

CITY COUNCIL INTERVIEWS

Budget Committee

January 21, 2014
City Hall Conference Room

The attached applications are citizens interested in being appointed to the Planning Commission.

<i>Time</i>	<i>Name</i>	<i>Committee</i>
6:15 pm	Philip Marler	Budget Committee
6:30 pm	Alan Pettit	Budget Committee
6:45 pm	Brooke Walton	Budget Committee

Budget Committee – There are three openings and three applications.

Philip Marler Requested reappointment.
Alan Pettit New Applicant
Brooke Walton New Applicant

**CITY OF COOS BAY
BUDGET COMMITTEE APPLICATION**

1. Identify your experience, education, and training which would benefit the committee and the community.

I am a Certified Residential Appraiser. I have owned a business for over 15 years. I have a Bachelor's degree, plus appraiser certification. I have been a government employee (over 13 years, total) and understand how taxes and budgets work. I am familiar with public service and the importance of making decisions for the public good.

2. List the nature and extent of your past and present community involvement.

I have been a member of the Coos Bay Lions Club since 1994. I have held several different offices within the club over those years, including President.

I served on the Coos Bay Planning Commission from 1995 through 2000.

3. List two references we may contact; include name, title, affiliation, address and phone.

Jayson Wartnik; partner at Hough, MacAdam & Wartnik, CPAs, 3690 Broadway, North Bend, OR 97459, 541-269-9338

Dick Vigue; Northwestern Mutual Financial, 598 Anderson Ave, Coos Bay, OR 97420, 541-267-7340

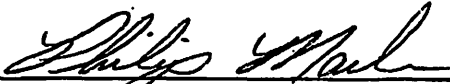
Please Print:

____ Philip Marler _____
Name

____ 541-297-5129 _____
Daytime Telephone No.

____ P.O. Box 1496, Coos Bay, OR97420; 1312 N. 12th Terrace, Coos Bay, OR 97420 ____
Home Address [mailing and street address]

____ phil@marlerappraisals.com _____
E-mail Address

____  _____
Applicant's Signature

____ 01/13/2010 _____
Date

Philip Marler

Please indicate which committee(s) you are applying for:



Budget Committee



Design Review Committee



Planning Commission



Building & Fire Code Board of Appeal

1. Identify your experience, education and training which would benefit the committee and the community.

PLEASE see attached resume

2. List the nature and extent of your past and present community involvement.

Chamber of Commerce Board Member, Co-Chair of
the Legislative Action Team (Chamber of Commerce)
Member of the Coos County Structure Committee.
Past Board Member for MOB (Music on the Bay) Board - Coos County Alliance
for Progress

3. List two references we may contact; include name, title, affiliation, address and phone.


David Jones, Sr. VP of Corporate Development, Citrix 954-644-0115
David Manovich, Former Sr VP of World Wide Sales, Apple, 650-533-7883
John Barton, Co-Chair, Structure Committee, 541-297-1220 (1220)

Alan Pettit
Name

650-703-1115
Daytime Telephone Number

Mailing: 536 S. 2nd St, Coos Bay, OR Physical: 700 N. 8th St, Coos Bay, OR
Home Address [mailing and street address]

Al@hdcoosbay.com
E-mail Address


Applicant's Signature

11/25/13
Date

Alan Pettit

536 S. 2nd Street
Coos Bay, Oregon, 97420
Phone: 650-703-1115
alan.pettit@charter.net

Extensive experience in global enterprise sales, general management, operations, P&L management and business development with a track record of building successful and profitable sales-driven organizations in North America, Asia and Latin America.

- Built Citrix System's Pacific Division from a single sales office in Sydney to fourteen profitable sales offices throughout nine Pac Rim countries, including Japan, China, Singapore, Hong Kong, Korea and India.
- Built Digital Island US enterprise sales organization from single employee to four regional sales offices, leading to a \$1B+ IPO.
- Re-structured Apple Computer's Australia subsidiary, achieving revenue targets for the first time in two years and increasing net profits by 25%. Increased sales by 27%, lowered expenses by 17% and added \$8m in incremental gross profit.
- Wrote turn-around business plan for Apple's Latin American subsidiary, leading to a 300% increase in revenues in less than 24 months.

