

**Lisa Satterfield Collins, CEcD, EDFP**

424 College Street  
Blakely, Georgia 39823  
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October 15, 2011

Flagler County Economic Opportunity Council  
c/o Country Administration  
Economic Development Executive Director Search  
1769 East Moody Boulevard, Building 2  
Bunnell, Florida 32110

To Whom It May Concern:

Thank you for the opportunity to submit my resume for Economic Development Executive Director - Bunnell, Florida.

I am presently performing a wide variety of economic and community development activities as Director of Economic Development for Early County 2055, Inc. and *Advancing Early Initiative 2012*. In less than five years, the Early County 2055 and *Advancing Early Initiative 2012* economic revitalization programs have moved from great ideas to compelling programs that are surpassing goals, attracting support from their many constituencies, and being referred to as models for similar rural communities looking to improve their economic future.

As you examine my resume, you will see that I have the varied experiences and skills necessary to be successful in any endeavor. I am skilled in developing programs of strategic plans that achieve results, and have a proven track record of successful economic and community development projects. I possess excellent communication, interpersonal and problem solving skills, and am a strong team player. I am a driven, detailed-oriented person, am well organized, a self-starter, and have a strong work ethic. Furthermore, I am extremely flexible and adapt well to any situation. I possess an innate ability to multi-task, and I work extremely well under pressure and tight time constraints. I am a congenial and diplomatic person, possess high moral and ethical qualities, and relate well with all types of people. Finally, I understand the many challenges of working with the business community. I believe all of these attributes are essential characteristics for the position of Economic Development Executive Director.

In closing, I am soliciting your confidence until I am considered as a finalist. For obvious reasons, I am requesting that no contacts be made on my behalf with the Early County region as these inquiries may negatively impact my current position. I have provided an alternate home email address ([lisacollins@bellsouth.net](mailto:lisacollins@bellsouth.net)) to enhance communication and to protect my confidentiality. I look forward to hearing from you soon.

With kindest regards,



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**OBJECTIVE:**

Realizing the importance of leadership skills to the success of any organization, it is my desire to offer my natural talents and learned abilities in the areas of administration, communication, coordination and marketing to assist in achieving desired outcomes. As a Certified Economic Developer (CEcD) and an Economic Development Finance Professional (EDFP), I seek to solve urban and rural concerns, with volunteer collaboration, within an environment that is conducive to developing public – private partnerships.

**QUALIFICATIONS:**

- Skilled in developing programs of strategic plans that achieve results
- Competent in the advancement of economic growth that will improve the quality of life for a region
- Proven track record of economic and community development project management
- Excellent communication, interpersonal and problem solving skills
- Strong team player
- Driven, strong work ethic, self-starter, ability to multi-task, works extremely well under pressure and tight time constraints
- Facilitates long-term viability of a community through cooperative efforts and establishment of common goals between the public and private sectors
- Represents concerns of the business community by influencing the legislative and political process on the local, state and federal levels
- Proficient in budgeting process and careful management of resources within an organization
- Capable of maintaining strongly qualified and well-trained staff that can carry out organization's goals and objectives
- Adept in management of all aspects of a business, i.e. human resources, financials, customer satisfaction, etc.
- Computer literate with experience in Microsoft (MS) Office - MS Word, MS Excel, MS Power Point, MS Access, MS Publisher, and GIS, database and other presentation software

**PROFESSIONAL EXPERIENCE AND ACCOMPLISHMENTS:**

**Early County 2055, Inc. (EC2055) / Director of Economic Development: April, 2006 – present**

- Facilitates the initiatives contained in the *Early County 2055* (fifty-year economic development revitalization) *Master Plan* - protector of the long term vision
- Provided assistance with the purchase of over \$9 million in properties to be used in accordance with Master Plan including Blakely Court Square Renovation; Magnolia Street Corridor Development Plan, and Retail Development Plan
- Contracts yearly with the City of Blakely and Early County for economic development services
- Maintains close working relationships with City of Blakely, Early County Board of Commissioners, Early County Development Authority, Blakely/Early County Chamber of Commerce, Georgia Department of Economic Development, GA Tech Enterprise Innovation Institute, Electric Cities of GA, and federal and state elected, and appointed, officials/staff to meet community and economic development objectives
- Provides foundations for recruitment and retention of jobs and investment in Early County by:
  - Implementation of an aggressive business recruitment and marketing strategy focused on “best fit” targets which includes:
    - Developing and maintaining fresh marketing materials for business recruitment and targeted industries
    - Maintaining and utilizing a GIS web site (<http://www.earlycountyprospector.com>) to meet needs of corporate executives and site selection professionals
    - Research and development of additional and improved shopping options for Early County
    - Provides technical assistance to new business prospects, existing businesses, and external partners by assembling data on area-wide purchasing power, buying trends, current leakage of spending outside area, and opportunities for profitable sales in Early County
    - Crafted a Business Retention and Expansion plan for Blakely/Early County
- Chief spokesperson for the Early County 2055 community/economic development project/regular speaking

engagements, media interviews and appearances in community and state, i.e. City Council, County Commission and Development Authority meetings; Annual Early County Legislative Luncheon at Commerce Club in Atlanta; Leadership GA

