




MEMORANDUM

Council Meeting of June 5, 2008

TO: Members of City Council

FROM: Mayor Rick Baker 

RE: Confirmation of Appointment to the Commission on Aging

I respectfully request that Council confirm the appointment of Jeff Steckbeck, Beatriz H. Williams and Beverly Brown as regular members to the Commission on Aging to serve the remainder of three-year terms ending December 31, 2010.

Attached for your information are copies of resumes for Jeff Steckbeck, Beatriz H. Williams and Beverly Brown.

RB/ea

Attachments

cc: S. McBee, Recreation Director
C. Radin, Office on Aging

A RESOLUTION CONFIRMING THE
APPOINTMENT OF REGULAR MEMBERS TO
THE COMMISSION ON AGING; AND
PROVIDING AN EFFECTIVE DATE.

BE IT RESOLVED By the City Council of the City of St. Petersburg, Florida, that this Council hereby confirms the appointment of Jeff Steckbeck, Beatriz H. Williams and Beverly Brown as regular members to the Commission on Aging to serve the remainder of three-year terms ending 12/31/10.

This resolution shall become effective immediately upon its adoption.

Approved as to form and content

City Attorney or (Designee)

JEFF STECKBECK

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IT STRATEGIC CONSULTANT

**Core Strength: Understand business processes and problems first.
Then apply technology that solves problems to increase competitiveness.**

Award winning career pioneering top tier performance in IT solutions industry. Position innovative technologies to support clients' long-term business objectives. Identify and capture market opportunities to accelerate expansion, increase revenues and improve profit contributions. Solve business problems using proven processes. Possess astute business acumen, which involves putting together conceptual solutions and complex products across different manufacturers. Strengths –

- **Negotiation** – Closed million dollar deals with EPIX, L-3 Communications and others, by driving the transaction involving hardware, software, professional services, managed services and service contracts, 2003-2006.
- **Mined and Serviced Key Accounts** – including Time Warner/AOL, GMAC, Mead Packaging, WebMD, Smith Gambrell and Russell, LLP generating 15% of overall revenue. 1997–2000.
- **Project Scoping** – Turned around trend of losing 10% on every engagement by initiating project management methodologies achieving more accurate pricing and profitability, 2003–2006.
- **Market Share** – Took 25% market share away from competitors solving client problems in every position for the past ten years.
- **Revenue Optimization** – Outperformed 80% of team of 30 within six months through identification of new opportunities and engagement add-ons, 2003–2006.

AREAS OF EXPERTISE

Revenue Growth & Market Optimization – Customer Service & Retention – CRM
Revenue & Profit Improvement – Account Development & Management – Team Leadership
Sales Forecasting & Market Growth – Strategic Business Planning – Competitive Market Intelligence
Performance & Productivity Improvement – Multi-Industry Experience – Best Practices – Process Redesign

PROFESSIONAL EXPERIENCE

OPTIMUS SOLUTIONS LLC, Norcross, GA. 2006–Present

Enterprise Account Executive / IT Strategic Consultant, Tampa Bay, FL

Develop new business by leveraging existing accounts and building new ones. Collaborate with other departments to design technology infrastructure across technical environments. Sell high-end UNIX and Intel systems, Storage Area Networks and convergent IP networks to support critical systems for healthcare, manufacturing and financial sectors. Sell software solutions from BEA, IBM, Microsoft and VMware coupled with consulting services that create operational efficiencies for medium to large businesses. Oversee team quota with 1 direct and 3 indirect reports.

- Negotiated client contracts that increased Tampa Bay Territory revenue 20%.

Selected engagements –

- Created a Domino-based workflow application saving hundreds of hours weekly in software development time for a \$300M supply chain management software company.
- Created role-based dashboard for \$27B Fortune 50 company in aerospace, automation and control systems, saving millions of dollars in selling, general and administrative expenses and creating operational efficiencies across divisions.

COMP SER V, INC., Clearwater, FL., 2003–2006

Senior Account Manager / IT Consultant

Utilized principles, theories, practices and techniques for planning and implementing projects. Developed budgets and ensured meeting financial objectives. Worked within tight deadlines and firm schedules. Oversaw diverse teams in multiple locations, including China, Japan and Hawaii. Authored marketing communications including advertisements, customer correspondence, promotions, newsletters, brochures and product reports. Work directly with executive management, board of directors and employees throughout client organizations. Led staff development and retention. Drive team quota with 1 direct and 3 indirect reports.

