



Date of Council Meeting: January 8, 2013

**TOWN OF LEESBURG
TOWN COUNCIL MEETING**

Subject: Town Council re-appointments to the Parks and Recreation Commission

Staff Contact: Lee Ann Green, Clerk of Council

Recommendation: That Council consider appointments and re-appointments to the Parks and Recreation Commission:

Mayor Umstadd will be nominating Brody McCray.
Council Member Butler will be re-nominating Russ Shaw.
Council Member Dunn will be re-nominating Clint Walker.
Council Member Hammler will be re-nominating Jan Joseph.

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

From: Kristen Umstadd
Sent: Thursday, January 03, 2013 10:45 AM
To: Lee Ann Green
Cc: Council
Subject: Brody McCray for Parks

All,
I'll be nominating Leesburg resident, Brody McCray, for my vacancy on Parks & Rec. My previous nominee, Stephen DeAngioletti, had asked me to find a replacement for him, as he has undertaken new responsibilities. Below is Mr. McCray's background information.
Kristen

Brody McCray
517 Clagett St., SW, Leesburg, VA 20175
Phone: 202-615-3624
Email: bajmccray@gmail.com

Experience

- I have been an active member of the Leesburg Community since arriving in the town. I have attended Board of Supervisor meetings, downtown events/festivals and benefited from Leesburg's parks and trail networks.
- I have a special interest in Parks and Rec Programs since I have been a participant in them my entire life and find them to be extremely beneficial in our society. I am currently in adult soccer leagues through Loudoun Soccer and through the Dulles SportsPlex. I organized and participate in an athletic club at my workplace. I am extremely interested in providing the best possible activities and facilities for my 2 year old son to have access to as he grows up in Leesburg.

Federal Aviation Administration Air Traffic Controller Sep 2002 to present

- I currently work at the FAA ARTCC in Leesburg, Va. Prior to this I worked at the FAA ARTCC in Longmont, Co.
- My work duties involve sequencing and separating air traffic and ensuring safety within the National Airspace System.

Military Service

- United States Army Jun 1993 to Jul 2001
- I served for 8 years in various job positions obtaining the Rank of E-5.
- I was a leader of men and women and in charge of millions of dollars in specialized equipment. I served at several different duty stations in different states and throughout Asia.

Education

Bachelors Degree 1998

I have a Bachelors of Science in Chemistry with a minor in Nuclear Engineering from the State of New York Board of Regents.

Masters Degree 2007 to present

I have currently completed all my course work and am presently working on my Thesis project for a Masters of Science in Statistics from Colorado State University with anticipated graduation within the next year.

Goals

I am interested in the quantity and quality of the existing parks in our town. I am also excited about finding new spaces for new parks within Leesburg to meet the needs of our diverse population. I am interested in delivering the best possible recreation programs for all ages to meet the needs of our community. I have a specific goal of developing a cycling culture within our community by developing more cycling awareness in our area drivers, improving bike lanes and shoulders on town roads, connecting town parks via protected cycling paths and finding ways to get more neighborhood access to the WO&D. I am also interested in developing wooded trails and paths from the perimeter of Leesburg into the surrounding open spaces for running, hiking and mountain biking.



Russ Shaw

1312 Moore Place
Leesburg, VA 20175
(w) 703-669-6285
(h) 703-443-1727
russ.shaw@comcast.net

Objective To utilize my excellent organization, presentation, technical and consultative selling skills to play a primary role in developing business relationships and increasing revenues for a progressive, high-paced, company.

Summary Senior sales and business development professional with a successful track record of building and maintaining client relationships in a high-growth, entrepreneurial environment. Proven leader with excellent presentation and written communication skills, superior professional presence and business acumen.

Experience 9/04 to Present MediServe Information Systems Washington, DC

Regional Vice President

MediServe is a Tempe, AZ based clinical software company specializing in Respiratory and Rehabilitation Clinical Information Systems for hospitals. As the Regional Vice President for the Central Atlantic region, I am tasked with growing business and maintaining accounts within the region.

- Closed \$1.4 million high-margin deal within 13-months from inception, significantly beating the 18-month average sales cycle
- MediServe's highest producer for the previous 12-months--currently at 180% of plan
- Responsible for \$2.8 million annual quota
- Quickly acquired market knowledge and developed a solid \$8 million pipeline
- Engage C-level executives to execute close of business
- Develop trusted advisor relationships with VP and Director level contacts
- Provide detailed product demonstrations outlining the clinical and business benefits of the application
- Discuss and support prospects in the creation of a business case, including comprehensive ROI development and analysis
- Communicate interface functionality with HIS products from Cerner, McKesson, Siemens, Epic, etc.
- Provide instruction for new hires on ROI/Business Case development process

8/03 to 8/04 Educational Direct Bethesda, MD

Executive Vice President, Sales & Marketing

Educational Direct's CEO was previously the CEO of OCM Enterprises. He brought me in to Educational Direct(ED) for 1 year to launch all aspects of sales, IT and corporate marketing efforts for the direct marketing startup—My efforts helped ED go from conception to \$3+ Million in less than 12 months.

