

Area Commission Membership Registration

	A	B	C
1	FIELD Legistar <u>Near East Area Commission</u> (enter the name of the Commission)	CURRENT INFORMATION Legistar <u>Change of address/tele number</u> (note action required - appointment, reappointment, resignation, informational change notes)	NEW INFORMATION (1) Please print new information clearly, OR (2) Place a "check" in these boxes if member is re-elected and information is unchanged (3) Do not forget to update "Term Expiration" for re-elected members
2	First Name	Willis	
3	Last Name	Brown	
4	Title	Jr.	
5	Address	164 N. Monroe Ave	
6	City	Columbus	
7	State	Ohio	
8	Zip Code	43203	
9	Home Telephone	614-580-4084	
10	Work Telephone		
11	Fax Number		
12	Email Address	Wbrown8858@sbcglobal.net	
13	District/Designation	District I	
14	Term Start Date	January 10, 2014	
15	Term Expiration	July 1, 2014	
16	Seat Succession	Nominated to replace Andrea Stricker	

Willis Edward Brown, Jr.
Marketing / Economic Development Specialist

164 North Monroe Avenue
Columbus, Ohio 43203

Home Phone (614) 580-4084

E-mail: wbrown8858@sbcglobal.net

Objective

Seeking an opportunity which allows me to enhance the marketability of a product (s) and or services, utilizing the ‘**Holistic Approach to Applied marketing.**’ The implementation of this concept employs flexibility, and consideration to the many facets of merchandising products in any market. These facets working in harmony will increase profitability, sustainability and expansion in domestic and international markets.

Specializations

International

Identification and implementation of applied marketing strategies, for the expansion of existing agricultural products in domestic and international markets. Develop and conduct customized seminars and workshops on **a)** the advantages of a holistic approach to merchandising new and existing products, **b)** product development and new market penetration **c)** Standards and package design(s).

Domestic

Develop market penetration strategies for those seeking international markets for existing and/or new products developed in the United States. Implementation of customized applied marketing seminars for **a)** product expansion in domestic markets, **b)** assessment of “in-kind” competition and re-positioning strategies and **c)** the advantages of a holistic approach to applied marketing within the domestic markets in the United States.

Summary

I have acquired my marketing experience over the past twenty years working in Africa, Russia, Western and Eastern Europe, the Middle East, West Indies and the United States in all aspects of the agricultural industry. Results oriented professional with expertise in applied marketing training for agricultural fresh and processed products. Coordinated Federal and State funded international and domestic training programs focused on fresh and processed meats, fruits and vegetable production, harvesting, packaging, labeling, marketing, and merchandising for the United States and international markets.

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Key Skills

- Post-harvest management and marketing
- Handling and storage of tropical and temperate produce
- Marketing strategies and implementation for fresh and processed produce and meats

- Coordination and facilitation of marketing training and seminars
- International marketing protocol of trade for fresh and processed produce and meats
- Design of packages and labels for processed produce and meat products
- Excellent in market analyses and communications

Experience:

Biology, and Physical Science teacher, Bexley Public Schools, Bexley Ohio, September 2003 - Present

Taught High School science, Middle School science and math, as well as participated in academic intervention programs and activities for Middle School students.

King-Lincoln Bronzeville Neighborhood Association, October 2003 – present

As President of a neighborhood organization that is activity involved in not just development, but to foster multi-million dollar “Appropriate Sustainable” social and economic development. Our main objective is to empower the residents of an urban economically challenged community in the Near Eastside of Columbus, to become an asset to their neighborhood, Columbus and the Nation as a whole. Our grass-root effort in the community is to continually reinforce the Democratic Philosophy of encouraging the average citizen to become actively involved in the governance of their community’s development.

Agricultural Marketing Consultant for CNFA in the Ukraine, July 2003 & 2004

I worked with a group of organized and very skilled vegetable farmers in the Odessa and Vinnytsa regions, to created and developed new marketing strategies to re-position their fresh and processed vegetables in the local and regional markets. Also conducted a series of fresh and processing marketing seminars:

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Marketing Manager, for Schwab Management Company, Columbus Ohio, May - December 2002

Developed and implemented “Urban Economic Development” strategies, as well as marketing activities to promote and facilitate the leasing of the three million dollar, newly restored historic “Hotel St. Clair” for seniors.

Post Harvest Management and Marketing Consultant for Fresh vegetable Development in Barbados, West Indies, July – August 2002

Conducted several workshops and seminars for vegetable farmers and agricultural agents on crop production, weed control, harvesting, post harvest management, storage, packaging and marketing of fresh produce. Also conducted several workshops in the fields of many farmers.

