



CITY COUNCIL WORK SESSION MEMO

DEPARTMENT Administration	PRESENTED BY Christy Doon - City Administrator	DATE January 2, 2024
-------------------------------------	--	--------------------------------

ITEM

Airport Board Interviews

BACKGROUND

There are ten applicants for the Airport Board. Staff published advertisements in the Mountain Mail for Boards and Commissions and we received applications from the following candidates interested in being on the Airport Board.

Ardith Phillips
Barbara Struble
James Dickson
Rob Dubin
James Barker
James Oglesby
Michael Marino
Philip Sterling
Randy Cone
Shawn O'Day



APPLICATION FOR CITY OF SALIDA
COMMITTEES, BOARDS, AND COMMISSIONS

DATE 12/17/2023
NAME ARDITH PHILLIPS
ADDRESS 415 E. 3RD ST.
CITY SALIDA STATE CO ZIP 81201
TELEPHONE # (home) _____ (work) _____
(cell) 505-321-2712
FAX # _____ E-MAIL ardie.phillips@cblegacy.com

APPLYING FOR:

- | | |
|---|---|
| <input type="checkbox"/> Board of Adjustment | <input checked="" type="checkbox"/> Salida/Chaffee County Airport Board |
| <input type="checkbox"/> Board of Appeals | <input type="checkbox"/> Public Art Commission |
| <input type="checkbox"/> Historic Preservation Commission | <input type="checkbox"/> Tree Board |
| <input type="checkbox"/> Planning Commission | <input type="checkbox"/> Sustainability Committee |
| <input type="checkbox"/> PROST | <input type="checkbox"/> Other _____ |

Please fill out the following information about yourself and why you are applying for this position. (Attach resume or extra sheets if necessary)

BACKGROUND AND/OR EXPERIENCE (Business and/or Personal):

I am a retired Real Estate Broker, having owned and operated a residential real estate property management company in ABQ, NM for 25 years.

I have been a licensed general aviation pilot for 40 years (Cert #3493354) and have served as an officer in our ABQ EAA and IAC organizations. I am currently the secretary of our Salida EAA chapter.

PERSONAL AND JOB RELATED INTERESTS:

Aviation
Travel

REASONS FOR APPLYING:

I have been active as a volunteer at Harriet Alexander Field since we brought our home here over 25 years ago. I have watched the airport grow and improve and I am excited about the current and future projects anticipated. It would be my pleasure to contribute to these goals.

Thank you for applying, Salida City Council

Please return the completed application to:

City of Salida
448 E. 1st Street, Suite 112
Salida, CO 81201
or email to:
Clerk@cityofsalida.com



**APPLICATION FOR CITY OF SALIDA
COMMITTEES, BOARDS, AND COMMISSIONS**

DATE Dec 19, 2023
NAME Barbara Ann Struble
ADDRESS 12501 Country Meadow Ln
CITY Salida STATE CO ZIP 81201
TELEPHONE # (home) _____ (work) _____
(cell) 303-913-1291
FAX # _____ E-MAIL Struble625@gmail.com

APPLYING FOR:

- | | |
|---|---|
| <input type="checkbox"/> Board of Adjustment | <input checked="" type="checkbox"/> Salida/Chaffee County Airport Board |
| <input type="checkbox"/> Board of Appeals | <input type="checkbox"/> Public Art Commission |
| <input type="checkbox"/> Historic Preservation Commission | <input type="checkbox"/> Tree Board |
| <input type="checkbox"/> Planning Commission | <input type="checkbox"/> Sustainability Committee |
| <input type="checkbox"/> PROST | <input type="checkbox"/> Other _____ |

Please fill out the following information about yourself and why you are applying for this position. (Attach resume or extra sheets if necessary)

BACKGROUND AND/OR EXPERIENCE (Business and/or Personal):

Air Traffic Controller at Seattle Center, August 1982 to June 2007.
I have my Commercial Pilot Certificate, with Airplane Single & multiengine Land, and instrument ratings.

