

SENIORS ADVISORY COMMITTEE 3 YEAR TERM

MEMBER	ADDRESS	PHONE #	APPT. DATE	TERM EXPIRATION	TERM #
Richard L. Patelunas Chair	1420 Thames Court Myrtle Beach, SC 29577 rickpatelunas@hotmail.com	843-839-4818	2/9/16	2/9/19	2
Patricia Marie Yost	1789 Culbertson Ave. Myrtle Beach, SC 29577 patriciayost68@gmail.com	610-392-1082 (C) 843-839-2513 (H)	7/24/18	7/24/21	1
Patty Sleem	6602 North Ocean Blvd. MB, SC 29572 preppub@aol.com	910-977-6611	3/11/2014	3/8/2020	4
Deb Palumbo	1927 Suncrest Drive Myrtle Beach, SC 29577 debpalumbo@sccoast.net	919-272-0223	2/9/16	2/9/19	1
Aaron McKnight	5621 Pinckney Ave Myrtle Beach, SC 29577 aaronpmcknight@gmail.com	843-916-7800	11/13/2018	11/13/2021	1
Brenda Watkins Noel	PO Box 50136 Myrtle Beach, SC 29579 brendawatkinsnoel@gmail.com	202-740-0280	10/28/2014	3/8/2020	2
Phil Hayes	5310 North Ocean Blvd. Myrtle Beach, SC 29577 gitchasc@aol.com	803-348-6666	12/12/17	12/12/2020	1
Celia A. Klein	6800 De Lago Court Myrtle Beach, SC 29572 cklein@ckleinonline.com	704-502-8112	11/13/2018	11/13/2021	1
Tammy Lail	P.O. Box 2753 Myrtle Beach, SC 29578 stbsrules@aol.com	843-655-0974	2/28/17	2/28/2020	1

NOTE: City Residents are highlighted in blue.

The terms of Richard Patelunas (City Resident) and Deb Palumbo (City Resident) expired on February 9, 2019. Both wish for reappointment. We also have three resumes on file for consideration: Scott Beech (City Resident), Tracy Covone (City Resident), and Julia Brinkley (City Resident).

Jennifer Stanford

From: Scott Beech <scott@hrgoffice.com>
Sent: Tuesday, June 4, 2019 7:07 PM
To: Jennifer Stanford
Subject: interested in volunteering for the Seniors Advisory Committee in Myrtle Beach...
Attachments: Tracy and Scott final bio.docx

Good evening Jennifer,

I see that you are looking for volunteers to fill seats for several different committees in Myrtle Beach. Both my wife and I would love to be considered for the 2 open seats on the Seniors Advisory Committee. We live in The Market Common area and have been residents of Myrtle Beach for almost 4 years now.

We are 2 professionals that have spent the last 8 years of our careers working extensively with seniors in the senior living industry; as managers of communities, sales professionals that helped them transition to senior living communities and as a Regional Director of Sales and Marketing for an Assisted Living Company. In addition, my wife started a local company a few years back to help seniors transition (at no cost to them) to local living communities and also published a magazine called "Celebrate Life" that was geared towards the senior population.

We recently transitioned into real estate here locally and I have earned my Senior Real Estate Specialist designation to allow me to focus on helping seniors in need of extra services for their lifestyle transition.

We have been honored to serve the senior population and our hearts are for their best interest. I am attaching our recent bio for our current position at Real Living Home Realty Group, and please don't hesitate to give me a call at 843-455-1015 with any questions you have.

Enjoy your evening,



Scott W. Beech and Tracy Covone; your trusted Lifestyle Advisors and Real Estate professionals

Tracy and Scott are from Pennsylvania and Ohio and moved to Myrtle Beach almost 4 years ago to enjoy the lifestyle that Market Common and the surrounding area has to offer. What can be better than living at the beach in such a wonderful climate?!

In our roles as managers and Regional Director, we have been providing exceptional service for more than 50 years between us for our customers and clients. Each of our last 8 years have been dedicated to helping hundreds of retirees find a beautiful home to enjoy their retirement years in comfort and prosperity. Tracy has earned her MBA and Scott earned the special Senior Real Estate Specialist designation with the National Association of Realtors, providing real estate expertise for those 50 years old and above.

