

City of Costa Mesa
Committee/Board Interest Form



Name: DANIEL J. SKAHILL
Address: _____
Phone (H): _____ (W): _____
E-mail Address: _____

Indicate the name of the Committee/Board you are interested in serving on:

FINE HOUSING BOARD APPEAL or REDEVELOPMENT COMM

City of Costa Mesa
77 Fair Drive, Costa Mesa, CA 92626

1. Indicate why you wish to serve on this Committee/Board:

don't sit on the sidelines & make remarks;
get involved, know the issues & advance
the City cause... with understanding
and common knowledge

DANIEL SKAHILL

2. Indicate any experience or qualifications you possess that might apply to the Committee/Board you are interested in serving on. A resume may also be attached to this form. This is strictly optional.

Visit www.DATSkill.com

or see the attached

"Please note that this document and information included therein becomes public information pursuant to the California Public Records Act and may be disclosed to the public upon request."

Signature: _____

Date: _____

Sept 6 2006

My Career Success: Business Management, Special Events & Public Relations

My career success record showcases an individual very capable of optimizing, as well as leveraging the complex strategies & tactical details of **Product Marketing, Creative Advertising, Event Promotions, Print & Broadcast Media Campaigns, P R & Special Events & Broadcast Sponsorships, Brand R.O.I. Development, Direct Response Marketing, Team Management and Internet / E-Commerce Business Leveraging.**

My Success Record, I've delivered executive level business gains & successful results to:

- * **Line-X Franchise Development Company** (www.golinex.com)
- * **The Walt Disney Company** (www.disneyland.com)
- * **Valvoline Oil Company** (www.valvoline.com)
- * **Anheuser Busch Brewing Company** (www.budweiser.com)
- * **Wendy's International Inc.** (www.wendys.com)

Key-Traits I bring to the Table: Think & Implement in Big Picture Terms, Inspire & Motivate People to **Perform** at their Best, Willing and Often...and... Seek & Capture Measurable Results.

Simply Stated: "I Get Results, By Working with People & Delivering World-Class Results"

I look forward to speaking with you further, in-order to answer questions as to my offered skills and talents and better understand your "goals & objectives".....**until then,**

Thank You, Let's Get Together & I'll Await Your Timely Reply,

Also.....do visit www.danskahill.com to view "more in-depth career briefing".

Daniel Skahill
Costa Mesa, California

Page Two...Dan Skahill

Consumer Advertising & Sales Promotional Marketing Consultant

Visions Completed: Huntington Beach, California (2001 – 2004)

Developed and Created an effective consultancy marketing / promotional / advertising “team-effort” process to execute, manage and re-implement elements of clients’ key business / profit projects, by means of “seeking & securing” targeted results w/ client brand management guidance, with alliance partnerships, public relations enhancement and corporate tie-in opportunities.

* Nissan Motor Corp. USA and new Altima Vehicle Launch via National Sweepstakes & Test Drive Promo w/ MTV & VH1 Music Network Partnership **delivered 28 million targeted impressions and obtained 9% retail sales gain.**

*Tribune Entertainment Company – Fall Television Series Promo Tie-In Campaign Avails **developed, presented and negotiated Broadcast Media Alliances** with Coca Cola, American Express, McDonald’s, Sprint and Sub Way Subs.

*H & R Block Consumer Loyalty Program Business & Promo Partnership “Search & Match” effort for **Value-Added Offers to Client’s Existing Campaign.**

* National Cable Program, Rolling Art ½ Hour Broadcast Series, On-Camera Host and Promotional Sponsorship Developments, as **Consultant to the Executive Producers** of this National Cable TV Series.

