

COMMUNITY APPEARANCE BOARD

MEMBER	ADDRESS	PHONE#	APPT.DATE	EXPIRATION	TERM #
Paul T. Williamson			7/13/2021	12/31/2022	Filling unexpired term of Ron Spencer
Susan White			11/13/2012	12/31/2023	5
Jeff Edens			1/22/2019	12/31/2022	4
Seth McCoy			1/23/18	12/31/2021	1
Joe Jumper			1/23/18	12/31/2021	1
James Hubbard			11/10/15	12/31/2022	3
Mayur Jeram Chair			1/23/18	12/31/2021	4
Julie Booth			1/12/2021	12/31/2023	1
Yosi Benezra			1/12/2021	12/31/2023	1

**NOTE: City Residents are highlighted in blue.**

*The terms of Seth McCoy, Joe Jumper, and Mayur Jeram expire on December 31, 2021. All wish for reappointment. On file are the resumes of Geoff Kay (City Resident), Anthony Mullarky (City Resident), and Jennifer Willard (City Resident). All three terms will expire on December 31, 2024.*

Jennifer Adkins

*in city*

**From:**  
**Sent:** Thursday, November 18, 2021 4:03 PM  
**To:** Jennifer Adkins  
**Subject:** [External]Volunteer Position Application  
**Attachments:** Mullarky Resume.docx

**CAUTION: This email originated from outside your organization. Exercise caution when opening unsolicited attachments or clicking links. Please forward suspicious mail to [spam@cityofmyrtlebeach.com](mailto:spam@cityofmyrtlebeach.com) for review.**

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Dear Myrtle Beach City Clerk,

I am interested in serving as a volunteer member on the Community Appearance Board or the Planning Commission. I have recently relocated to Myrtle Beach and would like to volunteer for either of these positions. My preference, if both are still open, would be the Planning Commission.

I have extensive volunteer experience with the Boy Scouts and my church from the community I previously lived in and would like to continue my volunteerism in support of the city of Myrtle Beach. I have attached a copy of my resume which reflects my experience that is applicable to both of these volunteer positions. Thank you for consideration and I look forward to hearing from you.

Sincerely,  
Anthonv Mullarkv

## Anthony J. Mullarky

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**OBJECTIVE** City Government Volunteer Position

**SUMMARY** Experienced executive in the U.S. Government in management and operations of large organizations managing the maintenance, engineering, facilities, and acquisition of ships. Detailed-oriented executive with an engineering background, proven ship maintenance track record and consistent success in building, growing and improving programs achieving the highest levels of productivity and efficiency. Expert managing cross-functional teams and building strategic partnerships. Relevant experience includes:

- \* **Leadership/Management**
  - \* **Program Manager**
  - \* **Financial Officer**
  - \* **Facilities Management**
  - \* **Strategic Planning**
  - \* **Requirements Analysis**
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### ACCOMPLISHMENTS

- Leadership/Management** Commanding Officer for an 8,700 personnel, over \$1 billion annual operating budget troubled ship maintenance activity. Orchestrated turnaround completing the fiscal year within budget delivering one of the 5 major ship maintenance projects in progress on time and reduced the delays on the remaining 4 projects. A people-focused leader who put “customer service” back in to the workforce’s vocabulary.
- Facilities Management** Responsible for over 295 buildings, structures and facilities including temporary housing, dining facilities, conference center, fire and security services, and transportation as Commanding Officer. With a constrained budget, maintained the critical infrastructure and upgraded those deteriorating facilities to improve the quality of life for the workforce as well as providing the Sailors on ships undergoing repair.
- Financial Officer** Submarine Fleet Maintenance Financial Officer. Saved \$50M of a \$350M annual maintenance operating budget by using innovative contracting strategies and completing all scheduled maintenance.
- Program Manager** Program Manager for a major submarine depot maintenance project. Delivered project 2 ½ months early and \$45 million under cost.
- Strategic Planning** Proven record strategically planning future year’s ship maintenance budgets to include assessing and conducting risk analysis for workload, infrastructure, workforce and cost savings.
- Requirements Analysis** Provided the necessary risk analysis and leadership to get a critical maintenance program funded after years of no funding by the Navy.

