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GM BEST JOBS!

November 1, 2011

Dan Adamcheck
Director Chevrolet Sales/Service/Marketing-Northeast
39 Old Ridgebury Road
Suite 1
Danbury, CT 06810

Hi Dan:

I hope all is well.

It was great seeing you last Friday. I am grateful we have reconnected.

The possibility of working together again and relaunching GM BEST JOBS is very exciting. On behalf of Saul Serna and his team at Business For Life, thank you for the opportunity to submit this proposal.

Timing is everything! With the current state of the economy the circumstances are extremely favorable to return General Motors to greatness, increasing market share while taking the lead in a ground breaking JOB CREATION initiative.

There is a major paradigm shift transforming our country. The percentage of multi-cultural communities is growing (Hispanic, African American, Mid-Eastern, Southeast Asian, Eastern European, etc) . Businesses that are able to fulfill the specific needs of each diverse culture will reap the financial rewards. This includes the attraction, hiring and training of qualified bilingual sales and service talent that understand the uniqueness of the people, language and cultural cues of their respective communities.

The following document is a proposal that will help secure a significant share of the multi-cultural marketplace for General Motors and their Dealers. We will begin by focusing on the largest and most lucrative Hispanic Market. Our template will be the proven GM BEST JOBS program targeting Hispanics by first relaunching a beta test in the NY market before expanding nationally. In addition we will concurrently begin to duplicate the model for other GM priority ethnic communities to target by identifying companies similar to Business For Life.

Initially, it will involve two (2) parties; 1. Business For Life will be the Agency that operates all of the GM BEST JOBS Programs for the Hispanic Community. 2. I, Marty Rolnick will be GM's point person responsible for the execution and successful growth of GM BEST JOBS (see attached graphics including the Role & Responsibility)

A Look Back:

Hard to believe it has been almost 8 years since I received that exhilarating phone call from you right before Thanksgiving 2003. I remember it like yesterday. You took a huge leap of faith and committed to WUVP, The Univision Television station in Philadelphia the investment needed to launch the inaugural Latino GREAT JOBS! Program. It was an innovative "Big Idea" that made sense on paper but needed to be proven: Convince participating Chevrolet, GMC & Pontiac Dealers to create sales and service positions and



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then attract, recruit and train qualified bilingual Hispanic talent to compete for those JOBS. After they were hired they would go through a structured 12 week coaching program to give them traction.

In March of 2004, collaboration between Univision Channel 65, Business For Life, and the Greater Philadelphia Area Chevrolet, Pontiac and GMC Dealers launched the pilot program. A one month promotional campaign called the Hispanic community to action – Candidates registered via website or a toll-free calling center for the opportunity to get trained and compete for numbers of jobs created by the Greater Philadelphia area Chevrolet, Pontiac and GMC Dealers. Twelve hundred applied. Three hundred seventeen qualified. AND, seventy-two graduated from the sales training workshop. With this program the GM dealers created a unique grassroots experience. Somewhere in this unforgettable qualifying and training process, GM's name and products penetrated this untapped market with an invaluable experience. An experience that each one of those seventy-two, if not all twelve hundred, applicants carried back into their daily lives.

I am proud we were able to over-achieve even the highest of expectations. JOBS were created, people were hired, and hundreds of cars were sold to Spanish speaking customers. The Hispanic community was ecstatic about the Latino GREAT Jobs Program.

The success of that Philadelphia Event expanded. The Latino GREAT JOBS, a Univision program was renamed GM BEST JOBS, a GM initiative with Univision as its media partner. GM BEST JOBS launched in Chicago, New York, and back to Philadelphia for Phase II. It was enthusiastically positioned to grow nationally until a "Perfect Storm" of unfavorable circumstances transpired against us. 2005 signified the beginning of the end of the old General Motors while Univision, a public company was about to be sold to a private group of investors. In addition to overwhelming attrition among GM BEST JOBS stakeholders the President of Univision Television Group who was the champion of the program resigned. My position, as the catalyst for GM BEST JOBS was also eliminated. When I left, there wasn't a person capable of moving GM BEST JOBS forward. Naturally, the program which had generated so much excitement, gave people in the Hispanic Community hope and sold thousands of new GM Cars and Trucks quietly expired. And yet the legacy it left behind, a truly inspirational story of success has been waiting for the right time to relaunch.

Now is that time!