Manager: Alliance Partnership Marketing / Marketing Department

Disneyland & Disney’s California Adventure: Anaheim, California (1995 – 2001)

Developed & managed partnership promotional marketing, directed campaign implementation of award winning national & international consumer sales & marketing promotional campaigns for The **Disneyland Resort & Disneyland Hotel** with Theme Park Corporate Alliance Partners: Coca Cola, American Express, General Motors, Kodak, Chevron, National Car Rental, Mission Foods, Nestle USA, AT&T and Bank Of America

* Negotiated & Secured \$83 million “incremental spend budget” from the **Disneyland Resort** Corporate Alliance Partners to create and execute co-op marketing & promotional campaigns showcasing Disneyland, Disney’s California Adventure and DownTown Disney, by means regional, domestic and international partnership marketing, advertising, radio / tv broadcast specials, **gaining world-wide ROI**

* Developed unique ‘partnership marketing’ programs and campaigns with synergistic usage of tv / radio spots& broadcast programming , cable, motion picture, attraction rides, direct response, print and e-commerce , **gaining market share & consumer reaction in less that 3 weeks, on average.**

* Created & launched the **American Express / Specialty Card** “The White Glove Treatment” specific Disney Guest Loyalty Credit Card Program...**gaining increased AmEx Card usage of 11.7%** within 6 months of program implementation.

* Initiated the **Disneyland / Coca Cola** Western 14 States Hispanic Family Marketing Partnership with massive multi-cultural at-retail annual participation, **increasing ticket and case sales regionally, within 6 weeks.**

Regional Marketing Manager: Western States

Valvoline Oil Company: Los Angeles, California (1991 – 1994)

Developed and implemented Valvoline Oil & Car Care Products Regional Advertising & Sales Promotional campaigns in 17 Western States. Regional Field Marketing and MotorSports & Major Sponsorship Packages managed / leveraged with national & regional auto part chains, mass merchandisers and traditional distributor networks. Directed two advertising agencies as to “development and implementation” of General & Hispanic Campaigns of Print & Broadcast.

* Developed strategic promotional business partners to expand brand awareness, creating a \$1.3 million co-op promo budget.

* Produced all regional consumers, sales & trade promotions and designed programs for regional field execution.

* Structured the advertising and sales promo strategy towards Hispanic Marketplace, determined intro-business plans and required assets which secured 17% share of market within 11 months of launch.

* Managed the New Product Launch of Valvoline Oil Company / Dura Synthetic Blend motor oil, securing and selling-in the massive participation of the national & regional automotive retailers, recording 8.5% category growth within 10 months of launch.

* Implemented and enhanced the promotional performance / appraisal system for regional product sales promotions to properly measure r.o.i.....resulting in an annualized savings of \$710,000.

My Early Career Highlights & Success (Late 1980's – Early 1990's)

Advertising Manager: Wendy's Old Fashioned Hamburgers: Los Angeles: CA, In-House Ad & Promo & PR Agency Manager & Wendy's International Key Go To Guy in Western States.

Regional Account Supervisor: DMM Ad Agency / Client: Anheuser Busch Brewing Company: Budweiser & Michelob Field Marketing & Promos Agency Key Contact (Co-Op Print / Radio / TV)

My Career Involvements:

PMA / Promotional Marketing Assoc / Co-Chairman: Los Angeles / Southern California
1996 – 1998

Elected to PMA / NYC Board of Directors
1998 – 2001

Active Participations w/ NASCAR, MLB, NFL, SCORE and NHRA
2000 - 2006

Page Four...Dan Skahill

- Raised & Educated, Virginia Beach, Virginia
 - Reside currently in Costa Mesa, Orange County, California
 - USA Citizen, with Valid Passport for International Travel.
 - United States Navy : Military Service Completed / East Coast
-

***** Salary History / Confidential Data for Discussion Purposes Only:**

Disneyland Partnership Marketing Manager: \$71k w/ annual bonus program

Line-X Marketing Services Director Marketing: \$80k w/ annual bonus program

***** Open to "Mutually Beneficial" Position Salary Discussion & Agreement.**

My References:

Ingrid Otero-Smart

President: Santiago Ad Agency
Santa Monica: CA (310) 396-8846 / ext 12

Adrian van Deudekom

Director Promotions: Disneyland
Anaheim, CA (714) 781-1894

Phil Dunn

Marketing Consultant & Business Author
Costa Mesa, CA (949) 515-3510

Bonnie Yuriko Oda

The Reader's Digest Company
Seattle, WA (206) 282-4002

Jeff Werderman

Director: Nextel / Boost Mobile Inc.
Irvine, CA (949) 337-2291

Harold Becker

Sr. Consultant: BKV Ad Agency
Atlanta, GA (727) 723-8179

City of Costa Mesa
Committee/Board Interest Form



Name: JAMES WINTER

Address: _____

Phone (H): _____ (W): _____

E-mail Address: _____

Indicate the name of the Committee/Board you are interested in serving on:

CHILD CARE & YOUTH SVCS. COMMITTEE - HISTORIC PRES. - 3R

City of Costa Mesa
77 Fair Drive, Costa Mesa, CA 92626

1. Indicate why you wish to serve on this Committee/Board:

I would like to serve on one or more of these Committees to help bring safety to our children, and to help make Costa Mesa a more attractive, Safer and Cleaner place to live.

