

September 14, 2011

Bill L. Veach  
248 Nabb Loop  
Tallahassee, FL 32317

Southwest Florida Regional Planning Council  
Human Resources  
1926 Victoria Ave.  
Fort Myers, FL 33901

RE: Application – Executive Director – SWFRPC

Dear Search Director:

Please consider this cover letter and resume my application for the position of Executive Director for the Southwest Florida Regional Planning Council. I have 25 years of experience in the public sector with 15 years as a senior level administrator. In addition to my current position with the State of Florida, I have served as the City Manager for two cities in Florida and Executive Director of two not-for-profit organizations. As such, I have reported to appointed and elected boards and successfully built coalitions in order to meet and exceed established organizational goals.

In my current position as a Division Director with the Florida Department of Business and Professional Regulation, I am responsible for the development and administration of a multi-million dollar annual budget. My responsibilities also include managing day-to-day operations in seven regional offices, serving as the division's legislative liaison, contract administration, strategic planning and internal/external communication.

As a successful City Manager, I learned the importance of growth management while balancing environmental, economic and land use issues. I am a goal-oriented administrator with a foundation based in sound fiscal and ethical practices and a commitment to organizational values.

I strongly believe my extensive administrative experience coupled with my educational background, which includes a Masters Degree in Public Administration and a Bachelors Degree in Public Relations, matches closely the qualities you are seeking in an Executive Director. Please let me know if you need any additional information. I look forward to discussing this exciting opportunity with you, soon.

Sincerely,

Bill L. Veach

## **Bill L. Veach**

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### **SUMMARY**

25 years of public sector experience with expertise in the following areas:

- Administration
- Public Relations/Communication
- Project & Contract Management
- Financial Operations / Budgeting
- Strategic Planning
- Legislative/Community Liaison

A politically astute, yet non-political administrator with high ethical standards who has successfully demonstrated strong organizational, fiscal, analytical and communication skills. An experienced professional who is well versed in managing high level issues and interacting with a broad range of stakeholders.

### **EDUCATIONAL BACKGROUND**

**MPA** – Masters of Public Administration – Governors State University – *graduated with distinction*

**MS** –Health, Phys. Ed., and Recreation– Eastern Illinois University – *graduated with distinction*

**BS** – Public Relations/Communication / minor – Journalism – Southern Illinois University

### **PROFESSIONAL BACKGROUND**

**STATE OF FLORIDA – DIRECTOR**

2006 – present

**Department of Business and Professional Regulation – Division of Hotels and Restaurants, Tallahassee, FL**

The mission of the Division is to protect the health and safety of the public. In fulfilling this mission, the Division is charged with licensing and inspecting public lodging and food service establishments in Florida. The Division also licenses and regulates elevators, escalators and other vertical conveyance devices.

Responsibilities:

- Develop and administer \$40 million annual budget.
- Oversight of 296 division employees and regulatory authority for over 130,000 licensees.
- Provide long-range planning and daily direction for the Division.
- Division spokesperson – legislative, media, industry and citizen communication.
- Emergency Management - State Emergency Support Function (ESF 6) Mass Care.
- Fleet management and procurement oversight.

Achievements:

- Substantially improved division's measurable performance while reducing budget and staff.
- Centralized core operations, enhancing service and reducing costs by 10%.
- Developed fleet management system reducing costs and enhancing performance.
- Enhanced communication with District offices, stakeholders, media and legislative bodies.
- Division received 47 Davis Productivity Awards (from Florida TaxWatch 2006-11).
- Developed a "Customer's Bill of Rights" which is distributed on every inspection visit.

**CITY MANAGER – Flagler Beach, FL**

2005 – 2006

Flagler Beach is a full service barrier island and coastal city in northeast Florida. The city has about 6,000 annual residents, 80 employees and is located in Flagler County. During 2004 and 2005, the county experienced the highest growth rate by percentage of any U.S. county.

**Responsibilities:**

- Chief Administrative Officer for City government.
- Direct oversight of city's day-to-day operations.
- Directed and supervised the administration of all city departments, offices and agencies. This includes oversight for Police, Fire, Finance, City Clerk, Water, Wastewater, Sanitation, Engineering, Maintenance, Planning and Zoning, Street Department, Recreation & Beach Services, Code Enforcement, Building Department, Library, Community Redevelopment Agency and Special Projects.
- Prepared and presented the annual budget (\$19 million) to the City Commission. Responsible for the administration of the budget and implementing Commission directives.
- Advised the City Commission of the financial condition and future needs of the City.
- Participated in union contract negotiations.

**Achievements:**

- Established strong cooperative working relationships with federal, state and county governments and other local public and private entities.
- Directed hurricane recovery effort (Charlie, Frances & Jean).
  - Included major repairs to ocean pier, oceanfront restaurant, and 40 dune crossovers.
- Finance
  - Solidified \$15 million in grants that were in jeopardy and moved 4 major projects forward (Water treatment plant, police station, utility under-grounding, storm water project).
  - Rewrote City's investment policy and restructured investments.
  - Rewrote Salary Administration Plan.
- Supervised development of Downtown Master Plan.
- Built a strong senior level administrative team, filling 7 longstanding Department Head vacancies.

