

Profile

Rachel

First Name

Leffall

Last Name

rlconsulting@earthlink.net

Email Address

PO Box 697

Street Address

Suite or Apt

Maricopa

City

AZ

State

85139

Postal Code

Mobile: (480) 744-6433

Primary Phone

Home:

Alternate Phone

Which Boards would you like to apply for?

Board of Adjustment

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

☒ Yes ☐ No

Nancy Smith

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 more than 15 years business experience as a principal business consultant and have served on various boards, commissions, committees, and task forces in various chair positions. I have contributed to decisions that affect education, community, government, and business. I hold an undergraduate degree in Communication and a graduate degree in Higher Education and have a proven commitment to service and working in diverse environments to accomplish targeted goals through equity and integrity.

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

I feel that my sound decision making skills, combined with my ability to research topics/apply findings and collaborate with others in a diverse setting, would contribute to the effectiveness of this board. I believe that my more than 15 years business experience, as well as my experience in community and governmental affairs will also be of value in my service.

When are you available for meetings?

Monday through Thursday (late afternoon/early evening)

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

☒ Yes ☐ No

2012

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:

Industrial Development Authority, 2040 Vision Steering Committee, Business Incentive Program Advisory Group, University of Arizona Hearing Board, City of Maricopa Key Stakeholder Panel, State Government Committee, ParkWise Commission, Thurgood Marshall Leadership Forum, Lambda Pi Eta National Communication Association Honor Society

Board-Specific Questions

Additional Information

RACHEL LEFFALL

6045 W Chandler Blvd #13-131, Chandler, AZ 85226 ♦ Phone: (619) 454-4599 ♦ Email: rleffall@earthlink.net

PROFESSIONAL PROFILE

- ♦ Highly competent and motivated professional offering more than 10 years experience in project management, business development, college preparation, and community outreach.
- ♦ Talent for quickly assessing student/business needs and providing effective solutions to attain objectives.
- ♦ Demonstrated skills in effectively communicating business strategies, motivating stakeholders, and facilitating programs.
- ♦ Proven leadership skills forming and enhancing new/existing businesses and supervising and training staff at all levels.
- ♦ Solid understanding of higher education standards and government sector/business initiatives in diverse markets.
- ♦ Commitment to excellence through education, knowledge of business drivers, and ability to remain flexible in changing environments.

EDUCATION

University of Arizona – Tucson, AZ

- ♦ Master of Arts in Higher Education
- ♦ Bachelor of Arts in Communication – Lambda Pi Eta National Communication Association Honor Society

PROFESSIONAL EXPERIENCE

RL Consulting LLC – Chandler, AZ

March 2000 to Present

Business Consultant

- ♦ Successfully manage consulting company aiding aspiring entrepreneurs in business startups and brand development nationwide.
- ♦ Assess and execute business entity formations to ensure compliance with local, state, and federal guidelines.
- ♦ Perform organizational assessments and development planning, including targeted employee succession initiatives.
- ♦ Supervise staff in all aspects of major event planning, including fundraising, accounting, scheduling, and operations.
- ♦ Execute quality approach to service, ensuring a clear understanding of client needs and maximum resolution of issues.
- ♦ Organize programs and collaborations to maximize business outreach and increase industry and community awareness.
- ♦ Direct confidential matters concerning employee reviews, pay scales, pricing, and privileged communication of records.

Guided Steps Prep – Chandler, AZ

July 2003 to Present

Executive Director / College Prep Program Facilitator

- ♦ Facilitate college prep program including test-taking, college selection/admission, financial aid, and career guidance.
- ♦ Conduct regular meetings with parents and students to assess and develop post-secondary education plans.
- ♦ Develop and maintain tracking system to monitor progress of secondary and post secondary school students.
- ♦ Communicate with counselors and advisors to evaluate and confirm matriculation and financial aid awards.
- ♦ Promote student success through mentoring, support, guidance, and service learning resulting in 100% graduation rate.
- ♦ Coordinate and lead workshops on topics including admissions, financial aid, career planning, and campus engagement.

Junior Achievement of Arizona – Tucson, AZ

November 2011 to August 2012

Intern/Interim Education Program Manager

- ♦ Hired as interim Education Program Manager to conclude 2011-12 and prepare 2012-13 fiscal programming.
- ♦ Recalculated class schedules, reported daily program updates to Director, collected outstanding school registration forms and volunteer pledges/paperwork, and processed payments for eligible Teacher Driven School stipends.
- ♦ Recruited and trained volunteers and organized program materials to ensure successful teaching of financial literacy, work readiness, and entrepreneurship to K-12 students in Tucson area classrooms.
- ♦ Researched and identified methods to increase volunteerism, promote organization, and improve program efficiency.
- ♦ Served as primary connection between organization and prospective intern providers and volunteer coordinators.
- ♦ Collaborated to increase strategic outreach efforts at networking events and Board/Committee meetings and initiated communication with business leaders and University of Arizona departments to enlist support.

University of Arizona – Tucson, AZ

September 2007 to June 2012

Development Administrator Graduate and Professional Student Council

August 2011 to June 2012

- ♦ Secured more than \$50,000 in donations in less than 1 month from private donors, exceeding goal by 5000%.
- ♦ Organized fundraising events to increase student research awareness and promote business-to-student relationships.
- ♦ Developed strategies to link business and government officials with students to convert “brain drain” to “brain gain.”

