

Application Form

Status: submitted

Profile

Dear Oro Valley Citizen:

We appreciate your interest in the Town of Oro Valley. This informational form, when completed, will allow us to quickly process your application by assisting us in understanding how we can best use your talents and experience. Information reflecting the procedures surrounding the appointment process to Boards is attached below. Your application will remain on file for two years from the date of receipt. We thank you kindly for volunteering to serve the Town!

Please note: No volunteer shall serve on more than one standing Board at any time.

<u>Walter</u>	<u>H.</u>	<u>Ohlson</u>	<u></u>
First Name	Middle Initial	Last Name	Suffix

Email Address

<input type="text"/>	<input type="text"/>
Street Address	Suite or Apt

<u>Oro Valley</u>	<u>AZ</u>	<u>85755</u>
City	State	Postal Code

Oro Valley Resident

Please select your residency status:

3 mos

Number of years in Oro Valley (If less than 1 year, please state number of months)

<u>Mobile:</u>	<u>Business:</u>
Primary Phone	Alternate Phone

Which Boards would you like to apply for?

Historic Preservation Commission

Interests & Experiences

Please list your volunteer services in Oro Valley and with other organizations including any

boards or commissions on which you have served : (board/commission , civic, educational, cultural, social, etc.)

None. Relocated here only three months ago.

How does your previous volunteer service prepare you for the board or commission appointment for which you have applied? Please describe an issue considered at a meeting of the Board or Commission for which you are applying.

In addition to being a member of the National Trust for Historic Preservation, I am an Urban Historian having worked on oral history projects as well as certifying with the Chicago Architectural Foundation, which is considered "graduate-level" training and one of the best in the world. I have also curated a project at the National Hellenic Museum.

Briefly describe your educational/vocational background.

After a tough start, academically, I returned to school twenty years post high school when the greatest university on the planet: The University of Arizona, accepted me a freshman in 1993. Graduating with a B.A. in the Classics in four years in 1996, I have amassed a fine historian's library while also pursuing an M.A in Public History.

Question applies to Conceptual Design Review Board.

Please describe an issue or project you contributed to which related specifically to conceptual design?

Question applies to Conceptual Design Review Board.

Listed below are fields of professional experience required for four (4) members of the CDRB . If you have relevant experience, please check all that apply.

- Art
- Architecture
- Planning
- Engineering
- Development
- Construction

Other Design Background

Question applies to Conceptual Design Review Board.

For each selection you made above, please provide your years of experience and a generalized description of your professional design background in that area.

Have you attended the Community Academy or CPI?

Yes No

If yes, what year?

If no, are you willing to attend?

Yes No

[OHLS.director.2016.Tucson.docx](#)

Upload a Resume

Please attach any additional documents here

Please read the information contained in Appendices "B" and "C" of the Parliamentary Rules and Procedures before continuing.

[Appendix "B" - Appointment Process](#)

[Appendix "C" - Volunteer Consideration](#)

Please Agree with the Following Statement

By clicking this box, I certify that I have read the information contained in Appendices "B" and "C" of the Parliamentary Rules and Procedures.

I Agree *

WALTER H. OHLSON

Tucson, AZ 85755

SENIOR-LEVEL DIRECTOR

To parlay over twenty-years of building long-term, professional business relationships inside the franchise world, real estate brokerage, IT, and Yellow Pages advertising -- throughout the U.S. -- in addition to having an historian's eye for understanding and interrupting human endeavor, into an executive-level position with a market-leading, cutting-edge corporation.

PROFESSIONAL ACHIEVEMENTS

Administration

- Recruited, trained, and managed hundreds of employees in addition to managers and administrative staffs;
- Administered HR policies and procedures and wrote all employee evaluations in addition to presenting comp-plans;
- Serviced & consulted over 450 franchisee clients in multi-state regions: Desert Southwest (Arizona, New Mexico, Nevada, and West Texas) (twice); and the Midwestern U.S (Illinois, Indiana, Iowa and Nebraska);
- Drafted "preferred vendor" contracts to enhance web-revenue lines in addition to offering broader transactional services;
- Envisioned and planned multiple annual award celebrations, quarterly meetings, and sales rallies for as many as 1,600 attendees;
- Prepared PowerPoint presentations for client proposals and designed company brochures for trade shows;
- Supervised as many as 10 international trade expositions and state conventions, as well as franchisor/brand conventions;
- Relocated entire field operations in both Phoenix as well as Chicago;
- Consolidated and revamped two major parliamentarian advertising councils;
- Advanced proficiencies in most Microsoft operating systems;
- Tactfully communicates sensitive information;
- Professional business, educational, and leisure traveler throughout the U.S. and Hawaii, Mexico, Canada, and Europe.