- Established sales function by hiring, instructing and managing sales team, writing sales manual, defining sales procedures, setting sales goals and developing prospect database
- Managed implementation of Microsoft CRM software for successfully collecting, storing and accessing sales data for local and remote users
- Established corporate brand by managing design and development of corporate imagery including divisional logos, corporate brochures, letterhead, tradeshow materials and much more
- Designed and managed the implementation of corporate computing network including file, application and web servers. Established IT standards and VPN access for remote users. Purchased, configured and maintained all computing hardware
- Managed all aspects of online marketing activities including: domain registrations, design and development of corporate web, strategic design and launch of consumer shopping sites, implemented and maintained web site reporting metrics through WebTrends web analytics, optimized and managed paid search engine placement results and successfully launched multiple email marketing campaigns

5/01 to 8/03

Mobular Technologies, Inc.

Washington, DC

Director, Sales & Business Development

Mobular's CEO previously served as Vice President of Software at MessageMedia, Inc. He recruited me to pursue sales and business development opportunities for Mobular, a venture-backed technology start-up. Mobular provides a technology platform for the efficient management and distribution of documents, databases and other digital information within a fully searchable, navigable, and interactive environment

- Practiced highly consultative sales approach, integrating Mobular's technology solutions with offline direct marketing and catalog distribution, eCommerce infrastructures, and e-mail marketing efforts
- Closed largest single deal in company history
- Articulated complex electronic data distribution and web content management solution to a wide range of audiences including C-Level Executives, Marketing Directors, and IT Managers
- Sold key accounts including Hewlett-Packard, Mercedes USA, CDW, Disney, CNET Networks and IBM
- Successfully created and implemented Channel Sales program involving interactive marketing agencies, other Internet related solution providers and direct marketing firms
- Pursued, signed and implemented most productive strategic partnership in company history

11/99—5/01

MessageMedia, Inc.

Reston, VA

Regional Sales Director, Eastern USA

Responsible for \$3.2 million+ in annual sales of MessageMedia's database-driven email marketing software called UnityMail

- Consistently the Top Producer for National Software Sales Unit
- Achieved over 160% of annual quota in 2000
- Generated record quarterly sales by more than doubling assigned quota
- Conducted consultative sales to senior level management on utilizing UnityMail enterprise software to create targeted Internet permission marketing campaigns and improve CRM processes
- Sold key accounts including Roche Pharmaceuticals, Cahners Publishing, GNC, US Mint, T. Rowe Price, Zales, NASDAQ, Thomson Financial, M&M Mars, Smart Money, Martha Stewart and more
- Provided online and in-person product demonstrations to top level executives, IT professionals and Marketing managers
- Demonstrated effective negotiation and closing techniques in securing profitable business

3/94—11/99

OCM Enterprises

Bethesda, MD

Director, Sales & Marketing

Responsible for strategic and tactical business planning, sales management, and implementation of Internet initiatives supporting the sales, marketing and account maintenance functions

- Instrumental in increasing annual sales from \$1 Million to over \$20 Million in 5 years
- Managed all facets of corporate marketing including all Internet initiatives
- Identified and analyzed new business opportunities and market applications
- Established business relationships with corporate partners
- Developed, designed and implemented corporate marketing and sales plans
- Reported directly to the President/CEO

National Sales Manager

- Lead National Sales Team to greater than 20% revenue growth year over year
- Conducted market research and identified target accounts
- Developed and coordinated annual sales training seminars
- Tracked leads, accurately forecasted team sales, made introductory phone calls
- Assisted in developing corporate image and marketing programs

National Accounts Manager

- Developed and managed major strategic partnerships with sales channels
- Interfaced with key customer executives in a professional, mutually beneficial partnership
- Developed and maintained competitive product, service and marketing information

Education

Morehead State University

Morehead, KY

- M.A., Communications—Graduated Summa Cum Laude with a 4.0 GPA while working over 20 hours per week as a Graduate Assistant.
- Two-time Collegiate National Champion

James Madison University

Harrisonburg, VA

- B.S., Communications
- Two-year varsity athlete

References

Paul Jetter
Former MediServe RVP
General Manager of Healthcare Division,
Kenexa Corporation
Phone # Available Upon Request

Michael Lee
Former VP of Sales, MessageMedia
Current Chairman & CEO Syntermed, Inc.
Phone # Available Upon Request

Devin Schain
Former CEO, OCM Enterprises
Current President & CEO, Campus Direct
Phone # Available Upon Request

Al Wolk
Former VP Sales, MediServe
VP of Sales, IntraNexus
Phone # Available Upon Request

PRESENTED January 8, 2013

RESOLUTION NO. 2013-

ADOPTED _____

A RESOLUTION: MAKING APPOINTMENTS AND RE-APPOINTMENTS TO THE
PARKS AND RECREATION 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 Brody McCray to a term ending on December 31, 2014.

SECTION II. Re-appoints Russ Shaw, Clint Walker and Jan Joseph to terms ending on December 31, 2016.

PASSED this 8th day of January, 2013.

Kristen C. Umstattd, Mayor
Town of Leesburg

ATTEST:

Clerk of Council