I moved to Denver in 2009 to be close to my daughter and grand children. I married in 2013 and worked in my husbands hydraulic business in payroll and tax filings. As well as putting together customer proposals.

We built our home in 2019 and moved in May, 2020.

PERSONAL AND JOB RELATED INTERESTS:

I retired from the FAA in 2007. Then my husband closed his business in 2018 and we began our move to Salida. His family has a cabin in Cotopaxi that was built 50 years ago. The cabin is a summer cabin and we do a lot of dead tree cutting on the property.

We are members at Cross Roads Church in Poncha Springs. We also manage the ditch water, and scheduling, in our community. Several weeks at a time we spend in Marana, AZ, throughout the year.

REASONS FOR APPLYING:

It is time to get involved in the local community. My skills may be of value on this board.

Thank you for applying, Salida City Council

Please return the completed application to:

City of Salida
448 E. 1st Street, Suite 112
Salida, CO 81201
or email to:
Clerk@cityofsalida.com



RECEIVED
DEC 06 2023

By _____

**APPLICATION FOR CITY OF SALIDA
COMMITTEES, BOARDS, AND COMMISSIONS**

DATE 12/5/2023
NAME JAMES DICKSON
ADDRESS 503 W. 2ND ST.
CITY SALIDA STATE CO ZIP 81201
TELEPHONE # (home) 719-539-7712 (work) _____
(cell) 719-221-4663
FAX # _____ E-MAIL av8r1jimd@gmail.com

APPLYING FOR:

- | | |
|---|---|
| <input type="checkbox"/> Board of Adjustment | <input checked="" type="checkbox"/> Salida/Chaffee County Airport Board |
| <input type="checkbox"/> Board of Appeals | <input type="checkbox"/> Public Art Commission |
| <input type="checkbox"/> Historic Preservation Commission | <input type="checkbox"/> Tree Board |
| <input type="checkbox"/> Planning Commission | <input type="checkbox"/> Sustainability Committee |
| <input type="checkbox"/> PROST | <input type="checkbox"/> Other _____ |

Please fill out the following information about yourself and why you are applying for this position. (Attach resume or extra sheets if necessary)

BACKGROUND AND/OR EXPERIENCE (Business and/or Personal):

• COMMERCIAL PILOT CERT # 1944526
13,000 HRS. HAVE BEEN AROUND
AIRPORTS MOST OF MY ADULT LIFE
AM FAMILIAR WITH THE DAY TO DAY
OPERATIONS, SERVED AS AIRPORT MGR.
1996-1997-1998. HAVE SERVED ON
THE AIRPORT BOARD A NUMBER OF
YEARS. HELP THE MGR. WHENEVER
NEEDED. STILL FLY AND KEEP UP MY
LICENSE

PERSONAL AND JOB RELATED INTERESTS:

- RECEIVED MY PRIVATE PILOT LICENSE WHEN I WAS 18 YRS. OLD, RECEIVED MY COMMERCIAL LICENSE, FLEW NUMEROUS DIFFERENT TYPES OF FLYING FOR HIRE,
- JOINED THE ARMY NATIONAL GUARD AVIATION AND SERVED 21 YRS.
- AM AN AVID AVIATION ENTHUSIAST AND ENJOY EVERY FAZE OF FLYING
- STILL FLY AS OFTEN AS POSSIBLE.

REASONS FOR APPLYING:

- MY REASON FOR APPLYING FOR THE BOARD POSITION IS PRETTY OBVIOUS I LOVE FLYING AND BEING AROUND AVIATION, BUT HAVING LIVED IN SALIDA FOR 34 YRS. I LOVE THE AREA, SERVED AS MAYOR 2013-2015 U.S. FOREST SERVICE 12 YRS. I HAVE A VOSTED INTEREST IN SALIDA, CHAFFEE CO, AND WANT TO SEE IT GROW.

