



ST. CHARLES
SINCE 1834

AGENDA ITEM EXECUTIVE SUMMARY

Title: Presentation of a Recommendation by Mayor Rogina to Appoint Ms. Carolyn Waibel to the St. Charles Corridor Youth 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 (10/6/14)

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 Youth Commission:

Ms. Carolyn Waibel, 41 St. Germain Place, St. Charles brings experience in serving as PTO President for School District 303 and is active in other community service work. Combined with her also serving on the St. Charles 708 Mental Health Board; Ms. Waibel would be an added value to the Youth Commission.

Ms. Waibel will fill the vacancy on the Youth Commission with a term expiration of 4/30/16.

Attachments: (please list)

Resume

Recommendation / Suggested Action (briefly explain):

Presentation of a recommendation by Mayor Rogina to appoint Ms. Carolyn Waibel to the St. Charles Corridor Youth Commission.

For office use only: Agenda Item Number: IA

Carolyn M. W. Waibel

41 St Germain Pl. St Charles IL 60175

Objective

To execute sales, marketing, project and interpersonal management objectives utilizing organizational and multiple task talents

Community Service

12/09-current **Ferson Elementary School, Lincoln School, School District 303**

- ◆ Served as PTO President, Vice President and Events Coordinator at Ferson Creek School
 - Responsible for managing 40 + committees for 700 family based elementary school
 - Responsible for raising funds, projecting and balancing budget
 - Served as liaison to community charities, teachers, parents and students
 - Coordinated weekly/monthly board meetings responsibilities, expectations and communication
 - Facilitated daily, weekly and monthly communication, including newsletters, with 700 family and staff community
 - Planned and executed monthly student and family events that included continuing education
 - Initiated monthly family nights to promote community strengthening and outreach
- ◆ Managed Auction Fundraiser for four consecutive years
 - Built relationships with Tri-City local businesses for donation efforts
 - Raised over \$10,000 worth of goods and services a year for school fundraiser
 - Communicated with small businesses about marketing efforts for local growth
 - Partnered with small businesses for creating multi-business events
- ◆ Served on District wide Summit Committees for Education, Special Education, and Mental Health
 - Provided input for improved programs needed for the success of child development
 - Created specific strategies for community, parent and teacher education regarding mental health wellness
- ◆ Created Processes for Special Need Children
 - Recommended social breakout groups in elementary schools for special need children
 - Created parent support groups and education forums regarding special need children

Employment

08/05 - 10/08 **Paychex, Inc.**

Sales Manager

- ◆ Develop referral relationships within the banking and accounting communities to increase revenue and unit sales
- ◆ Coordinate and present Continuing Education Seminars to CPA's and local relationship banks
- ◆ Consistently achieved revenue quota in FY06, FY07
- ◆ Receive numerous recommendation letters from clients for presentation material
- ◆ Receive personal client referrals monthly from other clients reflecting excellent service
- ◆ Managed 520 clients throughout suburban Chicagoland area
- ◆ Consistently grow business through referral relationships, telemarketing, and networking groups
- ◆ Became an active and contributing member of 10+ Chambers of Commerce, Professional Networking Group
 - Responsible for coordinating small business focus groups on community development and business growth
 - Participated in local Village meetings to discuss community planning and zoning
 - Attended Chamber events, ribbon cutting, community profile events, weekly meetings
 - Coordinated networking and business referral system for local businesses

10/94 - 05/02 **Reed Business Information; A Reed Elsevier Company**

DM 2, Formerly Cahners Business Lists, Des Plaines, IL / Oak Brook, IL

Leading provider of business to business magazine and information

Sales Director

- ◆ Managed a staff of 22 account managers and three customer service representatives
- ◆ Increased \$13 million business unit sales 10% in short term time period
- ◆ Created and forecasted annual budget including cost of sales summaries, market trends and share of market reports
- ◆ Re-evaluated forecasts quarterly based on 80/20 representation, share of market and top prospects
- ◆ Evaluated and restructured staff and resources based on market driven needs
- ◆ Created and reviewed compensation plans of all AC and CSR
- ◆ Created and implemented annual marketing plans for all market territory niches
- ◆ Set outside sales visits for myself and respective sales team members

National Sales Manager

- ◆ Increased sales 10% in 2000 and maintained a \$2.5 million territory in 2001 and first quarter 2002: Represent top sales in CBL
- ◆ Increased sales 23% in \$2 million sales territory in 1998: Representing top sales in CBL
- ◆ Won Presidents Club 1997: Top Sales Award
- ◆ Increased billing from \$420,000 in 1994 to \$1,000,000 in 1997: Representing a total of 91% growth in three years of sales
- ◆ Responsibilities included training, mentoring and tracking the team members and their performance; evaluating and restructuring staff based on market driven needs

- ◆ Responsible for coordinating marketing strategies
- ◆ Responsible for growing, prospecting and building Leading Advertisers of Reed
- ◆ Presented to top industry players and internal organizations
- ◆ Set outside sales visits for myself and respective sales team members
- ◆ Successfully launched and trained program for Learning International: Interpersonal Managing Skills

Account Manager/National Account Manager

- ◆ Managed and serviced international territory of over 500 accounts
- ◆ Increased billing from \$420,000 in 1994 to \$720,000 in 1995
- ◆ Responsible for knowledge of pricing policies, technical information, sales presentations and proposals
- ◆ Responsible for building new products and presenting continued education on product knowledge
- ◆ Responsible for accurate budget forecasts and budget deadlines
- ◆ Prospect new markets via client visits, telemarketing and trade show exhibition
- ◆ Assistant Training Manager: Responsibilities include conferring with managers and peers to assess current performance levels and organize and develop manuals and new employee training program

06/94-2/95 **Fox Mill Limited Partnership, St. Charles, IL**

A provider of Realty services for prospective home buyers; specifically Fox Mill Development

Sales Manager

- ◆ Assisted in creating Fox Mill Sales Office
- ◆ Served as a liaison between home buyer, builders and developer
- ◆ Coordinated marketing and communication materials
- ◆ Created network relationships with local builders and realtors

Education University of Illinois at Urbana-Champaign

8/90 - 6/94 Bachelor of Arts in Speech Communication, emphasis in Advertising and Marketing
Earned 40% of college expenses

Computer Skills ◆ PC & Macintosh computers ◆ Microsoft Office ◆ Microsoft Outlook ◆ Microsoft Word ◆ Microsoft Excel ◆ Microsoft PowerPoint ◆ ACT! ◆ Microsoft Access ◆ Compaq Laptop tablet

Regionally known educational speaker and community educator