Owner/Operator - HIGHWAY 101 HARLEY-DAVIDSON, Coos Bay, OR 2006-2012
Provider of H-D sales, service, general merchandise, parts & accessories.

- Two-time winner of Harley-Davidson's coveted Circle of Excellence Award.
- Recognized by H-D for solid business fundamentals and superior Customer Satisfaction ratings.
- Ranked among top ten percent of all Harley dealers in Customer Satisfaction.
- Revenue growth in each department, every year, since 2009.

SEALEDMEDIA, Los Gatos, CA 2004-2005

Provider of information rights management applications (IRM) with offices in San Jose, San Francisco, New York, Boston, San Antonio and Beaconsfield, UK

Vice President of North American Sales

Built and managed enterprise sales and customer support throughout North America for this security solutions start-up.

- Built direct sales, telemarketing, systems engineering, business and channel development teams and managed third party telemarketing in the North America market.
- Targeted Fortune 500 and mid-sized enterprise organizations through a combination of direct sales, VAR and SI channels. Direct customers included Viacom, Siebel Systems, Harvard University, Citrix Systems, Beckman Coulter, PacificHealth, Aquila, Lam Research, Brocade and Crescendo Ventures.
- Tripled enterprise customer base in first six months.

CITRIX SYSTEMS Ft. Lauderdale, FL/Sydney, Australia 1998-2003

Provider of market-leading technologies for virtualization, networking, cloud computing and collaboration.

Vice President and General Manager of the Pacific Division, Corporate Officer

- Expanded single sales office to fourteen offices throughout nine Asia-Pac countries including Japan, Singapore, Hong Kong, India, China and Korea.
- Turned a \$2m per annum loss to four consecutive years of robust profits and sales growth.
- Managed Pacific Operations which included sales, marketing, support, consulting services, HR, facilities, IT, finance and legal departments.
- Enterprise customers included Citibank, Sumisho Trading, Optus, Commonwealth Bank, China Bank, ATO (Australian Tax Office), Telstra and others.
- Met or exceeded expense targets 20 consecutive quarters.
- Met or exceeded revenue targets three, consecutive years.
- Achieved profitability in each new market within the first twelve months of establishing operations.
- Developed productive sales partnerships with IBMGS, HP, Fujitsu, Sumisho, Kanimatsu, Canon and others in Japan.
- Drove strategic two-byte quality assurance partnership with NEC.
- Conducted business updates on CNBC-Asia and Bloomberg-Asia.
- Excellent public speaking skills. Twice served as keynote speaker for iForum Pacific, Citrix System's customer and channel marketing event for 800+ customers and partners.

Acting VP of Corporate Marketing, 2000

- Served as VP of Corporate Marketing during executive search.
- Managed \$45M worldwide marketing budget throughout US, Europe and Asia divisions.

Alan Pettit

- Delivered iForum; Citrix' annual world-wide customer and channel marketing event.
- Oversaw the development of a corporate brand campaign and insured WW adherence to corporate messaging and branding standards.

DIGITAL ISLAND 1997-1998 (purchased by Cable & Wireless)

A global provider of robust, managed hosting, and network infrastructure and applications required to transact, deliver and manage profitable transactions and interactions to more than 35 countries worldwide.

Vice President of WW Sales

- Built and managed direct & inside sales, channel sales, and third-party relationships for this global, private ISP network start-up, leading to a very successful \$1B+ IPO
- Target market was Fortune 500 C-level IT managers. Customers included Cisco, National Semiconductor, Stanford University, Disney, UMI, AutoDesk, E*Trade, Schwab, Platinum Technologies, Intertel, MasterCard and others.
- Built per annum revenues to over \$6M in first 12 months.
- Established regional sales offices in San Francisco, Detroit, New York and Boston.

APPLE COMPUTER 1988-1996

Apple-Japan (1995) (\$3 billion in revenues)

Assisted President of Apple Pacific in the day-to-day management of Apple's \$3 billion Japanese subsidiary during GM replacement search.

