



CITY OF APACHE JUNCTION

RFQ

OPERATION OF A LOCAL VISITOR INFORMATION CENTER

Submitted to the City Clerk's Office
300 E. Superstition Blvd.
Apache Junction, AZ 85119

Due Date: March 23, 2016 @ 2:00 PM

By

SMRBA

Superstition Mountains Regional Business Alliance

185 N. Apache Trail, Suite 7
Apache Junction, AZ 85120
480-646-1567

Our Visitor Information Center Submission

Please consider this our submission for the consultant position to operate the Visitor Information Center (VIC). We have reviewed the Summary and the Scope of Work and Request for Qualifications (RFQ), and are confident we will meet and succeed all objectives.

Our business marketing and promotion organization known as **SMRBA - Superstition Mountains Regional Business Alliance** was created to assist and promote local businesses, historical landmarks and area attractions. Our mission is to support, promote, educate and encourage growth with local area businesses in and around Apache Junction. Within our first official four months we have nearly 70 members of the local business community and have generated considerable excitement about the future of our community.

Questionnaire Response

1. Proposed Location - The proposed location of the Visitor Information Center will be 1075 S. Idaho Road, Suite 108 in Apache Junction. This is an extremely visible area centered on the highly traveled road, AZ 88 North off the US 60. It's a location that is easy to find and one that most everyone has seen on their way to popular attractions such the Mining Camp, Goldfield Ghost Town, and our area lakes. This location is a direct route to downtown Apache Junction.

Note: Please see attached Letter of Intent and commitment from Idaho Properties securing the space required for the Visitor Information Center contingent on approval of contract award from the City of Apache Junction. This location meets all conditions of AOT and can be demonstrated as such. Additionally, the building is American with Disabilities Act (ADA) compliant (with five handicap accessible bathrooms available), maintains several handicap parking spaces in a large parking area.

Insurance - The insurance required for the proposed City of Apache Junction Visitor Information Center will be secured through Capitol Specialties, an A++9 rated company. Workman's Comp insurance will be secured through Technology Insurance, an A++ Superior 10 rated company.

Hours and Volunteers - Visitor Information Center hours of operation will be M – F, 8am - 5pm, Saturday 10am - 2pm. The volunteer staff will be recruited from local residents and SMBRA business members, and a campaign through local news and web media. We will also recruit volunteers from our relationship with the Arizona Winter Visitors Association (AWVA) and their 4,000 plus membership. Visitor Information Center and volunteer staffing will meet or exceed requirements for the City of Apache Junction and the Arizona Office of Tourism (AOT). Additionally, our goal will be to obtain through AOT, the official Local Visitor Information Center (LVIC) designation for additional awareness, promotion and street signage.

AWVA - We have a strong, working relationship with Judy Lutes of the **Arizona Winter Visitors Association**. Judy Lutes and the AWVA Board is in full support of SMRBA and are very excited at the prospect of having the AWVA office inside the Visitor Information Center.

2. Operational Experience - Although the firm itself has no experience operating a Visitor Information Center, the marketing and operational experience and historical success of key personnel and supporting associates will provide the City of Apache Junction with a level of expertise and professionalism that will support and stimulate substantial visitor traffic to the center. Our combined experience in business, service and government prides a unique set of skill sets. Our experience will bring over 112 years of knowledge and resources to the City of Apache Junction for successful operation and continued growth of the Visitor Information Center. We also have an enthusiastic growing member base with SMRBA to help us provide greater awareness for the City of Apache Junction and excitement for a new Visitor Information Center.

Key personnel for management, operations and support will be:

Harvey Clark, SMRBA Executive Director

Michael Lamb, SMRBA Marketing and Media Manager – Owner/General Manager, Sky7 Radio

Diane Haskins, SMRBA Relationship Marketing & Customer Service – Owner, Sunshine In A Card

Supporting Associates are:

Dan Govinsky – Financial Advisor, expert in the public and private sector

Elise Otero, Business Advisor – Owner, Otero Realty Group

Mike & Kathy Becker, Printing & Direct Marketing Consultant – Owner of GBI Printing

Judy Lutes, Winter Visitors Consultant – President, Arizona Winter Visitors Association (AWVA)

3. Our Three Business References - Here are three requested business people with contact information with whom we have relationships who can attest the firm and members ability to render services for a Visitor Information Center.

Mike Becker, Owner of GBI Printing Inc.

