

City of Asheville
BOARDS & COMMISSIONS
Application Form

Applicants are strongly urged to attend several meetings of a board prior to applying

Name of board or commission: HUB Alliance

Your name: Adrian Vassallo Home Phone #: 231.5147

Street address: 19 Elmore St City: Asheville Zip Code: 28804

Mailing address (if different): PO Box 8064, AVL, NC 28814

Employer: Dixon Hughes Goodman LLP

Your position: Business Development Exec. Office Phone #: 236.5758

Resident of City Asheville County Buncombe Race White * ☒ Male ☐ Female* Age 44 *

Residence location (check one): ☐ Central ☒ North ☐ South ☐ East ☐ West

Are you aware of any potential conflicts of interest that may arise during your service on this board (i.e., property interest, business interest, etc.)? If so, please explain: None

_____. Potential conflicts of interest do not preclude appointments.

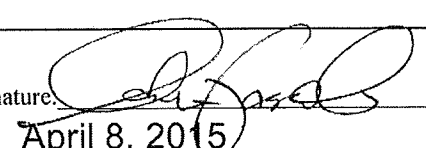
Please indicate the area(s) of expertise that you can bring to the above board(s), and then in detail list education, experience, reasons for your interest, and other factors that support your interest in serving **Applicants are encouraged to provide a cover letter and/or a brief resume. Please use additional sheets if necessary.**

Please see cover letter and resume

Return to:

Maggie Burleson, City Clerk
Post Office Box 7148
Asheville, N.C. 28802-7148

E-Mail: mburleson@ashevillenc.gov
Telephone: 259-5601
Fax #: 259-5499

Signature: 

Date: April 8, 2015

E-Mail: adrian.vassallo.avl@gmail.com

Fax #: N/A

* This information is requested for the sole purpose of assuring that a cross section of the community is appointed.

Adrian G.C. Vassallo
PO Box 8064 ♦ Asheville, NC 28814

April 8, 2015

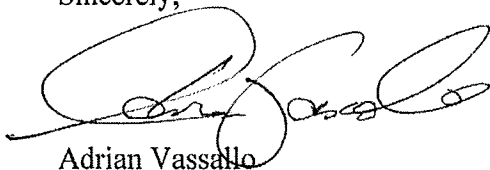
Asheville City Council
PO Box 7148
Asheville, NC 28801

Dear Asheville City Council:

I am respectfully submitting my application to serve as a member of the HUB Alliance. Over the last ten years, I have contributed my time and resources to many organizations, most notably the Downtown Association. However, my passion in this service has always been underlined by the economic development that occurs when we build a vibrant community. In my professional role, I have worked closely with the EDC team and would like to be more involved in community wide economic development initiatives. The HUB Alliance is a group that I feel I can bring some new perspectives and energy to and would be pleased to serve.

I look forward to hearing back from you.

Sincerely,

A handwritten signature in black ink, appearing to read 'Adrian Vassallo', with a large, stylized initial 'A'.

Adrian Vassallo

Adrian G.C. Vassallo, CPA

PO Box 8064 ♦ Asheville, NC 28814

828.231.5147 (c) ♦ Adrian.Vassallo.AVL@gmail.com

Work Experience

Dixon Hughes Goodman LLP, Asheville, NC

January 2005 – Present

Business Development Executive (August 2010 – Present)

Areas of focus:

Business Development

- Responsible for business development and marketing within the South Carolina/Western Carolina region. Currently, serve over 40 partners and directors along with over 60 senior managers and managers in developing their individual books of business.
- Develop strategies to grow industry niches and routinely evaluate the service offerings we provide our client base.
- Manage association involvement for region by industry and specialty.
- Prospect evaluation, qualification and acquisition.
- Evaluate, budget and manage sponsorship requests.
- Develop and manage media plan for the SC/WC region.

Firm Administration

- Oversee Client Relationship Management software and provide reporting and training on opportunity pipeline monitoring.
- Developed scheduling process in conjunction with implementation of ProStaff to increase visibility of staff production and utilization.
- Manage Mentoring and Evaluation Program for staff to ensure guidance is provided on a regular basis for professional and productivity goals.
- Developed and chaired P.E.O.P.L.E. Committee.