THANK YOU
✓ JIM DICKEYSON

Thank you for applying, Salida City Council

Please return the completed application to:

City of Salida
448 E. 1st Street, Suite 112
Salida, CO 81201
or email to:
Clerk@cityofsalida.com



**APPLICATION FOR CITY OF SALIDA
COMMITTEES, BOARDS, AND COMMISSIONS**

DATE December 12, 2023
NAME Rob Dubin
ADDRESS 542 Crestone Ave
CITY Salida STATE CO ZIP 81201
TELEPHONE # (home) _____ (work) _____
(cell) 719-896-1298
FAX # _____ E-MAIL robdubin100@gmail.com

APPLYING FOR:

- | | |
|---|---|
| <input type="checkbox"/> Board of Adjustment | <input checked="" type="checkbox"/> Salida/Chaffee County Airport Board |
| <input type="checkbox"/> Board of Appeals | <input type="checkbox"/> Public Art Commission |
| <input type="checkbox"/> Historic Preservation Commission | <input type="checkbox"/> Tree Board |
| <input type="checkbox"/> Planning Commission | <input type="checkbox"/> Sustainability Committee |
| <input type="checkbox"/> PROST | <input type="checkbox"/> Other _____ |

Please fill out the following information about yourself and why you are applying for this position. (Attach resume or extra sheets if necessary)

BACKGROUND AND/OR EXPERIENCE (Business and/or Personal):

Owner and President of Alpine Film Productions 1975-2005.
Director/Cameraman directing and filming television shows, TV commercials and corporate films for ABC, NBC, CBS and numerous Fortune 500 companies.

Founder/Owner of Sailing Quarterly Video Magazine 1988-1995.

Instrument Rated Private Pilot with 1,000+ hours of flight time. Rated to fly airplanes, sea planes and rotorcraft. Have hangared an aircraft at the Salida Airport since 2007. Served on the Airport Advisory Board since approx 2015. Probably the most active flying member of the Airport Advisory Board.

PERSONAL AND JOB RELATED INTERESTS:

RD Creative LLC 2020- Present.
International keynote and motivational speaker. Speaking on happiness, employee happiness and engagement. Appearances on The Today Show, CBS This Morning, Good Morning America, Fox and others. Spoken on stage at Harvard and with Tony Robbins and my TEDx talk on Happiness has been viewed 250,000 times. A book I co-authored about employee happiness is an Amazon #1 Best seller. Locally I have partnered with both the Chaffee County Public Health Department and UAACOG to bring my happiness workshops to Chaffee County.

Served on numerous business and industry boards of directors.

REASONS FOR APPLYING:

I am an active member of the airport community and likely spend more time at the airport than any other board member. I am intimately aware of airport operations, challenges and opportunities. I have been a strong voice for aviation and for the Salida Airport for many years. I have been an entrepreneur for over half a century with significant experience building and leading successful organizations.

I wish to remain on the Airport Advisory Board and appreciate your consideration.

Rob Dubin

Thank you for applying, Salida City Council

Please return the completed application to:

**City of Salida
448 E. 1st Street, Suite 112
Salida, CO 81201
or email to:
Clerk@cityofsalida.com**



**APPLICATION FOR CITY OF SALIDA
COMMITTEES, BOARDS, AND COMMISSIONS**

DATE 12/27/23
NAME James Barker
ADDRESS 12430 County Road 261K
CITY Nathrop STATE CO ZIP 81236
TELEPHONE # (home) 303-601-9657 (work) 303-601-9657
(cell) 303-601-9657
FAX # N/A E-MAIL creativeunit@mac.com

APPLYING FOR:

- | | |
|---|---|
| <input type="checkbox"/> Board of Adjustment | <input checked="" type="checkbox"/> Salida/Chaffee County Airport Board |
| <input type="checkbox"/> Board of Appeals | <input type="checkbox"/> Public Art Commission |
| <input type="checkbox"/> Historic Preservation Commission | <input type="checkbox"/> Tree Board |
| <input type="checkbox"/> Planning Commission | <input type="checkbox"/> Sustainability Committee |
| <input type="checkbox"/> PROST | <input type="checkbox"/> Other _____ |

Please fill out the following information about yourself and why you are applying for this position. (Attach resume or extra sheets if necessary)

BACKGROUND AND/OR EXPERIENCE (Business and/or Personal):

My background is both deep and wide. Aviation Related: Third-generation pilot with experience beginning in the United States Navy serving for ten years on the USS Constellation with the pilot briefing system development team in addition to aviation and communication roles in the USN SOF and NASA Goddard Space Center communities.