- Sold 10% of product revenue and 25% in company services in less than three years.
- Generated more bottom line results by pioneering service contracts.
- Grew sales 5% by putting engineers and project managers on commission for add-on products sold.
- Consistently "Top 5" out of a 30-person sales team.

Selected engagements –

- Saved \$4M+ in operating costs by consolidating servers and storage after conducting a business impact analysis and technology roadmap, which allowed the creation of a disaster recovery processes and procedures around IT for a large children's hospital in the Tampa Bay area.
- Increased contract wins 20% by giving clients the tools to complete projects on time and reliably by providing network design expertise, testing requirements and procedures, installation and contract support services for a highly secure, global Cisco network for a \$12B government contractor.

e^DEL TACOM, Div. ITC Deltacom, Suwanee, GA. 2000–2002

National Account Manager / IT Consultant, Collocation Division Hosting Services

Led client development efforts and managed client relations during business development process. Oversaw practice and intellectual capital development. Sold services, including collocation, managed services, web hosting and network consulting, along with security, storage, software and enterprise systems. Hired, leveraged staff and terminated non-performers. Accountable for project profit and loss with 2 direct and 5 indirect reports.

- Delivered \$6.6M in revenue in two years by analyzing and interpreting information gathered. Developed and presented sound business conclusions.
- Voted Top Account Manager by peers and management 4th Qtr 2000 and 3rd Qtr 2001.
- Achieved status of 3rd highest producing rep out of 34 in attaining monthly recurring revenue of \$25,000 quota for outsourced, managed services.

Selected engagements –

- Created software connectors that saved \$4M by designing custom software, implementing and testing a disaster recovery solution for all of client applications and data for a Baptist healthcare system.
- Converted from catalogs to online parts catalog, reducing costs 30% for auto parts distributing company. Subsequently, sales increased 15% due to better availability of information to customers.

BAY DATA CONSULTANTS, Norcross, GA., 1997–2000

National Account Manager / IT Consultant

Hired among the first 15 employees out of 200. Developed IT solutions that incorporated parallel project management, process improvement and other business advisory initiatives. Demonstrated project management skills, including working with a diverse team, developing staff, managing project budgets and building strong client relationships. Ensured completeness and compatibility of technical infrastructure to support system performance, availability and architecture requirements. Implemented business model and technologies. Full P&L responsibility with 2 direct and 4 indirect reports.

- Negotiated client and vendor contracts worth 30% of overall revenues.
- Led innovation efforts within technology practice, including creating project database, internal pre-sales request database, project tracking to assign resources and respond to customer proposals more quickly.
- Awarded "Top 10 Producer" in 1999 and 2000 on 60-person sales team.

Selected engagements –

- Sold \$5M+ of hardware, software and services to a startup, who has become, a leading provider of health information services for consumers and physicians through its online portals and health-focused publications. Provided partnerships, hardware, software, design and services to build enterprise class system architecture within 90 days, meeting tight investor requirements, growing it to \$20B market cap.
- Reduced selling, general and administrative expenses of \$1M per year for \$9.5B leading tractor and farm equipment manufacturer, by providing Web-based inventory management system for component parts. Extended life of backend applications, saving additional \$2M+ in new software.
- Designed, tested and installed load balancing solution for one of the largest global online and cable news providers. Kept their web site online, during periods of high Internet traffic, sustaining their image of a reliable 24-hour news station during the Internet boom.

Other positions held – Universal Data Consultants/GE Capital ITS, Outside Sales, 1996-1997. Dean Witter, Stock Broker, 1995–1996. Southern Mortgage Reporting /INFO1, Outside Sales, 1993–1995.

TECHNICAL EXPOSURE

Hardware: EMC, IBM, HP, Network Appliance, Sun, Hitachi, Cisco, 3com, Avaya, Brocade, F5, Nokia, Radware, Data Domain, Packeteer,

Software: Citrix, BEA, Microsoft, Oracle, RSA Security, Bowstreet, Checkpoint, IBM Software, Oracle, Symantec, Tivoli, Lotus, Vizioncore, VMware, .Net, SharePoint, VP and ASP-Web Services, XP/Vista, MS Project, Active Directory, MS Reporting. MS Analytics and MS SQL. Dashboards, Websphere Portal and/or Vignette Portal technology.