Audit Manager, Banking Practice (September 2007 – August 2010)

Senior Audit Associate (January 2005 – September 2007)

- Perform financial audits of client operations, primarily public and private banks

Harwood & Harwood, Inc., Blowing Rock, NC

January – December 2004

Associate Recruiter

Lowe's Companies, Inc., North Wilkesboro, NC

June 1999 – May 2003

Corporate Audit Project Manager

KPMG LLP, Greensboro, NC

August 1997 – June 1999

Senior Auditor

Professional Certifications

North Carolina Certified Public Accountant, License #26294
Qualification in Control Self-Assessment, July 2000

Education

Appalachian State University, Boone, NC 1997
Master of Science in Accounting, GPA: 3.88
University of North Carolina at Chapel Hill, Chapel Hill, NC 1992
Bachelor of Arts, Major: Industrial Relations

Community Involvement**Asheville Downtown Association**

- President, 2012 – Present
- Treasurer, 2007 – 2011
- Board Member, 2006 – Present
- *Notable accomplishments: Implemented financial management techniques and growth strategies that have grown the revenues and capital reserves of the organization and allowed it to move from one part-time employee in 2006 to one full-time and 5 part-time employees in a period of 6 years.*

Downtown Commission, 2012 – Present

Mayor's Development Task Force, Member, 2014

Our Voice, Inc.

- Walk a Mile, 2010 – 2012, Poster Man 2011
- *Notable accomplishments: One of the top fundraisers since the inception of the event.*

Southern Conference Basketball Tournament

- Local Organizing Committee, Chair of Sponsorship Committee, 2010 – Present

Trinity Episcopal Church

- Junior Warden, 2015
- Vestry Member, Class of 2013 – 2015
- Stewardship Committee, Co-chair 2012, Member 2011
- Adam's Ribs and Eve's Desserts, Chair 2011 – 2012
- *Notable accomplishments: Grown stewardship campaign over 10% and created new event series (Family Fridays) that has engaged young families in the parish.*

United Way of Asheville and Buncombe County

- Annual Campaign, 2009 – 2011
- Peaks Development Committee, Chair 2010 – 2011
- Leadership Giver, 2008 – Present
- *Notable accomplishments: Successfully recruited over 10 new individuals to serve on various committees and infuse campaign with renewed energy.*

Western North Carolina Public Radio, Inc. (WCQS)

- Treasurer, 2011 – 2013
- Board Member, 2010 – 2013
- *Notable accomplishments: Implemented financial management practices that stabilized cash flow and negotiated loan refinancing for building.*

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Name of board or commission: HUB COMMUNITY ECONOMIC DEVELOPMENT ALLIANCE BOARD

Your name: Kendra Penland Home Phone #: 828-301-3162

Street address: 14 Pleasant Ridge Drive City: Asheville Zip Code: NC

Mailing address (if different): _____

Employer: Green Opportunities/RPC

Your position: Interim ED/Principal Office Phone #: _____

Resident of City yes County yes Race H * ☐ Male ☒ Female* Age 38 *

Residence location (check one): ☐ Central ☐ North ☐ South ☒ East ☐ West

Are you aware of any potential conflicts of interest that may arise during your service on this board (i.e., property interest, business interest, etc.)? If so, please explain: Possibly - I work with a wide variety of community organizations and

development professionals in real estate, economic development, etc.

Potential conflicts of interest do not preclude appointments.

Please indicate the area(s) of expertise that you can bring to the above board(s), and then in detail list education, experience, reasons for your interest, and other factors that support your interest in serving **Applicants are encouraged to provide a cover letter and/or a brief resume. Please use additional sheets if necessary.**

Areas of Expertise: PR/Marketing, Fundraising, Strategic Planning, P3 and/or innovative cross-sector/industry Partnership development
Education: BA Spanish/Communication, MPA - both from WCU
Experience: Managing budgets of \$1.5 million at local government and non-profit institutions, Small business and/or social enterprise start-up/strategy/consulting/operation, strategic partnership development, successful fundraising for a variety of local and regional 501(c)(3) organizations
Reasons for Interest: I bring a unique mix of domestic and international public, private, and non-profit experience and entrepreneurial perspective that could add value to this board.

