



Date of Council Meeting: January 8, 2013

**TOWN OF LEESBURG
TOWN COUNCIL MEETING**

Subject: Town Council re-appointments to the Standing Residential Traffic Committee

Staff Contact: Lee Ann Green, Clerk of Council

Recommendation: That Council consider the following re-appointments to the Utility Rate Advisory Committee:

Mayor Umstatt will be re-nominating Liz Whiting.
Council Member Butler will be re-nominating John Thomas.
Council Member Dunn will be re-nominating Dale Goodson.
Council Member Hammler will be re-nominating Sandy Grossman.

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

Fiscal Analysis: There is no fiscal impact as no compensation is provided for Committee members.

Attachments: (1) Resumes
(2) Appointment Resolution

SANFORD B. GROSSMAN

510 Peppermill Terrace NE
Leesburg, VA 20176

703-622-3046
grossmansb@aol.com

QUALIFICATIONS SUMMARY

Senior Executive in the distribution and fulfillment industry concentrating on developing operational strategies to meet business goals for e-commerce, catalog, and distribution clients in high-volume SKU environments. Provides expertise in the functional design and evaluation of application software to meet productivity goals and requirements. Strong interpersonal communications skills, able to motivate teams with a democratic management style that empowers, leads and coaches while controlling and meeting high performance standards.

PROFESSIONAL EXPERIENCE

Soc Enterprises, Arlington, VA

2003 to Present

Project Manager

Facility Management for a dedicated fulfillment operation for an agency of the federal government. Full service operation inclusive of Call Center, Mailing and List Management, Pick, Pack Manifesting and Inventory Control in 25,000 sq.ft. with 21 employees. SOC's mission is to create employment for the severely challenged, 75% of the production personnel have a physical or mental challenge. Daily volumes average 300 telephone calls, 150 free form e mails and about 75 web based requesters. Majority of callers are referrals to other municipal or federal agencies. Daily orders average 100 with about 110 parcels.

- Designed and implemented entire facility

- Developed all warehouse and inventory control procedures.

- Modified and redesigned call center procedures

- Developed Daily Key Performance Indicators for all operations

- Reduced the average order turnaround time from 5 days to 24 hours

- Semi Annual government evaluations for performance have resulted in 100% of bonus incentive for the last 5 reviews

GENCO, Pittsburgh, PA

1999 - 2002

Customer Service Vice President

Responsible for 3 fulfillment/distribution facilities involving 1 million sq. ft., up to 300 teammates and reaching annual revenues of \$15M for this business to business fulfillment, distribution and returns operation. Provided consulting services to both internal sales team and external customers. Served as primary liaison between GENCO and clients.

- Managed the transition from small entrepreneurial operation into large corporate culture.
- Successfully re-engineered and relocated four clients, streamlined operations, reduced operating costs and improved margins by over 15% in less than 18 months.
- Planned redesign for automated pick and pass systems for 300,000-sq. ft. facility.
- Implemented productivity standards, matrixes and supportive QA and QC procedures for leaner and more cost effective fulfillment.
- Achieved and maintained excellent client report card and internal audit scores, for all major national fulfillment clients.
- Reduced order turn times by 50% while maintaining labor to sales ratios. (In many cases from 3 day to same day or next day shipping)

AB&C GROUP, INC., McLean, VA

1992 to 1999

Senior Vice President, Production Services

(Third-party fulfillment services to direct marketing, catalog and e-commerce companies)

Senior executive for all Distribution and Warehouse P&L and related activities: Receiving, Inventory Control, Bulk Storage, Pick/Pack, Manifesting and Traffic, Returns, Security and Quality Assurance. Operations included multiple mechanized packing lines in multiple buildings. Seasonal peak periods ran with multiple shifts running 7 X 24 encompassing in excess of 150 personnel.