Graduate Assistant, Transfer Student Center

November 2011 to May 2012

- ♦ Served as primary academic advisor throughout the transfer student evaluation, course selection, and registration process.
- ♦ Presented at Maricopa Community College District forum, new/prospective student orientations, STU-210 classes, Transfer Tuesdays, and inter-departmental meetings to broaden awareness and develop/enhance working relationships.
- ♦ Interviewed, trained and supervised 13 student workers and served as advisor to 3 student organizations, focusing on experiential learning, unifying student bodies, and elevating communication, critical thinking, and leadership skills.

- ◆ Managed department website and social media activity and oversaw planning activities for student training workshops, Tau Sigma Honor Society induction ceremony, student outreach efforts, and National Student Exchange/community service/social events.

Business Operations Chair, University of Arizona Spring Fling

January 2008 to April 2008

- ◆ Supervised business staff of more than 40 volunteers to ensure accurate distribution of tickets and cash for annual event.
- ◆ Chaired business operations segment to promote effortless resolution of customer service and accounting issues.
- ◆ Trained more than 60 volunteers on cash counting and disbursement procedures to ensure efficient shift rotations.

Student Mentor, Project SOAR

September 2007 to May 2008

- ◆ Mentored middle school students to stimulate academic excellence and increase community involvement.
- ◆ Encouraged students to set personal goals and inspired them with access to higher education and potential career paths.
- ◆ Counseled students on personal, academic, and peer-related issues to enhance life skills.

Student Volunteer, GEAR-UP

September 2007 to December 2007

- ◆ Supervised youth during social empowerment activities at middle schools in underserved communities.
- ◆ Instructed middle school students in creative writing and graphic design during after school program.
- ◆ Engaged students in goal achievement via shared personal experiences (experiential learning).

Tucson Metropolitan Chamber of Commerce – Tucson, AZ

September 2007 to November 2009

Governmental Affairs Manager/ Communications Coordinator/ IT Administrator

- ◆ Communicated with elected officials, including Congress members, State Representatives, Governors, and Mayor and Council to discuss critical issues and advocate for improved business and education policies.
- ◆ Edited and published monthly newsletter and issued press releases to promote business and organizational mission.
- ◆ Managed website and advertising activities to increase awareness of critical information and generate revenue.
- ◆ Researched critical issues affecting business and education policy and presented findings in legislative agenda.
- ◆ Served as staff liaison on Candidate Evaluation Committee while monitoring political candidate interviews to ensure integrity with scoring for recommendations to Political Action Committee (PAC) for endorsements.
- ◆ Served on local committees and advisory boards and presented at City Council meetings as voice for business community.

ADDITIONAL EXPERIENCE

Wade for Pinal County Supervisor – Maricopa, AZ

January 2012 to December 2012

Campaign Finance Manager

- ◆ Managed campaign accounting activities and formulated budgets for Pinal County District 4 Supervisor candidate.
- ◆ Developed fundraising communications and oversaw reporting procedures in accordance with local and state guidelines.

American Cancer Society Relay for Life – Maricopa, AZ

February 2011 to August 2011

Accounting Chair

- ◆ Managed \$72,000 in accounting revenue for 1st annual fundraiser to support cancer survivors and fund research.
- ◆ Coordinated with event chairs and team captains to collect donations from corporate sponsors and individual donors.
- ◆ Networked with local agencies and volunteers to enlist sponsorship and support for future fundraising activities.

Back 2 Basics Tutorial-AZ, LLC – Phoenix, AZ

February 2011 to November 2011

A to Z Tutoring – Tucson, AZ

August 2007 to July 2008

Student Tutor

- ◆ Tutored K-8 students in math and reading in accordance with Federal No Child Left Behind program guidelines.
- ◆ Conferred with parents, students, and teachers to assure student success through wholesome learning environments.
- ◆ Marketed tutoring services for federally funded program to qualifying schools to increase student reading/math scores.

SKILLS / PROFESSIONAL DEVELOPMENT

Microsoft Suite, Access, PeopleSoft, Internet Explorer, Safari, Google Chrome, Firefox, NVivo, Outlook, Mac Mail, Windows, D2L, Blackboard, Acrobat, PC/Mac, InDesign, Illustrator, AS400, REM, MRI, Facebook, Social Media, UAccess, FAFSA, Kepner Tregoe Time Management, Franklin Covey 7 Habits of Highly Effective People, Conflict Resolution, Customer Complaints and Services, Assessment Reporting, Research and Analysis, Document Control, Web-based Reporting Tool, Arizona Notary Public

PROFESSIONAL AFFILIATIONS / COMMUNITY INVOLVEMENT

American College Personnel Association (ACPA)
Women's Transportation Seminar (WTS)
Industrial Development Authority (IDA) Board
Higher Education Student Organization (HESO)
Business Incentive Program Advisory Group

University of Arizona Hearing Board
National History Day in Arizona Judge
City of Maricopa Key Stakeholder Panel
2040 Vision Steering Committee
State Government Committee

Citizens Leadership Academy
MVCC Food Bank Sponsor
ParkWise Commission
Chamber of Commerce
DECA Judge

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](#)

Upload a Resume

Board-Specific Questions

Additional Information

Richard J. Vitiello

44559 W. Sedona Trail
Maricopa, AZ 85139

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Cell: (480) 358-8051
E-Mail
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