Sales and Sales Management:

- Twenty+ years of *business-to-business*, consultative sales experiences inside extensive cold-calling environments such as Yellow Pages advertising, specialty billboards, and franchising;
- Advanced knowledge of the franchise sales processes, *i.e.*, transactions, legal documents, sales and growth models;
- Negotiated and closed over 70 franchises, with an average royalty-fee of \$250,000, in the states of Arizona, Nevada, New Mexico, Texas, Ohio, and Iowa;
- Managed INTERNET sales operation, closing, on average, 800 transactions annually;
- Experience with various CLIENT RELATIONSHIP MANAGEMENT (CRM) systems including SalesForce;
- Coached and managed hundreds of sales personnel achieving some of the highest productivity metrics measured.

Strategic Planning, Budgeting and Project Management:

- Forecasted monthly/quarterly and annual budgets while leading the nation in net operating profits (N.O.I) with two brands;
- Reconfigured entire lead distribution algorithms to maximize efficiencies and productivity;
- Demonstrated understanding of and expertise in franchisor/franchisee relationship;
- Helped hundreds of franchisees understand their strategic role in building brand via recruiting and M&A initiatives;
- Seven (7) years of field management experience as a Franchise District Manager or Director;
- Drafter of excellent, in-depth S.W.O.T. analyses;
- Commissioned IT development of *Go LOCAL* marketing initiative at Chicago, Omaha and Lincoln, NE.

Academic Achievements:

- Graduate-level work in American (U.S.) History; Earned Bachelor's Degree in Classical Studies;
- Presented academic essay titled: Ambushed at Shiloh: Grant's Army, then Grant Himself at *Mid-America Conference on History* as well as *Northern Illinois University Graduate Student Conference*;
- Successfully completed 3-day seminar on professional public speaking skills using MS PowerPoint;
- Procured state-issued real estate licenses in both Arizona and Illinois.

PROFESSIONAL HISTORY

Capital Connect, Inc., Tucson, AZ, is a nationally recognized leader in residential and commercial security and home automation systems. Partners are industry leaders that help deliver affordable security products and services to customers across Arizona, California, New Mexico, Texas, Colorado, Utah, Nevada, Idaho and Illinois.

■ **DIRECTOR of STRATEGIC PARTNERSHIPS** September 2015 to Present
Home and Business Security Solutions/Technologies

Spearheading new commercial department focusing on business security in addition to seeking partnerships that align with CCI core-residential business.

- Procured the largest Advertising Business Agreement (ABA) in company history, aligning with a 1000-agent real estate firm in Arizona that closes over 15,000 transactions a year – in only first month;

RE/MAX LLC, Denver, CO (NYSE: RMAX)

A “best-in-class” publicly traded brand with 100,000 member-agents working out of over 6,500 offices in 100 countries.

■ **Sr. BUSINESS DEVELOPMENT CONSULTANT (SR. BDC)** August 2014 to August 2015
Franchise Sales, Southwest Region (Arizona, New Mexico and West Texas)

Promoted to the franchise sales division as a *senior* director to market the franchise systems at Tucson, Phoenix, Albuquerque/Santa Fe, and El Paso, TX.

- Sold 7 franchises at Tucson (UA), Scottsdale (Old Town), Tempe, Rio Rancho (3), and Santa Fe – in just 8 months;
- Brokered acquisition of 20-year old company in New Mexico;
- Turned-around declared “termination” by finding and brokering *partnership* to save existing operation at Tucson;
- Probed and forged the *Adult-Community Franchise* concept.

■ **FRANCHISE DEVELOPMENT CONSULTANT (FDC)** February 2014 to August 2014
Regional Services, Southwest Region (Arizona, New Mexico and West Texas)

Relocated to Denver to serve the Southwest Region to bring value to franchise clients; assist and consult members on brokerage growth; collect outstanding fees and renew all expired contracts.

- Stabilized regional services in the state of New Mexico and Southern Arizona by renewing 7 contracts in the first 4 months;
- Terminated non-performing members (where others have failed),
- Engaged and trained ~250 members out of 350 in less than 5 months to gain a robust increase in adoption-rates within the LeadStreet CRM.

■ **DIRECTOR of BUSINESS DEVELOPMENT** February 2013 to February 2014
Regional Services, RE/MAX Central, Inc. Lincoln, NE (Nebraska-Iowa)

Relocated to Lincoln, NE to serve the Central Region, one of the oldest independent regions in the RE/MAX world; market and service the franchise systems.

