

Candidate Qualification / Position Statement For *Coalition for a Better Memphis*

Name: James (Jim) Sdoia

Website: www.SdoiaForCityCouncil.org

Candidate for: Memphis City Council, Super District 9, Position 2

Why do you believe you are qualified for this position? I have the advantage of having lived in multiple locations in the 35 years of my successful business career, which includes over 5 years living and working in the Far East. That means I have first-hand knowledge of how other cities and municipalities have dealt with civic issues and can draw on that experience to implement best practices in Memphis. I will probably be the only council person with first-hand international business experience, which is a must in today's global economy. I have a demonstrated ability to work successfully in challenging assignments and to adapt to different cultures and people. That means that I have been exposed to more diversity than any council person.

Since moving to the Memphis area I have been very active in civic and community affairs. I founded and facilitated a Career Transition Networking Group to help those out of work find new employment. Working with MCS, I started the Memphis Urban Debate League which brought high-school academic policy debate back to MCS after a 40 year absence. I currently serve as president of its Advisory Board. And having retired at a young age, I can be a full-time council person, not just a part-time council person.

Name three specific things you would like to accomplish if elected: 1) Develop a business climate that brings more jobs to the city through the growth of existing Memphis companies and industries and by attracting new businesses. 2) Work with MCS to improve the quality of education for all Memphis children so that we exceed national standards. 3) Halt the deterioration of declining neighborhoods and develop plans to reverse that trend that work.

Have you ever been delinquent on your property taxes? Yes _____ No X

Have you declared bankruptcy? Yes _____ No X

Have you ever been convicted of a felony? Yes _____ No X

If you answered "yes" on any of the above items, please list the year and provide details. -

List other elected positions you have run for and the outcome of the election:

This is my first time seeking elected office.

Current Employment

Company: Retired
Length of Employment: _____
Brief Job Description: _____

Education

Please list all college/advanced degrees attained.

<u>College/University</u>	<u>Degree</u>	<u>Graduation Year</u>
<u>Georgetown University</u>	<u>B.S. in Foreign Service</u>	<u>1971</u>
_____	_____	_____
_____	_____	_____

Additional information relating to your educational background (optional): See attached Professional Resume and Community Volunteer Resume.

How long have you lived in Memphis? Moved to Cordova in 1997. Annexed by the city in 2002

Where did you grow up? Rochester, NY

Marital status/children: Married/4 grown children

Please identify up to five organizations that are actively supporting your candidacy and provide a contact (with phone number) for each.

1. None at present. Our campaign got off to a late start. _____
2. _____
3. _____
4. _____
5. _____

Please list your association memberships and identify any leadership positions you have held in the past.

1. Life-Member of Alpha Phi Omega National Service Fraternity _____
2. Knights of Columbus – Past Grand Knight – Timothy J.Coyle Council
3. Toastmasters (BATmasters) – Sergeant-at-Arms _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

Please list up to 10 current or past civic/community memberships.

1. Founder and President of the Memphis Urban Debate League Advisory Board, a 501(c)(3) public charity (2008 to Present) _____
2. Co-Chair of the Ryan White TGA Planning Council 2008-2009, Membership Committee 2009-2010 _____
3. Founder and Facilitator of the St. Francis Career Transition Networking Group (2001-2006) _____
4. Supporter and Fundraiser for Birthright of Memphis _____
5. NOTE: These are the Civic/Community memberships I have been active in while in Memphis. A list of all other Civic/Community involvement from my time in Virginia, Georgia, Arkansas and Singapore is attached. _____
6. _____
7. _____
8. _____
9. _____
10. _____

Other Contact Information:

Campaign Chair: Self _____

Treasurer: Noreen Sdoia _____

Any other information you would like to share with the voters:

If honored with your vote on October 6, I will serve our District with dignity and integrity and make myself available to all of my constituents from every area of our District. _____

JAMES A. SDOIA

Candidate for City Council, Super District 9, Position 2

Home: (901) 624 - 5527 • Mobile: (901) 604 – 5644 • e-Mail: sdoia4citycouncil@gmail.com

SUMMARY

Over thirty years of work experience primarily concentrated in the sales and marketing of Information Technology (IT) products and services to the aerospace and financial industries, including over five years living and working in Asia. A successful track record in the following:

- General Management
- Marketing and Advertising
- Sales and Sales Management
- Business Development

Demonstrated ability to work successfully in challenging assignments, to readily adapt to different cultures and business conditions, to successfully discharge P&L responsibility, and to build and inspire a management team. An accomplished public speaker who has delivered powerful and informative presentations at numerous industry conferences in both the aerospace and financial fields.