- Prepares and executes an annual financial budget for the operation of Early County 2055; operates efficiently within the approved budget / maintains excellent tracking on EC2055 Master Plan projects

**Advancing Early Initiative 2012 (AEI2012) / Director of Economic Development: January, 2008 - present**

- Manages the *Advancing Early Initiative 2012* project, which is EC2055's 5-year economic acceleration plan
- Maintains strong working relationships with the *Advancing Early Initiative 2012* Cabinet (major public and private contributors), and ensures the 5 year community and economic development goals and objectives are met
  - Goals consist of overall economic development, including business retention and expansion; improved retail shopping options; housing; and enhancement of cultural amenities. With 1.5 years remaining, the goals of 5 year project is complete
  - Goals completed to date include:
    - Grand opening for American International Marksmanship Academy, October 2011, \$9 million capital investment; 50 jobs created (100 by December, 2012); total economic output \$31 million
    - 64 new housing units in Blakely; removal of over 200 substandard housing units / buildings;
    - 4 new retail businesses (80 jobs / \$3.0 million capital investment);
- Enhances Early County's cultural amenities with visible projects that will stimulate citizen pride and community appeal
  - Project Manager for new Chamber of Commerce and Conference Center renovation project
    - Money raised from private donations
    - Estimated completion date, June, 2013
  - Project Manager for East Gateway Project (GDOT TE project / US27 bypass and SR 62 intersection)
    - Total project cost \$2.5 million
- Sustains public awareness regarding *AEI2012* through speaking engagements, media interviews and appearances in the community and state
- Prepares and executes an annual financial budget for *AEI2012* projects - operates efficiently within the approved budget / maintains excellent tracking on Master Plan projects
- Raises private sector funds to support the *Advancing Early Initiative 2012* program
- Developing 8 year strategy, *Vision 20/20*, which will be in January, 2012

**Uptown Columbus, Inc. (UCI) / President/CEO: May, 2003 – March, 2006**

- Assisted in and facilitated the monitoring, revision and implementation of the *Columbus 2010 Urban Design Plan for Uptown and the Surrounding Community*
- Developed a comprehensive retail recruitment plan for the Uptown area
- Identified incentives for bringing businesses to the Uptown area
- Served as advocate and sounding board for Uptown property owners, businesses, residents and merchants by identifying issues and solving problems
- Assisted individual tenants and property owners with physical improvement projects, i.e., Façade Board and Code and Enforcement projects
- Strategized with stakeholders of Uptown in identifying ways to implement action items outlined in The National Main Street Association's *Fort Benning/Columbus Heritage Partnership Study*
- Maintained excellent working relationships with local, state and federal elected officials and agencies that provided assistance in the development of the Uptown area
- Retained the support of City administration and City Council for continued partial funding of the Uptown Columbus, Inc. organization through the Community Development Block Grant (CDBG) Program
- Managed the US Small Business Administration 504 Loan Program and the Uptown Columbus Façade Loan program
- Sustained public awareness regarding Uptown through speaking engagements, media interviews and appearances in the community
- Prepared and executed an annual financial budget for the operation of Uptown Columbus, Inc. (UCI) - operated efficiently within the approved budget / maintained excellent tracking on Master Plan projects

- Raised private sector funds to support the operating expenses outlined in the UCI annual budget

**Greater Columbus, Georgia Chamber of Commerce / Senior Vice President, Governmental Affairs/Transportation: January, 1998 – April, 2003**

- Worked effectively with Mayor, Council, staff of Columbus Consolidated Government, and state and federal delegation /staff regarding issues affecting economic development and quality of life in region

**Examples:**

- Spearheaded telecommunications team to counter position that 706 area code needed relief - Result: GA Public Service Commission voted unanimously to overturn their staff's position to divide 706 area code into three area codes, thus saving area businesses thousands of dollars
- Chamber project manager for City's 1999 1 cent sales tax referendum which passed, resulting in \$255 million to be used for special projects
- Succeeded in the formation of a public-private partnership to identify air patterns that affected air quality – successfully appealed to Development Authority for monies for short term study, then successfully lobbied state for funding of an additional 3 year study by Georgia Tech to further identify problems and possible solutions
- Worked with Mayor to successfully form the *ACF (Apalachicola/Chattahoochee/Flint) Alliance* to deal with river issues - successful in bringing Eufaula, Alabama, Bainbridge, GA, and Lake West Point into the *ACF Alliance* - coordinated and hosted meetings with federal and state legislators to discuss river issues with *ACF Alliance*
- Worked closely with Chamber's Economic Development team on issues pertaining to Muscogee Technology Park, Columbus Regional Technology Park, tax incentive projects for businesses desiring to expand or relocate, infrastructure projects for the Valley Partnership, and State of GA *Labor Study* for Region 8
- Project manager to move an 88 acre rail yard from an urban to rural setting
- Worked closely with Chamber's Business Retention and Expansion Program (BREP), Georgia Department of Economic Development, and the GA Department of Community Affairs