2019 - Present: Aircraft Owners and Pilots Association (AOPA) Airport Support Network is the primary contact for Salida's Harriet Alexander Field (KANK).

2012 - Present: Licensed Remote Aircraft Pilot (FAA Part 107)

I have attached a brief business biography for your review as needed.

PERSONAL AND JOB RELATED INTERESTS:

Part 107 Drone pilot and certified flight instructor, photographer, guitarist, artist, martial artist* (Kenpo, Bokken/laido, Arnis, Bo & Jo Staff, Tai Chi, Qigong), personal fitness trainer, and obstacle course competitor. 2nd degree Black Belt and Martial Arts Instructor. *Accredited Specialist in Martial Arts Conditioning.

REASONS FOR APPLYING:

My application is a request for renewal and continuation of my role on the Airport Advisory Board. This role includes continued liaising with AOPA's ASN and community drone advocacy.

Thank you for applying, Salida City Council

Please return the completed application to:

City of Salida
448 E. 1st Street, Suite 112
Salida, CO 81201
or email to:
Clerk@cityofsalida.com

Brief Biography for James W. Barker

James W. Barker is a USN veteran, licensed 107 UAS Pilot and digital communications technologist, with over 30 years of experience in the advertising, communications, and software development industries. He is a founder of multiple marketing and advertising companies where he directed successful marketing and advertising campaigns for clients ranging from Fortune 100 companies to small businesses.

Currently, James is the founder, and leads, Perfect Shot Photography, a full-service photography studio with deep roots in the marketing and advertising industry. The company specializes in:

- Real Estate (Residential and Commercial),
- Aerial Photography, Video, and Training (Licensed 107 Pilot on staff)
- Private and Corporate Events,
- Marketing and Communications Consulting,
- Outdoor, Architecture, and Fine Art Photography.

Details:

Highly experienced Business/Marketing executive with substantial photography, digital marketing, and communications experience. High premium on providing marketing support for small businesses to large corporations. Focused disciplines on the digital space, lead generation, performance accountability, search effectiveness, and staff leadership/development.

Direct business channel experience within the ad tech, retail, manufacturing, engineering, real estate, financial, healthcare, military, social networking, non-profit, advertising organizations.

Technical and artistic experience provides a unique ability to lead and direct the diverse projects and personalities. Team leadership experience includes supervising job descriptions such as Application Developer, Database Administrator, Project Manager, Creative Director, Graphic Artists, Traffic Manager, PR, Administration, and HR in a wide variety of business applications.

Specializations:

Photography: Real Estate (Residential and Commercial), Aerial Photography and Video, Event Photography (Private and Corporate), Product Photography, Outdoor, Architecture, and Fine Art Photography.

Marketing Communications: Brand Strategy, Marketing & Lead Generation, Digital Marketing and Design: strategic planning, design, copywriting, PR (public and internal), media & marketing plan generation.

Leadership: Staff growth & development, business development & operations, account & project management, client consensus building.

Creative: "World Class" graphic designer, Adobe Creative Suite, Video, Copywriting, Production Management, Radio & TV Production and studio, Final Cut Pro

Technical: Electrical engineering, multi-language programmer, HTML, JavaScript, usability & heuristics, C++, CSS, FLASH

Personal: Part 107 Drone pilot and certified flight instructor, photographer, guitarist, artist, martial artist* (Kenpo, Bokken/laido, Arnis, Bo & Jo Staff, Tai Chi, Qigong), expert pistol/rifle marksman, personal fitness trainer and, obstacle course competitor. 1st degree Black Belt and Martial Arts Instructor. *Accredited Specialist in Martial Arts Conditioning.