Return to:

Maggie Burleson, City Clerk
Post Office Box 7148
Asheville, N.C. 28802-7148

E-Mail: mburleson@ashevillenc.gov
Telephone: 259-5601
Fax #: 259-5499

Signature: Digitally signed by Kendra Penland
DN: cn=Kendra Penland, o=ou, email=kdpenland@realpropconsultants.com, c=US
Date: 2015.02.11 15:31:10 -0500

Date: 2/11/15

E-Mail: kdpenland@realpropconsultants.com

Fax #: _____

* This information is requested for the sole purpose of assuring that a cross section of the community is appointed.

Kendra Penland, MPA

14 Pleasant Ridge Drive
Asheville, NC 28805

(828) 301-3162
kdpenland@realpropconsultants.com

RELEVANT PROFESSIONAL EXPERIENCE:

Interim Executive Director

Green Opportunities, Asheville, NC. September 2014 to present

- Provide consultation in operational and programmatic management of Green Opportunities as Interim Executive Director
- Provide detailed Interim Director Action Plan outlining objectives, responsibilities, recommendations, and timelines for the completion of organizational, operational and programmatic priorities approved by the Executive Committee.
- Serve as ex officio, non-voting Green Opportunities board member

Principal

Real Property Consultants (RPC), LLC, Asheville, NC. February 2014 to present

dba KP Turner Consulting, July 2013 - January 2014

- Responsible for providing reliable, effective zoning and entitlement process navigation, community impact analysis, communication strategy, and operational solutions to support and assist public and private decision makers and clients in making knowledgeable, efficient, and effective decisions regarding real property and business development strategies.
- Specializing in:
 - Community Planning & Engagement, Comprehensive Investigation of Business Development Opportunities, PR/Communications Consulting, Community Relations Strategy, Fundraising Project management, Governmental relations/communication, Policy Analysis, Marketing/Advertising Strategy development, implementation & evaluation, Employee Retention, Development, and Succession Planning

Senior Vice President, Business Development

DRA Living, Inc., Asheville, NC. July 2012 – July 2013

- Responsible for working with staff to ensure single-family residential and commercial client satisfaction
- Developed and enhanced community relationships and corporate responsibility by serving on a variety of local, regional & state-wide boards and committees
- Identified and created strategic alliances/joint ventures with carefully selected and vetted manufacturers
- Restructured employee health benefit plan and sales-staff compensation structure to incentivize performance and enhance employee benefits while saving DRA Living approx. \$81,000/year in staff-related payroll/taxes/benefits expenses
- Lead Executive leadership through Process Retreat, resulting in collaborative development of company mission, core values and integrated process cycles
- Developed Employee Resource Guide outlining all company policies.
- Developed OSHA employee worksite safety plan
- Represented DRA Living at national conferences, including federal legislative conference and Congressional meetings
- Collaborated with VP of Commercial Operations and a national network of finance professionals to identify and secure substantial (\$2-\$4 million +) financing packages for commercial clients
- Oversaw all HR functions, from evaluation of employee classification to negotiating more appropriate and comprehensive Worker's Comp/General Liability policy
- Assumed responsibility for the Residential Sales Division:
 - Installed new full-time sales manager and part-time data entry staff at EAC Homes site
 - Implemented standing weekly sales meetings with Res Sales staff to review goals, progress, pipelines, lead generation and efforts to increase walk-in traffic
- Developed a national commercial manufacturer database
- Streamlined company assets by selling properties and consolidating subsidiaries.
- Built and sustained professional name recognition, goodwill and social capital in community with Girls on the Run, Green Opportunities, The WNC Green Building Council, The American Red Cross, etc. by way of variety of board appointments, community service and community leadership conducted on behalf of DRA

Living

Congressional Campaign Manager (NC-10)

Bellamy for Congress, Asheville, NC. December 2011 – May 2012

- Identified existing and potential partnerships for development within 7 county district
- Secured key community leader support across NC-10 for information sharing, strategic planning
- Assisted with staff and consultant hiring, managed outgoing transitions
- Worked with candidate, consulting team to develop and revise the budget
- Set goals, benchmarks and reporting structures for the candidate and staff
- Facilitated debate and strategic planning with candidate, consulting team
- Worked with candidate, Finance Director(s) to evaluate the success of finance program
- Worked with the candidate, consultant team to develop and execute media, mail, polling, earned media and field plans
- Independently managed logistics of office set-up and close-out