Marketing Consultant, for ACDI/VOCA in Russia’s Far East, January – 2002

Developed new marketing strategies for two agricultural - businesses to re-position their products and re-gain some of lost market shares dew to in-kind competition in their domestic markets.

Marketing / Economic Development Consultant for ACIDI / VOCA, in Russia December – 2001

Conducted detailed market assessments for processed foods and their package design and public acceptance of modified re-positioned product, and the economic impact in the local communities.

Marketing Consultant for The Armenian Tree Project, in Armenia, from August - September 2001

I conducted a detailed market assessment of the sustainability and expansion of a dried fruit project. I developed a detailed marketing strategy for the introduction of value added and natural dried fruit products expansion in the domestic and international markets. I also developed a detail proposal for the implementation and establishment of a model fruit orchard in Armenia.

Marketing Consultant for ACIDI/VOCA, in Russia May – June 2001

Conducted and implemented marketing assessments and trainings for three agricultural processing companies located in three different cities in Russia. Also developed applied marketing strategies for each of the companies.

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Marketing Consultant for US AID, in the Middle East, Asia and Southeast Asia, January - May 2001

Conducted detailed market assessment to identify the potential and feasibility of exporting Mongolian fresh, chilled and/or frozen meats, to Asia, Southeast Asia and the Middle East. Also conducted marketing seminars for Mongolian meat producers, meat processors and/or exporters on the most effective ways to position their meat products in existing domestic and the highly competitive international markets.

Agricultural Advisor, Armenian Tree Project (ATP) Armenia & Turkey, United Methodist Committee on Relief (UMCOR), Kenya, Liberia, Rwanda, Ghana and Guinea, March 1999 - December 2000

Design, implement, and evaluate agricultural programs for UMCOR African projects. Agricultural advisor on post-harvest management and marketing of all fresh and / or processed agricultural products. Created and implemented new packaging and marketing strategies for Armenian dried fruits, vegetables and meat products sold in domestic and international markets.

Marketing Training Consultant ACIDI/VOCA in Mozambique, December 2000

Developed, implemented and conducted an intensive applied marketing course for 3rd and 4th year students as well as individuals involved in production at the Chimoio Institute of Agriculture, in Manica Province. The course focused on understanding new marketing concepts for introducing new locally produced products, into existing or newly created markets.

Marketing Training Consultant ACIDI/VOCA in Mongolia, July 2000

Developed marketing strategies for the Mongolian Meat Export Association, for existing and value added meat products to be positioned in domestic and international markets.

Marketing Consultant, COLUMBUS URBAN GROWTH, Columbus Ohio, October 1998 – March 1999

Developed and implemented marketing strategies and budgets for the renovation of existing buildings and the revitalization of an urban commercial district. Also conducted market surveys and neighborhood meetings, to gain additional insight and understanding of the residents' needs in the adjacent communities:

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Marketing Consultant, ACDI / VOCA, Russia, December 1998

Developed and implemented marketing strategies for the re-establishment of lost market share of fresh and processed vegetables in the local and regional markets, which included Moscow. Also conducted marketing seminars for managers and directors of the company:

USDA - MAP Armenia, Marketing Training Consultant in California and Armenia, May 1997-March 1998

Developed and implemented fresh and processed meat and vegetable grades, quality, packing and shipping standards for Armenian processed products marketing into the domestic and international markets. I developed and implemented marketing strategies for existing and new agricultural products to be positioned in the Dubai Markets. Created, implemented, developed and marketed new value added agricultural products in the domestic and international markets and the 1998 international "Fancy Food Show" in San Francisco. Developed and conducted applied marketing/merchandising training in the US and Armenia for "MBA" graduates from the American University of Armenia in Yerevan.

USAID, ACDI/VOCA, Marketing and Evaluating Projects in Russia, November -December, 1996

Collaborated with Russian Agricultural Cooperatives on marketing strategies to enhance and reestablish markets lost to European producers of Greenhouse vegetables and mushrooms. Developed several marketing plans and strategies for each of the cooperatives for the 1996, growing season; evaluated a USAID, agricultural products marketing project in Perm, Russia for additional training in the US for Russian farmers to become more competitive in their emerging market economy:

Marketing Project Consultant, UMCOR Project, Armenia, Russia, & Siberia, September - November.1996

Developed and implemented a marketing strategy, design labels and packaging for Armenian dried fruits to be marketed in Russia. Developed labels, brochures, and a marketing strategy to introduce new wines into local markets; trained wine producers in management, marketing, and merchandising of wine in Armenian markets.

Marketing Specialist Consultant ACDI/VOCA, Armenia June 1996

Conducted market evaluations of implemented year old marketing strategy for wine re-positioning of Areni wine producer's co-op; developed new labels and brochures for new wine products:

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USAID-Post Harvest/Vegetable Marketing Training Consultant, Feb. 1996

Designed and implemented post harvest and marketing training programs, for Russian meat and vegetable farmers in the United States; traveling from Moscow to California and the Midwest.

