
Profile

Richard

First Name

Vitiello

Last Name

rich4supervisor@gmail.com

Email Address

44559 W. Sedona Trail

Street Address

Suite or Apt

Maricopa

City

AZ

State

85139

Postal Code

Home: (520) 494-7888

Primary Phone

Mobile: (480) 358-8051

Alternate Phone

Which Boards would you like to apply for?

Board of Adjustment, Planning & Zoning Commission

Are you applying based on a request from a member of City Council?

☒ Yes ☐ No

Many of them

If so, please indicate which Council member:

City Resident

What district do you live in?

If residency status is non-resident, do you own property or a business within the City of Maricopa?

☐ Yes ☐ No

Interests & Experiences

Briefly tell us about your experience and education:

I have 27 years of international business experience with working with people all around the world

Briefly tell us why you want to serve on this board/committee/commission:

I have wanted to work with the people of Maricopa to help our city grow.

When are you available for meetings?

most nights and some days

Are you a graduate of the City of Maricopa Citizens Leadership Academy?

☐ Yes ☒ No

If so, what year did you graduate?

Are you at least 18 years old and registered to vote in Pinal County?

☒ Yes ☐ No

Have you lived within the City's Incorporated Limits for at least one year?

☒ Yes ☐ No

Have You Served On Any Boards, Commissions, Committees, or Task Forces In the Past?

☒ Yes ☐ No

If so, Please List:

2040 visionary committee

[Rich_Vitiello_Resume_11-11-2012.doc](#)

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Board-Specific Questions

Additional Information

Richard J. Vitiello

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Maricopa, AZ 85139

Home: (520) 494-7888
Cell: (480) 358-8051
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rich4supervisor@gmail.com

PROFESSIONAL SUMMARY

OVERVIEW	Experienced sales management and product development professional
START-UP	Started up new region with industry record-setting results
TURN AROUND	Developed and instituted industry trend-setting turnaround strategies in declining markets
RAPID GROWTH	Created and implement dealer programs recognized as “industry firsts”
TRAVELED	27 years of traveling to Asia and many other countries sourcing and negotiating

CAREER HIGHLIGHTS & RECORD SETTING RESULTS

SALES, MARKETING & PRODUCT MANAGER

Rich Vitiello Consulting – Maricopa, AZ –2004

- ☐ Answer BMX
- ☐ Increased sales over 50% via strong product, customer service programs and product seminars.
- ☐ Increased brand in the United States and International by 30%
- ☐ Help start new brand called TRU in Scottsdale AZ

Funn MTB VP Sales and Marketing– Maricopa, AZ –2008 to 2010

- ☐ Increased sales over 75% via strong product, customer service programs and product seminars.
- ☐ Increased brand in the United States and International by 25%
- ☐ Traveled with sales-reps worldwide

Rich Vitiello Consulting – Dayton, OH, Maricopa, AZ – August 2004-2010

Developed new line of Iron Horse, Columbia, AMX and Harley-Davidson bikes for mass and specialty sporting good stores.

- ☐ Increased sales by 30% first year, increased profit margins by 10%.
- ☐ Worked with three other BMX company's with product development and marketing.

Developed new line of 2-Hip Bikes

- ☐ Increased sales by 20% first year, increased profit margins by 15%.

Developed new line of Intense Bikes

- ☐ Increased sales by 25% first year, increased profit margins by 25%.

Developed new line of Kink Bikes

- ☐ Increased sales by 20% first year, increased profit margins by 20%.
- ☐ Product development for Answer BMX, sourcing and negotiating new products.

DIRECTOR OF BMX & SPECIAL PROJECTS

Huffy Bicycles Company – Dayton, OH – 1996-2004

- ☐ Developed new line of Huffy BMX & X-Games bikes for mass and specialty sporting good stores.
- ☐ Developed Micro Scooter line.
- ☐ Started the Huffy BMX race team and Huffy Pepsi Freestyle team. Team grew to 27 riders, two trucks and trailers traveling 10 months out of the year attending races and shows at retail stores throughout the United States.
- ☐ Increased bike sales by 100%
 - 250,000 bikes @ 30% margins, \$17,500,000 in sales, net profit of \$7,000,000
 - 500,000 bikes @ 23% margins, \$32,550,000 in sales, net profit of \$12,100,000
- ☐ Micro Scooter sales
 - 3,000,000 scooters @ 30% margins, \$210,000,000 in sales, net profit of \$35,400,000
 - 1,000,000 scooters @ 20% margins, \$50,000,000 in sales, net profit of \$9,100,000
- ☐ Micro Electric Scooter sales
 - 100,000 @ 30% margins, \$11,00,000 in sales, net profit of \$2,900,000