RECEIVED
DEC 21 2023



APPLICATION FOR CITY OF SALIDA COMMITTEES, BOARDS, AND COMMISSIONS

DATE 12/21/2023
 NAME James Oglesby
 ADDRESS 10206 West Cheyenne Circle #
 CITY Salida STATE CO ZIP 81201
 TELEPHONE # (home) 719-221-4250 (work) _____
 (cell) 719-221-4250
 FAX # _____ E-MAIL rohety5052@msn.com

APPLYING FOR:

- | | |
|---|---|
| <input type="checkbox"/> Board of Adjustment | <input checked="" type="checkbox"/> Salida/Chaffee County Airport Board |
| <input type="checkbox"/> Board of Appeals | <input type="checkbox"/> Public Art Commission |
| <input type="checkbox"/> Historic Preservation Commission | <input type="checkbox"/> Tree Board |
| <input type="checkbox"/> Planning Commission | <input type="checkbox"/> Sustainability Committee |
| <input type="checkbox"/> PROST | <input type="checkbox"/> Other _____ |

Please fill out the following information about yourself and why you are applying for this position. (Attach resume or extra sheets if necessary)

BACKGROUND AND/OR EXPERIENCE (Business and/or Personal):

Commercial Pilot License since 1970
 Worked with Zac Papp on developing airport
 for Microsoft flight simulator (world wide published)
 Lived in Salida since 1989. worked
 for Hylton Lumber, Summit Lumber, La Paloma
 Construction management Mariposa Window Door
 Close interaction with Zac Papp on his plans
 for obtaining grants and other financing
 for airport expansion.

Graduate of Colorado State University in history
 and political science

PERSONAL AND JOB RELATED INTERESTS:

I have loved airplanes since I was old enough to make my parents look in to the sky.. I went to Rangely College and received my Private and commercial pilots License. Was active in the Civil Air Patrol in Montrose. Recently, not being able to be an active pilot I became heavily involved in the flight simulator community. During the past several

airshows at the airport, I was an exhibitor with my flight simulator.

REASONS FOR APPLYING:

Salida airport has great potential for growth and economic benefit to the City and County. I would love to be part of establishing a defined goal of advising elected officials to focus on the specific things that need to be done to make the airport stronger for expansion to greater and

more heavy traffic and improvements to overall safety to air operations

Thank you for applying, Salida City Council

Please return the completed application to:

City of Salida
448 E. 1st Street, Suite 112
Salida, CO 81201
or email to:
Clerk@cityofsalida.com



RECEIVED
DEC 19 2023

By: _____

APPLICATION FOR CITY OF SALIDA COMMITTEES, BOARDS, AND COMMISSIONS

DATE 19 DEC 2023
NAME MICHAEL MARINO
ADDRESS 615 C Street
CITY SALIDA STATE CO ZIP 81201
TELEPHONE # (home) _____ (work) _____
(cell) 864-506-5412
FAX # _____ E-MAIL MICHAEL.MARINO.US@GMAIL.COM

APPLYING FOR:

- | | |
|---|---|
| <input type="checkbox"/> Board of Adjustment | <input checked="" type="checkbox"/> Salida/Chaffee County Airport Board |
| <input type="checkbox"/> Board of Appeals | <input type="checkbox"/> Public Art Commission |
| <input type="checkbox"/> Historic Preservation Commission | <input type="checkbox"/> Tree Board |
| <input type="checkbox"/> Planning Commission | <input type="checkbox"/> Sustainability Committee |
| <input type="checkbox"/> PROST | <input type="checkbox"/> Other _____ |

Please fill out the following information about yourself and why you are applying for this position. (Attach resume or extra sheets if necessary)

BACKGROUND AND/OR EXPERIENCE (Business and/or Personal):

Hello. I'm currently an airline pilot at a major US airline and living in Salida. I've been a pilot for 12 years flying as an officer in the National Oceanic and Atmospheric ~~Admin~~ Administration's Hurricane Hunter Squadron prior to the airlines. Salida has unique aviation position, with its small town charm, big Colorado activities and a perfectly situated and maintained airport to support the community and commerce. As a community member and professional aviator, I'd like to help support my hometown's gem of an airport by helping as a member of the airport board.