Even more exciting is that combined with our wealth of experience and historical records, along with the birth of social media, GM BEST JOBS is positioned to make a bigger more impactful impression with greater results this time around.

We are confident that with GM's commitment, and a strong Media partnership, together we can all make a positive difference while increasing the bottom line for General Motors and their Dealer Network.

I look forward to hearing back from you regarding next steps. In the meantime please feel free to reach back out to me with any questions or suggestions you might have.

Thanks again, Dan.

All my best,

Marty



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GM BEST JOBS!

Costs: GM BEST JOBS Per Market

Please read on to learn more about the specifics of the program.

1. *Business For Life (B4L)*: The fee structure is based on a collaboration between GM, The GM Dealer Region, and Dealer Participation.
Cost: \$150,000 plus agreed upon expenses (based on \$5,000 per dealer. Minimum participation 30 Dealers per market.
2. *Marty Rolnick*: A Monthly Retainer fee of **\$30,000 per month** plus agreed upon expenses.

Attachments:

B4L Proposal
Marty Rolnick GM Role
MZR Resume
GM BEST JOBS Process
GM BEST JOBS Relationship Graphic



B u s i n e s s F o r L i f e
S . M . A . R . T . H i s p a n i c S o l u t i o n s

Proposal

For General Motors Corporation

To:
Dan Adamcheck
Director Chevrolet Sales/Service/Marketing Northeast

By:
Saul Serna
President - CEO
Business For Life, Inc.
11.1.11



I. Executive Summary:

Business For Life, Inc. (B4L) will assist General Motors and its dealers in the development and implementation of a comprehensive system to provide Hispanic attraction, recruitment, training, and retaining for General Motors (GM) sales and service personnel and dealerships throughout the continental United States. The goal of B4L is to identify, evaluate, and assist in the acquisition of highly motivated and qualified Hispanic sales persons and service personnel. The training/coaching materials utilized by B4L include B4L's copyrighted training manuals, interactive coaching session. LIVE and virtual coaching sessions, and live seminar presentations. Upon request by GM, B4L will adopt, revise, and/or translate GM training materials in order to apply such materials to the training/coaching and infuse more energy and accountability into the programs.

II. Company Description:

B4L is an Illinois corporation formed in 1999 and headquartered in Rockford, Illinois. Its founder and primary principal, Saul Serna, oversees B4L's day-to-day operations, serving as Chief Executive Officer. B4L employs full time and part time staff members, in addition to several consultants under contract. B4L encourages and fosters a team approach to program creation, presentment, and follow up consultation. Talent and expertise in areas of Hispanic sales training and professional development are pooled from B4L's diversified professional staff.

III. Experience and Evidence of Success:

B4L's and Univision's Marketing Director Marty Rolnick, pioneered the GM BEST Jobs program (launched in 2004 as Latino GREAT Jobs) in 2004-2006. B4L created, integrated and delivered the BEST jobs sales and service coaching program and the response and results were more than satisfactory. B4L has created a unique integrated coaching system, which is scalable to different DMA's and adjustable to different cultural market segments. The sales and service training and coaching programs are presented in both English and Spanish and are accessible 24/7 on line. The B4L sales and coaching programs have been licensed to other corporations in different industries, real estate and senior care, producing stellar results. (Please see results appendix)



IV. Industry Analysis:

50+ million Hispanics in US and growing. The domestic Hispanic automotive customer base is an untapped—and oftentimes overlooked—market opportunity. Conservative estimates place domestic Hispanic growth at a staggering nine percent (9%) per year. This growth is exponential in comparison to other domestically tracked ethnic groups. Hispanics across all socio-economic levels within the United States will continue to be an integral part of the automobile sales market share, and since tremendous opportunities exist to capitalize on this, it is important to recruit and train a domestic Hispanic workforce to attract and service this growing customer base.

