

CITY OF COSTA MESA
Public Services Department

INTER OFFICE MEMORANDUM

TO: THE HONORABLE CITY COUNCIL

FROM:  ERNESTO MUNOZ, INTERIM DIRECTOR, PUBLIC SERVICES DEPARTMENT

DATE: NOVEMBER 29, 2011

SUBJECT: APPLICATIONS FOR TEWINKLE PARK ATHLETIC COMPLEX TASK FORCE

On November 15, 2011, the City Council directed staff to extend the application period to allow additional members of the community, who were interested in participating in the TeWinkle Task Force, to submit applications to potentially increase the number of voting members on the Task Force. In addition, the City Council discussed the increase in Task Force members from 9 to 13 members.

The Public Services Department received a total of fourteen (14) applications for the TeWinkle Park Athletic Complex Task Force. One out of the fourteen applications was submitted after the deadline and has been included for your discretion. Attached you will find the applications completed by each applicant for your review. At your discretion, the number of Task Force members can be increased from 9 to 13 members. Please find below a table with the names of all applicants who have submitted applications for the Member-At-Large position.

ORGANIZATION	MEMBER
Member-At-Large	Charles (Rus) Purcell
Member-At-Large	Sharon Comer
Member-At-Large	Gordon Bowley
Member-At-Large	Tim Cromwell
Member-At-Large	Raya Lopez
Member-At-Large	Ron Amburgey
Member-At-Large	Lee Ramos
Member-At-Large	Josephine Ochoa
Member-At-Large	Joaquin "Jack" Morales
Member-At-Large	Michael McDaniels
Member-At-Large	Bill Nelson
Member-At-Large	Carl D. Smith
Member-At-Large	Charles W. Sharkey
Member-At-Large	Kevin Orton

attachments

c Chief Executive Officer
Interim Assistant Chief Executive Officer
City Attorney
Finance/IT Director
City Clerk
Staff

City of Costa Mesa
Application for Commission/Committee Appointment

Name: Charles (Rus) Purcell
Street: _____
City: Costa Mesa CA Zip: 92626
Phone (H): _____ (W): _____
E-mail Address: _____



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

Indicate the name of the Commission/Committee/Board you are interested in serving on:
Tewinkle Athletic Complex Task Force

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

- ① Resident of Costa Mesa since 1975
- ② Participated in softball leagues at Tewinkle for over 30 yrs
- ③ Past Chairman of the Parks and Recreation Commission

For years I've watched the Tewinkle Athletic complex be used solely for baseball and softball, no snack bar etc. Given the current financial conditions of the City, State, and Country, it is imperative that we become more creative in finding ways to generate revenue for the City. The idea of joining with private industry is interesting.

I'd like to help the task force come up with a win/win situation for the use of the Athletic Complex.

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OCT 21 2011 - Rec'd early PM

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

Please see the numbered items on page 1.

CONFIDENTIAL

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Signature:

Charles Furell

Date:

10-21-11

City of Costa Mesa Application for Commission/Committee Appointment

Name: Sharon Comer
Street: _____
City: Costa Mesa Zip: 92626
Phone (H): _____ (W): _____
E-mail Address: _____



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

Indicate the name of the Commission/Committee/Board you are interested in serving on:
Tewinkle Park Task

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

I am a resident of the neighborhood. I also am involved in high school sports athletics. Tewinkle was the first park I found when I moved to Costa mesa from San Diego. I fell in love with it, and after 10 years I was finally able to purchase a home in that neighborhood. I walk there twice a day all year round. I want to be able to be part of the renovation if there should be one.

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CITY OF COSTA MESA

7

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

BS Degree from San Diego State Physical Education also an AA Degree in Park and Recreation
 Paularino Elementary PTA President 2 years
 Davis School PTA Secretary 2 years
 Halecrest Swim and Tennis Club Board Member 7 years, employee 3
 Basketball Booster President 2 years
 Football Booster Secretary 2 years
 Volunteer with the city for coaching 6 years!

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Signature: *Haru Comu* Date: _____

City of Costa Mesa
Application for Commission/Committee Appointment



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

Name: Gordon Bowley
Street: _____
City: COSTA MESA Ca. 92626 Zip: _____
Phone (H): _____ (W): _____
E-mail Address: _____

Indicate the name of the Commission/Committee/Board you are interested in serving on:
Tehuikle Park Athletic Complex Task Force.

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

As a resident of C.M. since 1968, I have enjoyed my involvement in the community in general and in youth sports in particular as a coach in baseball for 18 years.

In addition I have served on various boards; Hong Hospital, C.M. Chamber, YMCA, St. Andrew's Presbyterian Church to name just a few.

I look forward to contributing to the effective development of Tehuikle Park serving our community with sensitivity to the surrounding community.