PROFESSIONAL EXPERIENCE

INVENTORY LOCATOR SERVICE, LLC, Memphis, Tennessee

Feb 1997 to May 2007

Vice President, Business Development and Administration

Based in Memphis and reported to the President. Had overall responsibility for the administrative functions of the company (HR, Finance & Accounting, Operations, Legal) and for developing new business relationships that added revenue generative products or services to ILS. **Took early retirement from ILS effective May 1, 2007.**

- Initiated, developed, managed and negotiated the relationship with Internet Business Applications, Inc. that evolved into the successful asset acquisition of the ARMS software package and personnel.
- Added \$100K of repetitive annual net revenue to ILS by developing and negotiating an agreement with Resource Data Services to add their AvRef pricing data to the ILS database.
- Implemented the Aviall annual performance appraisal process at ILS.
- Developed new employee orientation presentations and re-wrote the ILS Employee Handbook.

Vice President, Sales and Service

Had overall responsibility for the worldwide sales team including directly employed personnel in Asia and agency relationships in Canada and Europe that sell and service the aviation industry's leading and only profitable B2B e-marketplace.

- Increased client base 20%, user base 120% and exceeded EBIT goals every year by developing and implementing new product and pricing strategies and new incentive compensation programs.
- Increased revenues from Government Accounts to over \$1.5M per year by developing and implementing a Government Accounts Management program.
- Added over \$290K in annualized revenue at a gross margin of over 50% by proposing, developing and implementing an outbound three-person Call Center.
- Co-recipient of the Aviation Suppliers Association's Edward J. Glueckler Award in 2004.

Senior Vice President and General Manager, Asia Region, Global Financial Division

Based in Singapore and reported to the division president. Had full P&L responsibility for the largest overseas region in the company with annual regional revenues in excess of \$24M.

- Increased monthly revenues from \$750K to \$2M in 13 months
- Increased profit margin to over 34% in same 13-month period.
- Led the management team to overachieve their objectives by developing an overall strategic vision for the region and helping each of the regional managers to develop their appropriate tactical plans.
- Improved customer service and responsiveness by re-organizing the regional management structure to get management closer to the customers.

Vice President, Sales and Marketing, Asia Region

Based in Singapore and reported to the division president. Had responsibility for all sales and marketing activity in the region.

- Increased customer base 300%.
- Built the sales organization from the ground up by hiring, training and managing a multi-ethnic, multi-cultural and gender-diverse sales group.
- Developed compensation plans to achieve regional objectives.
- Achieved 150% of regional sales quota in 1992, 170% of regional sales quota in 1993 and 180% of regional sales quota in 1994.
- Increased market share in Thailand from 6% to 33%, in the Philippines from 16% to 70% and maintained at least a 20% market share in all other ASEAN countries.
- Opened new countries by signing clients in Australia and New Zealand.
- Negotiated and signed the largest software license agreement in the company's history with a contract value in excess of \$20M.

Regional Marketing Manager, Western United States, Software Division

Based in Little Rock and reported to division sales manager. Responsible for the largest individual application software license in the company's history, sold to the largest thrift institution in the United States.

Senior Marketing Representative, Software Division

Based in Little Rock, reported to regional sales manager. Achieved or overachieved sales quota three of four years. Developed marketing and pricing plans for branch automation software. Salesperson of the Year in 1989. Achieved ICP Million Dollar Award each year.

FIRST FINANCIAL MANAGEMENT CORP., Atlanta, Georgia

1982 to 1986

Assistant Vice President, Corporate Communications

Based in Atlanta and reported to the senior vice president of sales and marketing. Responsible for advertising and public relations, the newly established micro-computer division and served on the Strategic Planning Team.

- Developed all marketing material used to promote our IPO including, slide presentations, corporate presentation folders, press release kits, etc which helped achieve a 25% oversubscription of IPO.
- Led development team in creating a micro-computer based Asset-Liability management system on time and within budget.
- Developed sales training modules for the sales force.
- As part of the Strategic Planning Team did the research that led to the development and successful implementation of our aggressive corporate acquisition plan.
- Developed intrastate and interstate ATM networks.
- Served as the corporate representative on the board of NationNet, a large regional ATM network.

DIEBOLD INC., Canton, Ohio

1974 to 1982

ATM Customer Support Manager, Southeast Region

Based in Atlanta and reported to the ATM Regional Sales Manager. Responsible for leading a team of four customer support representatives and two systems engineers to support the sales and implementation of Automatic Teller Machines to financial institutions in the Southeast US.

ATM Customer Support Representative, Northeast Region

Based in Silver Spring, Maryland and reported to the ATM Regional Sales Manager. Responsible for supporting the sales and implementation of Automatic Teller Machines to financial institutions in the Northeast US.

BURROUGHS CORPORATION, Detroit, Michigan

1971 to 1974

Named Account Representative, Washington, DC

Based in Washington DC and reported to the Named Account Manager-Financial. Responsible for sales of computer products and services to federal credit unions in the District of Columbia. Responsible for the sale and installation of the first Automatic Cash Dispensers ever used by a federally chartered credit union.