- Initiated transaction and process-based Cost Analysis for all clients and operating areas.
- Re-engineered facilities for maximum throughput for daily order volumes in excess of 25,000.
- Converted over 100K square feet of warehouse from Wide Aisle to Very Narrow Aisle environment. Increased capacity by 40% and related revenue per square foot by 30% while maintaining all related profit margins.
- Reduced operating costs by re-negotiating national shipping contracts. Reduced expenses by over \$250,000 while saving over \$1,500,000 annually in shipping charges.
- Negotiated contracts with major national clients for over \$7,000,000 in fulfillment services.
- Instituted client based-credit card reporting systems and procedures that recovered 50% of all credit card declines.

BARBARA GEORGE, INC., Edison, NJ

1990 to 1992

Vice President, Fulfillment

(Publish and merchandise ten catalogs focusing primarily on women's clothing for larger sizes.)

Responsible for total fulfillment and inventory management of over ten thousand SKUs in two warehouse and two retail outlets, systems, computer operations and telemarketing services for 200,000 orders annually with up to 40% back orders and returns exceeding 25% of shipped units.

- Fulfilled all volumes while maintaining an unusually low cost per order.
- Negotiated a telemarketing contract for inbound orders that included zero increased cost per call over more than a two-year period.
- Initiated, functionally specified and implemented Marketing and Merchandise Analyses.

LITTLE & COMPANY, Salem, NH

1988 to 1989

Vice President, Sales & Marketing

(Credit card transaction processing company catering to direct marketing firms.)

Provide coordination and administration (including budgetary responsibility) for sales, advertising and trade show coverage.

- Implemented a lead generation program that exceeded projections by over 50% and recovered investment within less than twelve months.
- Established a marketing and business development program to solicit fulfillment and telemarketing firms and their clients to expand our base of services. Efforts resulted in adding millions of dollars in deposits and hundreds of thousands of transactions.

DIRECT MARKETING SYSTEMS AND SERVICES

1989 to 1990

Direct Marketing Consultant

1980 to 1986

Provided all aspects of circulation planning, marketing analysis and fulfillment including order processing and related systems, as well as the preparation and presentation of all related data and databases. Clients included: Marshall Fields, Tiffany's, UARCO, and advertising agencies.

- Functionally designed multiple catalog fulfillment systems.
- Procedural and logistical re-engineering of catalog fulfillment operations to meet each client's objectives.
- Successful cost-effective out-sourcing of all required fulfillment and related services.
- Contractual, administrative and managerial responsibility, including budgetary, of a start up mail order division for a major national retailer.

ADDITIONAL EXPERIENCE

PERSOFT, INC., Woburn, MA, 1986 to 1987 (**Director, New Business Development**)

Software developer offering a computerized modeling and forecasting system for direct marketing companies.

AMERICAN EXPRESS Direct Response Division (**Divisional National Sales Vice President**)--
Fulfillment Company focused on Continuity, Installment Billing, Publications and catalogs.

HY-AIDS, INC. (**National Sales Manager**) Fulfillment Company focused on Continuity, One Shot and Installment Billings and magazine agency sales

EDUCATION

Adelphi University, Garden City, NY, Bachelor of Science
Teachers College, New York, NY: selected graduate courses

ASSOCIATIONS & Affiliations

Loudoun County Sheriff Dept. Auxiliary
Leesburg, Watershed Committee
Member of the Exeter Community Board of Directors

PRESENTED January 8, 2013

RESOLUTION NO. 2013-

ADOPTED _____

A RESOLUTION: MAKING RE-APPOINTMENTS TO THE STANDING RESIDENTIAL TRAFFIC COMMITTEE

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; and

WHEREAS, vacancies exist for out-of-town customer representatives on the committee.

THEREFORE, RESOLVED that the Council of the Town of Leesburg in Virginia hereby re-appoints Liz Whiting to a term ending on December 31, 2014 and John Thomas, Dale Goodson, and Sandy Grossman 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