We chose to partner with Real Living Home Realty Group because of the organization's outstanding leadership and commitment to providing that same exceptional customer experience for their client base. With a unique approach that earns results for our clients, Real Living Home Realty Group has earned a 100% client satisfaction rating from an independent study.

Whether you are looking to sell your home or buy a primary residence, second home or even an investment/income generating property, call us at **843-455-1015 or 412-614-9263**. Together we will utilize our negotiating expertise to ensure that you receive top value for your real estate dollar; committing to provide top notch customer service throughout the entire process. Of most importance, we promise to serve and represent you with integrity and honesty at all times.

With both of us working together to represent your best interests, our clients get double the attention and level of service. We are here for all of your real estate needs!!

***Call us today to set up a free evaluation to determine your home's current value.**

804 Shine Ave.
Myrtle Beach, SC 29577
(843)455-1015
scott@hrgoffice.com

SCOTT W. BEECH

Experience: Real Living Home Realty Group

Myrtle Beach, SC

Regional Sales Associate/Lifestyle Advisor

2018 to Present

- Partner with my wife Tracy to help seniors with all their real estate needs; including the buying and selling of their primary residence, secondary or vacation homes and income producing properties.
- Utilize an extensive network of industry professionals to help our clients navigate the entire purchase, selling and relocation process to limit the amount of stress for them and their families.
- Have earned the Senior Real Estate Specialist designation with the National Association of Realtors, which provides additional expertise and leverage for those 50 and above who are buying or selling their homes.

Resort Lifestyle Communities

Myrtle Beach, SC

Regional Sales Coach

2014 to 2019

- Oversaw the sales efforts for this high end independent senior living organization's lease-up communities to ensure that the census for each property reached 90% within 18 months of opening to allow for refinancing.
- Led the Community Managers and Sales Leaders in each community to develop and execute strategies to find new prospects, work the extensive database and close sales for new leases.
- Worked hand in hand with the Regional Field Operations Manager to ensure that each of our community teams were provided with the proper environment to succeed and that our company culture was in place and embraced by all.

Enlivant/Assisted Living Concepts Columbus, OH/Pittsburgh, PA

Regional Director of Sales and Marketing

2012 to 2014

- Directed 2 different regions comprising of 20 communities successfully, driving sales efforts to exceed company expectations, becoming the top producing RDSM during my tenure.
- Sourced, hired, trained, motivated and led quality sales teams and continuously focused on each of their professional development. High standards were set for each team and accountability to meet these standards was a top priority.
- Provided ongoing one on one mentoring with not only the RSM's but also the RD's to ensure that they remained focused on all key areas that resulted in moving our occupancy forward. This mentoring included the development and execution of specific strategies for each HOT lead and how to create the right sense of urgency for each family to help turn that lead into a move-in.

Holiday Retirement Corp.

Erie, PA

Community Manager and Regional Sales Specialist

2011 to 2012

- Promoted to the Regional Specialist position due to the success of turning around a very distressed community in a short period of time from the manager position.
- Worked as an extension of the right hands to the Regional Manager and the Regional Sales Leader to help correct occupancy issues at various underperforming communities.
- Traveled to communities for extended stays to help with training and coaching of both the management teams and the sales leaders to ensure that their performance was elevated to and beyond company standards.

Save-a-Lot Foods

Medina, OH

District Manager/Perishable Merchandiser

1996 to 2004

- Built sales and maximized the P&L statements for up to 8 units; also responsible for helping create and managing the yearly budget of over \$60 million.
- Responsible for the leadership and management of the meat and produce departments for up to 32 units. Our division was consistently considered the most successful perishable operation in the entire organization.
- Interviewed and hired store management candidates and responsible for the professional development of all management and employees. This development included providing direction and performance feedback, along with administering all employee discipline in a firm, fair and consistent manner.
- Oversaw customer service, employee satisfaction, the maintenance of store conditions and the timely completion of administrative duties for every store under my control.
- Designed and implemented financial budgets for my district and each individual unit under my control.
- Responsible for the planning, set-up, staffing, marketing and opening of new store locations, and for overseeing several complete store remodels.