- Rebuilt partnerships with Canon, Xerox, Mitsubishi and other key distributors and resellers to meet sales targets.
- Assisted with the restructuring of the sales and marketing teams to meet revenue & expense targets. Developed targeted product marketing campaigns to meet sales objectives.

General Manager, Apple Australia (1994) (\$400m in revenues)

Assigned by President of Apple Pacific to lead business turn-around. Addressed shrinking market share, eroding margins, low customer and channel satisfaction, operational deficiencies and low morale.

- Re-built sales, marketing, HR, manufacturing and operations teams in less than 90 days.
- Beat quarterly revenue and expense targets for the first time in two years.
- 1994 Apple Pacific "President's Award" recipient in recognition of Australia accomplishments.

Business Development Manager, Apple Pacific (1993)

Responsible for operational oversight of Latin American, Canada, Australia, Japan and Pac Rim subsidiaries.

- Assigned by VP of Apple Pacific to write turn-around business plan for Apple's Latin America subsidiary. Plan implementation resulted in a 300% revenue gain in less than 24 months.
- Apple Pacific Enterprise Global Accounts representative. Collaborated with U.S. and European counterparts to provide seamless, single-point-of-contact sales and sales support to global customers such as EDS, Hershey's, Siemens, Boeing and others.

District Manager of Enterprise Sales, San Francisco (1991-1993)

Enterprise Sales Development Mgr, NorthWest Operations (1990-1991) (#1 in US, 1990)

General Manager, Sacramento Branch (1989-1990)

District Manager / Reseller & VAR Channels (1988-1990) (#1 in US, 1989)

EDUCATION: BS, Economics and Business Administration, Hillsdale College, MI

MBA, International Business, Regis University, Boulder, CO (incomplete)

Board of Directors - Bay Area Chamber of Commerce

Board of Directors - Coos County Alliance for Progress

Co-Chair, Coos County Structure Committee

Co-Chair, Coos County Volunteer Structure Committee (Aug, 2011 - Jun, 2012)

- Conducted an operational review of Coos County, including IT, Sheriff, Jail, County Corrections, Parks, Road, HR, Finance, Assessor, Solid Waste, Planning, Forestry and others.
- IT conclusions led to a consulting contract between the county and Presidio.
- Solid Waste conclusions led to a shutdown of the antiquated and dangerous facility.
- Management structure conclusions led to several ballot measures.

Committee(s) applying for: Budget Committee

1. Identify your experience, education, and training which would benefit the committee and the community.

I served a three year term on the City of North Bend budget committee. I was also an owner/operator of two businesses, one of which was located in the City of Coos Bay, and am currently a partner in a new local distillery and a full time insurance & financial services agent for a local State Farm agent. I believe my business background and past budget committee experience would benefit this committee and the City.

2. Do you live in the City of Coos Bay? Yes

3. How long have you lived in Coos Bay? 8 months

4. Do you own property in Coos Bay? Yes

5. List the nature and extent of your past and present community involvement.

I am currently serving my 6th year as a director on the Bay Area Chamber of Commerce board and active on their Legislative Action Team, Education, and Business Development & Support Teams. I am co-chair of Boost Southwest Oregon and was the 2013 Bay Area Chamber president. I have volunteered for the Waterfall clinic fashion show and am a participant in a fundraiser for the Star of Hope Activity Center.

6. List two references we may contact; include name, title, affiliation, address and phone.

Melissa Cribbins

Caddy McKeown

Coos County Commissioner

Oregon State Representative

410 Date St.

890 Telegraph Dr.

Coos Bay, OR 97420 (541) 297-5639

Coos Bay, OR 97420 (541) 290-2983

Brooke Walton

541-350-2934

Name (please type or print)

Daytime Telephone Number

750 Market Ave, Coos Bay, OR 97420

Home Address [mailing and street address]

bwalton98@gmail.com

E-mail Address


Applicant's Signature

1-8-2014

Date

Brooke Walton