480-570-8856, gbi1@gbiprinting.net, 951 West Apache Trail Apache Junction, AZ 85120

Elise Otero, Owner/Designated Broker, Otero Realty Group and Property Management

480-983-9600, eliseotero@gmail.com, 1000 W. Apache Trail, Suite 107 Apache Junction, AZ 85120

Scott Taylor, Independent News

602-541-2079, staylor@newszap.com, 2066 W. Apache Trail, Suite 110 Apache Junction, AZ 85120

4. Promoting All Businesses - The first priority is to make available to visitors information about **all** of the over 800 licensed retail and service businesses operating within the city limits of Apache Junction. We are already creating a master list of all area business and will be requesting the full list and monthly updates of licensed businesses from the City. We will provide a referral list of **all** locally licensed businesses by category and will be ready to provide specific information when any visitor or resident makes a request for local services, attractions and special events.

We intend to create and distribute handouts created by category when a visitor requests information about a local business.

Example: When a visitor wants information about an auto repair shop, the Visitor Information Center will make available a full list of local businesses in that category.

We will provide information to local residents, potential residents, visitors and tourists about area cultural, historical landmarks, recreational attractions and about other happenings in our community. A Visitor Information Center Program and Events Calendar will be available in the center each month, available online and on our Mobile App.

Inside the Visitor Information Center will be free standing, rotating digital signage and video monitors to showcase local businesses and information to our visitors. We'll have a landline for local visitor calls, fax machine, Free WiFi and computers to allow visitors to search for local information or to check and send email.

5. Shop Local - Our support and promotion of the area's local businesses, attractions and special events include the development of a comprehensive, fun and exciting year round **Save Local, Shop Local** program. We have always believed that a year-round program to promote local businesses is vital to the stimulation and growth of the Apache Junction area.

We are working on plans to develop of a scan card program of some type to better track city sales activities and sales tax revenues that we believe will subsequently encourage return visits to the businesses in and around the city.

6. Marketing Tools - (a) We are already building a stand-alone Apache Junction Visitor Information Center website (along with a Google approved Mobile website) and a Mobile App for both Apple and Android devices to promote the whole of Apache Junction online. We have secured the following website domains for promotion and marketing of the new Visitor Center and to insure great rankings within all the major search engines for anyone doing an online web search for either visitor information or the City of Apache Junction.

www.ApacheJunctionVisitorsCenter.com
www.AJVisitorsCenter.com

www.ApacheJunctionVisitorCenter.com
www.AJVisitorCenter.com

(b) We are ready to create a video-based marketing program to share the local and historical attractions and activities of local businesses through a series of promotional videos, which will be available on YouTube and other major web video platforms. These videos will also be played inside the new Visitor Center, on the Apache Junction Visitor Information Center sites and our Mobile Apps.

(c) We already have a Winter Visitors specific Mobile App in development that will allow and encourage all Winter Residents to get current AJ information to be aware of and stay connected to what's happening with area businesses and activities. This marketing element will help to continually promote Apache Junction to our Winter residents and keep them updated when they are away and to help their decision to return.

(d) We plan to operate a unique gift shop within the Visitor Information Center marketing an array of branded area merchandise and products produced and provided by local artisans. A portion of the profits will be given back to local non-profits through our own community outreach efforts.

SMRBA - Superstition Mountains Regional Business Alliance, LLC

185 N. Apache Trail, Suite 7 Apache Junction, AZ 85120 480-646-1567 www.smrba.com

(e) We will create an active and current, permission-based email marketing program to keep Local Residents and Winter Visitors apprised of what's happening in and around Apache Junction. This email program will keep local folks informed of current activities, businesses and services. In addition, the Winter Residents will be updated on new restaurants, venues, shopping and activities as they begin planning their vacation travel to return to our area.

(f) We have a symbiotic relationship with SKY 7 Radio. SKY 7 currently promotes local events and will continue to produce local programs to support and promote the City of Apache Junction and the new Visitor Information Center. An example would be to produce and air a weekly program that showcases local and area businesses, AJ events and activities. This would be in addition to special event announcements and information regarding calendar-based activities we already broadcast from information and press releases the station receives from the City.

(g) We have plans to reach out to area Chambers, and other organizations that will want to connect with and be promoted in concert with the Visitor Information Center. Of course, we will be promoting to our own growing base of SMRBA members, Chamber members and local business owners. We also see strong possibilities for couponing and special savings promotions with local businesses, groups such as AAA, AARP, and tying into local non-profits and Veteran's organizations. We believe the possibilities of what we can do to promote Apache Junction to visitors through the Visitor Information Center are limitless.

