

PERSONNEL COMMITTEE

11-0166R

RESOLUTION CONFIRMING THE APPOINTMENT OF DAVID ROSS TO
THE ENTERTAINMENT AND CONVENTION CENTER AUTHORITY,
REPLACING MARSHA SIGNORELLI.

CITY PROPOSAL:

RESOLVED, that the appointment to the entertainment and convention center authority by Mayor Ness of David Ross for a term expiring on June 30, 2013, replacing Marsha Signorelli, is confirmed.

Approved as to form:

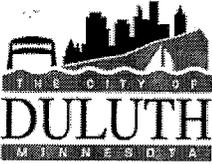

Attorney

Approved:


Mayor

ADM/CLK DN/MAO:jmr 3/30/2011

STATEMENT OF PURPOSE: This resolution confirms the appointment by Mayor Ness of David Ross to the authority, replacing Marsha Signorelli, whose second term has expired.



APPLICATION FOR CITY OF DULUTH BOARDS AND COMMISSIONS
 Mayor's Appointments Advisory Committee
 411 West First Street, Room 330
 Duluth, Minnesota 55802

FOR OFFICE USE

DATE _____

APP# _____

CC DIST _____

DOA _____

BAC _____

Type in your information by tabbing through the boxes below. Print the application and submit to the address above.

DATA CLASSIFICATION ADVISORY: Please be advised that the information that you are requested to provide is classified as private data pursuant to Minnesota Statute 13.601, subd. 3, except for the following data which is classified as public data: (1) name; (2) city of residence except when the appointment has a residency requirement that requires the entire address to be public; (3) education and training; (4) employment history; (5) volunteer work; (6) awards and honors; (7) prior government service.

If you are appointed to a position on a board or commission, the following additional data will be classified as public data: (1) residential address; (2) either a telephone number or electronic mail address where the appointee can be reached, or both at the request of the appointee. Any electronic mail address or telephone number provided by the city for use by an appointee shall be public. An appointee may use an electronic mail address or telephone number provided by the public body as the designated electronic mail address or telephone number at which the appointee can be reached.

NAME David M. Ross

OCCUPATION: Chamber Exec. Dir. PLACE OF EMPLOYMENT: Duluth Area Chamber

ARE YOU PRESENTLY SERVING ON A CITY BOARD OR COMMISSION? YES NO

IF YES, WHICH ONE(S)? _____

WHICH BOARDS OR COMMISSIONS WOULD YOU LIKE TO BE CONSIDERED FOR? (List up to 3 in order of preference.) Also list what types of experience or education you have had that would help you be an effective member.

CHOICE 1: Entertainment and Convention Center Authority

EXPERIENCE OR EDUCATION RELATING TO CHOICE 1:

It was my honor to serve on the DECC board from March 2010 until February 2011. I was a Governor-appointed board member. During my brief tenure on the board, I developed an appreciation for DECC's challenges, triumphs and operations. My colleagues on the board and Dan Russell, executive director, will attest to my spirited participation on the board. Resume attached.

CHOICE 2: _____

EXPERIENCE OR EDUCATION RELATING TO CHOICE 2:

CHOICE 3: _____

EXPERIENCE OR EDUCATION RELATING TO CHOICE 3:

DAVID M. ROSS

EXECUTIVE PROFILE

A successful leader with a proven record of financial, customer service, and working environment revitalization within organizations. Possesses the insight, experience, and confidence needed to positively impact organizational effectiveness. Is accomplished in initiating dramatic improvements in team leadership, streamlining customer service systems, and enhancing the skill levels of an organization's team members. Has demonstrated the ability to successfully challenge organizational practices by enlisting support for change. Engages board members and team members in developing a shared organizational vision. Motivates and empowers individuals to work together to achieve extraordinary results in condensed time spans. Evidence of success includes the successful opening of an organization in a highly competitive environment and the revitalization of four other organizations. A recognized community leader with a strong commitment to community building.

PROFESSIONAL EXPERIENCE

DULUTH AREA CHAMBER OF COMMERCE (DACC), Duluth, Minnesota (8/97 to present)

President and Chief Executive Officer. Led the revitalization of the Chamber; which resulted in the strongest financial and membership services performance in the Chamber's 140 year history.

Achievements:

- Reversed a two-year membership decline, upon arrival, with a sustained net increase in membership.
- Reversed a five-percent net annual operating loss with twelve consecutive years of record financial performance.
- Expanded non-dues income by 63% through sponsorships and revenue generating programs.
- Dramatically upgraded publications; expanded their distribution and transforming publications into a profit center. Publications recently received national recognition on three occasions.
- Initiated a comprehensive upgrade of information systems.
- Established an industry leading, revenue generating web site.
- Activated a comprehensive political engagement effort by initiating a political action committee and serving as the committee's first chairperson.
- Realigned the staffing complement to provide additional emphasis on membership sales, service, and retention.
- Enhanced the Chamber's visibility within the community through a comprehensive public speaking, writing, and neighborhood involvement effort.
- Lead a collaboration building effort that is expanding the Chamber's influence within the community's labor unions, advocacy groups, and elected representatives.
- Provided leadership to Duluth's comprehensive economic development initiative by serving as Chair of TEAM Duluth and serving as a founding board member within the Area Partnership for Economic Expansion (APEX).