PERSONAL AND JOB RELATED INTERESTS:

Airline pilot.
Member of Salida Flyers, a chapter of the Experimental Aircraft Association.
Former Officer of NOAA's Hurricane Hunter squadron.
Small business owner.

REASONS FOR APPLYING:

As a profession airline pilot, active member of Salida Flyers and resident of Salida, I feel my background will be of good use to the community as a member of the Airport Board.

Thank you for applying, Salida City Council

Please return the completed application to:

City of Salida
448 E. 1st Street, Suite 112
Salida, CO 81201
or email to:
Clerk@cityofsalida.com



**APPLICATION FOR CITY OF SALIDA
COMMITTEES, BOARDS, AND COMMISSIONS**

DATE 12 / 26 / 2023
NAME Philip Sterling
ADDRESS 1001 Dezi Drive Unit E
CITY Salida STATE CO ZIP 81201
TELEPHONE # (home) _____ (work) _____
(cell) 214 727 5494
FAX # _____ E-MAIL philip.sterling@gmail.com

APPLYING FOR:

- | | |
|---|---|
| <input type="checkbox"/> Board of Adjustment | <input checked="" type="checkbox"/> Salida/Chaffee County Airport Board |
| <input type="checkbox"/> Board of Appeals | <input type="checkbox"/> Public Art Commission |
| <input type="checkbox"/> Historic Preservation Commission | <input type="checkbox"/> Tree Board |
| <input type="checkbox"/> Planning Commission | <input type="checkbox"/> Sustainability Committee |
| <input type="checkbox"/> PROST | <input type="checkbox"/> Other _____ |

Please fill out the following information about yourself and why you are applying for this position. (Attach resume or extra sheets if necessary)

BACKGROUND AND/OR EXPERIENCE (Business and/or Personal):

Have owned and operated several businesses around Salida such as the Amigo Motor Lodge and currently Hylton Lumber, First Street Flooing and Terra Firma Forestry. I have been a pilot for about 3-4 years based out of Salida. I have also formerly leased and currently co-own a hangar at the airport.

PERSONAL AND JOB RELATED INTERESTS:

I enjoy just about anything that flies or has two wheels.

REASONS FOR APPLYING:

I spend a lot of time at the airport and plan to be in the area for a while. Having traveled to a lot of small airports, I think there are things we could be doing to further promote general aviation. We have a great airport in an area that a lot of pilots are eager to visit.

Thank you for applying, Salida City Council

Please return the completed application to:

**City of Salida
448 E. 1st Street, Suite 112
Salida, CO 81201
or email to:
Clerk@cityofsalida.com**



**APPLICATION FOR CITY OF SALIDA
COMMITTEES, BOARDS, AND COMMISSIONS**

DATE 12/18/2023
NAME Randall Cone
ADDRESS 11610 E County Road 190
CITY Salida STATE CO ZIP 81201
TELEPHONE # (home) _____ (work) _____
(cell) 719-530-0718
FAX # _____ E-MAIL rconeco@yahoo.com

APPLYING FOR:

- | | |
|---|---|
| <input type="checkbox"/> Board of Adjustment | <input checked="" type="checkbox"/> Salida/Chaffee County Airport Board |
| <input type="checkbox"/> Board of Appeals | <input type="checkbox"/> Public Art Commission |
| <input type="checkbox"/> Historic Preservation Commission | <input type="checkbox"/> Tree Board |
| <input type="checkbox"/> Planning Commission | <input type="checkbox"/> Sustainability Committee |
| <input type="checkbox"/> PROST | <input type="checkbox"/> Other _____ |

Please fill out the following information about yourself and why you are applying for this position. (Attach resume or extra sheets if necessary)

BACKGROUND AND/OR EXPERIENCE (Business and/or Personal):

I have been a resident of Salida and Chaffee County for over 50 years. Initially my business was Cone Construction which I incorporated in 2000 when I transitioned into solar equipment installations and manufacturing. I sold the business in 2021 and am now retired.