7. Our Top Three Priorities are:

A Secure, Safe Environment for all Visitors - We will have a clean, safe environment for tourists, visitors and residents to obtain visitor information about all the local businesses, city-sponsored and local events, and the area's historic, cultural and recreational attractions.

Updated, Current and Useful Visitor Information - We will be able to supply visitors, tourists and residents with information in physical form and online. SMRBA has made arrangements with key suppliers that provide local and regional tourist and visitor information to provide the Visitor Information Center with racks containing information, brochures and pamphlets promoting historical landmarks, local tours, day trips, hiking trails, local and state attractions. We will provide information on all local businesses and shopping locations, along with area restaurants, movies, music shows, concerts and other entertainment venues.

Promotion of Apache Junction and Our Area - We understand the need to promote and support the activities of the Visitor Information Center **all year long**, not just during the months when we entertain the Winter Residents. We will create on-going visitor programs to continually promote the businesses, attractions and events 365 days a year. The advancement of this area is going to come from local and regional business growth, better promotion and marketing of businesses and the City itself.

We intend to use the Visitor Information Center as a way to put Apache Junction on the map, to the make the center itself a local attraction and destination, to create the awareness we need for this area to succeed more and grow.

8. Reports and Accountability - We will provide timely information and quarterly reports to the City of Apache Junction and City Council regarding operation and activities with the Visitor Information Center and details of expenditure of funds received. This information will include website activity, mobile downloads and usage, video views and other empirical data we are able to obtain.

We will provide accurate reporting of specific visitor traffic utilizing an electronic counter of Visitor Information Center traffic through the entrance doors of the building. A formula will be created to subtract numbers for staff, support personnel and volunteers who enter and exit the center daily to provide a number with great accuracy. These numbers will be reported monthly to the City and AOT.

As we intend to reach out to businesses and companies interested in starting up or growing into our local Apache Junction area, we will report to the Apache Junction Economic Development Department any and all prospective business connections we make through SMBRA or the Visitor Information Center.

9. Review of Professional Services Agreement - We have reviewed the Professional Services Agreement within the Request for Qualifications and can meet the requirements and stipulations set forth in the agreement.

In closing, we understand the need to support and promote all the locally licensed area businesses in and around Apache Junction. Within the Visitor Information Center we will have an on-going promotion of all the local businesses, not just members of SMRBA.

We know promoting all businesses is a necessity for strong local revenue and the growth of the market. It's smart business practice and common sense. We will connect with and encourage all businesses and venues to use the Visitor Information Center to be supported and promoted with the ideas and methods we have introduced and explained in this submission.

We thank the City of Apache Junction for this opportunity to be considered to serve the City, its residents and visitors.

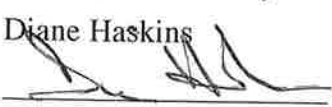
Harvey Clark



Michael Lamb



Diane Haskins



SMRBA, Superstition Mountains Regional Business Alliance

Idaho Properties, LLC

March 14, 2016

Mr. Walter "Harvey" Clark
Executive Director
Superstition Mountains Regional Business Alliance (SMRBA)
185 North Apache Trail, Suite 7
Apache Junction, AZ 85120

SUBJECT: Letter of Intent

Dear Mr. Clark,

This letter of intent is between the **Superstition Mountains Regional Business Alliance (SMRBA) Lessee** and **Idaho Properties, LLC Lessor**

Idaho Properties, LLC is the owner of the property located at 1075 S. Idaho Road, Apache Junction, AZ, which currently has space available for lease.

SMRBA has implied interest to lease Suite 108.

This letter shall serve as notice that Idaho Properties, LLC will lease said suite to SMRBA under the following terms:

Lease Term: 1 Year (with 2 additional 1 year options of renewal)


Monthly Lease Amount: \$1,250 (inclusive of taxes and CAM charges)

Address: 1075 S Idaho Road., Suite 108 consisting of 1250 sq ft.

This letter does not create a binding agreement between Lessee and Lessor. A separate Lease contract will be executed and signed by both parties and those terms shall become binding.