Training & Community Relations Specialist

Community Relations Division, City of Asheville, NC. March 2011 – November 2011

- Responsible for managing and developing staff training opportunities to support organizational core values as well as providing targeted community relations support and outreach
- Developed 20 custom training modules, 78 sessions held, 3500+ employee training hours completed within year one of program rollout
- Advised Asheville Police Department on strategic outreach with African-American, Latino, LGBT, communities of faith and Slavic communities
- Identify informal and formal opportunities and strategies to improve relations between Asheville Police Department and the community at large
- Developed custom, focused diversity and inclusion training for Asheville Police Department cadets and command staff; develop and co-facilitate targeted Governmental Ethics training to all APD staff, sworn and non-sworn to support CALEA standards requirements
- Identified needs, developed and facilitated custom team-building training and strategic planning events for divisional or departmental work groups
- Liaison for *Let's Move Cities and Towns*
- Assisted with and/or managed grant-finding and sustainability plans for community capacity-building programming and projects
- Chaired and facilitated Employee Benefits Advisory Team to provide recommendations and feedback for healthcare fund and health benefits changes
- Advised executive leadership and Human Resources staff on citywide diversity initiatives, including recruitment, selection, hiring, retention and staff development

Special Projects Coordinator (special assignment)

Administrative Services Department, City of Asheville, NC. September 2010 - March 2011

- Developed customized citywide employee training based on core values (The Asheville Way)
 - Specific focus on Ethics, Diversity and Customer Service training
 - Completed Ethics training with all FTE's (approx. 1200) over a 6 month period
 - Leveraged community relationships to provide low-cost (or no-cost), quality training
 - Developed 17 custom training modules
- Identified challenges and developed strategies for improving critical community relationships
- Managed multi-phase healthy vending initiative to fund employee wellness program

Division Head

City Manager's Office, Administrative Services Department, City of Asheville, NC.

August 2009- September 2010

- Supervised administrative staff supporting departmental and executive leadership
- Provided high-level administrative support to City Manager and Mayor
- Provided administrative support to all City Council members (travel, training and scheduling)
- Performed critical and sensitive research; provided related policy and program recommendations
- Identified organizational opportunities for policy revisions and training needs
- Created, chaired and facilitated Employee Benefits Advisory Team to provide recommendations for

- healthcare fund, health benefits changes, and employee health and wellness programming
- Conducted citywide vending inventory resulting in an RFP process for consolidated vending serving more than 20 city facilities
- Revised city's Ethics Policy, recommended core values-based training initiative for employees

Executive Assistant to the City Manager

City Manager's Office, Asheville, NC. November 2008 - August 2009

Vice President of Community Relations

Sustainable Development, LLC, Asheville, NC. March 2008 - March 2009

- Facilitated focus groups and neighborhood meetings for company and client projects
- Brokered neighborhood support and City Council approval for clients' projects
- Provided comprehensive, proactive customized community relations plans, including:
 - Media contact, management and press kits
 - Key-stakeholder communication
 - Information or input session coordination and management
 - Charrette coordination and facilitation
 - Project management

Marketing & Community Outreach Director

Best Operations, Inc., Asheville, NC. March 2007-March 2008

- Supervisor for 8 McDonald's franchises in Asheville, Black Mountain and Old Fort
- Responsible for planning and executing local, regional and national marketing campaigns
- Developed and fostered community relationships with a variety of local and national community organizations, schools, hospitals and non-profits
- Conceptualized, coordinated and executed all special events, including grand re-openings, school fundraising nights, employee appreciation days and incentive/retention programs
- Responsible for recruitment, interviewing and new employee orientation

Neighborhood Coordinator

City Manager's Office, Asheville, NC. May 2006-March 2007

- Facilitated interaction between residential/merchant neighborhoods, developers & city staff
- Aided public housing communities in grant finding and community capacity building
- Conducted surveys, produced analysis and recommendations for addressing neighborhood issues and expediting processes
- Coordinated and facilitated public input/information sessions and charrettes for city staff, residents, developers and businesses

EDUCATIONAL EXPERIENCE:

Western Carolina University, January 2005-May 2006. Masters in Public Affairs. Focus on Local Government Administration and Sustainable Development. GPA 3.8. Graduate assistant, presenter at the 2005 Graduate Research Symposium, published in the WCU Graduate Research Journal (June 2005).

