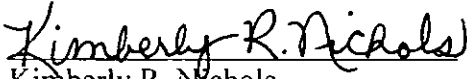


RESOLUTION NO. 2319


BE IT RESOLVED by the City of Salisbury, Maryland that the following individual is appointment to the Zoo Commission for the term ending as indicated:

<u>Name</u>	<u>Term Ending</u>
Matt Likovich	12/31/2016

The above resolution was introduced, read and passed at the regular meeting of the Council of the City of Salisbury held on the 26th day of August 2013.

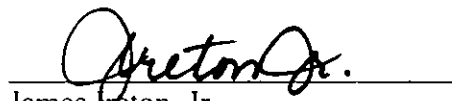


Kimberly R. Nichols
CITY CLERK



Jacob R. Day
COUNCIL PRESIDENT

APPROVED BY ME THIS
29th day of August 2013.



James Heton, Jr.
MAYOR

INTER

OFFICE

MEMO

OFFICE OF THE MAYOR

To: M. Thomas Stevenson, Jr. *M.T.S.*
From: Sherrell McBride
Subject: Appointment to the Zoo Commission
Date: August 16, 2013

Please be advised that the Mayor desires to appoint Mr. Matt Likovich to the Zoo Commission. Attached is his letter of interest and the Resolution necessary for his appointment.

Please forward this information on to the City Council so it may be placed on the agenda for the meeting. Please let me know if you have any questions.

Attachment

CC: Amanda Pollack
Ron Alessi

June 5, 2013

James Ireton

Mayor

City of Salisbury

Dear Mayor Ireton:

The purpose of this letter and attached resume is to demonstrate my interest in being considered for a position on the Salisbury Zoo Commission.

I have had the opportunity to support the Zoo in various ways since 1994. For example, I served on the board of the Friends of the Salisbury Zoo for several years and I have coordinated Delmarva Power's participation in the annual Earth Day celebration each year where the company sets up a table to provide customers with energy-saving and environmental-related information.

I would welcome the opportunity to serve on the Salisbury Zoo Commission with the goal of being part of the process that helps set policies and procedures for the day-to-day operation of the Salisbury Zoological Park.

Sincerely,

Matt Likovich

Delmarva Power

PERSONAL RESUME

LIKOVICH, Matthew A.

6095 Tarry Town Road
Salisbury, MD 21801
410-546-3928

PROFILE STATEMENT

My employment record shows that I have worked for many years in the field of communications, handling a variety of duties in the areas of media and public relations as well as broadcast journalism. I believe my work in these areas has provided me with an opportunity to develop and polish my writing, public speaking, managerial, marketing, financial, administrative and interpersonal skills.

PROFESSIONAL HISTORY

DELMARVA POWER (January, 2005 – present)

(Delmarva Power is a public utility owned by Pepco Holdings, Inc., providing regulated electric delivery services to more than 500,000 customers in Delaware and Maryland and natural gas delivery service to nearly 124,000 customers in northern Delaware.)

Media Relations Manager -- Primary duties include:

- Media relations (radio, television, newspaper)
- Crisis management (power outages)
- Generation of publicity regarding Delmarva Power's environmental programs
- Community presence (enhancing Delmarva Power's public image through community relations and the coordination of special events)

PPL (July, 2004 – December, 2004)

(PPL, headquartered in Allentown, Pa., controls more than 12,000 megawatts of generating capacity in the United States, sells energy in key U.S. markets and delivers electricity to nearly 5 million customers in Pennsylvania, the United Kingdom and Latin America.)

Senior Information Specialist -- Primary duties included:

- Media relations (radio, television, newspaper)
- Crisis management (power outages)
- Editor and writer of quarterly customer environmental newsletter
- Generation of publicity regarding PPL's environmental programs
- Write and produce annual environmental report
- Editor and writer of quarterly environmental newsletter
- Writer for employee on-line newsletter

PROFESSIONAL HISTORY, continued

MOHAVE ELECTRIC COOPERATIVE (February, 2004 – June, 2004)

(Mohave Electric Cooperative is an energy company serving 33,000 customers in Northwest Arizona.)

Manager of Public Affairs -- Primary duties included:

- Media relations (radio, television, newspaper)
- Crisis management (power outages, etc.)
- Community relations (networking with customers, employees, governmental officials, educational and non-profit organizations)
- Generation of publicity regarding Mohave Electric Cooperative's energy efficiency, safety and educational programs (customer newsletters, annual report, advertising, speaking engagements, special events)
- Supervision of two staff members

DELMARVA POWER (1989 - 2004)

Account Mgr. and Sr. Public Relations Representative -- Primary duties included:

- Media relations (radio, television, newspaper)
- Crisis management (power outages, etc.)
- Community presence (enhancing Delmarva Power's public image through community relations and the coordination of special events)
- Business relations and marketing (working with business customers to help resolve their problems or concerns regarding electric service)
- Generation of publicity regarding Delmarva Power's educational, environmental and safety programs (news conferences, brochures, booklets, newsletters, speeches, calendars, monthly video news programs)
- Electricity deregulation (presentations aimed at educating customers about this issue)
- Supervision of student interns