Applications: ERP: PeopleSoft, SAP, Oracle e-Business Suite, Lawson Financials, Macola.

CRM: Salesforce.com, Siebel. Data Warehousing and Business Intelligence: Cognos, Business Objects, Hyperion, real time dashboards with application integration across enterprise, Web 2.0.

EDUCATION

Master of Business Administration, University of Phoenix, St. Petersburg Campus Classroom Program, Expected date of completion, 3/2008. Problem-based learning curriculum.

Bachelor of Business Administration, Finance, Florida Atlantic University, Boca Raton, FL, 1992

BEATRIZ H. WILLIAMS

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Osprey Drive S.
(727) 742-3162 (Cell)
33711

Dolphin
Cay, #202F
4830

St. Petersburg, Florida

EDUCATION & SPECIAL SKILLS

STETSON UNIVERSITY COLLEGE OF LAW, St. Petersburg, Florida
Completed 15 hours towards Juris Doctor Degree, 2001

UNIVERSITY OF SAN BUENAVENTURA, Medellin, Colombia
Master's Degree in Marketing Technology, 1979

ESCUELA SUPERIOR DE MERCADOTECNIA, Medellin, Colombia
Bachelor's Degree in Business Administration & Marketing, 1977

BILINGUAL, SPANISH & ENGLISH

STRONG COMPUTER, TIME MANAGEMENT & PEOPLE SKILLS

CAREER EXPERIENCE

SENIOR HEALTH MANAGEMENT, LLC St. Petersburg, Florida
Regional Marketing Director, 2006 to present

- 1 Participated in developing sales and marketing strategy for the region.
- 2 Focused on census building and increasing Medicare census.
- 3 Responsible for development of marketing strategies for health care facilities including creation of written strategic marketing plans.
- 4 Developed plans to establish and enhance the reputation of each facility and ensure widespread recognition of each facility.
- 5 Responsible for communication with hospitals, physicians, managed care, and other referral groups.
- 6 Executed co-marketing calls and coaching calls to improve sales skills and professionalism of team members.
- 7 Assisted team members with advertising strategy including budgeting, selection of marketing techniques, and assessment of results.
- 8 Assisted in planning special events such as opening new facilities, units or programs.
- 9 Organized and conducted marketing meetings and created Power Pointe Presentations.

GOLFVIEW HEALTHCARE CENTER, St. Petersburg, Florida
Marketing and Admissions Director, 2005 - 2006

Admissions & Marketing

- 10 Responsible for business development.
- 11 Focused on census building and development of a community presence.

Beatriz H. Williams --
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- 12 Evaluated referrals at hospitals and residences and performed assessments.
- 13 Prepared admission paper work.
- 14 Prepared Marketing Plans.
- 15 Planned and organized promotional activities in hospitals, doctors offices and community centers.
- 16 Developed key relationships with local hospitals, doctors and other medical professionals.
- 17 Planned and organized educational seminars for seniors and interested professionals.

BEN ADKINS CONSULTING MANAGEMENT COMPANY, Multiple assignments in Pinellas County, Florida 2005

THE ALLEGRO AT COLLEGE HARBOR,

CARRINGTON PLACE NURSING & REHAB CENTER, and

EAGLE LAKE REHAB & CARE CENTER

Admissions

- 18 Developed key relationships with hospital case managers and referral sources.
- 19 Evaluated referrals at hospitals and residences and performed assessments.
- 20 Financially qualified individual referrals.
- 21 Prepared admission paper work and developed close relationships with residents and their families.
- 22 Consulted with family members regarding obtaining Medicaid Benefits.

Marketing

- 1 Networked in targeted community organizations.
- 2 Developed a referral network of doctors in the area.

- 3 Planned and organized promotional activities in the hospitals and doctor's offices.

