

	AGENDA ITEM EXECUTIVE SUMMARY						
	Title:	Presentation of a Recommendation by Mayor Rogina to Appoint Mr. John H. Kennedy to the Board of Fire and Police Commissioners.					
	Presenter:	Mayor Rogina					
Please check appropriate box:							
	Government Operations				Government Services		
	Planning & Development			X	City Council		
	Public Hearing						
Estimated Cost:							
			Budgeted:	YES		NO	
If NO, please explain how item will be funded:							
Executive Summary:							
<p>By virtue of the memorandum I request your favorable consideration to appoint the following recommendation to the St. Charles Board of Fire and Police Commissioners.</p> <p>Mr. John H. Kennedy, 5 Southgate Course, St. Charles brings over 15 years of executive experience in leading a diverse staff to achieve organizational goals, recognized nationally for expertise in traffic and public safety. Skilled at building collaborative relationships with clients to identify needs, create solutions, and influence public policy. Mr. Kennedy will fill the vacancy on the Board of Fire and Police Commissioners with a term expiration of 4/30/18.</p>							
Attachments: <i>(please list)</i>							
Recommendation / Suggested Action <i>(briefly explain)</i> :							
Presentation of a Recommendation by Mayor Rogina to Appoint Mr. John H. Kennedy to the Board of Fire and Police Commissioners.							
For office use only:		Agenda Item Number: <b>1A</b>					

# John H. Kennedy

---

## CAREER SUMMARY

---

15+ years of executive experience in leading a diverse staff to achieve organizational goals, recognized nationally for expertise in traffic and public safety. Skilled at building collaborative relationships with clients to identify needs, create solutions, and influence public policy. Adjunct business professor for 15+ years.

### Key Qualifications

- |                           |                          |                      |
|---------------------------|--------------------------|----------------------|
| • Government Relations    | • Association Management | • Strategic Planning |
| • Program Implementation  | • Business Development   | • Public Policy      |
| • Relationship Management | • Budget Management      | • Campaign Design    |

---

## EXECUTIVE EXPERIENCE

---

*SafetyServe.com – St. Charles, IL*

**2014-Present**

### **Vice President, Sales & Marketing**

Leads the organization and all of its sales and marketing functions in designing and implementing company-wide strategic strategies targeting both the public and private markets. SafetyServe.com has over 1,500 corporate customers in virtually every industry. All departments in the federal government, scores of state and local agencies, and hundreds of thousands of consumers use SafetyServe.com's online products and services.

*Illinois Association of Chiefs of Police – Springfield, IL*

**2011 – 2014**

### **Executive Director**

Served as chief executive officer and was responsible for all financial, operational, administrative, legislative, and legal aspects of the management of the organization. Directed and led strategic priorities of the association. Managed finances of the association, including preparation of annual budget and long-range forecasts of needs. Developed and implemented income enhancement programs.

- Increased net revenues by 40% in less than one year and total revenue by 300% in less than three years
- Obtained and directed the delivery of \$1.4M in highway traffic safety grants
- Served as chief spokesperson for the association on all corporate and public affairs issues
- Implemented an effective government affairs program to represent the interests of the association's membership to legislative bodies, government agencies, media, and other professional associations
- Served as Secretary-Treasurer of the association to oversee and manage finances, including preparation of annual budget and strategic plan
- Designed and launched annual law enforcement recognition programs and campaigns
- Edited and published association magazine and monthly newsletter
- Directed planning and implementation of two annual training conferences

*National Safety Council – Itasca, IL*

**1981 – 2011**

### **Vice President, Education & Programs (2009 – 2011)**

### **Executive Director, Driver & Roadway Safety (2002 – 2009)**

Guided unit directors in establishing key objectives, strategies, and measurements and oversaw strategic planning process. Supervised and coached 100+ staff members from administrative to executive levels across six diverse business units. Managed annual budget of \$40M and grants of \$1.5M.

- Led highway safety advocacy campaigns on safety belts, child passenger seats, distracted driving, and teen safety driving
- Increased online training revenue by 18% in excess of \$3M annually from 5% to 23% of total revenue
- Reduced operating expenses by \$600K by integrating new technologies, purchasing new capital equipment, decreasing outsourcing costs, and increasing product customization capabilities
- Collaborated with National Account Teams to strengthen relationships with top 100 customers, representing 70% of revenue
- Secured \$10M in new contracts by developing customized programs to meet and exceed customer needs
- Secured 15 new federal, state, local, and corporate accounts over three year period that increased revenue by \$2M
- Assisted with obtaining \$5M contract by soliciting support and encouraging collaboration among government officials and corporate clients to advocate for new legislation and administrative procedures
- Identified grants, analyzed P&L, and monitored grant obligations and effectiveness

---

#### *National Safety Council – Itasca, IL*

#### **Director of Publications Operating Unit (1997 – 2002)**

Identified customers' needs for customized publications and training programs while providing department oversight and mentoring a staff of 15. Successfully restructured business unit and improved financial performance by 50% within 12 months and improved unit's bottom line by \$1.2M in less than two years.

*Additional National Safety Council experience includes roles as:*

***National Sales Director, National Manager of Agency Development, Regional Director,  
and Account Representative (1981 – 1997)***

---

#### **TEACHING EXPERIENCE**

---

*Webster University, School of Business & Technology – St. Louis, MO*  
**Adjunct Professor of Economics and Management & Strategies**

**1999-Present**

---

#### **EDUCATION**

---

*Jacksonville University – Jacksonville, FL*  
**Masters of Business Administration**

*Illinois State University – Bloomington, IL*  
**Bachelor of Science in Business Administration**

---

#### **PROFESSIONAL AFFILIATIONS**

---

**National Association of Fleet Administrators**  
**Executive Committee of National Education Center**  
**Illinois Society of Association Executives**  
**American Society of Association Executives**  
**Lions Club International**

**100 Club of DuPage County**  
**Illinois Association of Chiefs of Police**  
**Association Forum of Chicago**  
**Special Olympics of Illinois**