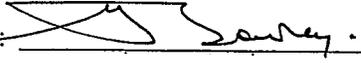
Sincerely -

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2. Indicate any experience or qualifications you possess that might apply to the Commission/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]

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Signature:  Date: 10.17.11

City of Costa Mesa
Application for Commission/Committee Appointment

Name: TIM CHOMWELL
Street: _____
City: COSTA MESA Zip: 92626
Phone (H): _____
E-mail Address: _____
Indicate the name of the Commission/Committee/Board you are interested in serving on:
Tewinkle Task Force



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

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

- I am very serious about youth sports and want our city to offer the best facilities that we can
- I am a big advocate of having baseball fields available for our children.
- I want to be sure that city owned facilities are used by our citizens first.
- I want to see the highest quality fields possible
- I am very knowledgeable of baseball & baseball facilities, and the design & maintenance of those facilities

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

① I've been coaching baseball (from T-Ball to high school) for over 30 years.

② I've run baseball leagues for a couple years and had to take care of the renovation and maintenance of our field we used

③ I've been involved with Citizens, City Councils, Planning Commissions, Planning Departments, City Managers, Recreation Managers, School Boards, HOAs, Boards, Leagues, League Officials for years, getting approvals, negotiating agreements, working with fellow board members in order to come up with proper plans & agreements.

To be quite blunt & honest, I doubt that there is anyone in the City of Costa Mesa more qualified than me for this appointment.

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Signature: [Handwritten Signature] Date: 10/17/11

Note: Resume is available on request

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**City of Costa Mesa
Application for Commission/Committee Appointment**



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

Name: Raya Lopez
Street: _____
City: Costa Mesa Zip: 92626
Phone (H): _____ (W): _____
E-mail Address: _____

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

TeWinkle Park Athletic Complex Task Force

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

I live and work in the city of Costa Mesa. I own a home in the Mesa Del Mar subdivision which is adjacent to TeWinkle Park. I visit the park on a weekly basis with my family. TeWinkle Park is a valuable asset to our community and the future of the park has a direct impact on the surrounding area. When building up a community, our collective futures are tied together and so, as a resident, I would like to have input on the decisions that guide our city.

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

I am an educated, professional member of the community. I currently work at Orange Coast College in the Information Technology Department. In that capacity I have served on numerous committees that have made policies that have bearing on the college and community in general.

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Signature:  Date: 11-17-11

City of Costa Mesa
Application for Commission/Committee Appointment



Name: RON AMBURBEY
Street: _____
City: COSTA MESA Zip: 92626
Phone (H): _____ (W): _____
E-mail Address: _____

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

TEWINKLE PARK ATHLETIC COMPLEX TASK FORCE
City of Costa Mesa
77 Fair Drive, Costa Mesa, CA 92626

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

CONCERNED RESIDENT OF MESA DEL MAR

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

CURRENTLY ON THE BOARD OF DIRECTORS FOR COSTA MESA UNITED AND YOUTH EMPLOYMENT SERVICE. LONGTIME SUPPORTER OF YOUTH SPORTS WITH INVOLVEMENT IN MANY BOARDS/BOOSTER CLUBS AND COACHING BASEBALL AND FOOTBALL AT DIFFERENT LEVELS.

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Signature: _____

R. W. W. W.

Date: _____

11/17/11

City of Costa Mesa
Application for Commission/Committee Appointment

Name: Lee Ramos
Street: _____
City: Costa Mesa, CA Zip: 92627
Phone (H): _____ (W): _____
E-mail Address: _____



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

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

TeWinkle Park Task Force Committee

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

I am native to Costa Mesa, raised here, have seen the city grow and I am now semi-retired. Recently I resigned from the Orange County Fair/Event Center. I held the position of Supervisor of Gates for all events and fair time. I was there for 14 years. Presently I am under contract to Tel-Phil, Inc (the Market Place) to re-organize their event's operation. As a long time citizen I feel that I could offer some insight and contribute to my city.

Thank you ~

Lee Ramos

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

I believe that seeing the development from it's early stages to today`s usage, I would be able to contribute positive input to future decades for better use and a positive financial savings for the citizenship of Costa Mesa. My past position at the OCF/EC included planning and developing programs for my department that proved financially sound and feasible. Currently my experiences are enabling me to help re-organize the operations at the Orange County Market Place.

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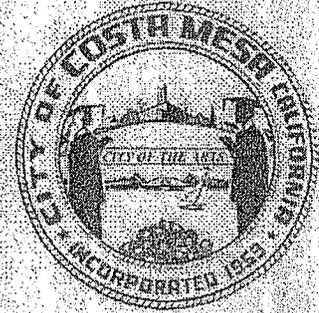
Signature: Lee G. Ramos

Date: 11/17/11

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City of Costa Mesa
Application for Commission/Committee Appointment

Name: Josephine Ochoa
Street: _____
City: Costa Mesa, CA Zip: 92626
Phone (H): _____ (W): _____
E-mail Address: _____



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

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

TeWinkle Park Athletic Complex Task Force

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

I retired from the school district after almost 30 years of service. One of my last positions was as the Events Scheduling Coordinator for the school district, and scheduled all after school activities for 60 plus schools in the district. I worked in this position abiding by the guidelines set forth by the state legislative law under the "Civic Center Act", giving groups access to all school in the district to host events, including sports events after school hours.