## **WORK HISTORY**

### **Ship Design Manager, OHIO Replacement Submarine Program**

Naval Sea Systems Command, Washington Navy Yard, D.C.

Lead for the systems engineering of the Navy's number one acquisition program. Leading a workforce of 90 direct reporting and matrixed personnel designing the next generation submarine.

### **Ship Maintenance Process Improvement Branch**

Naval Sea Systems Command, Washington Navy Yard, D.C.

Analysis and management of process improvement for the four geographically dispersed naval shipyards.

### **Ship and Submarine Readiness Branch Head**

Chief of Naval Operations, OPNAV N43, Pentagon, Washington D.C.

Assessed and programed the U.S. Navy's \$10 billion annual operating budget requirements for ship operations and maintenance to include facilities.

### **Commanding Officer Norfolk Naval Shipyard**

Norfolk Naval Shipyard, Portsmouth, Virginia

Directed the operations of an 8,700 employee shipyard with over 295 buildings, structures and 3 satellite facilities. Developed and controlled an annual operating budget of over \$1 billion.

### **Assistant Deputy Commander for Industrial Management**

Naval Sea Systems Command, Washington Navy Yard, D.C.

Planned and managed the requirements for operating four geographically dispersed naval shipyards with over 30,000 employees. This entailed determining the workload, assessing efficiencies, programming the operating budget, and determining workforce size over a six year budget.

### **Commanding Officer Engineering Duty Officer School**

Engineering Duty Officer School, Port Hueneme, California

Directed the school that trained officers in program management, acquisition and lifecycle engineering of ship and ship systems.

**Previous volunteer experience includes:** Over 15 years volunteering with the Boy Scouts of America. Eagle Scout coordinator for Troop 1346 in Burke, VA successfully mentoring 73 Scouts to the rank of Eagle Scout. Recipient of the Distinguished Patriot Scouter Award for 2019. Church of the Nativity Catholic Church money counter for weekly collections.

## **EDUCATION**

M.S. Electrical Engineering, Naval Post Graduate School, Monterey, CA  
B.S. Electrical Engineering, University of Florida, Gainesville, FL  
Level III Program Management Certified, Defense Acquisition University

# JENNIFER L. WILLARD

## **SKILLS**

*Expert in heightening organizational recognition and brand reach across multiple marketing and social channels to produce strong sales and revenue streams that increase business.* Highly creative, enthusiastic, self-starter and upbeat professional with a unique and extensive background in Real Estate, Resorts, Program Management, Hospitality/Tourism Marketing and Operations with a strong focus on Marketing and Sales. Versed in marketing, public relations, marketing, social media marketing, strategy development, marketing analytics, proficient in content writing, video editing and digital photography. Experienced in building brand presence and recognition to business programs and development. Proven successful record in marketing campaigns and implementing marketing strategies that increase business and revenue returns.

## **EXPERIENCE**

### ***CEO and Marketing Princess, Hype Marketing Myrtle Beach, Myrtle Beach, SC***

***September 2021- Present***

Owner and operator. Hype Marketing is providing a variety of customer driven project activities. Strategist for the development and implementation of new marketing and sales initiatives, branding, events, public relations and more.

### ***ACAM- Corporate, Associa Management – Waccamaw Management, Myrtle Beach, SC***

***October 2020- Present***

Accredited Community Association Manager. Manage and directed the project activities of the Homeowner Experiences. Manage projects and programs including owner outreach campaigns, management of servicing and transitions, departmental infrastructures, development and management for the Associations that govern the communities. Work collectively and collaborate with the Boards of Directors to organize and facilitate the development of their community, implement developing strategic processes and procedures to create community harmony.

### ***Product Program Manager, Corporate, Capital Vacations, Myrtle Beach, SC***

***July 2020- October 2020***

Manage and directed the project activities of the Owner Services/Customer Experience Department projects and programs including owner outreach campaigns, management of servicing and transitions, departmental infrastructures, CRM development and SOPs. Work collectively and collaborate with the team to organize and facilitate the development of product production from concept to implementation developing strategic workflow processes and procedures to create alignment and implementation. Includes creation, editing and finalization of projects, content and concepts.