BENEDICTINE HEALTH SYSTEM (BHS), Duluth, Minnesota (5/96 to 9/97)

Director, Long Term Care Services. Provided leadership to BHS Long Term Care initiatives. The BHS is a regional health care leader.

Achievements:

- Contributed as a member of the BHS transition team charged with evaluating the potential acquisition of a regional health care company.
- Served as a lead person on the BHS evaluation team assessing the feasibility of developing a senior housing project within the Benedictine Health Center campus.
- Presented leadership development training to BHS administrative personnel.
- Developed the BHC's successful application to participate in the Minnesota Department of Human Services' Alternative Payment System resulting in an annual revenue enhancement.
- Provided leadership to the Itasca Medical Center (Grand Itasca), Grand Rapids, MN, as Interim Executive Director.

POLINSKY MEDICAL REHABILITATION CENTER Duluth, Minnesota (6/93 to 5/96)

Chief Executive Officer. Coordinated the revitalization of the community-based, comprehensive outpatient rehabilitation facility.

Achievements:

- Initiated several process improvement teams, which reduced duplication and improved customer service and business systems.
- Streamlined the organization, reducing staffing expense by 20%.
- Consolidated three clinical division administrative structures.
- Introduced a planned change initiative by leading a comprehensive strategic planning effort.
- Improved communication and coordination between Medical Advisors and team members.
- Renegotiated contracts with vendors and other service providers.
- Instituted a comprehensive and ongoing leadership development training effort.
- Improved the annual operating margin by 13% over previous years. Produced the strongest financial performance in the center's 45-year history.

BENEDICTINE HEALTH CENTER (BHC), Duluth, Minnesota (3/89 to 6/93)

Administrator. Directed daily operations of a 120-bed health care center, its adult day center, and the early childhood development center.

Achievements:

- Strengthened BHC's financial performance. Improved the annual operating margin by 9% over previous three years. Produced the largest operating margins experienced in the Center's 13-year history in 1991-92 and 1992-93.
- Coordinated the opening of a Special Care Unit.
- Developed and promoted a "Teaching Nursing Home Concept," which received the Minnesota Health and Housing Alliance's 1991 Innovation of the Year Award.
- Organized a comprehensive employee retention effort, reducing employee attrition by 35%.
- Initiated a quality management program, "Focus on Quality."
- Reduced workers' compensation premium utilization by 191%.

PRESBYTERIAN HOMES OF MINNESOTA (PHM), St. Paul, Minnesota (4/86 to 3/89)

Administrator. Coordinated the opening of Langton Place, a 165-bed health care center. Assembled an excellent, highly motivated staff. Orchestrated the attainment of State and Federal licensing.

Achievements:

- Initiated an aggressive staff recruitment and retention campaign, "Building the Best," which attracted 350 staff members to Langton Place in a highly competitive hiring market.
- Organized and implemented a customer relations program, "What a Difference You Make," acknowledged as PHM's most insightful customer service training program.
- Coordinated the development of an Alzheimer's Center and a Short-term Care Center.
- Implemented a quality enhancement program that was a catalyst in heightening departmental productivity and accountability.
- Created and administered an ongoing leadership development program, "Managing for Excellence": PHM's first comprehensive development program for supervisory staff.
- Directed PHM's Community Services Division; including a Home Health Program, which served 325 clients; and an Adult Day Services Center, which served 50 clients.

NOPEMING HEALTH CENTER, Duluth, Minnesota

Administrator

Assistant Administrator

ITASCA HEALTH CENTER, Grand Rapids, Minnesota

Administrator

EDUCATIONAL QUALIFICATIONS

Master of Arts in Management (1993)

Emphasis: **Organizational Development**

College of St. Scholastica, Duluth, Minnesota

- Grade Point Average: 3.7 (A = 4.0)

Thesis Project: An Incoming Leader's Role in Creating Trusting Relationships with Employees

Bachelor of Arts in Business Administration

Emphasis: **Health Care Administration**

Concordia College, Moorhead, Minnesota

PROFESSIONAL AND CIVIC INVOLVEMENT

- Nominee, Duluth Hall of Fame Award
- Member, City of Duluth Comprehensive Land Use Plan Steering Committee
- Member, City of Duluth Unified Development Code Steering Committee
- Co-Chair, 2001 and Beyond, Duluth's Community Visioning Process
 - Presenter, Leadership Skill Development
- Member, Leadership Duluth, Duluth Area Chamber of Commerce
 - Vice Chair, Duluth Area Chamber of Commerce
 - Member, Duluth Rotary Club #25
- Toastmaster of the Year (Area and Division Champion), Lutheran Brotherhood Toastmasters
 - President, Medical Campus Toastmasters
 - Instructor, Junior Achievement of Duluth
- Vice President, Public Awareness, Junior Achievement of Duluth
 - Director, Community Action Duluth
 - Member, American Society of Training and Development
- Recipient, Martin Luther King Jr. Drum Major for Peace Award
 - Director, Minnesota Chamber of Commerce Executives
 - Graduate, Dale Carnegie Leadership Course
- Recipient, Certificate of Appreciation, Duluth Human Rights Commission
- Recipient, Labor Management Partnership Award – Lake Superior Area Labor Management Assoc.