

To: Matt Cherry, President and Members of City Council

From: Wade Kapszukiewicz, Mayor

Subject: Appointment to the TARTA Board

1/15/2019

I Recommend the Following Appointments to TARTA Board

Appointee	Appointee Replaced	Proposed Term of Office	Section 61 waiver as a special engagement	Reserved / Type	Slot Recommended by (if applicable)	Attendance Record	Resume attached
Maria King	Matthew S. Heyrman	Continuation of 3 years term, expiring 02/28,2021	No		Mayor		Yes


Wade Kapszukiewicz
Mayor

December 20, 2018

Mr. Charles Larkins
63 Naugatuck Way
Waterville, Ohio 43566

Dear President Larkins,

I write this letter to you as President of the Toledo Area Regional Transit Authority (TARTA) to offer my resignation from the Board of Trustees. I resign to avoid a potential conflict of interest as my employer, the Lucas County Board of Commissioners, has announced the creation of a task force to evaluate public transportation in and around Lucas County.

I regret having to leave the Board as I believe that public transportation is an integral component of a healthy and sustainable community. I hope to be able to contribute to TARTA's mission of providing our community with an innovative and responsive transportation system from my position in the Lucas County Commissioners Office.

Please contact me if you have any questions.

Respectfully,

Matthew S. Heyrman
8929 W. Bancroft Street
Toledo, Ohio 43617

CC: Mayor Wade Kapszukiewicz, Mayor, City of Toledo
James Gee, CEO/General Manager, TARTA

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MARIA KING

SUMMARY

A passionate marketing and sales professional with over 20 years of experience with local and Fortune 500 companies, such as Hickory Farms, Owens Corning, Delta Air Lines and The Coca Cola Company and Reichle Klein Group. I have negotiated multi-million dollar contracts with real estate and sports and entertainment entities such as MLB, the NFL, and Universal Studios. I also launched a variety of products such as Owens Corning's EnergyComplete™ Whole Home Insulation and Air Sealing System; and Delta's Intercontinental service, BusinessElite™, as well as launched new airline service in new markets globally. Expertise and measurable results in business development, marketing strategy and digital marketing.

PROFESSIONAL EXPERIENCE

Consultant

Digital 55 – Toledo, OH. May 2018 - Present
eScapes TV - Monroe, MI. Nov. 2011 – Oct. 2012
Coca Cola – Strategic Alliances, Atlanta, GA 2006

Developed strategic marketing and sales plan targeted toward small to medium sized businesses. Plans include customer segmentation, identifying trends, organizational strengths and opportunities, marketing tools for sales team, enabling a scalable growth strategy into new markets. Developed a traditional digital plan to grow business utilizing email, display/retargeting, web, social media, PPC, SEO, eCommerce and CRM. Business Development consultative strategies securing contracts in the medical and automotive verticals. Planning for Point of Purchase needs throughout Universal Studios Theme Park and managed online promotional contests.

Reichle Klein Group Toledo, OH April 2017 – Present
Commercial Real Estate Sales Agent

Licensed in Ohio and Michigan, I specialize in investment brokerage, developing a successful network of investor relationships, selling multifamily and other investment properties. Utilizing Ascendix CRM platform, I manage relationships along various stages from initial contact to multiple listings for any given client. Utilize marketing strategies such as develop offering memorandums for properties including market information, property photos and financial data is then sent to a proprietary database of over 25,000 investors worldwide via direct mail, email, company's web site, third party services and networking with other agents. I have closed transactions totaling more than \$8MM.

Hickory Farms Toledo, OH Oct 2012 to Jan 2017
Brand Marketing Manager

Managed and developed ecommerce marketing strategies for the digital channel to support key initiatives including email marketing, SEO, PPC, online, social media and display marketing. Overall YOY digital improvements up 25%. Email revenue significantly up 66%. Planned yearly website communication plan including strategy and development of creative for homepage, landing pages, category headers and product development pages (pdp's). Managed catalog circulation of 4.4M mailings including photography, layout, printing and segmentation. Led direct team report and intern support ensuring department goals are met while supporting a culture of personal development. Marketing software and platforms used: DemandWare (now Salesforce) eCommerce platform; SharePoint, DropBox, Basecamp, Adobe Analytics, Google Analytics, ForeSee. Company relocated to Chicago and I opted not to move.