PERSONAL AND JOB RELATED INTERESTS:

I have been involved in aviation since 1976. I started out hang gliding. Later I got my Private Pilots license from Merle Entz at Harriet Alexander Field and then my sailplane sign off. I owned a Cessna 172 for 18 years and a sailplane for 12 years also based at Harriet Alexander. Currently I have a Part 103 Ultralight at the airport.

REASONS FOR APPLYING:

I have attended a few airport board meetings this year and think I have the time and experience to be a productive member.

Thank you for applying, Salida City Council

Please return the completed application to:

City of Salida
448 E. 1st Street, Suite 112
Salida, CO 81201
or email to:
Clerk@cityofsalida.com



APPLICATION FOR CITY OF SALIDA COMMITTEES, BOARDS, AND COMMISSIONS

DATE December 8, 2023
NAME Shawn O'Day
ADDRESS 10353 County Road 160
CITY Salida STATE CO ZIP 81201
TELEPHONE # (home) _____ (work) _____
(cell) (513) 633-8363
FAX # _____ E-MAIL shawn@odayaviation.com

APPLYING FOR:

- | | |
|---|---|
| <input type="checkbox"/> Board of Adjustment | <input checked="" type="checkbox"/> Salida/Chaffee County Airport Board |
| <input type="checkbox"/> Board of Appeals | <input type="checkbox"/> Public Art Commission |
| <input type="checkbox"/> Historic Preservation Commission | <input type="checkbox"/> Tree Board |
| <input type="checkbox"/> Planning Commission | <input type="checkbox"/> Sustainability Committee |
| <input type="checkbox"/> PROST | <input type="checkbox"/> Other _____ |

Please fill out the following information about yourself and why you are applying for this position. (Attach resume or extra sheets if necessary)

BACKGROUND AND/OR EXPERIENCE (Business and/or Personal):

I moved to Salida almost four years ago and wish to give back to and grow with this community that has provided us a new home. I have met with and attended Airport Board meetings and would love the opportunity to contribute my leadership and process-driven skills.

Resume & Experience:

2020 - Present President & CEO - O'Day Aviation Consulting, LLC -
Salida, CO
Premier consulting agency focused on technology roadmaps, due diligence and strategic planning for aerospace, propulsion, space and defense markets. Key clients have included investment analysts, Embraer, Beehive Industries, Continental Aerospace, DRT Aerospace, Lee Enterprises Consulting and The

PERSONAL AND JOB RELATED INTERESTS:

I remain very active in the aviation industry leading a growing consulting business focused on propulsion system expertise, as a founding member of an "air taxi" start-up and as a Board Member for the Lindbergh Foundation where I have been leading marketing and the foundation's drive towards aviation sustainability.

On the personal side, I am actively involved in many of the local pursuits including snowboarding, backcountry/skinning, mountain biking, fly fishing and hiking.

REASONS FOR APPLYING:

My girlfriend and I have made Salida our home. She is a CRNA supporting anesthesia at hospitals in Salida, Alamosa and Del Norte.

I also would like to increase my contribution and support of the community and believe the Airport Board is where I can contribute the most at this time.

Thank you for applying, Salida City Council

Please return the completed application to:

City of Salida
448 E. 1st Street, Suite 112
Salida, CO 81201
or email to:
Clerk@cityofsalida.com

Shawn T. O'Day

10353 County Road 160
Salida, CO 81201

(513) 633-8363
shawn.oday@yahoo.com

Entrepreneurial Results-Driven Leader

- **Sales & growth...** led market development teams to win over \$50B in product and services revenue; founded & grew aerospace consulting business 700% in three years.
- **Business and product development...** crafting the growth playbook for product and technology development. Organic & inorganic growth strategy.
- **Customer focus...** by placing the customer at the center of decision-making.
- **Leadership and interpersonal skills...** navigating complexity and energizing for performance.
- **Process-driven...** through application of 6-SIGMA Master Blackbelt experience, tools, and skillsets.