V. General Motors Project Deliverables:

B4L will assist GM in the development of a reproducible template to help GM and its dealers attract, hire, train, coach and retain bilingual (English-Spanish) candidates for sales and service positions. The complete consulting package includes:

- Consulting/collaboration on the execution of the LATINO GREAT Jobs Phase I-2012 effort in NY, including:
 - Coordination with Northeast Region, Media Partners, GM Training
 - Ongoing coaching of the hired candidates
 - Performance tracking of sales people
 - Assist in the live delivery of GM sales training materials
 - Collaboration with the development of communication and training materials for candidates and dealership management
 - Presentations to dealer groups as needed
- A documented plan for the execution of the LATINO GREAT Jobs program
- A documented plan for using community agencies (public or non-profit) to recruit candidates on an ongoing basis.
- Coordination/management of recruiting activities with the GM Region, GM Training, media provider (Univision, Telemundo, or other), and candidates.
 - Monitor number of candidates/results
 - Provide reports
 - Front-end candidate screening (work eligibility, background checks, etc.)
- Assist in the delivery of GM Sales Training material.
- Translation of training materials into Spanish as designated by GM. (Translations will be billed separately)



System flow (see attached graphic)

ATTRACTING THE RIGHT PEOPLE

Advertising and Marketing. We will work with and through GM Planworks, their designated media group or media placement company and advertisement agency to advertise and promote a Career Event. We will create promotional material, posters, invitations and other direct marketing material to promote the career event. B4L's knowledge of the Latin/ Hispanic culture and event coordination experience will ensure strong participation and a high caliber of candidates.

B4L will coordinate the registration activities. In the past we have used a bilingual inbound calling center and the web. We will continue to use their services and secure the registration sites, plus we will use social media and blog portals to enhance visibility and promotion. All reports and event screening will be filtered and managed by B4L. GM will receive an updated list of registrants as well as complete reports and analysis of registrants source.

Career Event. The Career Event could be sponsored by the following: (a) GM corporate; (b) GM dealer group LMG; (c) a television or radio network chosen by the media placement company, (d) a combination of the 3. The event will be fully planned and coordinated by B4L. High standards must be upheld in relation to the venue, the presentation, and the overall environment of the event. During the Career Event we share the entrepreneurial opportunity and success stories, as well as set expectations for continued candidate participation. At the end of the Career Event presentation, candidates may sign up for the three day GMAP sales training workshop.

B4L will follow up with all attendees and coordinate registration for the GMAP basic sales training. All interested parties will receive a complete report of attendees.

GMAP Sales training. B4L will conduct a 8 hour salesmanship training workshop in addition to assisting GM in the presentation of their 2 day certification program. The combination of the human sales factor presented in the B4L GMAP workshop and product knowledge and process presented at the GM certification workshop, will increase the value the potential candidates bring to the dealership.

B4L will assist GM in the development of a complete sales training program, including module deliverables and integration sessions.

Interviewing. Interested parties may set appointments for preliminary interviews with the dealership of their choice. Candidates may be hired, subject to the candidate's completion of the GMAP certification and standard GM screening.

B4L will present interviewing and hiring workshop as needed to participating dealers. The workshop will focus on Hispanic personality types, communication preferences and complete training and coaching program expectations. Dealers will be



prepared to successfully interview and recruit qualified Hispanic sales personnel and to manage set expectations.

B4L will provide an updated list of graduated/certified candidates to all participating dealers and will have an updated list of qualified candidates available to dealers on an ongoing bases. Dealers can contact B4L for a list of qualified sales personnel any time during the year.

RECRUITING

The Hiring Process. Once the best candidates have been identified, each dealership will be able to choose the number of Hispanic sales or service people required to meet its needs. B4L in collaboration with GM will conduct a GM Hiring event (job fair).

The Interview. Workshops, coaching, interview outlines, and cultural advice will be provided by B4L for dealers and managers to ensure the greatest selection success.

TRAINING AND COACHING

GM Corporate Training:

- a) B4L has developed GM Hispanic recruiting, training, and coaching manuals.
- b) B4L will evaluate and make recommendations to improve the quality and delivery of the current GM certified training program.
- c) B4L will collaborate with the live corporate training seminars presented by GM.
- d) B4L will also provide follow up ‘one-on-one’ advanced training/coaching with individuals or small groups of individuals (e.g., two to eight training participants). B4L will develop additional advanced training/coaching materials for these interactive sessions.
- e) B4L will consult and collaborate in the creation of a Hispanic training advisory board

Dealerships and Dealer Associations Training:

- a) B4L will assist dealers in creating and integrating a Hispanic environment into their dealerships.

Sales and Service Personnel Group Coaching:

GMAP to MASTERY. B4L will present a complete fourteen week group coaching and accountability program designed for new sales associates, to complement the GM Certified training. All current sales



people not meeting dealers production standards are welcome to participate. The cost of the coaching program will be negotiated directly with the participating dealers for the selected DMA.