- Increased membership head-count in Nebraska and Iowa from 585 to 620, or +6%, in just the 1st year from a decline of -22 members (2012);
- Added new franchise @ Des Moines;
- Decommissioned half the hot-air balloon fleet while purchasing and refurbishing fleet in two states;
- Set 2014 Regional Marketing Plan titled: *Go LOCAL!* See <http://www.remax-central.com/omaha/communities>

ADHOC Advocates, L.P., Chicago, IL

Professional business consultancy, concentrating on solving business and brand development issues

■ **MANAGING GENERAL PARTNER**

May 2011 to December 2012

Management Consulting

Four (4) main areas of concentration: Brand Development; New Market Opportunities; Staffing & Recruiting Solutions; Exit Strategy Solutions; Projects commissioned:

- Apartment Finders, Inc.: Brand Development & Investors sought
- Prudential Rubloff Corporation
 - New Market Development (NW Indiana and SW Michigan)
 - Drafted feasibility study on residential rental business in Chicago
- Listingbook, LLC, *"The Ultimate Online Solution for Real Estate Agents and their Clients,"* Northeast Illinois
 - Launched new company into Chicago market, promoting their robust CRM.

ZIP Realty, Inc., Emeryville, CA, is a publicly-traded, high-tech corporation working inside the residential real estate space.

■ **DIRECTOR of REGIONAL OPERATIONS (RD)**

April 2009 to April 2011

Internet Real Estate Brokerage (Chicago)

Administered day-to-day business operations for this internet-based real estate brokerage including recruiting and training; fiscal budgetary management; brand development; Client Relationship Management (CRM) development and management; sought advertising revenues and alliances:

- Turned-around one of the most dysfunctional, poorly-run and non-profitable business units in U.S.
- Surpassed both 2009 and 2010 revenue budgets by 13% and 4%, respectively;
- Chicago operation closed over 1,600 transactions on \$8 MM in commissions, generating **\$1,837,051** (22.5%) in net operating profit while company posted record loses of -\$17 MIL in 2009 and 2010;
- One of only five regions in the U.S., out of 34, that posted a positive returns in 2010;
- Recruited on average seventy-five (75) new employees annually and taught engagement strategies;
- Redesigned entire territory configuration to maximize capture rates on 5,000-7,000 B2C internet-prospects *monthly*;
- Sales techniques taught and managed which produced #1 or #2 rankings in LEAD-CONVERSION RATIOS (.67 to .98), nationwide;
- Increased Y-O-Y productivity 133.1% for 51 of 56 employee-agents (91%).

REALOGY Franchise Group (RFG), Parsippany, NJ, is the largest franchisor of residential and commercial real estate brokerage offices in the world with approximately 14,300 franchised and company-owned offices and 253,000 brokers.

■ **REGIONAL SERVICES DIRECTOR (RD)**

February 2006 to September 2008

Regional Services, Northern Illinois and Northwest Indiana

Spearheaded turn-around project of **Century 21 LLC** (Chicago Region) with 200+ member clients and 6000 sales associates, generating \$8 MIL in annual franchise fees:

- Increased market-share from 6.1% to 7.1% after only 1-year while also purging region of 20% of under-performing offices and agents;
- Retention strategies renewed over \$7 million in royalty fees in just the last year alone;
- Re-directed franchise sales efforts which added \$5 MM in adjusted gross commissions;
- Franchise Sales Team won TOP HONOR awards nationwide in '06 and '07
- Hosted 1st ever annual awards celebration inside a built 1929 speakeasy.

RE/MAX International, Denver, CO

Privately-held real estate brand with 75,000 member-agents working out of over 4,500 offices in 80 countries

■ **DIRECTOR OF FRANCHISE DEVELOPMENT**

September 2005 to December 2005

Franchise Sales, RE/MAX of California and Hawaii

Relocated to the California-Hawaii Region at Los Angeles...

- Drafted plan to market the franchise system inside the City of San Francisco;
- Shortly after relocating, regional director passed away and the region was sold;
- Returned to Chicago to run the Century 21 region.