Idaho Properties, LLC
Kari Potts



SMRBA
Walter K. Clark, Executive Director

**CITY OF APACHE JUNCTION – Visitors Information Center – Quarterly Financial Report – Period 1st Quarter
SUPERSTITION MOUNTAINS REGIONAL BUSINESS ALLIANCE, LLC**

	Month 1	Month 2	Month 3	% Reimbursed	TOTAL
Office Lease					
Postage					
Internet					
Copier Lease					
Phone					
Ofc Supplies					
Insurance					
Power					
Water					
Sewer					
Accounting					
VIC Manager					
VIC Asst Mgr					
Media					
Tourism Programs					



"Because Experience Matters"

March 18, 2016

Mr. Harvey Clark
Executive Director
SMRBA – Superstition Mountains Regional Business Alliance
185 N. Apache Trail, Ste. 7
Apache Junction, Az. 85120

Dear Harvey;

I would like to request that this letter be included in the bid package that is being submitted to the City of Apache Junction in reference to the Superstition Mountains Regional Business Alliance (SMRBA) being considered to operate the Apache Junction Visitor Information Center.

I have been a Broker in the Apache Junction area since 1987. I opened OTERO REALTY GROUP, INC. in 2005. We are a full service Real Estate and Property Management Company and are a family owned business. Through the years we have raised children here, graduated them from Apache Junction schools, and have supported the City and the entire community by serving on local Boards.

Otero Realty Group is a sponsor for SMRBA because we believe that it provides businesses in and around the City an alternative for business development with fresh ideas and perspectives. I sit on the SMBRA Advisory Council and I am witnessing a phenomenal force unfold within our community....we now have over 60 members!

The Advisory Council demands complete transparency of all funds (membership fees, salaries, etc.) collected and I trust them with operating the Visitors Information Center for the City of Apache Junction. I want my business and other local small businesses to feel that we are being promoted to the maximum.

Thank You,

A handwritten signature in black ink, appearing to read "Elise Otero", written over a horizontal line.

Elise Otero
Owner/Broker

1000 W. Apache Trail, Ste. 107, Apache Junction, Arizona 85120
(480) 983-9600 • Fax: (480) 983-9602





General Business Impressions Inc.

Your Full Service Printing Company

Phone: (480) 982-6654

Fax: (480) 983-9143

Email GBI1@qwestoffice.net

www.gbiprinting.net

951 West Apache Trail • Apache Junction, Arizona 85120

March 24th. 2016

Mr. Harvey Clark
Director
Superstition Mountain Regional Business Alliance
185 N. Apache Trail, #7
Apache Junction, AZ 85120

Mr. Clark.

We at GBI Printing have enjoyed our association with SMRBA over the past year and are looking forward to a long and prosperous business relationship.

It has come to my attention that SMRBA is providing itself to the bid process via RFQ for the operation of the City of Apache Junction Visitors Information Center.

I would like to go on record as supporting your efforts to obtain this contracted position for the City of Apache Junction and have all confidence that and your SMRBA staff can facilitate this position by bringing our business and leisure communities closer together with the visitors to our City.

SMRBA has continued to demonstrate their ability to promote it's membership with various media platforms in a timely and professional manner. You have provided a voice to our business community with which the likes of we have not seen and I congratulate you for your sincere labors.

If you would like to discuss further anything related with this matter, please do not hesitate to contact me here at my office.

In closing, I again want to Thank You for your fresh and innovative approach with networking all the local businesses and encourage every business owner to get on board with this dynamic group.

Michael G. Becker
GBI Printing Co.
951 W. Apache Trail,
Apache Junction, AZ 85120



March 15, 2016

Mr. Walter "Harvey" Clark
Executive Director
Superstition Mountains Regional Business Alliance (SMRBA)
185 N. Apache Trail, Suite 7
Apache Junction, AZ 85120

Dear Mr. Clark:

I am so proud and excited to support SMRBA again this year in their quest to win the bid for the operation of the Apache Junction Visitors Information Center.

As the President of the (AWVA) Arizona Winter Visitors Association, I want our visitors to know about all there is to know about our local businesses.

I know this fine group of people will get everything done as they have demonstrated in the last five months. I am confident this team of individuals and with the support of the SMRBA membership will be best suited to operate and promote the Apache Junction Visitors Information Center and the tourist attractions in our fine state.

Thank You.

Judy Lutes
Judy Lutes

President AWVA
P.O. Box 2846
Apache Junction, AZ 85117
480-288-8361

Diane Haskins



1304 S 105th PL, #1063 • Mesa, AZ 85209 • Phone: 480-349-7725 • E-Mail: diane@sunshineincinacard.com

Objective

My desire is to enhance business relationships with customers, clients, patients, friends and family through the use of greeting cards with a unique card-sending system. We enable business owners and employers a way to show their appreciation and gratitude to their customers, vendors and employees. The result is increased growth and customer retention.