VII. Costs:

Total Consulting package cost:

Flat Fee Retainer B4L's total flat fee retainer for retention of B4L's assistance, participation, on-going consultation, and utilization of B4L techniques and methodologies is one hundred and fifty thousand dollars **\$150,000.00** (\$5,000) per dealer (minimum participation 30 dealers)

Travel Expenses

All travel expenses for B4L, including support persons as needed, will be paid by GM, GM dealer associations, or GM dealers including:

- airfare, coach
- auto expenses
- hotel accommodations, mid-level

Event related expenses

Venues, food and beverage, handouts, workbooks and other hard cost related expenses like promotion, advertisement, giveaways, website development, calling inbound calling center services, and other will be billed as a pass through cost to GM.

Dealer and Dealership Association Rates:

Attraction and Hiring Process Estimated cost will be five thousand dollars (\$5,000) per dealer (minimum participation 30 dealers) in each marketplace.

Includes complete planning, orchestration, and presentation of the following:

- Selling the benefits to decision makers
- Career Event
 - Marketing Set up
 - Presentation
- Interview and hiring of candidates by dealers
- Two day GMAP workshop and certification program
- Ongoing dealer and management support
- Ongoing and up to date list of qualified sales and service candidates



- B4L will assist dealers in developing a Hispanic networking system and best practices journal.
- B4L will collaborate with GM in the development and implementation of a complete Diversity- Hispanic mentoring system.
- B4L will present it's Hispanic Certified sales and service program including communication Preferences, buying preferences and Hispanic business opportunities for managers, mentors, and dealers

Management and Dealer Training and Coaching Management and dealer training and coaching is included in the Attraction and Hiring Process category above, as it is critical to the overall success and results of the program. Regardless of the number and quality of the candidates and new hires provided by B4L's systems, the program will not reach its full potential without good leadership at the local level.

Group Coaching and Training Fourteen weeks of group coaching and accountability will keep the new hires focused on doing what they have been taught to generate business and provide excellent service to GM customers. It is designed to compliment GM's core certified training program and to create habits that will stay with them long after the fourteen weeks have passed, and will last throughout their careers. There must be a minimum of thirty participants in each association / market area.

Included is:

- Twenty-eight (28) coaching sessions (14 in Spanish and 14 in English)
- Follow-up one-on-one with each participant
- Weekly reports
- Monthly reports
- Evaluation and recommendations
- Full staff support
- Final results analysis



Appendix A Corporate Profile.

Business For Life™ Corporate Profile

At Business For Life™ we are always creating, researching, extracting, and studying the best information available and passionately delivering it to our clients in the form of dynamic

Business Transformation Systems. As one of the fastest growing multicultural coaching and training organizations in America, we understand what it takes for Corporations', Managers' and Sales Associates' success and harmony, and we convey our advanced insight to our clients clearly and concisely.

Our *Business Transformation Systems* are designed for and aimed at helping our clients grow and manage their organizations by attracting, recruiting and training Hispanic sales and service personnel with greater efficiency, synergy, and professional vision through specialized TRAINING and empathetic COACHING programs for the whole team.

Our integrated approach creates a positive interdependence and a high level of energy and excitement throughout an organization. We've actually seen it bring struggling sales organizations and companies back to life!

In addition, Business For Life™ provides all its programs in both English and Spanish. We specialize in assisting business owners and managers in developing a thriving and profitable Latin Division within their companies and taking all Spanish speaking associates and staff, brand new and experienced, to never before seen levels of professionalism and productivity. We help corporations target and attract the right individuals, recruit and train them, and develop network systems to gain market share. We understand and convey the importance of respecting the cultural differences as well as removing the language barriers.

We have had the opportunity of taking start-up sales associates from zero to "TOP PRODUCER" production in their first full year in the business and we, also, coach established superstars, who were already producing over 100 units per year when we met them, to tripling their production and income. Some of our business clients have increased their profits by over 300% per year.

We have been on the front line as real estate sales associates and as owner-operators of a productive and profitable real estate company, so we see and understand the challenge of creating synergy and harmony within a sales environment of independent contractors an environment which begs to be adversarial. The Business for Life™ mission is to make everyone on the team understand that the sales associate benefits from the Company's success, the Company benefits from sales associate's success, and that working together everyone wins. The overall result of the systematic and continued implementation of our *Business Transformation System* is magical!



