

Thursday, August 18, 2022, 7:30 am – 11 am (Special Meeting)

Albion EDC Offices – Conference Room
1002 N. Eaton Street, Albion, MI 49224

***Mission Statement:** Retain, expand and recruit business and industry to the greater Albion area and strengthen and revitalize the local economy.*

Economic Development Strategic Plan 2022-2026

Goal 1: Stabilize the downtown, enhance its historic character, and support its economic growth.

Goal 2: Strengthen housing market and stock.

Goal 3: Retain and attract high-leverage jobs to Albion.

Goal 4: Stabilize the City's major corridors and support their economic growth.

AGENDA

- 1) Roll Call
- 2) Albion EDC CEO Candidate Interviews
 - a) Amanda Lankerd
 - b) Virgie M. Ammerman
- 3) Williamson Consulting Report on Candidates
- 4) Comments & Discussion
- 5) Action to Appoint new CEO / President
- 6) Approve Sub-Committee for Contract Negotiations
- 7) Public Comment
(Persons addressing the Board shall limit their comments to no more than 3 minutes)
- 8) Adjournment



AMANDA LANKERD

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PROFESSIONAL EXPERIENCE

Chief Executive Officer

December 2017 to present

Battle Creek Area Association of REALTORS®, Battle Creek, MI
Manages the day-to-day operations and strategic objectives of a 300+ member association comprised of REALTORS®, appraisers, lenders, inspectors and other real estate related businesses. Provides programs and services to enhance member proficiency, profitability and professionalism. Manages eight committees which consists of a newly developed committee focused on pathways to equitable homeownership for people of color and association diversity. Responsible for financial management, tenant/building operations, member communications, developing partnerships, advocacy initiatives and event organization.

Chief Executive Member (Co-owner)

September 2004 to present

515 Ventures, LLC, Marshall, Michigan (LLC formed 2017, previously a partnership)
Responsible for all company functions related to a successful investment property business including: contract and lease negotiations, bookkeeping, receipts management, invoice management, financial statements preparation and eventual tax document preparation to hand off to accountants, property maintenance, rehab/contractor management and new property research and acquisition.

Independent Consultant

November 2009 to December 2017

Managed numerous non-profit, business and community initiatives and projects. Contracted services include: strategic planning, program/project leadership and planning, financial management, grant writing and administration, fund development, community engagement, meeting facilitation, media relations and more.

- Provided community engagement support on behalf of United Way of the Battle Creek and Kalamazoo Region for the W.K. Kellogg Foundation/Battle Creek Community Foundation to advance the BC Vision Initiative. Responsibilities included: meeting facilitation, relationship building with communities of color and marginalized communities, representing BC Vision at community events/festivals, compiling written reports to share with stakeholders, supporting the development and implementation of surveys, creating and maintaining a communication feedback loop between BC Vision and residents, organizational and community leaders, parents, youth and more.
- Provided facilitation support and guidance to City of Battle Creek Community Development Department with the purpose of creating a more business friendly community. Work included developing a root cause analysis, facilitating community meetings with REALTORS®, contractors and inspectors and ensuring progression toward collective goals. Resulted in improved Vacant and Abandoned Ordinance, reducing permit approval times, department restructuring and more.
- Developed and implemented a community engagement plan for Lakeview School District for the Board of Education to determine relevancy of Board End Statements; resulted in engagement of over 500 students (ELL students, elementary, middle/high school and recent graduates), teachers, parents (inc. Burmese parents), community members, school administrators and business leaders.
- Co-developed and implemented a community engagement process to gather community input to inform the Battle Creek city manager interview and selection process.
- Guided and coached the City of Battle Creek Community Development staff with their efforts to gather community input to inform the 2015-2019 Consolidated Plan.
- Operated as Project Manager for Project 20/20, a convening group, focused on facilitating connections between groups and individuals working to improve the Battle Creek area. Planned/organized community meetings and forums to increase awareness of and engagement in economic development, education, positive youth engagement and health care. Managed all operational activities – marketing and public relations, budget management, meeting content and more. Directed fund development planning and implementation, including identifying resource requirements, researching funding sources, establishing strategies to approach funders, submitting grant proposals and follow-up reporting.

Program Development

June 2015 to June 2017

Generation E Institute, Battle Creek, Michigan

Educated and coached entrepreneurs and small businesses about business plan development, market feasibility, financial viability, operations management, legal structures, marketing, capital acquisition and other aspects of launching and growing a business. Created a mentoring program for women- and minority-owned businesses; recruited five entrepreneurs and 11 mentors to participate in the program. Launched Battle Creek's first pitch competition, Startup Fest, for entrepreneurs and small businesses: provided program leadership and project management, developed program outline/procedures, recruited mentors, coaches and entrepreneurs, developed marketing and communication strategies. Served as primary point of contact between service providers/partner organizations/referral contacts/small business clients and the community to accelerate growth. Regularly presented information to partners, board/committee members, service organizations and other community groups.