■ **Sr. FRANCHISE SALES CONSULTANT**

February 2001 to September 2005

Franchise Sales, RE/MAX Central & Northern Ohio (Cleveland, Columbus and Toledo, OH)

Hired to combat "adverse" conditions in Cleveland, maintain strength in Columbus, and re-invigorate Toledo; directed the selection and placement of all new franchisees; marketed franchise systems via cold-calling to competing firms:

- Personally Sold **35** franchises in 1st four years while the region sold 66 franchises in same time -- a record in Ohio;
- Earned *Honorable Mention* and promoted after only 1 year, 2001;
- Honored *1st in Franchise Sales Revenue* and *2nd in Units Sold* in the U.S. COR regions, 2002;
- One of only five employees (5) nationwide to win all-expenses paid vacation (for 2) to Cabo San Lucas, Mexico, '04;

ACADEMIC STUDIES & PURSUITS

Re-Certified, Integrity Selling®, Integrity Solutions Holding, LLC, Denver, CO, January 2015;

Certified, Take Back Your Life! (TBYL), Microsoft Outlook®, McGhee Productivity Solutions, Denver, CO, March 2014;

Graduate, Integrity Selling®, Integrity Solutions Holding, LLC, Las Vegas, NV, March 2013;

M.A. Scholarship, Department of History, WESTERN ILLINOIS UNIVERSITY & LOYOLA UNIVERSITY-CHICAGO, spring and fall 2012, respectively;

- Research within the COLD WAR era, the *American Civil War* and the *History of the American South*.

Real Estate Licensee, Chicago Association of REALTORS (CAR), 2000-2006, 2008;

Certified Racer/Vintage, American Historic Racing Members Association (AHRMA), 2004-2005;

Certified, Shackleton Leadership Training, Chicago, IL, August 2003;

B.A., Classical Studies with double minors in English and History, UNIVERSITY OF ARIZONA, Tucson, AZ, 1996

- *National Honor Society in History*, Phi Alpha Theta, UA Foundation, retroactive from 1996, March 2012.
- *Old Main Member*, University of Arizona Alumni Association, since 1997
- *Booster*, Classics Department, University of Arizona, Spring 1995
 - Spearheaded recruitment of student body for academic tour of classical Italy, March 1995

Real Estate Licensee, Arizona Department of REAL ESTATE (ADRE), 1992-1996.

COMMUNITY COMMITMENTS AND CONTRIBUTIONS

- *Contributor*, CPR, KUVU/KVJZ 88.1, Public Radio, *Cancion Mexicana*, Denver, CO 2014-Present;
- *Membership: President's Circle*, National Baseball Hall of Fame and Museum, Cooperstown, NY, 2014-
- *Contributor*, NET, 91.1 Public Radio, Inspire Nebraska, Lincoln, NE, 2013-14;
- *Intern-Curator*, American Moments: The Legacy of Greek Immigration, National Hellenic Museum, Chicago, IL, 2012;
- *Member*, National Trust for Historic Preservation, Washington, D.C., since 2012;
- *Contributor*, WTTW 11 Public Television, Chicago, 2007-2012;
- *Member Affiliate*, American Historical Association, Washington D.C., 2011-2012;
- *Intern-Oral Historian & Museum Member*, Chicago at the Crossroads of the COLD WAR, Studs Terkel Center for Oral History, Chicago Historical Society, Chicago, 2011-2012;
- *Volunteer Recruiter*, Parents & Alumni Working with Students (P.A.W.S), UNIVERSITY OF ARIZONA, Chicago, 2011-
- *Certified Docent*, Chicago Architecture Foundation Education Program, Chicago, IL, 2009
 - Graduate-level studies on the architectural and engineering discoveries of skyscrapers and their builders;
- *EXTRA Mile Member*, American Motorcycle Association (AMA), 2003-2005.