Business Experience:

2020 - Present **President & CEO - O'Day Aviation Consulting, LLC – Salida, CO**
Premier consulting agency focused on sales, marketing, technology roadmaps, due diligence and strategic planning for aerospace, propulsion, space and defense markets. Key clients have included investment analysts, Embraer, Beehive Industries, Continental Aerospace, DRT Aerospace, Lee Enterprises Consulting and The Lindbergh Foundation.

2023 - Present **Chief Marketing & Strategy Officer – Atlantis Road Corp. – Boca Raton, FL**

- Founding team member.
- Responsible for developing fundraising strategy and marketing plans.

2021 - Present **Board of Directors – Lindbergh Foundation – Chicago, IL**
Member of the Board of Directors for the Lindbergh Foundation driving the mission of balancing technological advancement with the environment.

- Executive leadership team.
- Chairman of Marketing & Communications Committee.

GE Aerospace (multiple locations)

August 1987 - May 2020

2003 - 2020 **CMO & Sales VP - BGA & Aircraft Systems – Cincinnati, OH**
Led market development, product development, Growth Playbook and strategy to meet the \$2B divisions' growth objectives.

- Led all new customer development for the business aviation propulsion systems including relationships with all aircraft companies through C-Suite resulting in product launches with aircraft OEMs including Catalyst, HF120, Affinity supersonic, Passport and hybrid-electric programs.
- Managed marketing and strategy teams for five businesses including Business & General Aviation, Unison Systems, Electric Power Systems and Dowty Propellers.

2001 – 2003 **Master Black Belt - CFM56 Engine Program – Cincinnati, OH**
6-Sigma and quality champion for GE's largest commercial engine program. Led multi-function team (legal, project, sales) to digitize the risk assessment and proposal process – resulted in over \$700K of productivity savings and over \$30M yearly cost avoidance.

1999 – 2000 **Director of Marketing – 777 Aircraft – Seattle, WA**
Developed integrated Boeing/GE sales strategy for Boeing 777-200LR/300ER aircraft – resulted in holding competitor aircraft to zero new orders during 12-month period.

1999 **Sales Director – Embraer Regional Jets – Boston, MA & São Paulo, Brazil**
Led the proposal team for CF34 engine selection on all Embraer 70-100 passenger Regional Jets - resulted in an exclusive engine agreement.

1997 – 1999 **Widebody Aircraft Marketing Manager – Cincinnati, OH**
Led marketing and product strategy for all Boeing and Airbus wide-body aircraft programs.

1994 – 1997 **Global Marketing & Sales (GMS) Leadership Program – Cincinnati, OH**
Highly selective Sales & Marketing Leadership program & corporate MBA involving four, nine-month rotations across diverse businesses.

1987 – 1994 **Field Service Engineer – Melbourne, Australia & São Paulo, Brazil**
Led product and technical integration with major airlines to ensure fleet reliability of domestic and international fleets.

Education:

- B.S. Aviation Management, Embry-Riddle Aeronautical University, 1987
- A.S. Aircraft Maintenance Technology, Embry-Riddle Aeronautical University, 1984

Awards:

- Recognized by Diversity MBA magazine as one of its *Top 100 under 50*. Led GE's Hispanic Forum affinity group for 10 years.

Other Qualifications:

- Certified Six-Sigma Master Black Belt - 2002.
- Graduate of GE's highly selective Global Marketing & Sales (GMS) leadership program. 12 selected out of 250 applicants. In-house MBA program including 36 months of on-the-job training with monthly classroom instruction by professors from Harvard, Columbia, local universities, and prominent industry consultants.
- Fluent in English, Spanish and Portuguese. Basic French.