

Item 21



Travis County Commissioners Court Agenda Request

Meeting Date: February 5, 2013

Prepared By/Phone Number: Barbara Smith 854-9333

Elected/Appointed Official/Dept. Head: Commissioner Gerald Daugherty

Commissioners Court Sponsor: Commissioner Gerald Daugherty

A handwritten signature in black ink, appearing to read "Gerald Daugherty", written in a cursive style.

AGENDA LANGUAGE: Consider and take appropriate action on the reappointment of Barker Keith to the Emergency Services District #6 Board of Commissioners to serve immediately until December 31, 2014.

BACKGROUND/SUMMARY OF REQUEST:

STAFF RECOMMENDATIONS:

ISSUES AND OPPORTUNITIES:

FISCAL IMPACT AND SOURCE OF FUNDING:

ATTACHMENTS/EXHIBITS:

REQUIRED AUTHORIZATIONS:

N/A

Barker Franklin Keith II

62 Lost Meadow Trail "The Hills" • Austin, TX 78738

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Email: barker@lakewayaquatics.com barkerfkeithii@gmail.com



Summary

Proven business acumen, outstanding communication and information technology skills with 30 years of progressive Sales, Marketing and P & L experience including line and management positions. Proven track record growing Domestic and International businesses in chemical and consumer product industries making significant contributions to corporate profitability. Highly successful results oriented entrepreneurial professional with recent success in owning/operating Outpatient Aquatic & Land Physical Therapy business.

Professional Experience

Lakeway Aquatic Therapy & Wellness Center
President & Owner

Austin, TX
February 2000 to Present

- Responsible for entire business startup operations of a state of the art aquatic physical therapy outpatient rehabilitation clinic.
- Directing new building design with local architects.
- Developed five-year strategic business plan and secured long term financing.
- Developing strategic relationships with local officials to accelerate project development.
- Coordinating with building site owner to assist in fulfilling Towers of Lakeway strategic plan.
- Implementing multiple software information technology plans for new business startup.
- Coordinating with outside services a new and unique wellness advertising and public relations image to the medical community.
- Created wellness brand strategy to increase market penetration and focus company to growing market opportunities.
- Managing Internet support strategy and web site development.
- Directing the hire and development of professional and support personnel totaling 11 people.

Sprint/Rothhammer International Inc
President/CEO & Owner

San Luis Obispo, CA
April 1997 to February 2000

- Responsible for entire business operations of 8 million dollar catalog direct mail aquatic exercise and therapy products business.
- Directed and managed full time staff of 15.
- Developed yearly sales and expense budgets.
- Developed marketing and sales programs to increase business 200% and return to profitability.
- Directed supply chain management system for 1400 internationally sourced products.
- Directed the implementation of a full Y2K system upgrade. Coordinated with outside services

new product image, three new catalogs. Created brand strategy to increase market penetration and refocus company to growing market segments.

- Managed tradeshow selling programs.
- Directed public relations programs in target markets, including the emerging aquatic therapy market.
- Fostered development of personnel in managerial capacity.
- Developed a 5-year strategic plan.

Zeneca (formally ICI-Americas)- Pool Products Business
North American Brand Manager

Wilmington, DE
January 1996 to April 1997

- Responsible for Profit and Loss of \$52 million dollar business.
- Developed and directed North America 10 year strategic plan.
- Directed advertising staff in the implementation of multimillion-dollar communications plan which included print, broadcast and Internet programs.
- Developed and implemented sales and marketing programs for new product launches.
- Directed sales and marketing team to achieve business's strategic plan.
- Developed yearly marketing programs to support primary and trailing brand strategies, which included launching a generic brand to defend against competitive entry.
- Responsible for business cash position and return on net assets.

Intn'l Mk't Development Manager

Wilmington, DE.
December 1994 to January 1996

- Developed and directed the implementation of international sales and marketing strategies for swimming pool products in 15 countries, including P & L responsibility.
- Identified, assessed, and developed new business in new or re-developing world markets utilizing Zeneca technology in recreational water.
- Managed an international staff of 10 professionals in Europe.
- Managed contract agents in South America, Asia and Australia.
- Developed an international industry image for Zeneca Pool Products.

National Sales Manager

October 1988 to December 1994

- Responsible for sales and staff development of Baquacil, non-chlorine consumer swimming pool water treatment program in the USA.
- Developed and directed sales strategies to increase business from \$13.5 million to \$48.0 million in the specialty retail sector.
- Directed a regional and field organization of 22 full-time sales professionals.
- Directed the management of 1200 retail brand locations by developing a national authorized dealer and contract program.
- Directed outside services to create a new product image and promotional support program, including public relations.
- Created and managed the implementation of sales training programs.
- Directed Regional managers to create yearly sales and expense budgets that would achieve the national strategic plan.
- Directed corporate IT to establish a fully automated sales force LAN platform.
- Fostered development of personnel in managerial capacities.
- Developed a 10-year worldwide strategic business plan.
- Established and implemented successful software based sales candidate screening test.

Market Development Manager

May 1987 to October 1988

- Responsible for sales, P & L and market development of consumer swimming pool chemical brand.
- Managed sales development from \$6.6 million to \$13.5 million.
- Hired, and directly managed a complement of 12 field representatives.
- Managed tradeshow selling programs.
- Developed and launched 12 new products with sales exceeding \$1.0 million.
- Developed and implemented a target account program which increased customer base from 450 to 600 retail locations.
- Directed product manufacturing through contract tolling arrangements.
- Created and implemented a successful product training program, with support materials, to over 600 dealer locations.
- Wrote script and directed production of four point of sales videos.
- Directed the production and starred in a nationally-aired public relations documentary on Financial News Network (FNN)
- Developed the industries first computerized customer service "Hotline" and database.