PUBLIC HISTORY TOURS, CONFERENCES & PRESENTATIONS

- *Public History Tour*, Golden Spike National Historic Site Utah, Promontory, UT 15 August 2015;
- *Public History Tour*, World War II National Monument, *USS Arizona Memorial*, Honolulu, HI, December 2014;
- *2014 Induction Ceremony*, National Baseball Hall of Fame and Museum, Cooperstown, NY, 27 July 2014;
- *Public History Tour*, West Point Military Academy, West Point, NY, 26 July 2014;
- *Guided Public History Tour*, Mt. Rushmore National Memorial, Crazy Horse Memorial, and Custer State Park, Black Hills, SD, 04 July 2014;
- *Public History Tour*, Abraham Lincoln Presidential Library & Museum, Springfield, IL 28 November 2011;
- *Attendee*, "Indians of the Midwest, Past and Present," The Newberry Library *D'Arcy McNickle Center for American Indian and Indigenous Studies*, Chicago, 10 November 2011;
- *Public History Tour*, "38th Annual Historic Pullman Tour, Historic Pullman Foundation, 09 October 2011;
- *Guided Tour*, Vicksburg National Military Park, Vicksburg, MS, 02 May 2011
- *Public History Tour*, Mississippi Blues Trail and the Delta Blues Museum, Clarksdale, MS, 30 April 2011;
- *Public History Tour*, Mississippi River Museum, Mud Island, Memphis, TN, 29 April 2011
- *Public History Tour*, Fort Donelson National Battlefield, Dover, TN, 10 April 2010
- *Public History Tour*, National WW I Museum at Liberty Memorial, Kansas City, MO, June 2009;
- *Public History Tour*, Negro League Baseball Museum, Kansas City, MO, June 2009;
- *Graduate Seminar*, "Late Modernism, Post-Modernism & Contemporary," Harrington, Kevin, Ph.D., IIT, 11 April 2009;
- *Graduate Seminar*, "Origins & Facets of Modernism," Wittman, Tim, Chicago Architecture Foundation, 21 March 2009
- *Public History Tour*, "Millennium Park Revealed," Chicago Architecture Foundation (CAF), 28 November 2008;
- *Public History Tour*, National World War II Museum, New Orleans, 30 December 2006;
- *Public History Tour*, Elvis Presley Birthplace & Museum, Tupelo, MS, 29 December 2006;
- *Backstage Tour*, Ryman Auditorium, Nashville, TN, 28 December 2006;
- *Public History Tour*, Abraham Lincoln Birthplace & National Historic Site, Hodgenville, KY, 27 December 2006;
- *Public History Tour*, GRACELAND, Memphis, TN, 01 June 2006;
- *Public History Tour*, Sun Studio, Memphis, TN, 31 May 2006;
- *Conventioneer*, "Master Your MARKET! Build Your BUSINESS!" Moscone Center, San Francisco, CA, October 2005;
- *Public History Tour*, "Murder of a Prophet: Joseph Smith," Carthage Jail and Visitors' Center, Carthage, IL, 6 August '05;
- *Conventioneer*, "Seeking New Level," Convention Center, Orlando, FL, 5-8 November 2004;
- *Motorcycle Tour*, "Forts, Falls & Flight," Harley-Davidson Motor Company's Great Lakes Tour of Lake Ontario, Rochester, NY, July 2004;
- *Conventioneer*, "A World of Opportunities," Moscone Center, San Francisco, CA, 7-10 November 2003;
- *Public History Tour*, Harley-Davidson Museum, "100 Years of the Motor Company," Milwaukee, WI, July 2003;
- *Conventioneer*, "A New View in '02," Convention Center, New Orleans, LA, 8-11 November 2002;
- *Conventioneer*, "2001: Profiting from Innovation," McCormick Place, Chicago, IL, 2-5 November 2001;
- *Public History Tour*, Lewis & Clark National Historic Park, Astoria, OR, 18 November 1999
 - Study of winter encampment for the Corps of Discovery from December 1805 to March 1806, Ft. Clatsop;
- *Guided Tour*, Gettysburg National Military Park, Gettysburg, PA, 02 July 1997
 - In-depth study of *Pickett's Charge* ;
- *Public History Tour*, The Ronald Reagan Presidential Foundation & Library, June 1995;
- *Academic Tour*, "Gems of Italy," Roma, Italy, Spring Break 1995, 18-25 March
 - Toured the Roman Forum, *Sorrento, Isola Di Capri, Pompeii, Assisi, Firenze, Pisa & Venezia*;
- *Public History Tour*, Huntington Library, Art Collections and Botanical Gardens, San Marino, CA, Spring Break 1994;
- *Mine Tour*, Jerome Historical Society, Jerome, AZ, March 1992;
- *Walking Tour*, Stone Mountain, Georgia, September 1990
- *Military Navel Tour*, "Tiger Cruise 1990," USS Carl Vinson, CVN 70, United States Navy, 23-29 July 1990
 - Invited to cruise from Honolulu, HI to San Diego, CA, after passing FBI security check, by Lt. Commander, and X/O of the USS Carl Vinson, Tour of the Pacific 1990, Edward C. Ohlson, Jr. (RET)
 - Toured the bridge deck, flight deck, weapon bays, catapult mechanics, etc.
 - All flight ops were exercised and viewed;
- *Public History Tour*, Bodie State Historic Park, May 1987
- *Public History Tour*, J. Paul Getty Museum, Malibu, CA, July 1984;
- *Public History Tour*, Greenfield Village: The Henry Ford Museum, Dearborn, MI, March 1971;