Special Events Coordinator

- 4 Assigned to bring potential residents to visit our community. Activities included a concert by Florida Orchestra members that brought 145 people to Allegro at College Harbor.
- 5 Planned the year 2006 Special Events.
- 6 Developed a closer relationship with the Directors of Eckerd College for the 2006 events.

JOE PIPPEN & ASSOCIATES, Largo, Florida

Marketing and Medicaid Planning Specialist, 2004 - 2005

Marketing Specialist – Elder Law Practice

- 23 Networked in targeted community organizations.
- 24 Developed key relationships with hospital and nursing home representatives.
- 25 Planned and organized educational seminars for seniors and interested professionals.

Medicaid Planning Specialist

- 7 Organized and streamlined Medicaid Planning practice.
- 8 Developed standardized documents, letters and procedures.
- 9 Created a database for nursing homes and other business sources.

Beatriz H. Williams –

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ALAN R. WILLIAMS & ASSOCIATES, St. Petersburg, Florida

Marketing Specialist / Law Office Administrator, 1982 – 2003

Marketing Specialist

- 26 Developed and executed Marketing Plan.
- 27 Planned and organized educational seminars.
- 28 Designed advertising program, brochures and hand-out material for potential clients.
- 29 Drafted press releases and office announcements.
- 30 Designed client newsletter.

Law Office Administrator

- 1 Managed law office personnel – 15 people
- 2 Recruited staff and attorneys.
- 3 Trained staff in computer systems and office procedures.
- 4 Designed and developed policy manual and the accounting system.

AFFILIATIONS & MEMBERSHIPS

- 1 Alzheimer's Association

- 2 Better Living for Seniors (BLS)
- 3 Guardianship Association
- 4 Hospice Volunteer
- 5 Pinellas Coalition End of Life
- 6 Toastmaster International – Advanced Toastmaster Bronze

HOBBIES & INTERESTS

- 1 Yoga
- 2 Tai Chi
- 3 Physical Training
- 4 Reading
- 5 Writing

REFERENCES UPON REQUEST

BEVERLY BROWN

6261 19TH Street South

St. Petersburg FL.33712

(727) 866-1757

SUMMARY: Highly Experienced Admissions/Marketing /Social Services Director
Seeking a position to best utilize my Experience in Long Term and Rehabilitative Care. Excel
At managing the multiply priorities of Admissions /Marketing and/or Social Services Directed

EXPERIENCE AND ACCOMPLISHMENTS

July 2004 - September 2006

Carrington Place St.Petersburg FL.

Social Services Director

Coordinate Medicaid approval process with DCF caseworkers, resident's families, and Facility
Document Psychosocial assessment via progress notes, MDS,Care Plan, RAPs, etc.
Facilitate problem solving and complaint resolution with resident families for increased customer
Coordinate provider efforts including podiatrist, ophthamologist, audiologist, and psychologist
Assist with completion of Advance Directives to ensure resident
Assist residents and families with completion of Admission Contracts.

1997 -2003

Alpine Health & Rehab Center, St.Petersburg, FL

Director of Social Services, Admission/Marketing

Coordinate Medicaid Pending process with all involved parties
Document effectively via progress notes, MDS, Care Plan, Raps etc
Coordinate complaint resolution process And Advance Director
Coordinate provider efforts including podiatrist, ophthalmologist, dentist, etc
Provide in-service training on as needed basis

Admissions /Marketing Responsibilities

Complete weekly Marketing Action Plan
Visits (COLD CALLS) Provide Information to Referral Sources, i.e.
Physicians, Hospital Discharge Planner ALFS, Attorneys, Guardians
Arrange Luncheons, Special Events Both Out And In Side Facility
Schedulc/Present -In-services, i.e. Medicare, Medicaid, Advanced Directives
Medicare part D, and other information relevant to senior population, via
Churches Condo Associations and Senior Housing Complexes

BOCA CIEGA REHAB CENTER

1994 - 1997 Social Services Director/Admissions Marketing Director

Responsibilities As Previously Documented

1992 - 1994

North Shore Senior Adult Community St.Petersburg FL

Director of Social Services /Admissions/Marketing

1990 - 1993

Pasadena Manor

Director of Admissions/Marketing

1986 - 1990

Gulfport Convalescent Center

Director of Social Services

1982 - 1986

Beverly Manor Convalescent Center

Director of Social Services