### ***Regional Manager of Marketing-Myrtle Beach Region, BEAZER Homes, Atlanta, GA***

***Dec 2018-March 2020***

Managed and directed regional Marketing and associates; was the local market brand ambassador; ensuring implementation and effective timely strategic communications and program execution. Coordinated, developed and executed solid themes and production opportunities and strategies for new business growth, partnerships, on-site events, development and the regional activities of marketing for nine (9) BEAZER communities. Interfaced with New Home Information Manager to develop and spearhead content, communications and updates for consumers. Acted as the main liaison for partner groups including Coastal Realtors Assoc., Horry Georgetown Builders Assoc., Chamber of Commerce and more. Increased realtor engagement more than 40%.

### ***Director of Sales & Marketing-NASCAR Racing Experience, Myrtle Beach Speedway***

***Dec 2017- Sept 2018***

Managed and directed the activities of the Marketing and Sales Department including sales and sponsorships. Included direct sales and bookings of groups for T&T, SMERF, OTA and B2B) and coordinate, booked, managed and executed all groups, events, private functions and normal internal and external marketing and sales efforts, including launching development and implementation of new marketing and sales initiatives, relationships, strategies, designs and plans for the Speedway, NASCAR Racing Experience, the 2018 Horry County Fair and all events including 2018 NOPI National car shows.

## ***Assistant Director of Marketing Region, Bluegreen Vacations Corporation, National Sales & Marketing***

***Dec 2014-Dec 2017***

Strategically produced to keep regional production inline, managed and directed the day to day operations of a marketing teams (up to 300 associates in total and 100 associates daily). Solid and proven track record of mass revenue and guest tour generation. Developed solid opportunities and strategies for new business growth, partnerships, events, development and the regional activities of marketing. Facilitated and managed all internal and external, including In-house marketing and sales efforts along with the DOM; including development and implementation of all new marketing plans of action and sales initiatives, owner parties, marketing strategies, designs, infrastructure and plans for the region. Including oversight of In-house marketing, guest flow, tour averages, APG's and production.

## ***Manager of Marketing and Sales, Medieval Times Dinner & Tournament USA, Inc., Myrtle Beach, SC***

***Oct 2005 - December 2014***

Managed and direct the activities of the Marketing and Sales Departments and team, report directly to the Sr VP, General Manager and VP of Marketing and Sales. Produced/maintained an annual department budget of more than \$700,000, including processing of department invoices and maintaining AR/AP for the department to slash costs and produce more efficient results. Coordinated and managed all internal and external marketing and sales efforts, directed all Group sales efforts for T&T, SMERF and B2B, served as the main brand ambassador and strategist for development and implementation of new marketing and sales initiatives, strategies, designs and plans for the theater. Developed and maintained various databases for mailings. Managed all aspects of advertising: outdoor advertising electronic advertising and print advertising including production, designs and placements. Formulated, designed, and produced printed materials necessary for the business including: brochures, pamphlets, letterhead/business cards, invitations, cards, POS, posters, flyers, promotional items, coupons, press releases and media/identity kit items for the attraction. Attended Chamber, Hospitality, and other related Sales and Association meetings. Representative for a variety of consumer, leisure, group and travel trade shows.

## ***Director of Marketing, Ripley's Aquarium and Ripley Entertainment, Myrtle Beach, SC***

***July 2003 - July 2005***

Managed and directed the activities of the Marketing Department and marketing team for Ripley's Aquarium and Ripley Entertainment Attractions of Myrtle Beach. Produced and maintained an annual department budget of more than \$1.7 million for the Aquarium. Coordinated and managed all internal and external marketing efforts, including development and implementation of new marketing initiatives, strategies, designs and plans for the attractions. Managed all aspects of media buys including: outdoor advertising, electronic advertising and print advertising including production, designs and placement. Formulated, designed, and produced printed materials necessary for the business including: brochures, pamphlets, letterhead/business cards, invitations, cards, POS, posters, flyers, promotional items, coupons, press releases and media/identity kit items for the attractions.