I received many recognitions from various organizations for a job well done, and treating them with respect and dignity no matter what type of event they wished to host at our schools. I also received many awards and recognitions from the district, including the Giraffe Award issued to me by the Board of Education, the Superintendent, and school cabinet members.

Prior to my working experience, I volunteered relentlessly to a number of activities for the City of Santa Ana, including Youth Expos, Little League, and given awards and recognitions. When my children were growing up I volunteered at each of the schools, my three children attended, in a variety of sports, dance, classroom, and school events receiving awards and recognition, and voted three times, by the Superintendent as "Volunteer Mother of the Year".

I have lived in Costa Mesa 11 years, and while living in Santa Ana and my children were younger, visited TeWinkle park for many fun activities. There is a special place in my heart for this project, and if I can assist in some way, it would be great to be a part of this community.

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

Volunteer for City of Santa Ana Sports Events from 1978 until 1984
Parent Volunteer for Santa Ana USD from 1983 until 1994
Coordinator of Youth Expo for 2 years under city councilman Jose Solorio
North and South Kiwanis Club Volunteer for Key Club Student Activities
Elks Club recognitions for youth volunteer activities throughout City of Santa Ana
Committee Member for City of Santa Ana for Sports Events
Variety of Employee Committees during almost 30 years of work experience
School Site Council
GSEA Union Board Member
Events Scheduling Coordinator for Santa Ana Unified School District 1994-2010

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Signature

Josephine Ochoa

Date:

11/16/2011

City of Costa Mesa
Application for Commission/Committee Appointment

Name: Joaquin "Jack" Morales
Street: _____
City: Costa Mesa, CA Zip: 92626
Phone (H): _____ (W): _____
E-mail Address: _____



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

Indicate the name of the Commission/Committee/Board you are interested in serving on:
Townlike Park Athletic Complex Task Force

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

I have been involved with Costa Mesa youth baseball since 2002. I am a baseball enthusiast and also enjoy coaching and mentoring kids in both the sport of baseball but more importantly the "game of life". I would like to be involved with this exciting project for the project itself and also to lookout for the interest of the current and future youth baseball programs in the city of Costa Mesa. I am excited about the potential we will have as a community to turn out excellent student-athletes who can point to our facilities and ~~the~~ influence as part of their life's success.



RANCHO MISSION VIEJO

JACK MORALES
DIRECTOR - CONSTRUCTION

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

I have been an active board member of Costa Mesa American Little League since 2007 and currently assisting with the Costa Mesa Pony program. My background and career have been in the land development and construction industries. I have been involved in the planning, design, bidding and management process for public works and private development in south orange county (Ladera Ranch). I am also a land surveyor by trade familiar with the engineering process. I look forward to utilizing my personal skills and business partnerships to assist with this project.

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Signature: _____

Date: _____

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City of Costa Mesa Application for Commission/Committee Appointment

Name: Michael McDaniels

Street: _____

City: Costa Mesa Zip: 92626

Phone (H): _____ (W): _____

E-mail Address: _____



City of Costa Mesa
77 Fair Drive, Costa Mesa, CA 92620

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

TeWinkle Park Athletic Complex Task Force

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

I have lived in Costa Mesa since 1962 and grew up playing Harbor Area Baseball on the TeWinkle fields.
I still play softball on the fields on Tuesday nights and I want to be sure the community achieves the greatest benefit from the fields.

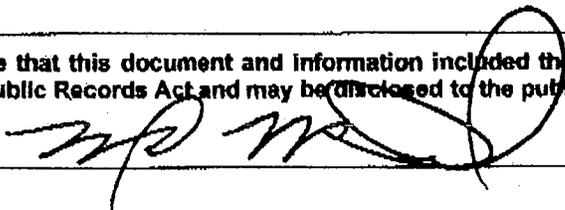
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 CITY OF COSTA MESA

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

I have extensive experience business finance and operations. See attached resume.

