
INTER

OFFICE

MEMO

OFFICE OF THE MAYOR

To: John Pick
From: Loré L. Chambers, MBA
Subject: Appointment to the Historic District Commission
Date: June 10, 2005

The following person has expressed an interest in being appointed by the Mayor to the Historic District Commission:

Vaughn Baker

Attached is a letter of interest and a resume from the candidate.

Please forward this information on to the City Council so it may be placed on their agenda for the meeting on July 11, 2005. Please let me know if you have any questions.

Attachments

CC: Mayor Tilghman
Bill Holland

From: Vaughn Baker <vaughnbaker@verizon.net>
To: <sbymayor@ci.salisbury.md.us>
Date: 6/9/05 1:00PM
Subject: Salisbury Historic District Commission

Randy Taylor suggested I ask to serve on the Salisbury Historic District Commission.

I have long been interested in history and now serve as the Chairman of the Nabb Research Center at Salisbury University. I was also executive director of the Ward Foundation when it moved to the new facility.

I moved into Salisbury from West Nithsdale from where I operated my own International Marketing business assisting American companies sell more of their products abroad.

I was born in Salisbury, and my mother co-founded the Wicomico Art League and my father the Salisbury Camera Club.

I attached to this email my business resume.

VAUGHN BAKER
611 MANOR DRIVE
SALISBURY, MD 21801
410 548 2938

- Results oriented with fifteen years of **international** marketing and sales experience. Recruited, established, upgraded, trained, and managed sales agencies and or divisions for American companies.
- **Classical** and **guerilla** marketing experience, strategic planning and tactical implementation.
- Extensive high visibility brand marketing experience, with multiple **NEW Product** introductions.
- Significant experience developing and utilizing **Internet Technology** to improve communications and order processing.

Employment History:

Highlights:

January 2003 to current

Consulting projects such as a website and marketing for a professional tennis tournament in Atlanta. Serve as Chairman of Nabb Research Center..

July 1999 to December 2002: Founder of Global Sports Registry, Inc., a B2B Sporting Goods portal.

The first company in the sports, leisure, and recreational products industry to organize an Internet portal to bring International buyers and sellers together. Site allowed companies around the globe to find products, services, and dealers more efficiently. Close to 10,000 companies registered but I could not make the model, which was self-financed, financially successful.

January 1996 to July 1999: VP International Operations - Worldwide Sports & Recreation, Tulsa, OK. Concurrently Vice President of WSR and General Manager of Crosman Europe.

Worldwide Sports (\$300MM) was a Malaysian holding company that managed the brands: Crosman, Bushnell, and Voit. Developed international strategies and managed foreign operations. Grew one division (Bushnell) to \$10MM in international by changing distribution strategy, and managed to turn around a very troubled division (Crosman) in a short period of ten months.

October 1993 to February 1995: General Manager / Executive Director - Ward Wildfowl Foundation (International non-profit 5,000 member foundation), Salisbury, MD.

This was a public service endeavor. Foundation owned largest Wildfowl Art museum and carving competition in the world. Refocused marketing efforts on national press to make the museum a travel

<p>January 1992 to July 1993: Huffy Bicycle Special Project, Dayton, OH.</p>	<p>designation.</p> <p>As an independent consultant, formalized a strategic global marketing plan with detailed tactical solutions for this then Fortune 500 corporation. Although they were then the top brand in America, they had little foreign sales. I presented a step-by-step plan to launch around the world.</p>
<p>February 1989- October 1992: General Manager of Melchs Foods and VP of Marketing, Case Foods, Akron, OH.</p>	<p>Grew this then British owned food company from \$3 million to \$7 million in three years, while improving profitability dramatically. Cash contribution was then best among sister companies within holding company. Although I provided marketing direction to the parent company, I took this position for hands on experience in manufacturing.</p>
<p>September 1987 to December 1988: Spalding Special Project, Chicopee MA. Developed a high-end product line for Spalding in the American market, and hired and trained a specialty sales force.</p>	<p>Developed a successful strategy and supporting tactical plan for this well-known sporting goods company to introduce a new product line to penetrate high-end retailers. Recruited, hired, and managed a sales and marketing team to support product.</p>
<p>February 1985 to April 1987: President - Time Sports, Inc. East Longmeadow, MA. Hired to take over a stalled product launch of Wimbledon licensed sport products.</p>	<p>Re-introduced the prestigious Wimbledon product line and grew the business to \$3 million dollars in the first year. Introduced new technology that now is standard among current day companies. <u>Tennis Magazine</u> called it the most successful product launch ever!</p>
<p>August 1979 to February 1985: International Director - Prince Manufacturing, Princeton NJ.</p>	<p>Hired by Prince to develop international markets starting with only \$30,000 in International sales, and grew this business to \$24 million in six years, which represented 60% of the total Prince revenues.</p> <p>Howard Head, the inventor of Prince, hired me as an independent consultant to manage his international business, and during this period I also established foreign distributors for Dolfen (textile), and Hartmann (luggage) as well as Ridgeview, SAI, Soffee, and other American companies.</p>

September 1977 to June 1979: National Sales Manager - Snauwaert (Division of Spalding Worldwide) Westfield, MA.

Introduced a high-end tennis product line for Spalding under a different name and different company. It proved to be a very effective new product introduction with greatly improved margins.

May 1972 to November 1977: Director International - Wilson Sporting Goods (Division of Pepsi), Brussels, Belgium & Chicago, IL.

Initially hired to develop sales programs and grass roots promotions. Sent to Europe to establish an international office for Wilson in Belgium and grew that business to \$15 million in revenues.

Education and Military:

- BS University of Maryland, Business Administration; Marketing and International Business
- Captain, University of Maryland varsity tennis team
- United States Air Force, Captain, Logistics

RESOLUTION NO. 1272

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

<u>Name</u>	<u>Term Ending</u>
Vaughn Baker	10/07

The above resolution was introduced, read and passed at the regular meeting of the Council of the City of Salisbury held on the 11th day of July 2005.

Brenda J. Colegrove
CITY CLERK

Michael P. Dunn
COUNCIL PRESIDENT

APPROVED BY ME THIS
_____ day of July 2005

Barrie P. Tilghman
MAYOR