



Date of Council Meeting: December 8, 2015

**TOWN OF LEESBURG  
TOWN COUNCIL MEETING**

**Subject:** Appointment to the Environmental Advisory Commission

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

**Council Action Requested:** Consideration of a nomination made by Council Member Martinez for Ron Campbell to be appointed to the Environmental Advisory Commission to fill the vacancy created by Dr. Mary Haberl's resignation.

**Staff Recommendation:** Not Applicable.

**Commission Recommendation:** Not Applicable.

**Fiscal Analysis:** Section 2-197 of the Town Code provides for annual compensation of \$1,200 for Airport Commission members. Funds are available within the current Fiscal Year 2016 general fund budget.

**Background:** The terms of office for Commissioners correspond to the term of the council member who nominated them. As per Section 2-193 of the Town Code, members of the Environmental Advisory Commission shall be residents of the town or town business owners. Mr. Campbell resides on Fort MacLeod Terrace, NE.

**Attachments:** (1) **Resume/Letter of Interest**  
(2) **Appointment Resolution**

Dear Leesburg Town Council Members,

I am submitting my letter of interest to serve on the Environmental Advisory Commission. In January 2013 the Town Council had appointed me to serve on the Technology Commission and three months later I had to resign due to a new job position.

My wife and I have lived in Leesburg for over 14 years and have been active in our community, Church and political associations, particularly where Leesburg interests have been involved.

I have been involved with sustainability and environmental issues that have developed projects in higher education and the surrounding public communities.

I hope that you will consider my resume and interest in serving the citizens of our community on this important Commission.

Thank you for your consideration.

Ron Campbell

## **Ronald E. Campbell, M.A., CASP**

812 Fort Macleud Terrace

Leesburg, VA 20176

(703) 443-2201 Home

### **Career Summary**

I am an experienced professional administrator with a background in higher education, professional associations and corporate organizations.

I have has over 32 years of experience in various leadership positions in corporate financial institutions and higher education with success in managing large organizations, creating institutional and corporate partnerships that have delivered increased revenue and business partnerships for athletics, food services, housing residence life and related auxiliary business services.

I have been invited to present programs all across the US, in Canada and the UK on public private partnerships. I am currently seeking opportunities where I can add value to the business development outcomes for professional associations where I can be passionate about the values and mission.

### **Professional Experience**

#### **College Business Concepts, LLC**

January 2001 - Current

##### **President and CEO**

College Business Concepts was founded in 1999 as a partnership dedicated to developing educational and business partnerships between higher education institutions and corporations. CBC's services have been used to develop RFP's, develop evaluations of business proposals, design business development strategies, conduct sales training seminars, prepare and present business proposals for clients and negotiate contracts. CBC has been successful in helping clients develop long term relationships, opening new doors that lead to new relationships, creating market visibility and achieving new sales goals. From 2005 – 2010, we were retained by the American College Personnel Association as their Corporate Relations and Exhibits Director.

#### **NACAS (National Association of College Auxiliary Services)**

**Charlottesville, VA 22903**

October 2012 – May 2015

##### **CEO**

Founded in 1969 as the National Association of College Auxiliary Services, NACAS is the largest auxiliary services support organization serving higher education. The membership includes 4-year and 2-year colleges and universities in the United States, Canada, and around the world. NACAS provides extensive opportunities for members to share ideas, develop business solutions, enhance programs and revenues, and develop meaningful professional relationships. Reporting to the NACAS Board of Directors, the Chief Executive Officer (CEO) is responsible for oversight of the programs, services, and operation of the national office located in Charlottesville, Virginia. The national office has 15 full time staff positions and a budget of \$2.4 million. Under my leadership the net value for the association increased, net revenues went over \$2 million for the first time, annual conference revenues and attendance increased each year, business partner sponsorship support fir the association increased and the national office staff increased from 11 to 15 fulltime employees. New contracts were developed for conference planning firms, auditors, employee health insurance and association director's liability. New membership and marketing initiatives were started and a new association website was launched.