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Signature: _____



Date: _____

11/21/2011

CONFIDENTIALITY REQUESTED AND APPRECIATED**MICHAEL J. MCDANIELS**

Costa Mesa, California 92626

VICE PRESIDENT OF FINANCE & OPERATIONS

Financial Planning & Analysis ~ Corporate Accounting ~ Operations Management
Banking & Lending Relationships ~ Treasury ~ Financial Modeling ~ Tax Planning ~ Systems/Procedures

- Organized, resourceful and multi-talented Finance and Management Executive with extensive experience in all facets of corporate financial operations.
- Financial management experience is coupled with in-depth experience in sales, sales management and business operations creating a unique combination of abilities applicable to solid enterprise growth and success.
- Well skilled in developing, training, leading, coaching and mentoring high-performing teams in meeting or exceeding challenging organizational goals and objectives.
- Track record of successful communication and relationship building with people at all levels of a business organization, as well as customers, vendors and other stakeholders.

ADDITIONAL KEY AREAS OF EXPERTISE

Corporate Audits
 Multi-location Management
 Strategic Planning & Budgeting

Situational Analysis/Problem Solving
 Human Resources Management
 Sales Management

Credit & Collections
 Contracts & Negotiations
 Site Selection & Construction

EMPLOYMENT BACKGROUND AND ACCOMPLISHMENTS

WESTSTAR PHYSICAL THERAPY NETWORK - Cypress, California
Outpatient Physical Therapy Network, 75 locations throughout Southern California.

2001 - Present

Vice President of Finance and Operations

(2008 - Present)

Provide management direction and leadership to all physical therapy network clinics located throughout Southern California. Responsibilities include management of clinic operations, finance, accounting, human resources, medical billing, collections, new site selection and clinic construction and provider contracts and relationships. Lead a team of 17 and manage \$12M budget.

- Conceived and drove initiative to create new and diversified revenue sources and achieve improved operating efficiency resulting in lower operating cost per patient, 30% patient volume increase and \$5M revenue increase.
- Established customer service department with centralized scheduling, scheduling confirmation and insurance authorization resulting in increased efficiency, new patient acquisition and 30% first year revenue increase.
- Developed and implemented an optimized system for selecting patient treatment billing codes resulting in increasing average reimbursement per treatment by \$22 equating to \$3.5M annual revenue increase.
- Developed and implemented a web-based, clinic level billing input solution resulting in a streamlined billing process and \$80K cost saving through elimination of three employees.
- During a period of declining commercial real estate market rent/lease rates, renegotiated all clinic leases resulting in saving \$144K in annual rent cost.

MICHAEL J. MCDANIELS

Page Two

EMPLOYMENT BACKGROUND AND ACCOMPLISHMENTS (Continued)**Vice President of Sales and Finance**

(2005 - 2008)

Assembled, trained and managed team of four sales representatives to generate referrals for physical therapy services. Responsible for growth in new geographic areas and all promotional media. Managed \$10M annual budget.

- Restructured sales force, developed and implemented an innovative commission system based on adjusted gross value of each patient referral resulting in 20% revenue increase

Controller

(2001 - 2005)

Provided leadership and management direction to all accounting, finance, sales administration, customer service and human resources functions. Managed team of 8 and \$8M budget.

- Developed and implemented a process enabling sales people to focus on generation of business from highest yielding revenue sources resulting in 15% increase in patient treatment rates and significant revenue growth.
- Developed and implemented a reliable cash flow forecast and litigation collections tracking system resulting in shortened collection cycle and 20% collections improvement.

HEALTH-LINE INC - Irvine, California

1996 - 2001

National distributor of new and remanufactured commercial grade fitness equipment.

General Manager and Controller

Responsible for all daily operations and supervision of all accounting, finance, sales administration, purchasing and human resources personnel and functions. Organized and directed establishment and opening of a 25,000 square foot production facility.

BALLY TOTAL FITNESS INTERNATIONAL, INC - Irvine, California

1992 - 1996

Fitness club chain with more than 400 gyms in 70 cities and 4M members.

Regional Controller

Served as Regional Controller for 47 fitness centers located throughout Southern California and managed the regional administrative staff. Duties included budget preparation, financial forecasts, cash flow analysis, payroll, human resources management, sales and commission system management, activity reporting and cost analysis/control. Supervised a team of 8 and managed \$80M budget.

***Other experience includes position of responsibility and demonstrated accomplishment as Controller with Nautilus Aerobics Plus.*

EDUCATION

BS, Finance, California State University at Long Beach

COMPUTER PROFICIENCY

Microsoft Windows & Office: Word, Excel, Access, PowerPoint, Outlook; QuickBooks, LAN, WAN, Dbase, SQL

NOV 22 2011

PUBLIC SERVICES

City of Costa Mesa
Application for Commission/Committee Appointment

Name: BILL NELSON
 Street: _____
 City: COSTA MESA CA Zip: 92626
 Phone (H): _____ (W): _____
 E-mail Address: _____



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

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

Mesa Del Mar Tennis, Park Athletic Complex TASK FORCE

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

My family has lived in the Mesa Del Mar complex since it was built. over 40 years. As the PARK has grown so has the noise level & crime & cars parking inappropriately. I have no ~~pre~~prejudice against any company. My concern is for the effect that this complex will have on our quality of life.