Experience

SMRBA, Relationship Marketing & Customer Service Manager September 2015 to Present

- I handle the Relationship Marketing and Customer Service for the group I also provide sales and office support. I am one of the founders.

Send Out Cards September 2009 to Present

- Send Out Cards is a home business service to help people and businesses stay in touch and show genuine appreciation to their customers. This simple system allows anyone to practically be automate the process of keeping connected to clients and customers with greeting cards. I create and send cards for clients and show them how to use the system.

Wirewaves June 2009 to September 2009

I was a sales representative for this company. Wirewaves builds privately branded radio stations for anyone with a website and or business/product or service to promote. Sales just were not there and the first cuts were made in the sales department.

Center Industries May 2007 to November 2008

Factory work. Expedited functions. I communicated with customers, buyers, supervision and management on many levels. Worked on the line most of the day bending, lifting and doing whatever the job required.

Pre-Paid Legal Services (Now LegalShield) February 2006 to February 2007

Independent Associate - Generated leads & presented plans to interested parties. Signed people up for membership & associate program. Commission sales.

New Directions - Nail Technician November 2003 to December 2005

I gave manicures, pedicures and applied acrylic nails. I sold retail products and did all of the customer service. Helped maintain good morale with employees as well as customers. I managed inventory, ordered products and supplies as needed from various suppliers. Upon delivery, I checked the orders in to be sure we have received what was ordered and stocked supplies for future use.

Beau Monde - Nail Technician January 2003 to November 2003

Same work description as above for different nail salon.

Boeing - Material Processor

April 1996 to February 2002

I performed a variety of support services, from receiving, storage, issuing and kitting of aircraft parts, and or materials to support the production process. Also prepared parts for transportation. I am able to effectively communicate and coordinate part status with management, customers and vendors. During this time I also took the blueprint reading class.

Joe Self Chevrolet - Senior Salesperson

March 1993 to April 1996

Dealt with customers on daily basis. Had knowledge of product (cars, trucks, new and used.) Ability to listen to customers wants & desires of a vehicle & then show them what would not only fit their lifestyle, but also their budget. I achieved many awards for excellent customer service, which to me is a priority in any business.

Boeing - Expediter

March 1987 to March 1993

Maintained planning changes on planning paper. Expedited parts and did tracking of parts from beginning to the end. Then either stored the parts or prepared them to be shipped out or just taken on to the next shop. Also have the ability to answer questions from shop leads or supervisors, and able to take care of problems without constant supervision.

Wesley Medical Center - CNA

May 1972 to September 1982

Performed patient care and updated charts. Provided daily reports to Head Nurses for each shift. I also maintained vital signs and other daily duties for patients. Very patient care orientated and communicative with nurses and the doctors.

Education

H.S. Andover High School

Graduated 1972

Skills

I believe my customer services skills are excellent and I work well with people. I have a very good work ethic and strongly believe in integrity and honesty. I can make decisions and the ability to work in a demanding fast paced environment. I am able to multi-task, and have excellent computer skills.

MICHAEL LAMB

Home - 1304 S 105th PL, #1063 • Mesa, AZ 85209
Phone: 480-349-7842 • Email: moneyroom@gmail.com

Office/Studio - 185 N. Apache Trail, Suite 7 • Apache Junction, AZ 85120
Phone: 480-646-1567 • Email: mike@sky7radio.com

ML

Professional Summary

I look at every possibility as an opportunity. There are no problems only challenges. I have learned from the very best people I've been fortunate enough to work with. I surround myself with the best so I can add to the mix and perform and present the best in any situation.

I am humbled every day by what opportunities I have been given, offered or have come my way. I concede my limitations, but push through whatever obstacles I face.

Every day I look forward to how I can bring my collective skills and efforts to solving problems, creating new opportunities and making something better.

I work extremely well with my fellow humans and I have learned to avoid conflict by doing what's right and what makes sense.

I follow the Law of Attraction and that of Occam's Razor, which is the scientific precept that states... "when you have two competing theories that make exactly the same predictions, the simpler one is the better."

I live by these notions.

- a. Always do what makes sense.
- b. Always do what's right.
- c. Whenever you can, under promise and over deliver.
- d. When you can, help someone.
- e. Believe that most people will give you their best if you simply ask.

Experience

Founder/Media and Marketing Manager - SMRBA

September 2015 to Present

I am responsible for all the media for the organization including, audio and video production, PowerPoint, web strategy and operations, web banners, podcast and all marketing and promotion for the group. As a founder, I'm part of the management team to select staff and create and implement business strategy and policies.