**CITY ADMINISTRATOR - Okeechobee, FL**

2000–2005

Okeechobee is the County seat with a population of 12,000 seasonal / 6,000 year round residents.

**Responsibilities:**

- Chief Administrative Officer of a municipal government with 61 employees.
- Oversight for all City Departments including Police, Fire and Public Works.
- Primary contact for legislative services working directly with lobbyists and elected officials.

**Achievements:**

- Directed multiple hurricane preparation and recovery efforts including planning, securing shelters, evacuations and pre/post storm FEMA coordination.
- Established ongoing street maintenance plan, built a new commerce center, police station, fire station, city park and boat ramp while maintaining the City's healthy fund balances.

**EXECUTIVE DIRECTOR, KEEP BREVARD BEAUTIFUL, Cocoa, FL**

1998-2000

Keep Brevard Beautiful is a 501(c)(3) non-profit organization that is funded with public and private funds. This affiliate of Keep America Beautiful is a nationally recognized entity that has over 2000 active volunteers and partners with a county prisoner work program to complement volunteer labor efforts.

**Responsibilities:**

- Chief Executive Officer with full operational and fiscal responsibility.
- Informed and advised 30 member Board of Directors and implemented their policies.
- Served as organizational contact for citizen groups, volunteer groups and general public.
- Served as liaison to federal, state and local entities for this public/private partnering agency.

**Achievements:**

- Increased revenues by 50% and increased services offered by the organization.
- Established a retirement benefits program for staff.
- Increased organizational visibility and expanded the number of programs and volunteers.

**EXECUTIVE DIRECTOR, CAROLINA RAPTOR CENTER, Charlotte, NC**

1996-1998

The Carolina Raptor Center is a 501(c)(3) non-profit organization that functions as a public/private partnership. The Center is a 57-acre living museum located in a public park in Mecklenburg County, North Carolina. It has a mission of public education and the rehabilitation and release of injured birds of prey.

**Responsibilities:**

- Chief Executive Officer with full operational and fiscal responsibility for this 501(c)(3) entity, which was publicly and privately funded.
- Informed and advised 17 member Board of Directors and supervised 12 employees.
- Increased public awareness in a competitive, media driven, metropolitan market area.

**Achievements:**

- Restored financial integrity and implemented sound fiscal policies and accounting practices.
- Empowered staff, expanded programming and the volunteer base.
- Increased direct public contact and media visibility.
- Funded and constructed two major capital projects that had been planned for many years.
- Positioned entity as a national leader within the industry.

**PUBLIC INFORMATION OFFICER, STATE UNIVERSITIES RETIREMENT SYSTEM OF ILLINOIS – Champaign, IL**

1993-1996

**Responsibilities:**

- Developed and implemented external and internal public relations and comprehensive communication plans for this state agency.
- Served as a public contact for nearly 150,000 members and the general public.
- Legislative positioning, media relations (national, regional, local) and Governor appointed Board of Trustees relations.

**Achievements:**

- One of three senior level administrators that successfully worked to secure over \$50 billion in future State funding, effectively saving the retirement system from default and collapse.
- Gained positive local, state and national media attention, which positioned the System in its critical funding battle.

**EASTERN ILLINOIS UNIVERSITY – Charleston, IL**

1982-1993

Eastern Illinois University is a public university with over 10,000 students. During my tenure with the institution, I advanced from a civil service staff position to become the Director of Community Relations for Athletics, an NCAA Division I program

**ADJUNCT FACULTY**

1992-2000

Barry University – Ethics and Values in Government  
Eastern Illinois University – Public Relations/Communications courses

**SPECIAL COURSEWORK**

FEMA Emergency Management Institute - Incident Command System  
FEMA Emergency Management Institute - ICS for Single Resources and Initial Action Incidents  
FEMA Emergency Management Institute - National Incident Management System  
FEMA Emergency Management Institute – National Response Plan

**PRESENT AND PAST COMMUNITY INVOLVEMENT**

Academy of Finance – Board of Directors  
Shared Services of Okeechobee County – Board of Directors  
Charlotte/Mecklenburg Arts and Science Council – Advisory Council  
Big Brothers / Big Sisters of Central Illinois - Board of Directors  
Special Olympics - volunteer

**PRESENT AND PAST PROFESSIONAL AFFILIATIONS & MEMBERSHIPS**

**ASPA** – American Society for Public Administration - *current*  
**FGFOA** – Florida Government Finance Officers Association - *current*  
**ICMA-CM** – International City/County Management Association - Credentialed Manager  
**FCCMA** – Florida City and County Management Association  
**PRSA** – Public Relations Society of America – Accredited status