I live 300 yards from the center of where the Sports Bar & fields will be. My deepest concern is how the quality of life we have come to know will be adversely affected by this project. I would at least appreciate the opportunity to share our concerns as well as some factual information that may help the city in this difficult decision.

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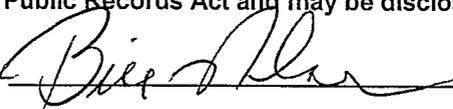
2. Indicate any experience or qualifications you possess that might apply to the Commission/Committee/Board you are interested in serving on. A resume may also be attached to this form. This is strictly optional.

My Only qualifications ARE A CONCERNED CITIZEN
of COSTA MESA AND MY 18+ YEARS AS
A PROJECT MANAGER FOR THE A/U
INDUSTRY

THANK YOU FOR THE OPPORTUNITY TO SERVE.

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Signature:



Date:

11/21/11

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NOV 22 2011

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

City of Costa Mesa Application for Commission/Committee Appointment

Name: Carl D. Smith
Street: _____
City: Costa Mesa Zip: 92626
Phone (H): _____ (W): _____
E-mail Address: _____

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

TeWinkle Sports Complex Task Force

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

I have lived in Costa Mesa for almost thirty years. I grew up in this wonderful city and have had the opportunity to enjoy the TeWinkle Park athletic fields in many capacities. I have watched and played baseball on the big diamond many times. I have participated in week night city softball leagues. I even coached one year of JV girls softball at Costa Mesa High School that utilized the TeWinkle softball fields. I have many great memories at TeWinkle park and have strong interest in keeping the high quality of the fields for the city and those that use the park.

I am excited about the opportunity for the city to enter into a partnership with a private company that can not only relieve a financial burden during tough economic times, but also improve the sports experience at TeWinkle Park. I believe the right relationship can be a clear win - win scenario for the city and its residents. I have had the opportunity to see some of the facilities in other cities managed by private entities, and appreciated the experience.

I enjoyed Tewinkle park's athletic fields throughout my life and hope to continue to do so. My focus is not only for those that will use the fields in the short term future, but also for the long term. I am a father of a two year old and want to be able to assist in the decision to make the Tewinkle park athletic fields a great place for our children to enjoy in the future.

If the right decision is made, I believe the city's partnership with a private company can ensure that TeWinkle park remain a great place to play sports, and even become a catalyst to spur the local economy. Tewinkle Park can be a facility that the community and residents are proud to have in the city of Costa Mesa.

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

Please see the attached resume that includes my professional experience in both the public and private sector.

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Signature: Carl D. [Signature] Date: 11/22/11

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CARL D. SMITH

LABOR MANAGEMENT, OPERATIONS & PEOPLE LEADERSHIP

- Labor Relations Leadership
- Municipal Liason
- Logistics Management
- Forecasting and Budget Management
- Customer Service Professional
- People and Team Development

PROFESSIONAL EXPERIENCE:

University of California, Irvine

July 2011 - Present

Labor Relations Specialist

Labor Relations representative for University. Serve as the advocate in grievance meetings, arbitration, and other necessary hearings under the various collective bargaining agreement or the Higher Education Employment Relations Act.

Pacific Maritime Association, Long Beach, CA

2008 – 2011

Labor Relations Administrator

Labor Relations Representative for the Association of Employers of waterfront labor in the Ports of Los Angeles and Long Beach. Serve as the advocate for the Employers in labor relations committee meetings, safety committees, on-the-job arbitrations, and formal arbitrations.

- Chair Labor Relations Committees that investigate, mediate, and adjudicate complaints and grievances in accordance with the collective bargaining agreements
- Manage JPLRC expense budgets and assist in forecasting manpower needs to drive efficiencies
- Ensure daily dispatch of waterfront labor is administered correctly according to established rules

Maersk, Inc., Long Beach, CA

2005 - 2008

Assistant Dispatch Manager / Assistant Manager of Special Projects

Manager of local dispatch groups for Maersk Inc. Pacific South West Region including export, import local truck moves, and import off dock rail dispatches. Direct supervisor of Office Clerical Union workers.

- Implemented new procedures to simplify communication between the dispatch and trucking companies
- Devised the redistribution of tasks within the export dispatch group to even workloads over the department
- Directly involved in the implementation of the SAP financial system within the A.P. Moller Maersk Group of Companies, educating west coast management and training colleagues throughout North America

APM Terminals Pacific Ltd, Long Beach, CA

2004 - 2005

Assistant Manager of Customer Service

Alternated as manager of the availability, export and hazardous, and demurrage and hold groups within the customer service department for Pier 400. Coordinated staff schedules and temporary employee coverage.

