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DES MOINES
PUBLIC SCHOOLS

February 10, 2015

DMPS Board of Directors/Vacancy
ATTN: Debra Pendleton
901 Walnut Street
Des Moines, IA

To The Board of Directors-DMPS;

I recently became aware of the opening to represent District 2 on the Board for Des Moines Public Schools and am submitting a letter of interest as per the statement released by President, Cindy Elsbernd.

My involvement for Des Moines Public Schools began the moment my children entered the system, and my goal has long been to be supportive and work to enhance it from the bottom up. My desire to serve has grown over the years and contributing as a member of the school board has been a personal goal of mine for some time. This is proven by my subsequent running for the aforementioned DMPS board seat for District 2 via last election cycle. Unfortunately, I was defeated but never deflated!

Taking on one of the most important responsibilities--helping to plan the education of our city's youth--is not something I take lightly. These are critical times for public education fraught with challenges. I find satisfaction in energetically confronting tough challenges and working collegially to overcome them. In addition to meeting the minimum requirements to hold this seat, I feel I can bring many other valuable attributes to this position, such as:

- **Consensus Builder** – Capable of working toward decisions that support established goals and objectives; willing to compromise to achieve those goals
- **Community Participant** – Enjoy meeting a variety of people, comfortable identifying the community's key communicators and reaching out to the community
- **Decision Maker** – Know my own style and am able to recognize others' decision-making styles; can support group decision-making that is in the best interest of the collective whole
- **Information Processor** – Organize priorities and schedules to handle a lot of verbal and written information
- **Effective Communicator** – Able to describe both what I want and what others want; a good listener
- **Leader** – Willing to take risks, be supportive of board colleagues, city staff, community leaders, and our community
- **Team Player** – Will help promote the board's vision and goals

I also fully appreciate that the children are our ultimate focus. I will work with other board members to create a shared vision for work and learning; build strategic partnerships; sustain DMPS progress through continuous improvement; adopt and maintain current policies in written format; maintain strong ethical standards; and objectively seek answers to questions and challenges as they arise.

I am actively involved with the Northside of Des Moines (District 2) with a plethora of activities. Some of these are:

PAST-

- 16 years with Highland Park Little League including being Past President
- 11 years with Kiwanis Riverview Nature Island including being Past President
- 6 years with Kiwanis including being a board member
- 3 years with being a board member of Kiwanis Miracle League
- Founding member/Past President of North High School Dollars for Scholars Chapter
- Founding member/Past President of North High School PTA

Current-

- 13 years with North High School Alumni Association including being Past President
- 5 years being Chair of DMPS Citizens Budget Advisory Committee
- 5 year member for DMPS Facilities Planning Committee
- 6 years of being member of Des Moines Area Greenbelt Advisory Committee
- 11 year member of Oak Park Neighborhood Association
- 2 year Board Member for Parks Area Foundation
- 6 years + Founding committee member for Rendezvous on Riverview
- 14 years of being Easter Bunny for neighborhood events
- 12 years of being Santa Claus for neighborhood events including Jolly Holiday Lights
- 10+ years of building/implementing/and maintaining social media sites (pages) for multiple neighborhood institutions (Riverview Amusement Park/North High School Alumni/Northside Des Moines/Oak Park Elementary School Alumni/Madison Elementary School Alumni/Warren Harding Middle School Alumni/Kiwanis Miracle League at Principal Park/etc.

As such, I have extensive experience dealing with and handling parental concerns and with organizing multiple events. The underlying factor in all my endeavors is that I love and cherish our youth and do whatever I can to be a mentor and leader as well as a coach. Children are our greatest asset and we all must do what we can to nourish them and develop them into outstanding society members.

Personally- I am a lifelong resident of the Northside (District 2) and have lived in my current house for the last 24 years with my wife Cherie - (both of us have graduated through the DMPS system). As parents of two children who graduated and one currently enrolled in the district as well as grandchildren just starting their trek through the school system, I am vested in the performance of our schools and have a strong belief that my skills and experiences, in partnership with the other board members, can continue our school district's history of success in the face of any upcoming challenges.

I have most recently served for five years on the Superintendant's Citizens Budget Advisory Committee as well as the Facilities Advisory Committee for Des Moines Public Schools and in addition with that have also collaborated/discussed/evaluated with administrators, staff and residents on pivotal issue facing the district such as–hiring a new superintendent, multiple principals, consolidating other key positions; redistricting students to improve ratios for classroom effectiveness; discussed bond, permanent improvement and operational levies; discussed analyzing and implementing reductions in force, pay freezes for administrators and sizable budget cuts in past "lean" years with the district; discussed challenging contract negotiations and addressing security concerns in our buildings and transportation arenas; discussed anticipating expanding enrollments by enlisting the public's input; handling changes in curriculum standards; coordinating service-sharing arrangements with other districts; projecting changes in the annual forecasts due to legislative initiatives, and maintaining excellence while facing school funding formulas that have changed drastically year after year. All of these items are a vital part of a school boards operational duties and I feel I would be able to step right up to the plate and be able to play a pivotal part from the beginning without much of a learning curve. This alone should set me apart from other potential candidates.

I also stated that I have played important roles on other committees, booster groups and volunteer organizations that I feel would give me a leg up on others who would not be able to "hit the ground running".
Furthermore, my volunteerism in the community is unparalleled and I have always been focused on the advancement of our district's youth and continued family development.