EDUCATION

Georgetown University
School of Foreign Service

BS in Foreign Service
International Trade and Transportation

JAMES A. SDOIA

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Community Volunteer Resume

Overview: A sense of community service was instilled in me at an early age by my parents, by my teachers and by my scout leaders. This desire to serve in the communities in which I live was reinforced while in college through my active membership and assumption of leadership roles in the Mu Alpha chapter of the Alpha Phi Omega National Service Fraternity at Georgetown University. Below is a chronological review of my various civic activities.

1976 – 1977 TREASURER OF THE PIMMIT HILLS HOMEOWNERS ASSOCIATION, FALLS CHURCH, VA
As treasurer I had responsibility for collecting and managing the associations annual dues assessments and disbursing funds as appropriate.

1978 – 1980 TREASURER OF THE ROCKY MOUNTAIN ELEMENTARY SCHOOL PTA, COBB COUNTY, GA
As treasurer I had responsibility for managing the PTA’s funds and also generating additional funds through the overseeing of our annual school Fun Carnival, which was our principal fund raising event.

1981 COACH, GIRLS PEE-WEE SOFTBALL, SHAW PARK ATHLETIC ASSOC., COBB COUNTY, GA
I coached my daughter’s 6, 7 and 8 year-old coach-pitch softball team. Focus was on teaching game fundamentals and how to be part of a team.

Y-INDIAN GUIDES ADULT VOLUNTEER

Participated in the Y-Indian Guides program with my oldest daughter.

1981 – 1984 CO-CHAIRMAN 7TH CONGRESSIONAL DISTRICT PRO-LIFE ACTION COMMITTEE, GEORGIA
Served as co-chair with my wife to promote a culture of life throughout our congressional district. Responsibilities included speaking to various civic organizations, writing letters to the editors of local newspapers and other activities designed to support the pro-life position of our Congressman who was killed on KAL flight 007.

1986 – 1988 BOARD OF DIRECTORS, BIRTHRIGHT OF LITTLE ROCK, LITTLE ROCK, AR
As a member of the board, I was responsible for participating in the setting of the overall direction of the organization, promoting its mission and in raising funds to allow it to offer its services to women in need.

1988 – 1990 ASSISTANT SCOUTMASTER, ST. JAMES UNITED METHODIST CHURCH BOY SCOUT TROOP, LITTLE ROCK, AR
Participated with my son in all scouting activities including teaching a wide variety of outdoor skills to all troop members.

CONFIRMATION INSTRUCTOR, CHRIST THE KING CATHOLIC CHURCH, LITTLE ROCK, AR
Prepared 7th and 8th grade youth to receive the Sacrament of Confirmation.

- 1991 – 1992** BAPTISM INSTRUCTOR, CATHOLIC CHURCH OF THE HOLY SPIRIT, SINGAPORE
Instructed parents on their responsibilities for the children they asked to receive the Sacrament of Baptism.
- 1994 – 1996** CAREGIVER, CATHOLIC AIDS RESPONSE EFFORT (C.A.R.E.) – SINGAPORE
My wife, Noreen, was co-Director of this program and gradually encouraged me to participate. My wife and I visited and comforted the AIDS patients that were housed at Singapore’s Communicable Disease Center and their friends and families. Responsibilities included bringing them meals and helping to feed them, making funeral arrangements, attending funerals and cremations and attending remembrance ceremonies with the friends and families of the deceased.
- 1999** VOLUNTEER, FEAST FOR FRIENDS, MEMPHIS
Assisted in preparing and serving meals for those afflicted with HIV/AIDS and their families.
- 2001 – 2006** FOUNDER AND FACILITATOR, ST. FRANCIS OF ASSISI CAREER TRANSITION NETWORKING GROUP, CORDOVA
In response to lay-offs that resulted from the attacks on 9-11, I started a Career Transition Networking Group at my church to help those needing to find new employment as a result of lay-offs, downsizing, etc. Meetings were held every Saturday morning beginning at 7:30 AM. Services provided included resume writing assistance, practice interviews, fellowship, support and encouragement.
- 2008 – PRESENT**
FIRST YEAR CO-CHAIR AND MEMBER OF THE MEMPHIS TGA RYAN WHITE PLANNING COUNCIL
I was appointed by then County Mayor A.C. Wharton to serve on the inaugural Ryan White Planning Council that oversees the allocation of federal grant funds to serve the needs of those individuals living with HIV/AIDS in the tri-state area. I was elected as Co-Chair for the first year and served as a member of the Membership Committee for 2009. My term expired on March 1, 2010.
- FOUNDER AND PRESIDENT OF THE MEMPHIS URBAN DEBATE LEAGUE
Working with the National Association of Urban Debate Leagues and the Memphis City Schools we were able to return academic policy debate back to MCS High Schools after an almost 40 year absence. Together, with a dedicated group of other professionals we formed the Memphis Urban Debate League Advisory Board, a 501(c)(3) public charity, to raise funds for the program to ensure its continuing operation. We are now beginning our fourth year of the program.