- Direct supervisor of Office Clerical Union workers. Facilitated daily interaction with other terminal departments, other divisions of A.P. Moller Group, and U.S. Customs and Border Protection agencies
- Created demurrage and exam fee collection monitoring system to ease tracking and categorizing of payments received by demurrage clerks

Newport Mesa Unified School District, Costa Mesa, CA

1999 - 2004

Athletic Assistant - Assistant Varsity Basketball Coach and Head Junior Varsity Basketball Coach

Organized and prepared all practices and schedules for the teams as well as handled coaching duties. Recorded individual player statistics and reported them to local newspapers. Was an active participant in the coaching staff that helped Costa Mesa High School win their first league championship in school history in 2001.

TECHNICAL SKILLS AND TRAINING:

SAP RTP Certified

Terminal Management Training Course (TMTTC)

Smart University Management Training Course

Advanced Proficiency Certification in Italian (California State University International Programs)

EDUCATION:

BA Italian Studies, Cum Laude - California State University, Long Beach – May 2004

Universita' degli Studi di Firenze – California State University International Program August 2001 – July 2002

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NOV 22 2011

PUBLIC SERVICES

City of Costa Mesa

Application for Commission/Committee Appointment



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

Name: Charles W. Sharkey
Street: _____
City: Costa Mesa Zip: 92627
Phone (H): _____ (W): _____
E-mail Address: _____

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

TeWinkle Park Athletic Complex Task Force

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

I am a former Softball player and have spent a good deal of time running around TeWinkle Park as part of a track club. TeWinkle is the closest park to my home and I consider it my "home park". In the past I have taken my dog on walks in the park and he has enjoyed the Dog Park there.

My wife has played a number of tennis matches at TeWinkle over the years.

Over the years I have very much enjoyed the park and I figure I should start giving something back for all the enjoyment I have received.

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

My resume is attached.

I have spent the last 15 years as a "Big 5" management consultant and have experience helping groups of people come to a decision and write strategic plans. I imagine that these skills may be helpful for this committee.

I am a Captain in the Navy Reserve and have spent a good deal of time serving my country. I figure I need to allocate a some of my time closer to home.

I am prepared to attend meetings and work as necessary. I have read the last strategic plan for TeWinkle Park.

"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:

22 Nov 2011

SUMMARY

Consulting Director with extensive experience in planning, selling, and implementing large solutions including strategy, process improvement and software for industry and government. Recognized leader in growing a practice, while developing long-term "C" level relationships. Core competencies include:

- Leadership and team development
- Customer Relationship Management
- Supply Chain and ERP systems
- New market development
- Engagement pipeline development
- Enterprise Content Management

PROFESSIONAL EXPERIENCE

BIG ISLAND CARBON, LLC. Costa Mesa, CA **2010 - Present**
Big Island Carbon is a 3 year old firm with a \$40M plant turning Macadamia Nut Shells into Granularly Activated Carbon. It has a global client base and is primarily funded by Denham Capital, an energy focused global private equity firm

Vice President, Sales and Marketing

Lead sales and marketing of a private equity funded green start-up producing activated carbon for purifying air, water and use in the passive component industry.

U.S. NAVAL FORCES CENTRAL COMMAND, Bahrain **2010**
U.S. Naval Forces Central Command conducts persistent maritime operations to forward U.S. interests, deter and counter disruptive countries, defeat violent extremism and strengthen partner nations' maritime capabilities in order to promote a secure maritime environment in the Arabian Gulf, Red Sea, Gulf of Oman and parts of the Indian Ocean.

Captain, Director Strategy Implementation and Training

Called to active duty to be Director of Implementation and Training for a contingency operations plan.

EMC CORPORATION, Irvine, CA **2006 – 2009**
EMC is a \$15B information technology company specializing in business solutions that combine hardware, software, and services to keep your business information available and secure.

Solutions Principal, Enterprise Software Group (Documentum / Captiva)

Managed the Southern California consulting market, selling document management solutions including records management and eDiscovery.

- Recognized as sales leader (134% of quota), realizing higher margins through selling value.
- Led and managed the largest consulting engagement in company's history, resulting in an annual savings of \$6M for a large Biotech firm.
- Planned and managed an in-sourcing of 200 terabytes of mortgage information while maintaining business continuity for a large bank, which resulted in annual savings of \$12M.
- Developed, sold and implemented Enterprise Document Management System at large financial institution, providing recall of all mortgage data and a quick determination of a risk profile, enabling the company's valuation for acquisition.

IBM BUSINESS CONSULTING SERVICES, Costa Mesa, CA **2003 - 2006**
IBM is a global information technology company with annual sales of \$96 B whose offerings include strategic customer relationship management (CRM) solutions tailored to specific industries that can promote profitable growth by providing a compelling, consistent customer experience across channels.

