



ST. CHARLES
SINCE 1834

AGENDA ITEM EXECUTIVE SUMMARY

Title: Presentation of a Recommendation by Mayor Rogina to Appoint Ms. Laura A. Macklin-Purdy to the St. Charles Plan Commission

Presenter: Mayor Rogina

Please check appropriate box:

<input type="checkbox"/>	Government Operations	<input type="checkbox"/>	Government Services
<input type="checkbox"/>	Planning & Development	<input checked="" type="checkbox"/>	City Council (7/7/14)

Estimated Cost:	N/A	Budgeted:	YES	<input type="checkbox"/>	NO	<input type="checkbox"/>
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If NO, please explain how item will be funded:

Executive Summary:

By virtue of this memorandum I request your favorable consideration to appoint the following recommendation to the St. Charles Plan Commission:

Ms. Laura A. Macklin-Purdy, 536 Longmeadow Circle, St. Charles brings good professional business experience and community involvement with several organizations. Ms. Macklin-Purdy will fill the vacancy on the Plan Commission with a term expiration of 4/30/18.

Attachments: *(please list)*

Bio

Recommendation / Suggested Action *(briefly explain):*

Presentation of a recommendation by Mayor Rogina to appoint Ms. Laura A. Macklin-Purdy to the St. Charles Plan Commission.

For office use only:

Agenda Item Number: IB

Laura A. Macklin-Purdy

536 Longmeadow Circle

St. Charles, IL 60174

PROFESSIONAL SUMMARY

BUSINESS DEVELOPMENT REPRESENTATIVE

St. Charles Chamber of Commerce, St. Charles, IL (11/2013-Present)

- Increase Chamber membership by meeting prospective members of the business community.
- Serve as main point of contact for new members
- Work with Chamber Committees to engage existing members in Chamber programs and initiatives to positively influence member retention.
- Gain sponsorships for various chamber events.

PROPERTY MANAGER/OFFICE MANAGER

Complex Management/Heritage Square, LLC St. Charles, IL (2/2010-8/2013)

- Manage Commercial and Residential properties throughout St Charles, overseeing the day-to-day operations including leasing, rent collection, customer service and all billing and bookkeeping for 11 properties.
- Maintain tenant relationships to ensure low tenancy turnover and good communication.
- Oversee and manage all maintenance, landscaping and ongoing projects for 11 properties, addressing emergencies and contractors when necessary.
- Maintain 100% occupancy in all residential properties.

DIRECTOR OF SALES AND TRAINING

Shure Products, Inc. Chicago, IL (12/2008 – 1/2010)

- Worked with field representatives on a national level developing, mentoring and supporting consultants and leaders throughout the country.
- Developed and conducted training seminars for all consultants on-line.
- Nationally marketed the products and company, including NBC Nightly News, Nightline, Wall Street Journal, USA Today and The Chicago Tribune.
- Developed an exclusive product line and catalog for pet owners.

MANAGER/SALES TRAINER

Lia Sophia Jewelry/Act II Jewelry, Wood Dale, IL (01/2008 to 09/2008)

- Created and conducted classes via an online training program with focus on booking and conducting shows, hostess coaching and recruiting for advisors throughout the country.
- Supported managers with business strategies through email, phone support and on-line training classes.
- Directed and approved the use of the Lia Sophia logo and trademark throughout the U.S.
- Managed re-classifying Advisors to Unit Managers; Supported Field Sales Managers in their business training.
- Spearheaded a new program for Managers to regain their Unit Manager status.

EXECUTIVE DIRECTOR

Cookie Lee Jewelry, St. Charles, IL (2002 to 2007)

- Developed a direct sales position and managed over 350 consultants in my downline; maintaining an annual sales volume of over \$750,000 by conducting training seminars, creating newsletters and emails and weekly communications with the team.
- Conducted regional training seminars for the Corporate Offices in the Chicago area.
- Achieved 5 level promotions throughout my 6-year career.
- Networked and developed a customer base of over 1,200 people.
- Held unit meetings, conducted jewelry shows, fundraisers and regional training seminars.

OWNER/VICE PRESIDENT

Breakwater Hot Tubs & Home Products, St. Charles, IL (2000 to 2003)

- Directed business by managing employees while overseeing sales and marketing departments; Managed and administered payroll, state and federal taxes.
- Hired and trained all new employees.
- Developed and created Breakwater website. Acted as special events and training coordinator.
- Worked with vendors directly and built relationships for in-store special events and training seminars.

DIRECTOR OF MERCHANDISING

M & L International, Chicago, IL (1992 to 1996)

- Managed a team of 8 designers throughout design process.
- Devised and implemented merchandising strategy for Oshkosh B'Gosh, Weather Tamer outerwear lines.
- Directed associates in domestic and overseas offices throughout the manufacturing process.
- Conducted market research and purchasing of future trends, fabrics, prints and trims in the U.S. and European markets.

BUYER/PRODUCT DEVELOPMENT

The Lodge at Harvard Square, Newton MA (1986 to 1992)

- Bought entire outerwear line and men's accessories for 50+ stores in New England.
- Increased sales and gross margin by over 50%.
- Traveled to New York and European markets to collaborate with manufacturers on creating unique designs.
- Hired and trained assistants.

AWARDS

Cookie Lee President's award for Sales and Recruiting (2002, 2003, 2005, 2006). Dream Get-A-Way Trip (2003 to 2005).

COMMUNITY INVOLVEMENT

CASA, Advisory Board at College of DuPage; St. Charles and Geneva Women In Business; President, Mother's Club; MOMS Club.

EDUCATION

Illinois State University (Bachelor of Science).