### **EDUCATION AND ACTIVITIES**

- **Interdisciplinary Studies, focus on Regional Transportation Coordination, Development, & Education, Coastal Carolina University, Conway, SC.** Including South Carolina State Teaching Certificate and EEE (Education Exit Exam)
- **ACAM- Accredited Community Association Manager**
- **OSHA Certification (30 hour course) Valid from: 2019-2024**
- **South Carolina Notary Public**
- **Florida Atlantic University, Certificate in Hospitality & Tourism Management, April 2020**
- **Certified CEU's in the Art of Hospitality-Horry Georgetown Technical College**
- **Certified Hospitality Agent-Myrtle Beach Area Chamber of Commerce**
- **Certificate for Strategies to Increase Transit Ridership Workshop-University of Wisconsin, Milwaukee, Center for Transportation Education and Development**
- **Certificate for Transportation Management, University of Wisconsin, Milwaukee, Center for Transportation Education and Development**
- **Certificate for Leadership and Management, MBAHA Leadership Program**
- **Certificate of Training: The Disney Institute -Imagineering**
- **Myrtle Beach Area Chamber of Commerce-I.C.E. Award Winner for the Most Incredible Customer Experience- Individual in Attractions/Entertainment.**

### **AFFILIATIONS/EXTRA CURRICULAR**

- **2018-present member of Horry Georgetown Home Builders Association**
- **2018-present member of the Coastal Carolina Realtors Association**
- **2015-Present member of SKAL - Skål International is the only professional organization promoting global tourism and friendship. It is the only international group uniting all sectors of the travel industry.**
- **2010-Present-active member of Myrtle Beach Chamber's GS Scene**
- **2003-Present active member of local organizations: CNC, GSHSA, and AAF**
- **2010-2014 serving committee member for Myrtle Beach Area Chamber Marketing Committee & CVB Group Sales committee**
- **2006-Present-serving committee member for Myrtle Beach CVB Fulfillment committee**
- **2008-2012 Press and Media Director for the Miss Myrtle Beach Scholarship Pageant, Ms. America circuit**
- **2008-2014-active member of SCSAE, NCAE, SC Teacher's Association, SC Council for the Social Studies**
- **2006-2014-active member of ABA, North Carolina Motorcoach Association, Motorcoach Association of South Carolina and Virginia Motorcoach Association**
- **2001-2005-Member and Troop Leader, Girl Scouts-USA**

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# GEOFFREY (GEOFF) J. KAY

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## REGIONAL SALES MANAGER

*Revenue Generation — Market Expansion — Resource Optimization — Risk Minimization*

Consultative, solutions-focused sales professional combining business/operational insight with strategic planning, leadership, building and maintaining strong relationship management skills to achieve desired results. Forge tactical client partnerships and guide cross-functional high-performance teams, fostering continuous growth and advancement mindset. Identify requirements, allocate resources, and deliver custom solutions. Adapt quickly to changing needs and priorities in competitive, complex environments. *Areas of expertise include:*

Client and Vendor Relations | Negotiations | Quality Assurance | Project Stewardship | Business Development | Goal Setting  
Problem and Conflict Resolution | Cross-Discipline Collaboration | Training and Development | Team Leadership | Mentoring

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## SELECTED ACHIEVEMENTS

- Highest performing Eaton Hydraulics Americas Region to YOY Sales and Goal (2019). Attributed to success in:
    - Sales growth to existing Accounts
    - Mitigation of attrition due to operational challenges
    - Closing new business
  - Achieved Highest Sales Branch within Wesco Construction Organization, Phoenix Branch (2015, 2016)
    - Leveraged Wesco Customer Incentive Trip to award the most customers (total) and the most new customers participating on the 2014/2015 and 2015/2016 Trips
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## PROFESSIONAL EXPERIENCE

EATON CORPORATION, HYDRAULICS AMERICAS, Phoenix, AZ (Remote (Home-Based) Role) 11/2016 – 11/2019

### Regional Sales Manager

Oversee sales resources (including remote team of 8), support 150+ customers, manage distribution channels in 11 Western states to meet profit targets, and provide innovative solutions internally and externally.