Philadelphia, Chicago, New York Totals

<u>City</u>	<u>Candidates Started</u>	<u>Candidates Finished</u>	<u>Total Sales</u>	
-	-	-	-	-
			<u>Phase I / 14 weeks</u>	-
-	-	-	-	-
Philadelphia	19	12	243	
Chicago	27	12	348	
New York	45	19	516	
<u>Totals</u>	<u>91</u>	<u>43</u>	<u>1107</u>	
			<u>Phase II / 14 weeks</u>	
Philadelphia	7	6	126	
Chicago	19	6	129	
New York	10	7	71	
<u>Totals</u>	<u>36</u>	<u>19</u>	<u>326</u>	
	<u>Totals Year to Date I and II</u>			
	-	-	<u>YTD</u>	
	-	-	-	
Philadelphia			756	
Chicago			693	
New York			978	
		<u>Total YTD</u>	<u>2427</u>	

Per person production: counting all the people that started (147) the average sales per person was 19 vehicles sold in 12 weeks; but using the average of the ones who did most sales and completed the program the average cars sold per person during the 12 weeks program was 39



The Science

The formulas we have developed to calculate the number of people needed and the amount of media required to attract those people are as follows:

NYC Candidate attraction

NYC Candidate attraction	483 TV spots 196 Radio spots					
	Philadelphia		Chicago		New York	
Total registrants for career event	319	100%	690	100%	2257	100%
Qualified registrants to career event	296	93%	598	87%	1933	86%
Attendees at career event	116	39%	176	29%	605	31%
Attendees at GMAP workshop	74	64%	85	48%	447	74%
graduates from GMAP	74	100%	75	88%	387	87%
Interviewed candidates						
Hired sales associates	19	26%	26	35%	32	8%
Sales associates Finishing program	12	63%				
Vehicle sales (14 weeks)	243					
Per person production	20.25					
Total dealers in the area			222		288	
Participating dealers	14		46	21%	36	13%
			ASM follow up Prior and after dealers Meeting			

By entering the number of vehicles sales desired in a three month period we will be able to calculate the number of people needed.

Registrants to Career event	1881	100%
Qualified Registrants	1636	87%
Career event attendees	524	32%
Selected candidates	131	25%
Graduated candidates	127	97%
Hired Sales people	95	75%
Sales people remaining after 3 months	71	75%
Total vehicle sales in 3 months	1500	
Average vehicles sold per person in 14 weeks	21	

To attract 524 people to a career event we will need 400 TV spots
 To attract 400 we need 320
 To attract 300 we need 240, etc...

The order of attraction:

Dealers first
 Candidates next



Identify the number of dealers and calculate 2 sales associate per dealer
If there are 50 participating dealer we will need 100 hires
To have 100 hires we need 600 people at career events
To have 600 people at career events we need 480 TV spots

The order of recruitment

Selection process

Select candidates at career events
Select candidates at the GMAP workshop

Hire process

Any time after career event
If hired prior to career event, invite the new sales associate to GMAP workshop and enrolled them in the program.

The order of Training and coaching

Training and coaching integrated into one.
Training in the first 3 weeks, coaching begins week 4

The order of payment

GM pays B4L
GM charges participating dealers



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Marty Rolnick

General Motor's Point Person for GM GREAT JOBS! Program

Primarily responsible for:

General Motors GREAT JOBS! Market Expansion & Participating Dealers local marketing efforts

1. Work closely with all GM Corporate Personnel, their Media Agencies & Business For Life
 - Detroit GM
 - Regional GM
 - LCI- Buying agency
 - GM Planworks – Planning agency
2. Travel to various GM targeted markets and make presentations to:
 - Individual dealers
 - LMG Board of Directors
3. Work with Partner Media Company to execute Career Night Recruitment Program
 - Production of Promotional Spot
 - Oversee Promotional schedule
 - Date/time/location of Career Night
 - Coordinate & update qualified candidates data with B4L and Media Partner
 - Oversee all Legal requirements
 - Coordinate invitations to Candidates, GM Corp and GM Dealers and local Community VIP's
 - Attendance
 - Oversee letters confirming participation
 - Work with various PR Firms to maximize Public Relations exposure in the Market
 - GM Corp
 - GM Regional
 - Media Partner
4. Workshop Location
 - Secure location, date time
 - Negotiate fees
 - Overlook workshop event
 - food, beverage
 - invitations
 - attendance
 - Follow-up letters
5. Oversee interview process between workshop graduates and participating dealers
6. Work with partner Personnel Agency to place as many graduates as possible
7. Make sure GM Training/Coaching schedule is in place at each dealership
8. Assist Participating Dealers with Local Marketing Efforts
 - Relating to GM BEST Jobs
 - GM's (name tbd) "Come en Casa" web-link showcasing hired graduates
9. Identify similar B4L companies that specialize in other multi-cultural markets to run GM BEST Jobs.