SEP 14 2005 4:11:36

2. Indicate any experience or qualifications you possess that might apply to the Committee/Board you are interested in serving on. A resume may also be attached to this form. This is strictly optional.

I am a quick learner and follow instructions well. Have high morals & standards that I live by, and feel I would be a great help to the city of Costa Mesa and its fellow members & residents.

"Please note that this document and information included therein becomes public information pursuant to the California Public Records Act and may be disclosed to the public upon request."

Signature: _____

James A. Winter

Date: _____

September 14, 2006

City of Costa Mesa
Committee/Board Interest Form



City of Costa Mesa
77 Fair Drive, Costa Mesa, CA 92626

Name: Peter C. Becker
Address: _____
Phone (H): _____ (W): _____
E-mail Address: _____

Indicate the name of the Committee/Board you are interested in serving on:
Cultural Arts Committee

1. Indicate why you wish to serve on this Committee/Board:

As an art enthusiast, father, husband and teacher, I wish to serve our city and this committee to help guide the future development of the arts for all residents and visitors. In a day and age where art is pushed to the wayside in schools or reserved for the few in galleries, I strongly believe in the mission of Costa Mesa as the "City of the Arts". Enabling all people to experience art and creativity adds many tangible and intangible elements to our society. I strongly wish to continue this tradition of world class arts development in Costa Mesa.

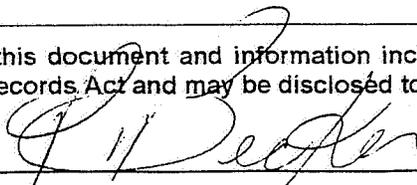
RECEIVED
CITY CLERK
2006 SEP -6 PM 4: 21
CITY OF COSTA MESA
BY _____

2. Indicate any experience or qualifications you possess that might apply to the Committee/Board you are interested in serving on. A resume may also be attached to this form. This is strictly optional.

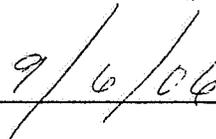
As a resident of Costa Mesa for 11 years, I have gained an admiration for our city that will allow me to make a meaningful contribution to the continued development of the arts. Currently I am a California State Credential teacher, teaching Middle School History. I hold a Masters Degree in Educational Leadership and have served as a school administrator, as well as a member of multiple district and community committees. My experience in public service and education will assist the committee in carrying on the tradition of developing a strong and lasting arts legacy.

"Please note that this document and information included therein becomes public information pursuant to the California Public Records Act and may be disclosed to the public upon request."

Signature: _____



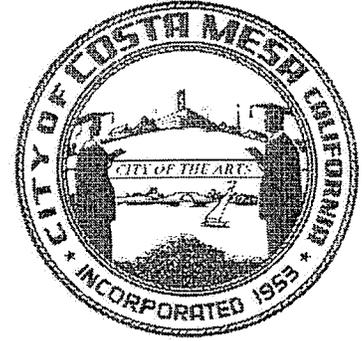
Date: _____



Peter Becker

- Objective** Cultural Arts Committee Member, Costa Mesa, California
- Professional Experience** **2002–2006 Corona Norco Unified School District Corona, Ca.**
Administrator Designee, Department Chair, Leadership Council
- Effectively managed 125 employees, 2500 students.
 - Created and managed budgets for 5 departments.
 - Participated in the hired and training new staff members.
 - Assisted in evaluation and development of existing staff of 70 employees.
 - Developed and implemented professional practices to 2,000 district employees.
 - Created and published teaching manuals for 1,000 teaching professionals.
 - Spoke on national conference level for 3 years to over 2,000 professional educators.
- 1997-2001 Corona Norco Unified School District**
- Teacher- History and English**
- Master Teacher at Elementary and Middle School levels
 - Trained 3000 district teachers on “best practice” strategies for effective learning.
 - Wrote technical teaching manuals for grades 1 through 8.
 - Lead a team of 15 teachers and 800 students to above average yearly progress.
- Educational Preparation** **1999-2001 National University Costa Mesa, Ca.**
- M.A., Educational Leadership
- 1991-1996 University of Arizona Tucson, Az.**
- B.A., Media Development
 - Competed for college football’s national title
- Interests** Coaching, people, reading, and fitness