In closing, I hope that as you go through your deliberation process I have conveyed my passion and ability to serve, as well as my intentions and aspirations of being a compliment to the all-ready great and fantastic members of the Des Moines Public Schools Board.

Thank you for your time and consideration. I look forward to your decision about this exciting opportunity.

Sincerely,

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Professional Profile

Top-producing Executive with 15 plus years of progressive sales, management, marketing, operations, and executive management experience in addition to being a recognized leader in the social media arena. Results oriented with a consistent record of exceeding standards, goals, and expectations. Outstanding communication, presentation, organizational, and negotiation skills. Seeking a challenging position in which demonstrated skills in marketing, sales, management, and administration, can be translated into company growth and increased profitability.

Professional Experience

Contract Employee - Des Moines, Iowa **2012-2015**

ACTION STAFFING – Des Moines, IA
Site Supervisor **2010-2011**
Contract position supervising a work crew for Des Moines Park & Recreation, through State of Iowa's I-Jobs Stimulus Program.

IOWA COMPREHENSIVE HUMAN SERVICES – Des Moines, IA **2008-2009**
Site Supervisor
Contract position supervising a work crew doing flood cleanup in Central Iowa through a federally funded grant program.

NATIONJOB INC. - Des Moines, IA **1997 to 2008**
Director of e-Commerce/Media Relations
Strategized and implemented new sales platforms to increase sales by utilizing ad agencies, third party recruiters, job search engines, affiliate partnerships, and social media.

- Increased company annual sales volume by 26%
- Established working and profitable relationships with major ad agencies
- Increased traffic to web site by over 200,000 additional visitors per month
- Increased bottom line with a revenue generator program utilizing ad space on web site

Senior Account Executive
Responsible for establishing and maintaining accounts with companies, corporations, executive search firms, and recruiters in developing an Internet recruitment strategy.

- Spearheaded a sales force of over 15 employees in developing and enhancing sales techniques
- Helped facilitate a company growth of 300% in 1997 and 1998
- After 4 months of employment became leading account executive in monthly sales dollars and maintained "top dog" status throughout tenure
- Negotiated and landed major national accounts

BOSTON MARKET – Des Moines, IA **1994-1997**
General Manager/Store Opening Coordinator
Oversaw restaurant operations and the development of managers within a multi-unit organization reporting directly to Managing Partner and Director of Operations.

- Maintained and lowered cost of goods sold while performing problem solving and analysis of financial, vendor, customer, and personnel issues
- Managed and coached managers
- Maintained profitability of stores by conducting day to day monitoring of activities
- Directed all aspects of operations in detail to company standards
- Hired, trained, and guided managers through new store openings in a multi-state region
- Utilized all tools of management which included maintaining P&L, cost of goods, labor control and other reports, and hiring and training of staff

FOOD SAVER – Des Moines & Burlington, IA **1988-1994**
Assistant Store Manager/Store Manager
Responsible for all aspects of store management including personnel management, accounts payable and receivable, inventory control, marketing, and purchasing while achieving personal best on P & L statements.

- Implemented multiple cost reduction features to establish the lowest payroll percentage for any of the 4 Food Saver stores in the state
- Selected to transfer to other stores to help in their cost reduction, marketing, training, and overall store management

HIGHLAND PARK COUNTRY CLUB – Des Moines, IA **1986-1988**
General Manager

- Generated numerous cost reduction measures which resulted in major improvement of bottom line within the functions of accounting, payroll reduction, inventory control, purchasing, and marketing
- Increased food sales 65%
- Increased beverage sales 30%
- Coordinated and improved aesthetics of club, which resulted in increased patronage and an increase in the average guest check of over 40%

FOOD 4 LESS/SAVE ON FOODS – Des Moines, IA **1981-1986**
Supervisor/Department Manager

- Provided customer assistance, managed courtesy counter
- Managed multiple departments such as Night Stock, Frozen Foods, and Dairy
- Promoted on a regular basis due to performance evaluations

Education and Training

Graduated North High School in top 15% of class and attended Central College

Attended seminars and conferences in management issues such as:

Internet recruiting/employee development/employee selection, orientation, and retention/ assertiveness training/sensitivity training/employee relations/legal issues effecting the workplace/harassment in the workplace/job sharing/performance management/ *OSHA* rules and regulations/understanding P&L statements. Due to my industry knowledge, I have been honored by being chosen as a keynote speaker at multiple trade shows and conferences and have been quoted in many publications.

Technical Knowledge

Adobe Photoshop	Adobe Illustrator	Microsoft Word	Microsoft Excel
Microsoft PowerPoint	Microsoft Access	Microsoft Publisher	Microsoft Outlook
ACT! Contact Manager	Goldmine Contact Manager		

Certifications

CRC Career Readiness Certificate

Memberships

Central Iowa SHRM (Society of Human Resource Professionals)
National SHRM

Volunteer Work

Past -President of the Board – Highland Park Little League (1996-2012)
Past -President of the Board – Kiwanis Riverview Nature Island (2001-2013)
LinkedIn Des Moines Networking Chair (1996-present)
Greenbelt Advisory Committee Member (2011-present)
Parks Area Foundation Committee Member (2011- present)
Des Moines Public Schools Citizens Advisory Committee Chair (2009-present)
Make A Wish – Jolly Holiday Lights (2004-present)