Owner/General Manager, SKY 7 Radio – Apache Junction, AZ

July 2014 to Present

I am responsible for all aspects of the station: Programming, production and commercial sales.

Chief Consultant, Faster Smarter Coaching – Mesa & Apache Junction, AZ

December 2010 to Present

As an Internet Marketing consultant and coach, I work with a variety of business clients using strategies and methods to help them create a larger customer or client base with the primary goal of earning more income.

As an award-winning audio and radio producer, I have over 22 years of professional and corporate broadcast experience. I have work with several of the major broadcast groups including EZ Communications, Scripps Howard and Clear Channel.

This rich history in broadcast media allowed me to learn and develop skills I used to transition from radio to Internet marketing and my online business.

Over the last 15 years I have become proficient as an expert in information marketing, outsourcing, WordPress, email marketing, affiliate & referral programs, membership models, Amazon S3, YouTube, Kindle Publishing, self-publishing, podcasting, video production, SEO and other aspects of marketing and creating business online.

Although I do not consider myself a graphic or web designer, I do strategize and create graphics and brand messaging and logos. I work with a stable of exceptional graphic design professionals who take great direction to help me achieve design results for my clients.

Host/Producer, The MONEYROOM Group – Wichita, KS

June 1996 to December 2010

After leaving a full time career in broadcast radio, I started an audio production company and produced two nationally syndicated radio programs.

The MONEYROOM Show was a weekly, three-hour interview based talk show centered on the Internet and online business. At its peak the program ran in just under 30 US radio markets. This show ran for almost three years on terrestrial radio and then moved to the Internet.

HealthTalk with Mike, Matt & Shannon was a weekly, two-hour interview based radio show. This program ran in approximately 70 US radio markets for 4 1/2 years.

The group also produced a number of information-based products for clients and the company. These products were sold in the form of audio CDs and digital downloads.

The company continues but has morphed into a coaching and consulting company with audio and video production as just part of the services we offer.

Broadcast Radio Career

Station Manager/Program Director/Production Director/On-Air Personality

April 1972 to March 1996


From 1972 to 1996 I had an extensive and successful radio broadcast career. From radio personality to Program Director to Station Manager, I did what most radio people did. Worked in cities all over the US and took the jobs which were offered to me as I worked my way up the broadcast ladder.

I was fortunate to work for some very smart people at some well-run broadcast companies. I also worked for three of the largest broadcast groups at the time, including EZ Communications, Scripps Howard and Clear Channel Communications. The markets I worked include Pittsburgh, Baltimore, Cincinnati, St. Louis, Milwaukee, Reno and my hometown of Wichita.

At most stations I've worked with I was in some sort of management or a senior position based on my ethics, my desire to learn new things and the skill sets I acquired.

I was fortunate to be given the reins to build brand new stations on several occasions throughout my career. In one market, St. Cloud, MN (Pop 72,000) I was the chief architect and Program Director of an FM station. That station generated 1.2 million in revenue in its first year, 1.7 in revenue during its second year of operation.

In most cases I was able to take what I learned at one station and offer that knowledge and those efforts to the next owner or station manager I worked with.



Many of the promotions we did at those later stations became legendary in those markets and positioned me very well in the broadcast community at large.

I'm also responsible for launching the careers of over 30 successful radio personalities, as well as creating a radio brand for myself in many markets throughout my broadcast career.

Education

Wichita High School South - Wichita, KS

High School Diploma: Business, Government and Audio/Video

Wichita State University - Wichita, KS

Audited a few classes: Communications

Miami University - Oxford, OH

Audited a few classes: Communications, Writing and Publishing

Skills

Along with my proficiency in sales and marketing, I am an award-winning audio producer and video producer. I also consider myself a skilled writer and speaker. My other skill sets include:

- ❖ Critical Thinking
- ❖ Active Learning
- ❖ Complex Problem Solving
- ❖ Strong Judgment and Decision Making
- ❖ Communications and Media
- ❖ Operations and Management
- ❖ Education and Training

Walter K. "Harvey" Clark

1318 South Lawther Drive~ Apache Junction~ AZ~ 85120-6185~203-841-7666
fax~480-983-2666~ e-mail- walter.clark4043@gmail.com

Summary

Highly experienced successful diverse security and business management executive. In depth knowledge of the day-to-day operations as former franchise owner of over 24 years with Dictograph Security Systems. This experience included the overall planning and growth projections of the office. Additionally, direct responsibility of all staff and oversight of all financials, operations, sales and scheduling. Proficient with MS Word, PowerPoint and Excel. Licensed low voltage electrical contractor.

