



Date of Council Meeting: January 8, 2013

**TOWN OF LEESBURG  
TOWN COUNCIL MEETING**

**Subject:** Town Council appointments and re-appointments to the Economic Development Commission.

**Staff Contact:** Lee Ann Green, Clerk of Council

**Recommendation:** That Council consider the following appointments and re-appointments for the Economic Development Commission:

Mayor Umstatt will be re-nominating Eunggil Choi.

Council Member Butler will nominating \_\_\_\_\_.

Council Member Dunn will be nominating \_\_\_\_\_.

Council Member Hammler will be re-nominating Gwen Pangle.

**Background:** The terms of office for Commissioners correspond to the term of the council member who nominated them.

**Fiscal Analysis:** Section 2-197 of the Town Code provides for annual compensation of \$600 for each Commission member. This amount is included in the FY 2013 approved budget.

**Attachments:** (1) Resumes  
(2) Appointment Resolution

- \* Grandmaster Choi is a 1998 graduate of Leadership Loudoun.
- \* He is CEO and owner of the US Tae Kwon Do Martial Arts Academy, with schools in Leesburg, Winchester and Great Falls, VA. He has been a business owner in Leesburg for over 16 years.
- \* During his time in Leesburg, he has hosted annual fundraisers to benefit the American Cancer Society and Blue Ridge Hospice, raising between \$8,000 and \$20,000 a year for these charities for the past 16 years. His annual fundraisers bring hundreds of families and foreign visitors to Leesburg every fall. The Leesburg and regional businesses that he has organized in support of these charities include China King Restaurant, the Loudoun Times-Mirror, Korean Times, Corona, photoworks, Aesthetica, Locust Landscaping, Kobe Japanese Steak House, Giovanni's, Pacific Restaurant, Pine Tree Corp., MDI Imaging & Mail, Westpark Golf Club, URSO Auto Body & Paint Co., Herndon Animal Medical Center, ABC Supply Co., Inc., and European Service Center, among others.
- \* Several years ago, Grandmaster Choi initiated Leesburg's ongoing sister city relationship with Samcheok, South Korea, putting Leesburg on the map with Korean communities in Korea, Canada and the U.S.
- \* Grandmaster Choi and Mrs. Choi have raised 3 children in Sterling and the Leesburg area. All three children have been involved in running programs at U.S. Tae Kwon Do Academy in Leesburg. His daughter was just accepted into medical school at Penn State.
- \* I believe Grandmaster Choi has shown a deep commitment to the Leesburg business community and the larger Leesburg community for nearly two decades. Prior to moving to the United States, Grandmaster Choi was a military officer in the South Korean Army. He has worked especially closely with military families in the U.S. He has done a great job of marketing the Town of Leesburg regionally, nationally and internationally. As the owner of three tae kwon do academies in three very different jurisdictions (Fairfax, Leesburg and Winchester), I think he is in a unique position to offer the Town Council and the EDC a chance to compare the hurdles and benefits to doing business in Leesburg and our competing jurisdictions.

Grandmaster Eunggil Choi can be reached at:  
U.S. Tae Kwon Do Martial Arts Academy  
521 G East Market St.  
Leesburg, VA 20176  
703-777-1000

## **James A. Sisley**

1117 Franklin Ct., SW Leesburg, VA 20175

W - 703/777-8123

C - 571/215-5561

jim.sisley@palre.com

### **Summary**

A resident of Loudoun County and Leesburg, VA since 1994; Jim spent 25 years in the telecommunication industry in roles from Sales Person to Senior Vice President for US and International systems/service providers IBM, MITEL, MCI/WorldCom and others.

He is the Principal Broker and Partner at Paladin Real Estate, a Commercial Real Estate practice providing commercial leasing and sales brokerage services for Buyers, Sellers, Tenants and Landlords throughout the state of Virginia.

He is the founding Chairman of Crossroads of Leesburg, Inc, a non-profit organization working within the town of Leesburg, VA. Crossroads uses an approach created by the National Trust to achieve Economic Restructuring of Leesburg's Traditional Commercial District. Jim is also a member of the Downtown Improvement Association, and was on the founding roster of the Public Art Commission for the Town of Leesburg as well as Chairman of the appointed Task Force that established the Public Art Commission.