Other responsibilities:

- Board of Trustees, Employees' Responsible Government Assoc. (1994 -2004)
- Chairman, Employee Safety Action Committee (1997 & 1998)
- Chairman, Employee American Heart Walk Campaign (1997)
- Co-chairman, Employee United Way Campaign (1995, 1996, 2000-2003)
- Co-chairman, Employee March of Dimes Campaign (1995)

PROFESSIONAL HISTORY, continued

WDEL RADIO, Wilmington, DE (1987 - 1989)

News and Sports Reporter -- During this time period, WDEL was the top-rated news station in Delaware. My primary duties as the morning news anchor person involved the writing and broadcasting of local, regional and national news and sports stories.

WAMS RADIO, Wilmington, DE (1975 - 1987)

News and Sports Director -- My primary duties involved the writing and broadcasting of local, regional and national news and sports stories, as well as the supervision of a staff of five reporters.

ROLLINS CABLEVISION, Wilmington, DE (1977 - 1979)

Sports -- I handled play-by-play duties for Univ. of Del. men's basketball games.

WHYY-TV, CHANNEL 12, Wilmington, DE (1975)

Field Reporter -- My primary duties involved the investigation, writing and broadcasting of local news stories.

WNRK RADIO, Newark, DE (1973 - 1975)

News Director and Sports Reporter

PROFESSIONAL HIGHLIGHTS

Public relations activities that I have successfully promoted include the following:

- Delmarva Power's and Salisbury University's co-sponsorship of an annual Mathematics Competition for high school students in Delaware, Maryland and Virginia.
- Delmarva Power's co-sponsorship of the annual litter cleanup along the shoreline of Delaware, Maryland, Virginia and New Jersey.
- Delmarva Power's use of power plant coal ash as a recycling product on highway and building refurbishing projects.
- Delmarva Power's compressed natural gas vehicle project, which champions the use of compressed natural gas vehicles as viable, environment-friendly, alternative, transportation sources.
- Delmarva Power's power plant fish hatchery, which was responsible for helping to replenish the fish population in the Delaware River in Delaware and the Nanticoke River in Maryland.

EDUCATION

SETON HALL UNIVERSITY, South Orange, NJ

Bachelor of Arts Degree in Communications (1973)

PROFESSIONAL HISTORY, continued

SEMINARS

- Martel & Assoc. Persuasive Media Interview Seminar, Radnor, PA (2004)
- Dale Carnegie Training, Allentown, PA (2004)
- Fundamentals of Energy Management, Newark, DE (2002)
- Maryland Coal Association Conference, Rocky Gap, MD (2001)
- Maryland-DC Utilities' Conference, Rocky Gap, MD (2000)
- Career Management in Today's Workplace, Salisbury, MD (1998)
- Basic Business Decision Making Workshop, Harrington, DE (1997)
- How to Overcome Negativity in the Workplace, Salisbury, MD (1997)
- Stress Management, Salisbury, MD (1997)
- Using the Internet, Salisbury, MD (1996)
- How to Deal with the Media during Legal Crises, Washington, DC (1994)
- Evelyn Wood Reading Dynamics for Business Professionals, Wilm., DE (1993)
- How to Handle Conflict and Manage Anger, Wilmington, DE (1993)
- How to Create Newsletters People Will Read, Wilmington, DE (1992)
- Creative Corporate Writing, Cincinnati, OH (1992)
- Environmental Seminars, Denver, CO (1990 & 1991)
- Practical Environmental Law Seminar, Williamsburg, VA (1989)

PROFESSIONAL & COMMUNITY MEMBERSHIPS

- Humane Society of Wicomico County, Board Member, (2013)
- United Way of the Lower Eastern Shore – Community Investment Committee (2007 – 2012)
- Public Relations Society of America (1989 - 2004)
- Bullhead City (AZ) Rotary Club (2004)
- Bullhead City (AZ) Chamber of Commerce Ambassadors Committee (2004)
- Salisbury (MD) Chamber of Commerce Public Relations & Marketing Committee, Chairman (2002 - 2003)
- Wicomico Rotary Club, Salisbury, MD (2001 - 2003)
- Art Institute & Gallery, Salisbury, MD (2002)
- Friends of the Salisbury Zoo, (1995 – 2004)
- Arthritis Foundation, Maryland Chapter, Board Member (1998 - 2002)
- American Lung Association of Maryland, Board Member (1997 - 2000)
- Nanticoke Watershed Alliance, Board Member (1996 - 2000)
- Assateague Coastal Trust, Board Member (1995 - 2000)
- Junior Achievement of Maryland's Eastern Shore, Board Member (1995)
- Delaware Nature Society (1989 - 1994)

PROFESSIONAL AWARDS

- First Place Award - 1992 Utility Communicators International Better Communications Contest. The award recognized my public relations work in promoting Delmarva Power's environmental stewardship program.
- American Lung Association of Maryland's 1997 Distinguished Service Award in the field of Tobacco Prevention.