Extensive knowledge of fire, security, access control, closed circuit television systems, contract guard service and loss prevention and current security industry technologies and practices. The ability to communicate clear goals and objectives oral and written with proven results. Strong sales leader with creative and analytical skills. Demonstrated ability to effectively lead and interact with diverse groups. Investigations, interviews, training, public speaking and managing people and projects from design inception to completion. Innovative marketer, strong strategic thinker and team builder. Former Connecticut Police Officer and Arizona (Yavapai County) Deputy Sheriff.

Experience

Superstition Mountains Regional Business Alliance **Oct – 2015 Present**
SMRBA – Executive Director
Apache Junction, AZ 85120

In charge of day-to-day operations. A member based business alliance In Business. For YOUR Business!
Serving business in the Superstition Mountain Region - designed to help all businesses grow and expand by providing support with social media and programs. www.smrba.com

Southwest Risk Advisors, Inc. **May – 2015 – Oct 2015**
Client Services
Chandler, AZ 85244
Phoenix/Denver/Salt Lake/Las Vegas

- Special Investigative Unit (SIU) – Specializing in Insurance Claims
- Fraud / Surveillance / Investigations
- Executive Protection
- AZ DPS Licensed Private Investigator

Lewis and Clark Enterprises, LLC **2007 – Jan 2011**
President/CEO **March 2014 - Current**
Apache Junction, AZ 85117

- A private security consulting and training company
- Threat Analysis
- Business Continuity / Special Projects
- Security Consulting / Training / Corporate

Apache Junction Chamber of Commerce –
Director of Sales - Contractor / full time

August 2014 – Feb 2015

Walter K. "Harvey" Clark

1318 South Lawther Drive~ Apache Junction~ AZ~ 85120-6185~203-841-7666
fax~480-983-2666~ e-mail- walter.clark4043@gmail.com

Page 2

G4S Secure Solutions (USA) Inc.
3410 E. University Drive, Suite 180
Phoenix, AZ 85034

Jan 2011 - Oct 28, 2013

- Manager Business Development (April 2011 – Jan 2013)
- DO – Detention Officer DHS ICE ERO Phoenix
- CPO – Custom Protection Officer
- BPO - Bank Protection Officer
- Certified First Aid/CPR/AED
- **DHS – Secret Security Clearance**

Security World Network, LLC
Vice President/General Manager
Tempe, AZ 85283

July 2009 – June 2010

- A contract guard service company
- Investigations

United Alarm Services, Inc.
Brookfield, CT 06804
Security Consultant

2005 - 2007

Systems integration sales and design of fire, security, access
control and closed circuit television systems.

Dictograph Security Systems
dba Western Connecticut Security Systems
Woodbury, CT 06798
CEO & President

1984 – 2005

Started, developed and operated a security installing company.
Organized and evaluated current client files, market penetration
data and emerging residential market trends. Provide all levels of
investigations, sales, design and implementation of security alarms,
fire alarms, threat assessment, executive protection to residential,
commercial and industrial clients. Hands on management with
employees, central station, installations, service and maintenance
teams.

Dictograph Security Systems
dba Security Alarm Systems
Albuquerque, NM **Sales Manager – Santa Fe**

1980 - 1984

- Developed and managed the Santa Fe residential and
commercial electronic security market

Connecticut Police Academy – POST
Meriden, CT
Adjunct Faculty – Crime Prevention Instructor

1992 – 1996

- Crime Prevention Instructor to new police recruits

Yavapai County Sheriff's Office
Prescott, AZ
Deputy Sheriff for Yavapai County

1978 - 1979

- Investigations and Interviews

Walter K. "Harvey" Clark

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- Patrol

Monroe Police Department

1973 - 1978

Monroe, CT

Dispatcher and Police Officer for the Town of Monroe

- Investigations and Interviews
- Patrol

EDUCATION CERTIFICATIONS LICENSES

University of Phoenix

May 2012

GPA 3.37

BSB/M Bachelor of Science/Business Management

U.S. Department of Homeland Security

- Bomb-Making Materials Awareness Program **April 2010**
- Chemical-terrorism Vulnerability Information (CVI) **July 2011**
- Fundamentals of Campus Emergency Planning **August 2012**
- Active Shooter & Workplace Violence **Jan 2013**
- Multiple DHS ICE on-line University Courses **Oct 2013**