### **Specialties**

- Commercial Real Estate brokerage specializing in Retail, Office and Industrial properties throughout the Commonwealth of Virginia.
- Economic Development and revitalization of Towns with populations of less than 100,000.

### **Experience**

Principal - Paladin Real Estate (Private; Real Estate Industry)

2007 – Present (1 year)

Principal Broker and Founder of real estate organization representing Buyers, Sellers, Landlords and Tenants in commercial transaction of retail, industrial, office, and land for sale or lease

### **Senior Advisor**

SperryVanNess-Vaaler Real Estate (Private; 501-1000 employees; Real Estate Industry)

October 2001 – September 2007 (6 years)

Representing Landlords, Tenants, Buyers and Sellers of Commercial Real Estate throughout the Commonwealth of Virginia. Achieved the 15th highest 2006 transaction volume among WDC area Commercial Realtors according to CoStar.

### **VP - General Manager**

Teligent (Public Company; Telecommunications Industry)

1999 – 2001 (2 years)

VP-GM for Competitive Local Exchange Carrier business in a region consisting of Baltimore, Washington DC/NOVA , Richmond, Raleigh, Charlotte, and Atlanta. Managed staff of 100+, annual revenue of \$20million and operating budget of \$10million.

### **Director of Sales - East Region**

WorldCom (Public Company; 10,001+ employees; Telecommunications Industry)

June 1997 – May 1999 (2 years)

Coordinate sales, engineering, and delivery of Customer Premises Equipment; local, long distance, & Internet services; considerable focus on advance Computer Telephony software applications for Call Centers, Unified Messaging, and Distributed Computing; Video Conferencing; and shared tenant services.

### **Director**

Mitel (Public Company; 1001-5000 employees; MTL; Telecommunications Industry)

1994 – 1997 (3 years)

Designed, introduced and managed Strategic Accounts Program a national marketing program with responsibility to coordinate the efforts of direct and indirect sales forces in pursuit of company's largest consumers across multiple geographic regions in the US.

### **Additional Experience available upon request**

#### **Education**

Northern Virginia Community College

- Art and Commercial Interior Design, 2001 – 2002
- Architectural drafting, commercial space planning and construction standards

MFAH-The Glassell School of Art - Studio School

- Fine Art and Design, 1992 – 1994

Multiple Telecommunication Technical Certifications 1975 - 2001

- Traffic Engineering
- System Design, Installation, Maintenance and Optimization

#### **Groups and Associations:**

- Leesburg Downtown Improvement Association
- Crossroads of Leesburg
- Northern Virginia Community Foundation
- Leesburg Art Commission (Former)
- Urban Land Institute
- National Association of Realtors
- Greater Washington Commercial Association of Realtors®
- Potomac Riverkeeper
- Shenandoah Riverkeeper

### **References provided as necessary**

PRESENTED January 8, 2013

RESOLUTION NO. 2013-

ADOPTED \_\_\_\_\_

A RESOLUTION: MAKING APPOINTMENTS AND RE-APPOINTMENTS TO THE ECONOMIC DEVELOPMENT COMMISSION

WHEREAS, participation by public-spirited citizens on town boards, commissions and committees is vital to the success of town government and the democratic process; and

WHEREAS, boards, commissions and committees serve an indispensable role in providing recommendations concerning town policy and programs; and

WHEREAS, Council desires to appoint effective individuals to serve at its will and pleasure on these advisory boards; and

WHEREAS, certain council members terms have expired and have been re-elected.

THEREFORE, RESOLVED that the Council of the Town of Leesburg in Virginia hereby:

SECTION I. Appoints \_\_\_\_\_ and \_\_\_\_\_ to terms ending on December 31, 2016.

SECTION II. Re-appoints Eunggil Choi to a term ending on December 31, 2014 and Gwen Pangle to a term ending on December 31, 2016.

PASSED this 8th day of January, 2013.

\_\_\_\_\_  
Kristen C. Umstattd, Mayor  
Town of Leesburg

ATTEST:

\_\_\_\_\_  
Clerk of Council