City of Costa Mesa
Committee/Board Interest Form



Name: ROBERT PLATFOOT

Address: _____

Phone (H): _____ (W): _____

E-mail Address: _____

Indicate the name of the Committee/Board you are interested in serving on:

FAIRVIEW PARK FRIENDS COMMITTEE

City of Costa Mesa
77 Fair Drive, Costa Mesa, CA 92626

1. Indicate why you wish to serve on this Committee/Board:

I AM INTERESTED IN WHAT IS GOING ON IN THE PARK

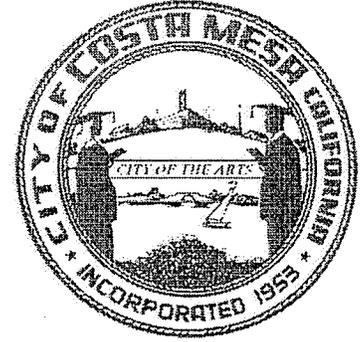
2. Indicate any experience or qualifications you possess that might apply to the Committee/Board you are interested in serving on. A resume may also be attached to this form. This is strictly optional.

[Empty box for providing experience or qualifications]

“Please note that this document and information included therein becomes public information pursuant to the California Public Records Act and may be disclosed to the public upon request.”

Signature: Robert P. Hylton Date: 7-16-06

City of Costa Mesa
Committee/Board Interest Form



Name: Robert PALAZZOLA

Address: _____

Phone (H): _____ (W): _____

E-mail Address: _____

Indicate the name of the Committee/Board you are interested in serving on:

FAIRVIEW PARK FRIENDS COMMITTEE

City of Costa Mesa
77 Fair Drive, Costa Mesa, CA 92626

1. Indicate why you wish to serve on this Committee/Board:

I would like to be involved with the preservation of the park and to assist with promoting it's environment friendly use by responsible individuals, groups and organizations.

2. Indicate any experience or qualifications you possess that might apply to the Committee/Board you are interested in serving on. A resume may also be attached to this form. This is strictly optional.

I have served on the Fairview Park Friends committee for almost two years and have been involved in several park promotion activities.

I currently serve on the Board of Directors of the Costa Mesa Historical Society, which has an historical interest in the park as well.

“Please note that this document and information included therein becomes public information pursuant to the California Public Records Act and may be disclosed to the public upon request.”

Signature: _____

Robert Palazzolo

Date: _____

8-25-06

City of Costa Mesa
Committee/Board Interest Form

Name: Stephanie M. Campbell

Address: _____

Phone (H): _____ (W): _____

Indicate the name of the Committee/Board you are interested in serving on:

Historic Preservation Committee

City of Costa Mesa
77 Fair Drive, Costa Mesa, CA 92626

1. Indicate why you wish to serve on this Committee/Board:

I am interested in serving on the Costa Mesa Historic Preservation Committee as an opportunity to give something back to the city in which I have lived for over twenty years. I have been interested in history for many years but I would like to translate that interest into public service. I believe that participating in the Committee will allow me to provide support to the existing Committee members and provide a service for our City. Community service is an essential component of citizenship and I think I can provide value to the committee and serve the community at the same time.

I believe it is important that we safeguard our history, retaining a narrative of the past and preserve our buildings and artifacts for today's children of Costa Mesa as well as the generations to come. They need to understand how the city evolved from its earliest days. Without this committee important and significant events in our city's past, as well as Orange County's past, will be lost. And, as Costa Mesa moves forward, its decision makers need to understand its past so its long history is incorporated and honored in its decisions.