International Association of Financial Crimes Investigators IAFCI

Fraud Training Seminar

March 2014

Association of Certified Fraud Examiners ACFE

Whistleblower Case Study Seminar

March 2014

ASIS International

1996 - Present

Continuing Education

- Asset Protection – Practical and Concept
- Interview and Interrogation
- Emergency Planning and Loss Prevention
- Sensitive Information Protection
- Enhanced Violence Assessment and Management
- Investigation/Personal
- Physical Security
- Executive Protection and Communication
- Financial Investigation
- Global Terrorism

Arizona Law Enforcement; Training and Certification

1979

Yavapai Community College

Prescott, AZ

Connecticut Police Academy; Training and Certification

1975

Connecticut Police Training Academy #113

Meriden, CT

State of Arizona- Department of Public Safety

Licensed Private Investigator

#1665366 Exp. 02/15/2017 (Southwest Risk Advisors,Inc.)

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State of Arizona – Registered Officer Superior Court
Pinal County Private Process Server
PS 201500008 Exp 10/28/2018

State of Arizona – Department of Public Safety
Concealed Weapons Permit
#9517283 Exp. 07/18/2014

State of Arizona – Secretary of State
Notary Public
Commission # 303689 Exp. 08/9/2019

State of Arizona – Department of Public Safety
Guard Card Armed Guard Card
1612316 Exp. 01/07/2015 / 1612580 Exp. 01/07/2015

State of Arizona – Department of Motor Vehicles
CDL Class B – Endorsement P exp. 2017
Department of Homeland Security 2013
Secret Security Clearance

Professional Organizations

ASIS International #164889

Alexandria, VA 22314

- Phoenix, AZ – Chapter 014
- Program Chair – 2009 – 2013
- Community Outreach Chair 2014
- Connecticut Chapter 005 1999-2007

Rotary International

Rotary Club of Superstition Mountain – District 5510 #1246
Gold Canyon, AZ 85118

- President 2010-2011
- President-Elect 2009-2010
- Paul Harris Fellow 2010
- Rookie of the Year 2009
- Program Chair 2014-2016

Arizona Private Security Professionals' Association (APSPA)
Phoenix, AZ
Chairman - 2010

International Association of Chiefs of Police (IACP)

Alexandria, VA 22314
2009-2010 – Member – PSLC - Security Officer Subcommittee

InfraGard – FBI National Members Alliance - Security Infrastructure
Connecticut Chapter - 2000-2007

Arizona Chapter – 2007 – present

Vice Chairman Programs / Board Member 2014 -Present

FBI Phoenix Citizens Academy #23 2015

April 2015

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Arizona Association of Chiefs of Police (AACOP)

Phoenix, AZ – Associate Member – Active

City of Apache Junction – Industrial Development Authority

Apache Junction, AZ - Board Member – 2014-2020

City of Apache Junction 2014-2015 Citizen Leadership Institute April 2015

***** (inactive) *****

Arizona Alarm Association (AzAA)

Mesa, AZ

- 2010 Board of Directors

Connecticut Alarm and Systems Integrators Association (CASIA)

Wilton, CT

- **President – 2006 – 2008**
- **Vice President 2000 – 2005**
- **Vice President 1990 – 1994**

Electronic Security Association (ESA) formerly (NBFAA)

Irving, TX

- Government Relations Committee 2006 - 2009
- Membership Committee 2006 – 2009

Woodbury Business Association - Woodbury, CT 06798

- **President – 2002 – 2004**
- **Board of Directors – 1992 – 2004**

Southbury Business Association - Southbury, CT 06488

- **Vice President – 2002 – 2004**
- **Board of Directors**

Achievements

Dictograph Security Systems

- Medal of Honor – 1996 - Talent, Image, Advancing Growth
- Community Service Award – 1997 & 1996 – Systems Averting Tragedy
- 5 Star Excellence – 1992 – in Customer Service
- Progress Award – 1989 – Office with Highest % of Growth
- Top Ten Sales Award – 1982 & 1983
- Million-Dollar Round Table – 1988 - Sales Award
- League Champion Award – 1989 – Sales Progress

Monroe Police Department

- Recipient of Departmental Citation for Meritorious Service – 1975
Capture of Shelton CT Bank Robbery Suspect
- Citation 1976 – Gang Related - Stolen Car Ring

State of Connecticut 2003- 2004

- Vice-Chairman Operation ACE – six member Task Force on Accountability
Creativity and Efficiency in State Government. Appointed by Senate Republican
Leader Louis DeLuca

**U.S. Department of Homeland Security – Immigration and Customs Enforcement
Letter(s) of Commendation- April / September 2013**