Product Manager

November 1984 to May 1987

- Managed business development from \$140,000 to \$6.6 million dollars.
- Developed ten-year USA strategic plan for pool products business.
- Developed and implemented sales and marketing programs for new product launches.
- Coordinated with outside agency advertising and promotional material development.
- Created the industry's first consumer training program and managed it's showing to over 1000 consumers.
- Organized and managed three world sales meetings.
- Interviewed, hired, trained and managed a sales staff of five full time professionals.

Sales Representative

October 1981 to November 1984

- Field Sales representative for Petrochemical and Specialties Division.
- Responsible for over 500 buying accounts and \$12.0 million in sales.
- Obtained largest single shipping order in divisional history, (\$275,000)
- Successfully marketed and sold 55 new accounts for chlorine- free swimming pool product.

Stauffer Chemical

Westport, CT.

Sales Representative

May 1978 to October 1981

- Developed and managed 150 direct selling accounts in U.S. and Canada for Polyvinyl Chloride resin business generating \$14.5 million in sales annually.
- Developed selling programs to penetrate newly expanding consumer apparel industry.
- Developed computerized customer sales contact database to manage new leads.

Education:

Sacred Heart University

Fairfield, CT.

B.S. Biochemistry

1978

Class President - 4yrs, Student Gov't President, 1977, Student Senator-4yrs.

Sacred Heart University

Fairfield, CT.

MBA-Sales and Marketing

1980

Publications & Media Productions

Managing the Aquatic Therapy Environment Through Facility Design
American Physical Therapy Association- Aquatic Summit, Phoenix AZ, May 2008

Pool Chemical Safety Can Make or Break a Dealer's Business
Dealer News, 1990

Handling Chemicals with Due Care
Pool & Spa News, 1988

"Executive Dateline" Television Documentary Financial News Network
V.I.P Productions, NYC. 1988. National Televised Program, 15 Minutes

Is your Food Safe?
Stauffer Chemical Public Speaker Series, 1978- 1981

Awards & Affiliations:

President of Travis County E S D No.6 Lake Travis Fire Rescue Commissioner's Board 2010-12
Secretary of Travis County E S D No. 6 Lake Travis Fire Rescue Commissioner's Board 2009
President Lakeway Police Benevolent Foundation 2010
Lakeway Police Benevolent Foundation Past President Award 2011
The Hills, Texas POA- Board of Directors 2010 to 2011, President Q1 2011
The Hills, Texas POA- Architectural Committee Chairperson 2009-2010
Lake Travis Chamber of Commerce- Citizen of the Year Nominee 2012
Lake Travis Chamber of Commerce- Unsung Hero Award Nominee 2012
Lake Travis Chamber of Commerce- Unsung Hero Award 2010
Leadership Lake Travis- Board of Directors- 2009
Lake Travis Chamber of Commerce- Past Chairman of the Board-2009
Lake Travis Chamber of Commerce- Chairman of the board 2007-2008
City of Lakeway- Mayors Fitness Council 2007 to present- Marketing Director
Winner Lake Travis Chamber of Commerce Business of the Year 2005
Lake Travis Chamber of Commerce- Nominated Citizen of the Year 2005,2006,2008
Lake Travis Chamber of Commerce- Nominated Business of the Year 2003, 4, 5,6
Lakeway/Lake Travis Rotary Club- Vice-President 2006-2007
Lake Travis Chamber of Commerce- Board of Directors 2002-2009
Lake Travis Chamber of Commerce Chair- Elect 2005-2006
Lakeway/Lake Travis Rotary Club- Board of Directors 2002-2004, Vice President 2003-4
Lakeway/Lake Travis Rotary Club- Presidential Citation Award 2005
Lakeway/Lake Travis Rotary Club- Paul Harris Fellowship Award 2005
Lakeway/Lake Travis Rotary Club- Paul Harris Fellowship +1 Award 2007
LCRA-Lake Travis Advisory Committee- Senior Advisor- 2007-2009
LCRA-Lake Travis Advisory Committee- Board Members 2003-2009
Lake Travis United Methodist Church- Lay Leader 2007
Member Greater Austin Chamber of Commerce- 2005-2012
Treasure Highland Lakes Group- 2005-present
Who's Who American Business-2004
32° Scottish Rite Master Mason- Santa Barbara, Ca. Lodge 2000 to present

York Rite Bodies of California- San Luis Obispo, Ca. 2000 to present
Master Mason- King David's Lodge #209 Free & Accepted Mason of California, 2000 to present
Profile in Leadership Award by Argus Business Publications-1994 & 1995 & 1997
POPAI Merchandising Award-1985
ICI Outstanding Sales Award-1982
Stauffer Chemical Sales Champion Award-1980
Outstanding Young Men America- 1978
Who's Who In America Colleges- 1978
Valley Chapter Order of DeMolay- 1970-1978
Valley Chapter Order of DeMolay- Master Counselor 1974

Personal:

Height	6'5"
Weight	185lbs
Health	Excellent
Marital Status	Happily Married, one child, Kaylyn 14yrs.
Date of Birth	December 6, 1956

Interests: Public Speaking, Methodist Church, Wilderness Exploring, Antique British Sports Cars, Boating, and Fresh Water Bass Fishing.

References:

Mr. William P. Long
President & CEO
Epicore Networks Inc.
1507 Route 206, Mount Holly, N.J. 08060
877-374-2673
Former Manager for 12yrs.

Mr. Richardo Dipasquale
CEO
Westport Chemicals
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Westport, CT. 06880
561-746-2358
Mentor

Mr. Alan Edo
CEO
United Textile
66 Stevens St.
Milford, CT. 06460
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Business Associate