DIRECTOR SALES, MARKETING & PRODUCT DEVELOPMENT

Mongoose Bicycle Company – Torrance, CA –1993-1996

- ☐ Increased sales over 100% via strong product, customer service programs and product seminars.
- ☐ Increased brand in the United States to number two
- ☐ Traveled with sales-reps nation wide

SALES REPRESENTATIVE

North America Cycles – Farmingdale, NY –1988-1993

- ☐ Increased sales over 100% via strong product, customer service programs and product seminars.
- ☐ Increased sales from \$500,000 to \$2,200,000 in three years
- ☐ Increased sales over all to \$3,000,000

Brands Bicycles – Wantagh, NY –1982-1988

- ☐ Sales & customer service
- ☐ Pro shop manger

Profile

Joshua

First Name

Babb

Last Name

joshuababb@gmail.com

Email Address

37211 W Amalfi Ave

Street Address

Suite or Apt

maricopa

City

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State

85138

Postal Code

Mobile: (801) 358-1078

Primary Phone

Home:

Alternate Phone

Which Boards would you like to apply for?

Planning & Zoning Commission, Transportation Committee

Are you applying based on a request from a member of City Council?

☐ Yes ☒ No

If so, please indicate which Council member:

City Resident

What district do you live in?

If residency status is non-resident, do you own property or a business within the City of Maricopa?

☐ Yes ☐ No

Interests & Experiences

Briefly tell us about your experience and education:

I have experience in management, community organizing, volunteer commitment. My businesses background is in large scale project management and contract management for Verizon.

Briefly tell us why you want to serve on this board/committee/commission:

I would like to be more engaged with my community and help develop Maricopa into a thriving city. I want to be able to assist my fellow community members and really show Maricopa off to the wider public.

When are you available for meetings?

Any time

Are you a graduate of the City of Maricopa Citizens Leadership Academy?

☐ Yes ☒ No

If so, what year did you graduate?

Are you at least 18 years old and registered to vote in Pinal County?

☒ Yes ☐ No

Have you lived within the City's Incorporated Limits for at least one year?

☒ Yes ☐ No

Have You Served On Any Boards, Commissions, Committees, or Task Forces In the Past?

☐ Yes ☒ No

If so, Please List:

Upload a Resume

Board-Specific Questions

Additional Information

Profile

Leon

First Name

Potter

Last Name

leonpotter@msn.com

Email Address

43539 W Roth Rd

Street Address

Suite or Apt

Maricopa

City

AZ

State

85138

Postal Code

Mobile: (520) 582-5425

Primary Phone

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Which Boards would you like to apply for?

Planning & Zoning Commission

Are you applying based on a request from a member of City Council?

☒ Yes ☐ No

Councilwoman Julia Gusse

If so, please indicate which Council member:

City Resident

What district do you live in?

If residency status is non-resident, do you own property or a business within the City of Maricopa?

☐ Yes ☐ No

Interests & Experiences

Briefly tell us about your experience and education:

Business Owner/Home Based,City of MaricopaMaricopa(Income Taxes &Accounting) 2010- present
Maricopa City Councilmember 2012-2014 Parks, Recreation,Library(PRL) Advisory Committee member
2010-2011 AA Business Administration Central Arizona College, Signal Peak AZ 2010 Enrolled Agent
Designation, US Treasury/Internal Revenue Service Since 2008

Briefly tell us why you want to serve on this board/committee/commission:

I enjoy being part of the legislative process. I understand and appreciate the study/time that takes place to make a decision(vote). I want to contribute my skills and experiences that I have while, at the same time, increase my knowledge about the workings of City Government.

When are you available for meetings?

I am available to meet at the time the Planning &Zoning Commission as scheduled on Mondays. I have the flexibility to be available any other day/time if/as necessary.

Are you a graduate of the City of Maricopa Citizens Leadership Academy?

☒ Yes ☐ No

2009

If so, what year did you graduate?

Are you at least 18 years old and registered to vote in Pinal County?

☒ Yes ☐ No

Have you lived within the City's Incorporated Limits for at least one year?

☒ Yes ☐ No

Have You Served On Any Boards, Commissions, Committees, or Task Forces In the Past?

