new "easy-open packaging," resulting in the first product improvement in the category in 30 years and a 10% sales increase.
- Introduced improved cream cheese flavors that increased sales 5% while reversing distribution and sales declines.

#### DEAN FOODS-PICKLE & SPECIALTY PRODUCTS DIVISION, Green Bay, WI

1995 - 1999

*World's largest pickle packer.*

##### Marketing Director

*Responsible for managing 18 brands and private label programs for 45 of the nation's top 50 retail grocers.*

- Contributed to increasing division profits from \$23MM to \$45MM through S.K.U. and mix and territory management.
- Introduced several new products including Peter Piper's Pickles® with the Picklevator, a basket in the jar which brings pickles to the consumer. Selected as one of ten new products out of 26,000 to win Marketing Intelligence Service Ltd.'s "Better Mouse Trap" award for new products in 1999.
- Received company's Gold Medal Merit award for "Excellence in Management".

**STELLA FOODS**, Green Bay, WI

1993 – 1995

*Nation's largest manufacturer of Italian cheese with annual sales totaling over \$500MM.***Group Product Manager** - Dairy Case Brands, Private Label, Food Service and Ingredients*Responsible for P&L, marketing and sales of branded and private label cheese including: Frigo<sup>®</sup>, Dragone<sup>®</sup>, and Gardenia<sup>®</sup>.*

- Consolidated product forms across 3 plants to obtain common sizes, pricing, and promotional schedules.
- Created 2 major tie-in promotions, Pogs and Magic Eye trading cards in-packs, increasing sales by 23%.
- Redesigned package graphics to significantly improve shelf presence and incorporate N.E.L.A. requirements.

**ZWICKER KNITTING MILLS**, Appleton, WI

1991 – 1992

*A seasonal fashion accessory manufacturer and importer.***General Manager** - Knit Street and Contract Divisions*Responsible for P&L, operations, marketing and sales of divisions totaling \$35MM annually. Marketed accessories to drug, grocery, department store and private label/contract classes of trade. Managed 7 direct reports.*

- Improved profitability of divisions from losses of \$3MM to breakeven in less than one year by improving price, mix and cost.
- Sold, personally, over \$3MM in net new business.

**MEAD CORPORATION – GILBERT PAPER DIVISION**, Menasha, WI

1991

*A \$75MM premium paper manufacturer.***Marketing Manager***Responsible for leading all corporate marketing and advertising activities.*

- Introduced Essee<sup>®</sup>, a new grade of recycled premium papers, which was slotted in most major paper distributors and became Gilberts leading paper line accounting for 28% of Gilberts total sales.

**KIMBERLY-CLARK CORPORATION**, Neenah, WI

1982 – 1990

*World's largest manufacturer of tissue products. A Fortune 100 global consumer products company.***Manager of New Business Development** – Home Health Care Group (1988 – 1990)*Responsible for division's long-term vision and strategy and identification and development of new products.*

- Introduced Freshguard<sup>®</sup> disposable underarm shield to Austin, Texas, test market.
- Introduced Depend Toweletts<sup>®</sup>, the company's first wet wipes product.
- Developed initial concept for light incontinence line of products, launched as Poise<sup>®</sup>

**Product Manager** - Depend<sup>®</sup>, Incontinence Products Consumer and Institutional (1987 – 1988)*Responsible for "full containment" and institutional segments of the business.*

- Increased sales 40%, while coordinating cost savings programs, reducing sales costs by 33% and improving product quality.
- Developed institutional packaging and pricing programs, increasing sales by 15%.

**Product Manager** (1984 – 1987)*Responsible for multiple product lines including: new feminine care products, New Freedom<sup>®</sup> and New Freedom<sup>®</sup> Thin/Thin Super Maxi and Anyday<sup>®</sup> Pantliners.*

- Identified and developed Kotex<sup>®</sup> Natural Curved Tampons. Developed creative for this product, which broke all existing testing records for persuasion and recall.
- Proposed and led change from cardboard to poly bags, resulting in significant volume and brand share increases.
- Created and executed defensive promotions to counteract competitors' major new product entries, developing the highest profit level in the category.
- Introduced New Freedom<sup>®</sup> Thin Maxi, Kimberly-Clarks largest new product introduction to date. (inflation adjusted dollars)

**Assistant Product Manager & Marketing Assistant** (1982 – 1984)**OTHER EXPERIENCE****Director**

Doty Island Development Corporation - (A community development and action group)

2005 - present

Phoenix Restaurant Group (Five restaurant chain in Milwaukee)

1998 - present

Wisconsin Inventors Network

2006 - present

**Author /Public Speaker** - Author of a syndicated business column and guest speaker at regional and national events.**Adjunct Professor** Graduate and Undergraduate Marketing and Management Courses**UNIVERSITY OF WISCONSIN, OSHKOSH**

2006 - 2008

**CARDINAL STRITCH UNIVERSITY**

1985 - 1996

**MARQUETTE UNIVERSITY - (FULL TIME)**

1981 - 1982

**NORTHERN MICHIGAN UNIVERSITY- (FULL TIME)**

1980 - 1981

**EDUCATION****Masters of Business Administration** – Northern Michigan University, Marquette, Michigan**Bachelor of Science – Management/Marketing**, Adams State College, Alamosa, Colorado