Director, Customer Relationship Management Practice (CRM)

Managed proposal and marketing efforts for all CRM work in western region and nationwide in the US Financial Services vertical. In charge of relationship between Siebel (Oracle) Systems Sales and Professional Services and IBM / PriceWaterhouseCooper.

- Developed a \$20M annual engagement to implement CRM at California State Automobile Association (CSAA), which reduced cost and increased cross-selling.
- Delivered conference presentations which resulted in new business opportunities for CRM practice.

PRICEWATERHOUSECOOPERS (acquired by IBM), Irvine, CA

1998 – 2003

PriceWaterhouseCoopers is a 150 year old global firm of 163,000 people in 151 countries offering consulting, audits and tax services.

Director, CRM Practice (2000 – 2003)

Managed 5 other Business Development Managers in launching and expanding new markets and solutions across the US. Also managed Siebel engagement pipeline and implementations.

- Managed the 456% sales growth of the western region CRM practice with a concentration in implementations of Siebel Systems, Siebel OnDemand, and Salesforce.com.
- As number 2 person in the CRM practice, played active role in recruiting and interviewing new consulting staff. Grew practice from 11 people to 256 consultants while balancing sales demand and delivery capacity to ensure profitability.
- Led US in sales of profitable engagements. Recognized with Sales Spotlight Award.
- Spoke at seminars and conventions on CRM, generating new business opportunities, and increasing company recognition.
- Assisted PwC Asia in developing a CRM practice. Led sale and implementation of the first CRM project in South Korea.

Senior Manager (1998 – 2000)

Managed engagements in sales and distribution with concentration in SAP, Sales Force Automation, and Customer Service.

- Served as Project Manager for first-ever integration of an ERP system (SAP) and Sales Force Automation System (Siebel Systems), resulting in company leading the market in successful CRM implementations.
- Completed a number of strategy engagements, business cases and package selections for companies ranging in size from start-up to Fortune 500.

ERNST & YOUNG LLP, Irvine, CA

1996 – 1998

E&Y is one of the largest professional services firms in the world providing audit, tax, advisory and consulting services.

Senior Consultant

Led and participated on project teams with a focus on performance improvement in Supply Chain and SAP.

- Led best practices benchmarking effort at a global aircraft manufacture which was the basis for a company-wide effort to reduce new product development time and cost by 50%. Worked with cross functional groups to develop new process for product development.
- Assisted a large car manufacturer in re-engineering to mitigate risk of business interruption following the downsizing of 250 people. Developed framework that was used by nine divisions to develop strategies for mitigation. Directed two teams of five contractors and 15 IT employees.
- Member of team which identified, justified, and implemented process improvements to the spare parts distribution center of a global aircraft manufacturer. Changes were made in 25 days and resulted in client savings of \$400,000 annually.

MILITARY

Officer, U.S. NAVY AND NAVY RESERVE

- **Current Rank, Captain**, Clearance - TS/SBI – Currently Chief of Staff (second in command), Naval Forces Korea, Reserve Component, a 334 member unit.
- **Commanding Officer** – Previously selected for 3 commands, ranging in size from 40 – 70 people, including CO Reserve Component, Expeditionary Strike Group Three
- **Operational Planning Lead** - Led operational planning activities for Third, Fifth and Seventh Fleets. Led and presented to a global audience a change to the Operation Plan for one of the US Military's War Plans. Instituted Fifth Fleet's internal training and operational exercise plan.
- **Graduate, US Marine Corps Command and Staff College**
- **Graduate, US Naval War College and National Defense University Reserve Program**

EDUCATION

Masters of Business Administration (MBA), Major: Finance
The George Washington University, Washington, DC

Bachelor of Science, Political Science / General Engineering,
Graduated with Merit. Class President, Basketball Team, Honor Committee
United States Naval Academy, Annapolis, MD

CERTIFICATIONS

SAP – Sales and Distribution Siebel Systems – Business Analyst Documentum – Business Analyst

RECEIVED

City of Costa Mesa

Application for Commission/Committee Appointment

NOV 23 2011

Name: KEVIN ORTON
Street:
City: COSTA MESA Zip: 92626
Phone (H): (W):
E-mail Address:

PUBLIC SERVICE

1:06 pm

KJO



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

Indicate the name of the Commission/Committee/Board you are interested in serving on:
PARKS & REC / LITTLE BIG LEAGUE.