The recognition of important people and places in Costa Mesa is one way of ensuring that our history is maintained. But preserving history is only one element. We also have to communicate that history and the best way to do this is in the schools, in our public places and at public events. I would like to be a part of helping create the materials that tell the story of our history as well as help communicate to others what our history has been.

I am particularly interested in serving on the Speakers Bureau in whatever capacity is needed

I also look forward to working with our Historical Society as a member of the Committee to strengthen the bond between us; this relationship is essential to maintain so that we can benefit from each other as well as support the city as a whole.

SEP 15 2006 PM 1:01

2. Indicate any experience or qualifications you possess that might apply to the Committee/Board you are interested in serving on. A resume may also be attached to this form. This is strictly optional.

As a resident of Costa Mesa for 20 years, and one who participates in much of our city life, I feel that it is time to give something back to my city.

I have served on Committees and Boards of a variety of non-profit organizations both in and out of Costa Mesa at different levels and believe that I have the strong communication skills that this Committee needs. I am interested in history and educating our youth as well as participating in adult learning opportunities. My experience working in the Orange County READ program, which provides literacy services to adults, has made me aware of the value educating others brings to the community as well as the recipient. I believe that communicating the historical legacy of one's own community can provide similar value.

I am currently employed as Director of Quality Assurance for a networking software company. I have reached this position through a variety of skills, all of which would serve this committee well. My strong technical background and excellent research skills allow me to utilize technology to do research in an efficient and timely way. I am able to translate raw data into meaningful information in a variety of presentation formats - written, graphical and verbal - all of which would serve the Committee well. I have strong people management skills, dealing with people of varied backgrounds, skill sets and interest levels. I would be able to provide coordination of the Committee and ensure that the information required in constrained time frames could be achieved.

I have worked in both for-profit and non-profit environments and am able to recognize and handle a variety of competing interests in a diplomatic way. I have participated in political processes and understand the constraints of public service.

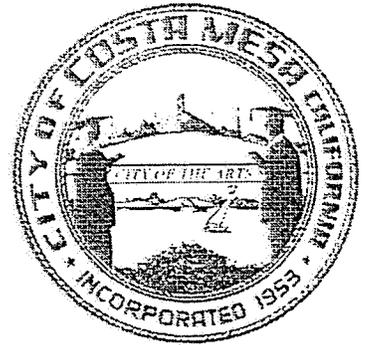
I believe I can serve the City and the Committee and I appreciate your consideration.

"Please note that this document and information included therein becomes public information pursuant to the California Public Records Act and may be disclosed to the public upon request."

Signature: Stephanie Campbell Date: 9-14-06

City of Costa Mesa

Committee/Board Interest Form



Name: Linda Feffer

Address: _____

Phone (H): _____ (W): _____

E-mail Address: _____

Indicate the name of the Committee/Board you are interested in serving on:

Historical Preservation

City of Costa Mesa
77 Fair Drive, Costa Mesa, CA 92626

1. Indicate why you wish to serve on this Committee/Board:

I could contribute photos and knowledge of what's been here for many years. Any buildings worth preserving like the Station master little home, I've seen and been in then if possible. The adobe out on Pacific that was bought for \$8000 is doomed! Emerson Charles is gone. I'm interested in old stuff. I've studied archeology and been here since Felix.

2. Indicate any experience or qualifications you possess that might apply to the Committee/Board you are interested in serving on. A resume may also be attached to this form. This is strictly optional.

For quite a few years I served on the Fairview Park Steering Committee. Years with the C.M. Historical Society, learning from the Beecher, let me gather insite about whats worth saving.

"Please note that this document and information included therein becomes public information pursuant to the California Public Records Act and may be disclosed to the public upon request."

Signature: Linda Feffer Date: Oct. 4th 2006

SEP 13 '06 AM 10:24

To Whom It Will Concern:

I'd like to be on the Historic Preservation Committee. This envelope is historical and is hysterical. The Beechers taught me so much and I've enjoyed years of meetings at the C.M.H.S. I got there before Fedco and South East Plaza and while the Adobe was being restored and they sound the baby bison over by Peter Buffar home. I have great photos of Jack Shaffer home and the N. B. area station master home that looks great now.

I'll be at the Adobe Spt. for the 40th anniversary of C.M.H.S.

I won't be boring,
Linda Tepper