



SPECIAL WORKSHOP MEETING NOTICE OAK HARBOR CITY COUNCIL

NOTICE IS HEREBY GIVEN that the Oak Harbor City Council will hold a Special Workshop Meeting on:

Date: Tuesday, September 1, 2015

Time: 4:00 p.m.

Location: City Hall – Mayor’s Conference Room/ Council Chambers, 865 SE Barrington Drive, Oak Harbor, WA 98277

Note that no action will be taken.

AGENDA

- 1. Introduction of the Economic Development Coordinator (EDC) Candidate Barbara Spohn to City Council**
 - a. Reception with the City’s leading Candidate for the EDC position

Anna M. Thompson
City Clerk
Posted on August 28, 2015

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Mayor Scott Dudley
Oak Harbor City Council
Directors

REMOVE: After September 1, 2015

The City Council may meet informally in workshop sessions (open to the public) to do concentrated strategic planning, review forthcoming programs of the City, receive progress reports on current programs or projects, or receive other similar information from the City Administrator, provided that all discussions and conclusions thereon shall be informal. Council shall make no disposition of any item at a workshop meeting. Public comment is not normally allowed at workshop meetings, although Council may allow, or request participation.

Please contact the City Clerk at 360-279-4539 within 24 hours advance notice for special accommodations.

Highlights:

1. 25+ years marketing and business development experience with small and large communities and companies, including leadership positions in top ranked domestic and international firms.
2. Managed large and small marketing teams , including training, internal communications, proposal development, integration of proposal contributions across the firm, competitor intelligence, market research and corporate branding. Excellent business development skills.
3. Extensive industry network and contacts with decision makers, and strong track record in key client account strategies to grow existing business with clients such as Coca Cola, Nokia Siemens Networks, Microsoft, Sports Authority, and the City of Berlin, Germany.
4. Direct presentation and proposal experience:
 - a. Presentation research, strategies and coaching
 - b. Proposal strategies and development
 - c. Team and service line coordination in major presentation/proposal efforts
5. Built clients' capabilities to compete more effectively with service integration and alliances:
 - a. Building alliances to attract and grow business and new markets;
 - b. Promoting integration of services/responsibilities around key clients and market opportunities.
6. Strong team player, builder, and strategist with excellent communications, managerial and people skills, as well as excellent references from business executives and major corporate/governmental clients.

Expertise:

1. Strategic Positioning: market research, strategies and implementation, targeted marketing, successful business development campaigns, introduction and penetration of new markets. Excellent business development skills.
2. Strategic Team Building: Integration and coordination across multiple parties including linking individual strengths into marketing strategy and activities.

3. Proposal and Presentation Development: Strategies and development, internal and multi-office communications, writing, coordination and delivery.
4. Internal and External Marketing and Communications: marketing intranet, web presence, and website development; marketing material development and maintenance, new business development and promotion, media and press relations, and promotional event planning.
5. Graphics and Communications: design expertise, budget direction and compliance, staff training in marketing and business development skills.

Prior Positions

1. AEC and Real Estate Firms: Partner and senior positions in leading AEC and RE brokerage firms.
2. Marketing: President, Marketing Strategies, Inc., marketing and business development firm
3. Consulting: President, INTRESINC, providing integrated business solutions to real estate industry
4. Development: Owner, real estate development and project management services firm.
5. Industry Associations: Past Chapter President of SMPS (Society for Marketing Professional Services) in GA and Ohio; and 5 years Board of Directors IDRC and Corenet Global
6. Teaching and Professional Development: Teaching *Marketing & Business*, Miami University, Post Graduate Architecture; Lead faculty in *Communications and Change Leadership* for CoreNet Global's executive development program for corporate real estate leaders; and seminars and workshops in *Marketing Professional Services*.

Barbara Spohn

Work History

Various clients over 25 years

1 /1985 - Present

Atlanta, GA based - Clients domestic and International

Job Title: Marketing/Business Development/Real Estate Director

Duties:

Responsible for the pursuit of new business and strategic business alignment for varied companies and communities. Directed marketing and economic development plans, including targeted companies and decision makers for pursuit of projects. Also fifteen years in direct real estate development, both with public private partnerships, and development of projects financed and controlled personally. Extensive experience in coordinating and working with City/County/State officials and various sized companies, ensuring effective buy-in throughout all phases of any project. Enjoy and thrive in a multi-faceted work environment, working with varied personalities, and helping the team(s) identify, develop and bring goals to fruition. Served on the CORENET Board of Director for five years, and possess extensive contact base of friends who make the real estate decisions in medium and large corporations, i.e., CocoCola, IBM, Ricoh, Nokia Seimens, to name a very few. Have worked in very large and very small communities and companies. Enjoyed them all!

Education History

Ohio State University (College)

Columbus, Ohio

Degree: Bachelor of Arts

Major: Marketing/Communications/Political Science

Minor: Associate in Education