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

I HAVE BEEN A COSTA MESA RESIDENT FOR 10 YEARS. I HAVE SEEN A LOT OF PROGRESS WHEN IT COMES TO THE SPORTS & RECREATION FOR OUR YOUTH. 10 YEARS AGO WHEN WE MOVED HERE MY SON WAS 8 YRS OLD AND WANTED TO PLAY POP WARNER OR JUNIOR ALL AMERICAN FOOTBALL, THERE WERE LEAGUES BUT THE FACILITIES WERE HORRIBLE. THIS WAS TRUE WITH LITTLE LEAGUE ALSO. WHY WOULD A KID WANT TO PLAY BALL ON THESE FIELDS. (SEE HEB. NB. FOUNTAIN VALLEY OR IRVINE) THROUGH THESE YEARS WITH MY SON WE PLAYED HERE. I ASKED 10 YEARS AGO THE COUNCIL ABOUT THIS AND THEY HAD NO ANSWER. I'M GETTING MORE AND MORE INVOLVED IN MY COMMUNITY AND WOULD LIKE TO SERVE MORE. OVER THE PAST 4 YEARS I HAVE BEEN AN ASSISTANT GOLF COACH TO ESTANUCIA HIGH (ART PERRY) AND WOULD LIKE TO DO MORE.

35

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

1. IN THE LATE 80'S I WAS A PROJECT MANAGER FOR PEKERAK / CRANDALL AN ARCHITECTURE FIRM THAT DEVELOPED LAND. I DESIGNED PARKS FOR THESE COMMUNITIES.

2. FOR 10 YEARS I HAVE BEEN COACHING LITTLE LEAGUE, POP WATNER FOOTBALL & GIRLS FAST PITCH. - THIS IS MY PASSION IN LIFE. I TOOK IT ONE STEP FURTHER IM NOW COACHING HIGH SCHOOL. KIDS NEED A PLACE TO PLAY. & SOMETIMES PRACTICE. WHEN YOU SEE OTHER CITIES & WHAT FACILITIES THEY HAVE CHILDREN SEE IT, & ASK WHY.? THEY DONT HAVE FACILITIES LIKE THESE.

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Signature: _____

Date: _____

11-22-11

Kevin Orton

Personal & Professional Objective

A highly experienced and motivated individual, possessing outstanding leadership qualities seeking to maximize a vast array of professional and educational skills to assist an Education, Business organization in surpassing their goals and objectives as directed by the board of directors. Or it's Principle. and or Athletic Director

Educational and Professional Development

*Concordia University – Irvine Ca.
2009 - May, 2011
Bachelor of Arts*

*Orange Coast College – Costa Mesa, Ca.
Business Administration/Architecture
1981-1984 / 2010-2011
Associates Degree*

*DLM School of Real Estate – Placentia, Ca
Certificate in Real Estate and Real Estate Appraisal
1992-1993*

Specific Career Experience

*SHB Investments – Foothill Ranch, Ca. 2005-Present
Private Security, and transportation: Contact Len Shulman*

*Santa Margarita High School- Rancho Santa Margarita, Ca 2011-Present
Freshmen Boys Golf Coach: Contact Chuck Morales
JV Football Asst. Coach: Contact Harry Welch*

*Christ Lutheran Costa Mesa Church and School 2010-Present
Substitute Teacher for Middle School: Contact Richard Nordmeyer*

*KO Appraisal – Costa Mesa, Ca 1993-2009
Business Owner & Entrepreneur, Trained and developed a staff of 14 Appraisers, and staff for regional Real Estate appraisals.*

Sub Surface Pumping Systems – Tustin, Ca. 1989-1991
Research and Development Coordinator, District Sales Manager. Designed and implemented an Oil pumping system, Expanded sales regionally, Green technology and environmentally safe.

Pekarek / Crandell Architects Lake Forest, Ca 1987-1989
Project coordinator, Designer of tract homes throughout Orange County and the Inland Empire.

RJ Construction – Santa Ana, Ca 1981-1988
Supervised 12-15 sub-contractors. Designer and Architect for Spec homes through-out Southern California.

Additional Training

California Basic Educational Skills Test 2010
ID#41355862
Scott School Commercial Real Estate 2004
SOCAL Tempo Training 2003
Real Estate Trainers Inc. Principles of California Real Estate 2002
Orange County Planned Giving Seminar 2001
Craig Proctor Real Estate Super Conference 1998
Philanthropy Institutes Conrad Teitells Planned Giving Seminar 1996
Advanced Gift and Annuities Seminar 1992
New York Life Planning and Investment 1988
New York Life Estate Planning 1987

Interest

**Santa Margarita High School- Rancho Santa Margarita, Ca* 2011-Present
Freshmen Boys Golf Coach
JV Football Asst. Coach
**Orange County Baseball Officials Association* 2005-Present
Umpire Southern California CIF
**South Huntington Beach Girls Fast pitch Softball* 2003—2010
Assistant Coach
**Costa Mesa Pop Warner Football* 2004-Present
Head Coach
**Christ Lutheran Church* 2006-2008
Boys and Girls Basketball Head Coach
**Orange Lutheran High School Thrift Store – Orange, Ca* 2007-Present
Volunteer, Truck Driver
**Estancia High School - Costa Mesa, Ca* 2008-Present
Assistant Golf Coach Boys and Girls