PROFILE

BUSINESS DEVELOPMENT, SALES & RELATIONSHIP BUILDING EXPERT PROVIDES CONCEPTS POLISHING AND EXECUTION OF IDEAS THAT WILL GROW YOUR BUSINESS!

- ♦ Passionate high achieving creative sales professional with broad based business skills compatible across industries.
- ♦ Entrepreneurial leader with 14 plus years of management experience. \$15 plus million new business through all media channels.
- ♦ Solid communicator and team player possessing extensive network of influential contacts on both the client and agency side.

EXPERTISE & ASSETS

- ♦ A Doer
- ♦ Adept in conceiving, selling & executing innovative marketing solutions
- ♦ Accomplished collaborator & team builder
- ♦ Skilled at getting through the firewalls to accelerate sales process
- ♦ Information literate
- ♦ Established track record in delivering bottom line results
- ♦ Winning presentation skills & comfortable with leading edge technology

EXPERIENCE/WORK HISTORY/HIGHLIGHTS

CONSULTING, Scarsdale, NY

2006 to present

Sports Media ; The Media Group; Culture of Green, AWISCO Welding Supplies, Taxi Affiliation Services of Chicago, Restaurant Wave

- ♦ Developed comprehensive “customers-in-a-box” technology solutions to help independent restaurant owners compete against the national chains including Online Ordering & 360° Integrated Marketing Pipeline.
- ♦ Digital, out-of- home, mobile media sales consulting for 3000 video screens in Chicago Taxis
- ♦ Start-up Green Business connecting “green-stream” businesses with mainstream consumers (municipalities, public schools, colleges, county government)

UNIVISION TELEVISION (Spanish Language Media), New York, NY

2003-2006

Vice President Marketing/Business Development-Univision Television Group

- ♦ Generated \$10 million General Motors Integrated Marketing Initiative, conception, execution and close
- ♦ GM BEST Jobs! an new initiative that attracted, recruited and trained qualified bilingual Hispanic Salespeople for General Motors auto dealerships. Launched in Philadelphia, Chicago, New York and Washington DC

WESTWOOD ONE RADIO NETWORKS, New York, NY

2001-2002

Director of Strategic Partnerships/New Business Development

- ♦ Secured \$600K innovative radio sponsorship to Lumber Liquidators new business & now a major national advertiser. Celebrity endorsement campaign including Charles Osgood, Laura Ingraham, G. Gordon Liddy

DISSON FURST AND PARTNERS (Sports Marketing Consultants), New York, NY

1998-2000

Vice President of Media / Managing Director

- ♦ Closed \$3.3 million of new sponsorship revenue for NBC Television Figure Skating specials including Glaxo, Unilever, Colgate, Wyeth, Merck, Alberto Culver, SC Johnson, Royal Caribbean, KBkids.com

AMERICAN BASKETBALL LEAGUE(Women's Professional Basketball League), New York, NY

1997-1998

Vice President of Sponsorships

- ♦ Created nationally recognized “award winning” sales tools for a fledgling professional sports league

WTSP-TV (CITICASTERS- ABC then CBS affiliate), Tampa, FL

1992-1995

National Sales Manager

- ♦ Managed 15 offices and \$20 million with over 50 salespeople and managers nationwide

CAPITAL CITIES/ABC TELEVISION, Detroit/Chicago/Charlotte

1982-1992

Account Executive/Account Executive/National Sales Manager

- ♦ Brought in \$1million of new 1984 Olympic Business including first time advertisers National Steel, Soloflex

EDUCATION & ACCOMPLISHMENTS

Bowling Green State University, Ohio - Bachelor of Arts in Communications

All Ohio Soccer, NCAA Division I /USSSA Softball All World Team

Executive Speaker Institute, Executive Technique, Toastmasters

Steering Committee - Mid Hudson Valley Green Talent Pipeline

West Islip High School Athletic Hall of Fame Inductee – 2009

GM BEST Jobs!

Overview of Process



GM BEST Jobs!