Marketing and Evaluation Consultant, ACDI/VOCA, Russia, December – 1995 – January 1996

Developed marketing strategies to enhance and reestablish markets of greenhouse vegetables and mushrooms previously lost to European producers. And the better position their fresh and processed meat products in the Russian markets.

Marketing Specialist, ACDI/VOCA, Perm, Russia, December. 1995

Developed a marketing plan and strategy with two major agricultural cooperatives to enhance their positions and sales of fresh meats and vegetables in the Russian markets:

Marketing Specialist Consultant ACDI/VOCA, Armenia September 1995

Worked with an organized wine producer's co-op to develop new labels, better taste and re-position their products in the domestic and international markets. Also developed and conducted a series of marketing seminars to implement new marketing strategy for re-positioning.

Marketing Specialist, ACDI/VOCA, Czech Republic, May 1994

Worked with large agricultural cooperative specializing in beef and vegetable production; created marketing plans to introduce new cuts of beef and new marketing strategies to merchandise products in domestic markets; designed consumer surveys:

Domestic Marketing Projects, State of Ohio, 1990-1996

Marketing Supervisor, Ohio Department of Agriculture, 1990 – 1996

Ohio Department of Agriculture's "WIC" (Women Infants & Children) Program

In conjunction with the Ohio department of Health, established a Federally and State funded "Farmers Market Nutrition Program" (FMNP) in eleven countries. The 1994 program was supported with \$ 126,000 and provided fresh product to 9,000 "WIC" participants. The 1995 budget was \$360,000 and covered 26 countries. The program had a two-fold effect: provided fresh Ohio produce to "WIC" families and additional income for Ohio farmers to dispose of in their local communities.

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Farmers' Markets

Designed, organized, supervised and implemented Farmers Markets throughout the state of Ohio. The formation of these Markets enabled the urban/ rural consumers to interface with farmers. The farmers were able to earn extra income to enhance cash flow and profits.

Education

Developed Ohio's Department of Agriculture (ODA) "Adopt-A-School" program. This program allows ODA personnel to educate over 900 individuals including parents, teachers, and students on the importance of agriculture in their daily lives.

Agricultural Industry and Consumer Education

Coordinated and maintained the successful "Heartland Cuisine" at the annual Ohio State Fair. This event brought together 45 chefs throughout Ohio to prepare meals using all Ohio products. Meals were then displayed and sampled by spectators. For fifteen days, 6,000 people, both urban and rural consumers, were

served meals and educated on the importance of agriculture in their communities. Participants were encouraged to support their local farmers' market and restaurants buying Ohio products.

I developed, implemented and created educational events to promote the new **"Ohio Proud"** marketing program throughout the state of Ohio. These events were designed to promote and educate the Ohio consumers on the value and availability of Ohio products. The producers of these products benefited from these events and depended on ODA staff for market opportunities and information on leading industry trade shows.

Designed and managed the annual **"Ohio Apple Taste Challenge."** Media personnel and consumers in Kroger and Big Bear Supermarkets blind tasted Ohio apples against Washington State apples. This information from the "Challenge" was analyzed, summarized, and forwarded to growers and retailers, which enabled them to better position, Ohio apples in the marketplace.

Owner/Manager Caribbean Furniture and Accessories, Inc. Columbus, 1987-1989

Imported heirloom solid mahogany furniture from Barbados, West Indies; duties included meeting officials of the Barbados Export Promotion Corporation in New York City and Barbados, the Third World Trade Institute of New York, and the Economic Development officials in Columbus as part of the "Caribbean Basin Initiative."

Sales Representative, E.I. DuPont Agricultural Products, Columbus, 1984-1987

Managed a \$2.0 million agriculture pesticide market in Ohio; Collected, analyzed, and prepared fruit and vegetable market data for the state of Ohio. Conducted presentations for university personnel, country agents and growers on the safe and proper use of DuPont agricultural products in the environment:

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Education

1981-1984 MS Graduate Studies Cornell University, Ithaca, New York

1977-1981 BS Studies-----Elmira College, Elmira, New York

1973-1977 General Certificate of Education, Federal High School, Barbados West Indies

Languages

English, (native) excellent, writing, speaking, reading; and a working knowledge of Swahili and Russian:

Geographical Work Experience

Armenia, Barbados, Ghana, Guinea, Kenya, Korea, Liberia, Malaysia, Mongolia, Mozambique, Philippines, Russia, Rwanda, Singapore, Thailand, Turkey, United Arab Emirates, Ukraine and the United States (short and long term project).