Education: University of Akron

Akron, OH

Concentration: Business Management

1987 to 1989

Revere High School

Richfield, OH

Additional Experience:

- Hold license to sell real estate in South Carolina.
- Served on Board of Directors for the ECO Food Dealers Credit Union.
- Held Series 63 license to market and sell securities.
- Completed classes from Cornell University for Food Service Management.
- Completed numerous on-line courses from the Wharton Business School.
- Completed "Leadership in Action" classes from the Achieve Global series.

Tracy Covone

804 Shine Avenue, Myrtle Beach SC 29577 | 412.614.9263 | tc021021@yahoo.com

Experience: Resort Lifestyle Communities

Pre-opening Community Sales and Marketing Specialist

Myrtle Beach, SC

2014 to Present

- Create a vision for high-end independent senior living communities during the pre-open phase starting from the groundbreaking event at the construction site and concluding 6 months prior to opening day
- Organized 4 successful groundbreaking events in 3 different states (TN, FL, PA) with record breaking attendance at each event. This was completed by communicating with the professional and political community in each respective city; joining the Chamber of Commerce and additional organizations as deemed appropriate; planning, organizing and implementing all food and beverage and venue set-up; continuous follow up before and after the events
- In charge of developing and executing strategies to build a wait list of potential residents (utilizing a \$500 Charter Resident offer). Established numerous company records for Charter Resident offers collected for communities in four different states (OH, TN, FL, SC)
- Responsible for expanding the organization's brand awareness through marketing efforts and professional outreach geared towards relationship building with referral sources and prospects
- Oversee an extensive CRM database of prospects; beginning with lead generation and follow up
- Organize Lunch and Learn events for prospects in 5 different states for 6 different communities during the construction phase. Schedule the dates, plan the event from set-up through food and beverage, and fill the RSVP list by promoting the event. Complete the entire process up to and including follow-up after the event
- Exceptional speaker with the ability to engage the audience
- Excel at developing and maintaining positive relationships to promote the vision of the company
- Started as a Community Relations Manager signing leases from 6 months out to community opening day

Management, Training and Development and Sales Career

Prior to 2014

- Employed in the Private Country Club industry for over 13 years working my way up from a bus person, utility worker, waitress, etc. to become one of the youngest female Private Country Club Managers in Pennsylvania
- Hired, trained and developed highly professional teams in the Private Country Club and Institutional Foodservice industries
- Worked with high-level professionals to plan and implement events (company CEO's, NFL, professional athletes, etc.)
- Developed several food service employee training manuals, power point presentations and newsletters
- Expert in turning-around operations: customer service, cost control and operations specialist
- Responsible for successfully driving sales efforts and controlling costs for several foodservice operations in order to exceed company expectations
- Prior ServSafe Trainer for two state area (PA and OH)
- Experienced in developing marketing plans and budgets and achieving positive returns
- Corporate Trainer for one of the largest grocery chains in Pennsylvania (Giant Eagle/Get Go)

Education

Point Park University, Pittsburgh PA

Graduated: 2003

MBA, focus in Management

GPA: 3.95

Pennsylvania State University, University Park PA

Graduated: 1992

B.S. Degree in HR&IM

GPA: 3.4

Julia Brinkley
820 67th Avenue North, Unit 7333
Myrtle Beach, SC 29572
843-460-4402

EDUCATION:

University of Georgia – B.S. Education/Psychology
Coastal Carolina University – Currently enrolled in M.A. in Liberal Arts

WORK EXPERIENCE:

Taught in public & private schools: Pre-Kindergarten – 12th grade; Special Ed
Adults working on their GED

Mid-Orange Correctional Facility, Warwick, New York – Pre-release Director
Bedford Hills Correctional Facility, Bedford Hills, New York – Inmate Grievance Counselor
Created program for inmates.

Rikers Island, New York – Law Professor
Warwick, New York – Social Worker/Foster Care
Life Uniform Store - Manager

I would like to be considered to fill any vacancies that may occur on the City's Boards and Commissions where you feel my background and experience would be a benefit. I am a long time resident and I look forward to having the opportunity to help make a positive contribution to this City I call home.

I look forward to hearing from you.