- Led team to achieve organization's 2019 revenue objective of ~\$97.7M
- Improved region's distribution channel market share by growing shelf-share, realignment of sales resources to match opportunities, and identifying/closing new Distributor Channel business (\$1M+)
- Deepened business and personal relationships with key Customer Principals and decision-makers
- Recruited, hired and onboarded 2 outstanding sales professionals to fill vacancies, Seattle & Los Angeles (Q2 '19)

WESCO DISTRIBUTION, Phoenix, AZ

08/2008 – 11/2016

District Sales Manager — Construction | 01/2015 – 11/2016

Branch Sales Manager — Construction | 08/2008 – 01/2015

Guided construction sales efforts, including forecasting, defining objectives, setting account package quotas for 15–18 account managers, tracking sales results, determining pricing, and mitigating risks. Oversaw 250+ customer accounts, managed team-building efforts, coordinated cross-functionally, and communicated/coordinated with senior leadership.

- Motivated team and unified efforts, consistently meeting/exceeding annual sales goals (up to \$75M)
  - Executed "Redefining the Sales Solution" sales training program for the Outside Sales Team
  - Projected existing and new client sales volume to align with inventory, A/R and sales resources to support.
  - Elevated team cohesiveness by sponsoring and leading a "Speed of Trust" kaizen
  - Collaborated with the Financial Services team to mitigate risk while not impeding profitable sales growth
- Supported full-order service operations, including assisting account representatives and executives with quotes and proposals, improving project order management techniques, and resolving customer issues.

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## **GEOFFREY (GEOFF) J. KAY**

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### **PROFESSIONAL EXPERIENCE (CONT.)**

- Monitored costs, competition, and market conditions, partnering with pricing, purchasing, and inventory control teams to establish/adjust pricing to maximize profit margin
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### **ADDITIONAL EXPERIENCE**

**CONSOLIDATED ELECTRICAL DISTRIBUTORS (CED), PHOENIX, AZ** 2007 – 2008  
**PROFIT CENTER MANAGER**

- Full P&L responsibility, \$13,500,000 in sales annually, 5.8% EBIT
- Managed Commercial Construction, Industrial and CIG business (Team of 20)

**HD SUPPLY ELECTRICAL, PHOENIX, AZ** 2006 – 2007  
**MANAGER, VALUE-ADDED SERVICES**

- Fulfill needs of HD Supply's largest Customer, Haskins Electric
- Provide order fulfillment, inventory and logistic solutions for their 1000-start per month residential business, \$21,160,000 in sales, \$2,140,000 GP (2006)

**EDSON ELECTRIC SUPPLY, PHOENIX, AZ** 2001 – 2006  
**VICE PRESIDENT, SALES**

- Leading the Customer Relationships and Outside Sales Resources (Led 20+ salesperson organization across 11 Arizona locations) to achieve planned results
- Exceeded Sales Plan each year, from \$65,000,000 in sales YE2002 to \$168,000,000 in sales YE2006

**WESTINGHOUSE / EATON CORPORATION, MULTIPLE LOCATIONS** 1980 – 2001

**DISTRICT SALES MANAGER, PHOENIX**  
**PRODUCT SALES MANAGER, AFTERMARKET PRODUCT & SERVICES, ASHEVILLE**  
**MARKETING REPRESENTATIVE, CONSTRUCTION PACKAGING, PITTSBURGH**  
**OUTSIDE SALES ENGINEER, INDUSTRIAL AND COMMERCIAL, BIRMINGHAM**  
**INSIDE SALES ENGINEER, INDUSTRIAL, NASHVILLE**

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### **EDUCATION**

GEORGIA INSTITUTE OF TECHNOLOGY, Atlanta, GA  
Bachelor of Industrial Systems Engineering, 1980

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### **PROFESSIONAL DEVELOPMENT**

EATON CORP: Accelerator Selling, BTS Group, 2019  
WESCO CORP: Redefining the Sales Solution, Standpoint Co, 2016

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### **TECHNICAL SKILLS/TOOLS**

MICROSOFT OFFICE: Outlook, Excel, Powerpoint  
CRM: Eaton C360, Wesco SalesTracker  
GOLF