**Albany, Georgia Area Chamber of Commerce / Legislative Affairs Coordinator/Membership Services Coordinator: July, 1996 – December, 1997**

- Developed and coordinated all new member orientation activities - conducted membership development programs
- Managed all membership benefit functions such as "Business After Hours" and "Rise and Shine, Albany!" breakfasts--secured sponsors/funding, speakers, locations, developed promotional flyers and contacted media
- Coordinated community leaders and volunteers in developing a *Legislative Agenda* for the Chamber (the first in the Albany Chamber's 86 year history)
- Organized US Senate forum which was televised statewide

**OTHER PROFESSIONAL EXPERIENCE:**

- Campaign consultation and coordination over a 16 year period including campaigns for US Congress, Governor, Lt. Governor, and varied local positions

**COMMUNITY SERVICE EXPERIENCE**

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| <ul style="list-style-type: none"> <li>• Rotary Club of Blakely, past president</li> <li>• Blakely Town and Country Club Board of Directors, vice-president</li> <li>• Blakely Hometown, member</li> <li>• Leadership Early Steering Committee, chair</li> <li>• Early County Entrepreneurial/Small Business Development Steering Committee, member</li> <li>• Columbus Consolidated Government Airport Commissioner</li> <li>• Appointed by Columbus Mayor Bobby Peters to city's <i>Charter Review Commission</i></li> <li>• City of Columbus <i>Environmental Task Force</i> - Legislative Committee Chair</li> </ul> | <ul style="list-style-type: none"> <li>• Columbus (Whitewater) River Restoration Project, Steering Committee Member</li> <li>• Member Fort Benning – Columbus Heritage Partnership – Business Development Task Force, Chair</li> <li>• South Columbus Revitalization Task Force, Ex Officio member</li> <li>• Member, Columbus Economic Development Advisory Board</li> <li>• Graduate of <i>Leadership Columbus</i> class – member of <i>Leadership Columbus Alumni</i></li> <li>• Member of the Rotary Club of Columbus</li> </ul> |
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- Member of US Senator Paul Coverdell's *County Advisory Committee* - 1999-2000

**BOARD APPOINTMENTS**

- Early County Development Authority
- Early County Airport Authority, Secretary
- US 27 Highway Association, Executive Committee member, Secretary
- Georgia Commissioner of Agriculture, Gary Black's Agri-tourism Steering Committee
- South West Georgia Joint Development Authority
- Blakely/Early County Chamber of Commerce, Vice Chair, Community Development
- Southwest Georgia Housing Development Corporation

**Special Invitee:**

- Columbus/Muscogee County Development Authority
- Greater Columbus Georgia Chamber of Commerce
- Columbus Convention and Visitors Bureau
- Early County Family Connection (FACES)

**OTHER:**

- International Economic Development Council, member
- Southern Economic Development Council, member
- Georgia Economic Developer's Association, member
- National Trust for Historic Preservation, member

**AWARDS AND ACCOMPLISHMENTS:**

- 1983: Appointed by Governor Joe Frank Harris to the 40 member *Governor's Education Review Commission*, which created the Quality Basic Education Act (QBE) for the state of Georgia

**EDUCATION:**

- Certified Economic Developer (CEcD), International Economic Development Council
- Economic Development Finance Professional (EDFP), National Development Council
- Development Authority Training , University of Georgia Fanning Institute
- Georgia Southern College, Statesboro, Georgia
- Albany Junior College (Darton College), Albany, Georgia
- Albany High School graduate, with honors

**PERSONAL REFERENCES:**

C. Jones Hooks, CEcD, CCE, Executive Director, Jekyll Island State Park Authority, 100 James Road, Jekyll Island, GA 31527-0872; 912.635.2236

Jay Garner, CEcD, CCE, President, Competitive Strategies Group, LLC, 715 Birkdale Drive, Atlanta (Fayetteville), GA 30215; 770.716.9544

Lloyd B. "Skip" Teaster, CEcD, PCED, IOM, Community Economic Developer / Public Service Associate, University of Georgia Fanning Institute, 1240 South Lumpkin Street, Athens, GA 30602; 706-542-6691