Marketing Assistant, bcVentures

March 2009 to October 2009

Battle Creek Unlimited, Battle Creek, Michigan

Counseled existing and prospective early stage and start-up technology companies to promote accelerated business growth; referred to the appropriate resource as needed. Assisted in the development and creation of NQB8 (web-based virtual incubator). Created/maintained processes to accelerate the growth of early stage and start-up companies. Presented program information and initiatives to community partners generating awareness and support and gave regular updates to the Board of Directors.

Finance & Operations Manager, Arts & Industry Council

February 2006 to March 2009

Battle Creek Unlimited, Battle Creek, Michigan

Assisted in the development of an arts incubator in Marshall to foster creative industries as a viable economic development strategy. Managed the Calhoun County Public Art Program including training, contracts, and marketing. Led and managed three grant programs including training, public relations, grantee contracts, correspondence, tracking, and final reporting requirements. Managed all marketing and communications projects including brand development, website development, billboards, and print advertising with multiple vendors and clients. Managed all accounting functions (\$500,000 budget) and coordinated annual audit with external auditors.

Manager, Marshall Economic Development

August 2004 to February 2006

Battle Creek Unlimited, Battle Creek, Michigan

Assisted with the expansion of Marshall's 700-acre industrial & research park; coordinated activities between multiple contractors, engineers, architects, and city staff. Coordinated and conducted annual business retention visits with all Marshall manufacturers. Prepared requests for proposals/information for prospective industrial/business clients. Served as liaison between city staff and clients on development projects. Reported to the Board and City Council on development initiatives.

EDUCATION/CERTIFICATIONS

Western Michigan University, Kalamazoo, Michigan

Bachelors of Business Administration (Finance Major, General Business Minor)

Harwood Institute for Public Innovation, Bethesda, Maryland

Harwood Certified Coach (evidence-based community engagement/community change strategies), 2015

COMMUNITY INVOLVEMENT

Marshall Public Schools Board of Education, 6/2020 to present (Vice President 1/2020 to present)

Marshall Jr. Basketball Program, Volunteer Coach, 2019 to present

American Youth Soccer Organization (AYSO), Committee Member, (11/2014 – 8/2019); was involved in the movement of the Marshall program to the Albion program.

VIRGIE M. AMMERMAN, MBA, CPA
2021 GRADUATE, GEORGE WASHINGTON UNIVERSITY
MASTER OF PROFESSIONAL STUDIES, POLITICAL MANAGEMENT

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CAREER SUMMARY

Senior Executive and Board Director driving sustainable business growth and advocacy positioning for both for-profit and non-profit companies in service and manufacturing sectors. Adept at diplomacy, streamlining operations, turning around underperforming business units, building high-performing teams, presenting financial audits and internal controls, fostering strategic partnerships and driving community outreach efforts. Broad-based expertise includes:

Strategic planning and execution	Board governance	M&A
Project and process management	Business development	Culture
Sales and marketing	Organizational restructuring	Divestitures
Taxes and audits	Risk management	Fiduciary oversight

Dedicated to providing crucial recommendations to investors, senior executives, and boards of directors.

Recipient of Crain's 2020 Notable Women in Finance

EXPERIENCE

MONROE COMMUNITY MENTAL HEALTH AUTHORITY, Monroe, MI **2021 - Present**
Lighting the way: Better together. The MCMHA cares deeply about helping everyone in our community lead fuller, richer lives. That is why we are devoted to providing quality mental health services to all.

Chief Financial Officer

Charged with upholding the core beliefs of the Authority, specifically focused on world class timely and accurate financial reporting, operational analysis, contract management, provider relations leadership, oversight of technology, facilities infrastructure, and customer service.

- Compassion: Demonstrating kindness, care, consideration, and the willingness to help others.
- Authenticity: Operating in a transparent, consistent, and genuine manner.
- Trust: Assuring confidence in the reliability, truth, and certainty among ourselves and our community.
- Accountability: Taking responsibility and ownership for ourselves and how our actions impact others.

GLEANERS COMMUNITY FOOD BANK OF SOUTHEASTERN MICHIGAN, Detroit, MI **2020 - 2021**
By Partnering with over 500 local agencies and Feeding America, we provide millions of pounds of food each year to those with the highest needs

Chief Financial Officer

Responsible for executive leadership participation, support growth initiatives, financial strategy, strategic cash management, timely and predictive financial reporting, and technology infrastructure design and systems management.