## **Higher Education Professional Experience**

### **University of Minnesota**

July 1996 – December 2000

#### **Associate Vice President for Student Development and Athletics**

- Provided strategic leadership for business services involving all 26 reporting units in Student Development and Athletics that included over 3,500 employees and a budget of \$100 million.
- Directly responsible for a budget of \$54 million and 1,500 employees that included Housing, food services and business IT services.
- Duties included: strategic planning for major procurement initiatives, including, construction projects; fiscal planning for all major departments, computer support operations, and specific supervision of housing, food service operations, human resource services and major contract development (RFP's).
- Developed new preferred vendor program for University Dining Services that was instrumental in providing new financial resources for scholarships, student programs and new retail opportunities to support the campus community.
- Developed public private partnerships with for profit housing development companies to support new student living learning communities and created academic programs for residential and off campus students.

### **University of Minnesota**

January 1993 - June 1996

#### **Assistant Vice President for Housing and Food Services**

- Reported to the Senior Vice President for Finance and Operations.
- Organization of 1,500 employees and a budget of \$49 million in annual revenues for housing and dining services, IT business support services, vending and corporate sponsorship programs.

### **George Mason University**

Fairfax, VA

July 1989 - December 1992

#### **Director of Housing and Residential Life**

### **Drew University**

#### **Director of Housing and Residential Life**

July 1987 - June 1989

### **University of Pennsylvania**

#### **Director of North Campus/ Assistant Director for Residential Services**

July 1985 - June 1987

### **University of Pennsylvania**

#### **Assistant Director for Staff and Programs, North Campus**

July 1983 - June 1985

## **Education**

### **Brooklyn Technical High School**

Brooklyn, NY

Awarded Technical Diploma

### **Heidelberg College**

Tiffin, OH

BA American Studies

### **Montclair State College**

Upper Montclair, NJ

MA Counseling, Human Services and Guidance

### **University of Pennsylvania**

Philadelphia, PA

Ph.D. Human Sexuality Program, Graduate School of Education, degree requirements not completed.

## **Professional Awards and Recognition**

- 2007 Keynote speaker at Duke University for Campus Sexual Awareness Week
- 2002 Keynote speaker at the Association of Student Residences and Accommodations (ASRA), United Kingdom, Annual Conference held in Cambridge, England
- 1999 Honored membership in the ACUHO-I Foundation of Excellence
- 1999 Who's Who Among African Americans
- 1995 University of Minnesota Quality Recognition Award
- 1995 People to People Ambassador to the Peoples Republic of China
- 1994 James A. Hurd Leadership Award, Association for College and University Housing
- 1993 Appointed to Lt. Governors Task force on Sexual Assault, Virginia
- 1987 President, Mid-Atlantic Region of College and University Housing Officers
- 1986 Who's Who Among Human Service Professionals
- 1985 Black History Adult essay contest winner, WDAS Radio, Philadelphia, PA
- 1983 Outstanding Young Men of America
- 1975 Who's Who among College and University Students

## **Publications and Citations**

Warshaw, Robin, 1988. *I Never Called It Rape*. Harper & Row: New York, "Men Changing Men." p. 165.

Collison, Michele, 1991, November. "A Sure-Fire Winner Is to Tell Her You Love Her; Women Fall for It All the Time: Men Talk Frankly With Counselor to Assess Harassment and Acquaintance Rape." *The Chronicle of Higher Education*, A1.

Parrot, Andrea, Cummings, Nina and Marchell, Timothy, 1994. *Rape 101: Sexual Assault Prevention For College Athletes*. Learning Publications, Inc.: Florida. "Working with African American Male Athletes", p. 26-32.

Black Issues in Higher Education, May 4, 1995 Opinion Page: Welfare A Personal Perspective.

Richard, Diane, 1997, April 4. "Food Fight: U looks to outsource its \$200M food service contract."  
*Minneapolis/St. Paul City Business, The Business Journal*, p. 1.

## **Professional Association Affiliations**

ACPA, College Student Educators International

NACAS, National Association College Auxiliary Services

NACUBO, National Association College and University Business Officers

ACUHO-I, Association of College and University Housing Officers – International

CASP, Certified Auxiliary Services Professional

PRESENTED December 8, 2015

RESOLUTION NO. 2015-

ADOPTED \_\_\_\_\_

A RESOLUTION: MAKING AN APPOINTMENT TO THE ENVIRONMENTAL  
ADVISORY 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, a vacancy exists on the Environmental Advisory Commission.

THEREFORE, RESOLVED that the Council of the Town of Leesburg in Virginia hereby appoints Ron Campbell to a term ending December 31, 2018.

PASSED this 8<sup>th</sup> day of December, 2015.

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Kristen C. Umstattd, Mayor  
Town of Leesburg

ATTEST:

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Clerk of Council