Western Carolina University, January 2002-December 2004. Bachelors of Arts, Spanish Major/Communications minor. GPA 3.81. Magna cum Laude. Presenter in 2004 Undergraduate Research Symposium

University of North Carolina at Chapel Hill, August 1994-May 1996.

RECOGNITIONS:

- American Red Cross, WNC Chapter, Fundraising Volunteer of the Year, 2014
- *Let's Move Cities and Towns* blog recognized City of Asheville's wellness programming, 2011
- "Recognizing the Value of Diversity" virtual tour added to W. K. Kellogg Foundation's *America Healing* national racial equity conference programming, 2011
- Excellence in Public Service, Hoyt Abney Community Service Award, City of Asheville, 2010
- Excellence in Public Service, Hoyt Abney Community Service Award, Greater Asheville Area, 2010
- Mix 96.5's "10 Outstanding Women You Should Know" award recipient, 2010

- NCCCMA Jake Wicker Scholarship recipient, 2006

COMMUNITY INVOLVEMENT:

- American Red Cross, WNC Chapter, Board of Directors
- Asheville Area Chamber of Commerce, staff development training facilitator (2012)
- Asheville GO! (Green Opportunities), Advisory Committee, training facilitator (2007 - present)
- Asheville Greenworks, Board of Directors (2009 - present)
- Buncombe County Ethics Committee (2010 - 2012)
- GOTR (Girls on the Run) of Western North Carolina, Race Committee (2006 to 2012)
- Industries for the Blind, Asheville Advisory Board (2013 to present)
- Latino Steering Committee Leadership Team (2011 - 2013)
- Martin Luther King, Jr. Assoc of Buncombe County, Board of Directors (2009 - present)
- On-Track Financial – facilitate in-service staff trainings as an in-kind donation (2011)
- School Success Network Drop Out Prevention (Asheville City Schools) volunteer (2009 – 2012)
- WNC Green Building Council Board of Directors (2013 to present)
- Women for Coleman Regional Coordinator, Linda Coleman for Lt. Governor Campaign
- YMI Cultural Center, GOOMBAY! Planning Committee and volunteer (2009 – 2011)

SKILLS:

- Comfortable and skilled manager of challenging and/or unexpected situations
- Diplomatic and successful mediator & facilitator
- Skilled communicator in one-on-one as well as large, formal settings
- Easily adapt to and identify opportunities in environments from rural to international
- Expert knowledge of community engagement approaches
- High-level understanding of local, state and federal government processes
- Proficient in Spanish and Italian, cursory knowledge of Arabic

REFERENCES:

Steve Cochran, Asheville, NC, 828-545-1467

Mayor Terry Bellamy, Asheville, NC, 828-450-7555

Desiree Adaway, Asheville, NC, 229-815-8887

Dr. Roger Hartley, Director, WCU MPA Program, Cullowhee, NC, 520-203-2902

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BOARDS AND COMMISSIONS
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TO APPLYING AND/OR APPOINTMENT TO A BOARD**

Name of board or commission(s):

Your name: Home Phone #:

Street Address: City: Zip Code:

Mailing Address (if different):

Employer:

Your position: Office Phone #:

Resident of City County Race * Sex * Age *

Are you a United States Citizen (check one)? Yes ☒ No ☐

Residence location (check one): Central ☐ North ☐ South ☒ East ☐ West ☐

Are you aware of any potential conflicts of interest that may arise during your service on this board (i.e., property interest, business interest, etc.)? If so, please explain:

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Expertise:

Legal ☒ Technical ☐ Fundraising ☐ Community Contacts ☒ Public Speaking ☐

Business Management (Financial) ☐ Business Management (Operational) ☐

Details:

Return to:

Maggie Burleson, City Clerk
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Asheville, NC 28802-7148

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Business Management (Financial) ☒ Business Management (Operational) ☒

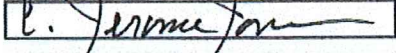
Details:

Eight years on Planning and Zoning Commission provided technical expertise on issues regarding sustainable growth, environmental protection, housing, creating vibrant cities, infill issues, transportation and general urban development requirements. Have been a lecture at UNCA's Center for Creative Retirement for many years and have spoken at many citizen forums and meetings regarding development, tax issues and national security issues. Developed County budget; Director of Tax Dept. and Asst. County Mgr.

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