Huntington National Bank Toledo, OH May 2010 to Oct 2011
Vice President, Regional Community Development Officer

Managed key market strategic partners such as local and regional organizations focused on small business, affordable housing and financial education. Developed monthly outreach plan by engaging both key external community partners and internal senior executives through new and established networks to develop overall business opportunities and effectively position the bank as a good corporate citizen. Developed ground breaking brokering agreement with local non-profit to write mortgage loans targeting low-moderate income individuals. Managed consultative sales process through Salesforce CRM product. Managed philanthropic giving and events resources. Position eliminated.

Owens Corning Toledo, OH

June 2008 to April 2010

Senior Marketing Specialist

Directed agency partners for advertising, web, PR and integrated cross-functional marketing team. Launched new product, EnergyComplete™ – Whole Home Insulation and Air Sealing System.

Responsible for managing the branding and overall marketing plan for one of the top initiatives for the company, with a \$5MM budget. Developed joint marketing programs for contractor and builder verticals. Provided marketing expertise and presentations to Area Sales Managers resulting in a top national builder including the product in 640 homes with an expansion plan of 1800 homes. Influenced industry thought leaders to endorse the new product allowing for easy adoption down the chain. Managed trade show events. Company downsized.

The Toledo Zoo Toledo, OH

November 2006 – June 2008

Group Sales Assistant Manager

Managed sales process, marketing and contracts for customer and entertainment events with 32% YOY growth. Managed trade shows and conferences. Maintained yearly sales calendar. Developed marketing materials for Group Sales, Corporate Gift and Bakery Program. Managed budget and ROI of advertising plans. Led tracking and sales results analysis with use of CRM software. Manage purchasing program for party, wedding, event and entertainment vendors. Offered position at Owens Corning.

Building Great Neighbors Atlanta, GA

2002 – July 2006

Founder/Executive Director

Founded national, non-profit down payment assistance program for homeowners involving appointment of board of directors, led quarterly board meetings, budgeting and forecasting. Developed company strategy and policies, including HR manual, and sales training manual. Managed team of five including one national sales director and four account executives. Developed marketing materials including brochures, web site and PR. Directed business plans for acquiring partnerships with lending institutions and real estate professionals. Moved to Toledo, OH.

Delta Air Lines Atlanta, GA

1996 - 2001

Senior Account Manager – National Marketing Communications

Managed \$6MM budget in advertising and promotions for tier one markets including Boston and Los Angeles, involving radio, billboard, television, collateral and print advertising as well as sports and cultural sponsorships with multi-million-dollar contract negotiations. Led cross-functional teams during irregular operations and developed departmental action plans. Managed new market introductions, advertising and promotions for Delta Express resulting in a 30% revenue increase. Managed Co-op funds with Coca-Cola and American Express. After 9/11/01 company experienced significant layoffs.

Account Manager – National Marketing Communications

Managed strategic marketing communications plans, including radio and print for specific business units: Delta Air Cargo, Delta Meeting Network and Delta Vacations. Managed \$2MM budget, including print, internet and international yellow pages advertising. Produced Delta's award winning Vinum Wine Program brochure for the newly launched BusinessElite™ service. Responsible for strategic messaging for reservations On-Hold product.

Representative – Target Marketing

Launched and managed membership programs: Extra Credit™, Fantastic Flyer™ and Dusty's Dens (Delta's Crown Room for kids); including strategic growth management and the development of web sites, direct mail, print ads, event marketing. Managed corporate sponsorship of the television series "Where In The World is Carmen Sandiego?" Successfully produced short-term direct mail campaigns achieving an average ROI of 12:1 and generated over \$32MM in a 12-month period.

EDUCATION

University of Cincinnati

Cincinnati, OH

B.A. Communications

PAST & PRESENT AFFILIATIONS

Board of Directors for Children's Hunger Alliance, Fair Housing of Greater Toledo, Northwest Ohio Development Agency (NODA) and Neighborhood Housing Services of Toledo (NHS)

Delta Sigma Theta Sorority

Association for Women in Communications