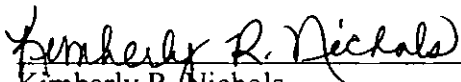



**RESOLUTION NO. 2455**

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


<u>Name</u>	<u>Term Ending</u>
Benjamin Etherton	10/31/2016

The above resolution was introduced, read and passed at the regular meeting of the Council of the City of Salisbury held on the 27 day of October 2014.

  
\_\_\_\_\_  
Kimberly R. Nichols  
CITY CLERK

  
\_\_\_\_\_  
Jacob R. Day  
COUNCIL PRESIDENT

APPROVED BY ME THIS  
29<sup>th</sup> day of October 2014.

  
\_\_\_\_\_  
James Irton, Jr.  
MAYOR

Salisbury



2010

125 NORTH DIVISION STREET  
SALISBURY, MARYLAND 21801

Tel: 410-548-3170

Fax: 410-548-3107

# City of Salisbury



MARYLAND

JAMES IRETON, JR.  
MAYOR

TOM STEVENSON  
CITY ADMINISTRATOR

TERENCE ARRINGTON  
ASSISTANT CITY ADMINISTRATOR

## OFFICE OF THE MAYOR

---

**To:** Members of the Salisbury City Council  
**From:** Tom Stevenson, City Administrator  
**Cc:** Terence Arrington, Assistant City Administrator  
**Subject:** Appointment to the Central City District Commission  
**Date:** October 28, 2014

---

Mayor Ireton would like to appoint the following individual to the Central City District Commission (CCDC):

Name	Term Ending
Benjamin Etherton	10/31/2016

Attached you will find Mr. Etherton's letter of interest, resume and the Resolution authorizing his appointment. Please let me know if you have any questions.

Thank you,

Attachments: Letter of Interest  
Resume  
Resolution of Appointment

Prepared by: Terence Arrington, Asst. City Administrator  
Department Director: Tom Stevenson, City Administrator

*Benjamin F. Etherton*  
224 W. Main Street, Salisbury, MD 21801  
(443) 235-8776 | betherto@gmail.com

**Objective: To obtain a position on the Central City District Commission.**

**Education:**

**Salisbury University** May 2012  
Salisbury, MD  
Major: Communications

**Experience:**

**APPI Energy, Energy Consultant** 9/2012-Present  
Salisbury, MD

- Procurement and management expert with commercial energy expenses
- Budgeting and tax status assistance
- Advice/Negotiations directly to business executives

**Frobot Inc, Co-Founder** 9/2011-Present  
Washington D.C.

- Concept Development, Business Strategy
- Featured in Washington Business Journal, Good Morning America, Business Insider, etc.

**Qualifications:**

- Business Management: Founded 3 small businesses, budgeting, managed internship program
- Financial Analysis: Conduct contract negotiations, prepare financial analysis, establish budget certainty
- Political: Campaign assistance for Johnny Mautz and Jim Mathias
- Studies: Human Communications Major, International Studies in Communications, International Business, Downtown Salisbury Thesis
- Passions: Revitalization, Entrepreneurship, Politics, Philanthropy

**Leadership:**

- Lambda Pi Eta, Communications National Honors Society, member
- Presidential Citizens Scholar
- Cum Laude, Graduate
- Alpha Tau Omega, National Fraternity, Alumni
- Young Life, Youth Group Leader
- LeaderShape, National Leadership Conference, Graduate

**References:**

Available upon request

*Benjamin F. Etherton*  
224 W. Main Street, Salisbury, MD 21801  
(443) 235-8776 | betherto@gmail.com

Friday, September 12, 2014

James Ireton  
Mayor – City of Salisbury, MD  
125 N. Division Street  
Salisbury, Maryland 21801

Good Afternoon, Mayor Ireton:

This letter formally expresses my interest in serving the City of Salisbury and our community. It has come to my attention that there is a need for an additional member on the Central City District Commission. I feel strongly that I am qualified for, and can contribute to, the committee in matters involving: parking, bond financing, property acquisition, special tax district rates, the general betterment of the area, and any additional roles.

I have become qualified for this position by living in Salisbury for over 20 years, obtaining my BA from Salisbury University, being a small business owner, currently working as a business consultant, and recently purchasing a residence in Downtown Salisbury. All of these experiences have taught me: logistics, business acumen, budgeting, communications, and the importance of Downtown Salisbury. My Communications degree at Salisbury University had a concentration in “human communications”. The skills studied are directly related to how we speak, act, and react to situations with the intent of creating a result. While attending Salisbury University I also participated in the Presidential Citizens Scholar program. The select program was focused on civic engagement, preparing students to become future community leaders. In 2008 I started a small crabbing company on the Eastern Shore, this ignited my passion for entrepreneurship. Since then I have started an online adventure travel magazine and helped to found the first frozen yogurt vending machine company, Frobot Inc. The experiences gained from starting these companies has taught me a plethora of budgeting and management skills, and has helped teach logistics/planning. In 2012 I started working for APPI Energy, the Salisbury Area Chamber of Commerce Medium Sized Business of the Year 2014. As a consultant I help commercial facilities across the nation through the procurement and account management process. Daily I assist my clients, ranging from small pizza shops to Fortune 500’s, with budgeting their energy expenses and tax related issues. Lastly, by purchasing and moving into a residence downtown, I am fully invested in seeing the area grow and improve. With these skills and experiences, I would be an asset to the Central City District Commission.

Thank you for the opportunity and taking the time to review my credentials. Please feel free to call or email me with any additional questions or requests.

Kind Regards,

Benjamin F. Etherton