☒ Yes ☐ No

If so, Please List:

Parks, Recreation, and Library Advisory Committee 2010-2011

[Leon_Potter_Resume_P_Z_Commission_.pdf](#)

Upload a Resume

Board-Specific Questions

Additional Information

Leon Potter
(520)582-5425
43539 W Roth Rd
Maricopa AZ 85138

Seeking Position as Commissioner on City of Maricopa Planning and Zoning Commission

Summary of Qualifications:

Tax Consultant / Preparer Master Tax Advisors(owner) 2010-present

- provide tax advice and preparation services to individuals and businesses
- accounting/bookkeeping services
- IRS/state representation services

City Councilmember (Maricopa) 2012-2014

- 1 of 7 voting members of municipal policy, city code, budget policy,
- budget, finance, operations subcommittee member 2012-2014
- face to face and telephone meetings with constituents regarding concerns and suggestions
- Speaker at public events
- meetings with other elected officials and municipal/state department staff members

Volunteer Income Tax Assistance Program Manager 2011-2012

- Responsible for recruitment and training of 35 volunteers in roles as tax preparers, greeters, site coordinators, tax instructors in 7 locations throughout Western Pinal County to IRS Volunteer standards
- Public Relations/ seeking volunteers and bring public awareness to the VITA Program in Western Pinal County
- Created more efficient system for tax preparer/volunteers in 7 sites
- created by appointment system from a walk-in only system to VITA sites
- decreased wait times/increased customer and volunteer satisfaction
- trained tax instructors in 7 locations for convenience of volunteers

United Way of Pinal County Site Coordinator (Volunteer) 2011

- supervised tax preparers, greeter, assisted tax clients
- Prepared tax returns for individuals as needed

- implemented by appointment policy for Maricopa location

United Way of Pinal County VITA Instructor 2010/2011

- Instructed/trained volunteers to be IRS certified under VITA program in classroom setting
- proctored final certification exams

H&R Block Marketing Coordinator/ Office Manager 2007-2008

- Public relations/awareness of brand
- led on site workshops at business locations for employees benefits
- Supervised 15 tax preparers/administrative assistant
- Matched new clients with tax Professional with training/experience to meet needs

Financial Advisor 2000-2003

Waddell and Reed Inc San Diego CA

- Personal Financial Planning
- Trained Financial Advisors on using financial planning software, efficient client communication financial planning topics; retirement, income taxes, etc.

- **#2 in financial planning fees collected** in San Diego Office (2001 and 2002)

Independent Tax Preparer (2000-2003)

- Individual Tax Preparation and Advice

H&R Block Instructor/ Tax Preparer 1999

- Instructed students/potential new hires with tax preparation theory and concepts in a classroom setting
- Responsible for grading, monitoring progress, providing feedback coursework qualified graduating students to apply for registered tax preparer status with California Tax Education Council

On-Base VITA preparer US Navy 1999

- Prepared tax returns for military members and families

US Navy San Diego CA STG2/E5**Sonar Technician 1988-1999**

- Integrated sonar systems instructor /Fleet ASW Training Center Pacific(1996-1999)
- Prepared lessons and courses of instruction
- Trained personnel in equipment operation and maintenance in classroom and lab environment
- Class advisor (2 classes/ 12 students each)/ responsible for monitoring progress of class, conducted periodic evaluations and counseling, being a mentor, motivator, leader through graduation

Education/Licenses

- AA Business Administration Central Arizona College, Signal Peak AZ 2010
- Enrolled Agent (EA) License #91332 2008
- CA Registered Tax Preparer (1999/2005)

Awards/Nominations

- Sonny Dunn Citizen of the Year(Nominee) Maricopa Chamber of Commerce 2012
- (2) Good Conduct Awards and Honorable Discharge(11 yrs Naval Service) 1988-1999

Community Involvement

- Maricopa Rotary Club President 2014-2015
- Community Alliance Against Substance Abuse(Board member) 2014- Present
- Discover Community Church Strategic planning/ task force member 2014-15
- Maricopa Unified School District
Budget Planning Committee 2010,2014,2015,2016
- Maricopa Business Council Board member 2014
- Maricopa Friends of the Library (FOTL) Board Member 2011-2014
- Maricopa Chamber of Commerce Board member 2012
- City Of Maricopa Parks Recreation and Library Advisory Committee member 2010-2011
- American Legion Executive Council Member 2010/2011

References: Available upon request