- Created financial and technology staffing structure to bolster support of expanded food distribution
- Recruited and filled all new roles, empowering new staff collaboration for process improvement
- Enhanced financial reporting to tell the story of Gleaners to board and donors

HOPE NETWORK, Grand Rapids, MI **2016 - 2020**
A Christian-based nonprofit organization dedicated to supporting neighbors to live independently

Executive Director - Housing and Community Development

Lead a 40-person team to develop and provide affordable housing for 2,000 people monthly, identifying, acquiring, and developing affordable and attainable assets, managing assets to expected performance metrics and spearheading a wide variety of funding sources

- Turned around an affordable housing portfolio and allowed for positive cash flow for the first time in 10 years, resulting in debt position to parent organization to be made whole

VIRGIEAMMERMAN.COM, Kalamazoo, MI **2012 - 2018**
A global management consulting firm delivering immediate and long-term solutions to clients

Managing Principal Consultant

In charge of developing client strategy, overseeing audits and compliance reporting, assessing financial risk and opportunities, evaluating performance, recommending solutions, and hiring and training employees

- Mentored and collaborated with senior management teams in facilitating succession plans
- Reviewed clients' exposure to risk relating to regulatory compliance and evaluated new developments and current emerging trends relating to regulatory compliance, quality, and government relations

180 MEDICAL BILLING SERVICES LLC., Portage, MI **2012 - 2016**
A \$1.2M provider of professional billing services and specialized women's products

Chief Executive Officer & President

Drove sustainable business growth, consulted with major clients, revamped policies and procedures, improved customer service, cultivated a fair work environment, built and trained high-performing teams and identified and secured growth opportunities

- Acquired a billing company with a poor reputation in 2012 and a second billing company in 2015
- Invested in technology to attract new and more profitable clientele

CHEM LINK INC., Schoolcraft, MI **2007 - 2012**
A \$40M manufacturer of specialty adhesive, sealant, and waterproofing products

Chief Financial Officer

Established company's financial direction, led a strategic reorganization and developed full scope of finance and IT functions as a direct report to board of directors, lending agents and shareholders

- Guided revenue growth from \$8.5M to \$32M over a 5-year tenure and nearly doubled staff
- Drove continuous diversification into new markets while increasing presence in current markets
- Refinanced company debt in 2010 and successfully negotiated removal of majority shareholder's personal guaranty requirement
- Reduced administrative costs by \$100K annually during first 6 months
- Spearheaded upgrade of key company personnel, including a new HR and Plant Manager

TITAN PLASTICS GROUP, Portage, MI

2005 - 2007

A \$150M private equity-owned manufacturer of custom plastic injection molding equipment with 8 divisions

Director of Finance

Led liquidation of owners' investment, cash management, budgeting and optimizing accounts

- Led a 10-member finance and accounting team and ensured a strong focus on closing company despite depleted resources and staff eliminations
- Coordinated process of restating 3 years of financial statements from June to December year ends to support merger of 3 divisions into a sister organization
- Prepared last location for sale and established an administration arm at site for new owner, required relocating to McAllen, TX for 6 months

COLE & GAVLAS PLC, Portage, MI

2004 - 2005

A local public accounting firm and independent member of the BDO Alliance USA

Senior Staff Accountant

Supervised and mentored junior staff members and interns for exceptional customer satisfaction

- Increased client billings by at 20% by promoting value-added services allowed the firm to widen its circle of influence and gain additional experience
- Stepped into management role with elimination of a firm manager for fraud and embezzlement and successfully coordinated audit procedures

Additional Positions Include: Adjunct Professor at Spring Arbor University (2014 - 2018), Professional Speaker for Executive Education (2014 - 2017), Staff Accountant at Walker, Fluke & Sheldon PLC (2002 - 2004), Creative Solutions (1999 - 2001), CPA Firms and Self-Employed CPA (1994 - 1999)

EDUCATION AND LICENSES

Michigan Political Leadership Program Fellow, Michigan State University

Master of Political Management, George Washington University

Certificate of Taxation

Grand Valley University, Grand Rapids, MI

Master of Business Administration, Computer Information Systems
Western Michigan University, Kalamazoo, MI

Bachelor of Arts, Accounting
Spring Arbor University, Spring Arbor, MI

Certified Public Accountant

Certified IT Professional

Chartered Global Management Accountant
Certified Associate in Project Management

PROFESSIONAL MEMBERSHIPS

Finance Committee Member, MICPA, Michigan
Treasurer and Feeding People Committee, The Cathedral of St Paul, Detroit Michigan
Board of Trustees Member, Episcopal Diocese of Michigan
Board Member, All Saints Literacy Center, Detroit, Michigan
Member, Rotary Club of Detroit

Former Board Director and Treasurer, Hope Against Trafficking, Southeastern Michigan
Former Board Director, Hope Network Housing and Community Development
Former Board Director, Genesis Non-Profit Housing Corporation
Former Board Director & Current Finance Committee Member, Michigan MICPA
Former Board Director, Women Who Care (100 Women)
Former Executive Leadership Team Member, American Heart Association - Go Red for Women
Former Treasurer, Shenandoah Playwrights Association
Former Planning Commission Member, Kalamazoo County
Former Board Director, Kalamazoo County Parks and Recreation Commission
Former Treasurer, Foundation Chair & Comm. Member, Rotary International, Portage
Former Board Director & Treasurer, Portage Community Center
Former Member, Midwest Affordable Housing Management Association
Former Member, Michigan Housing Council
Former Member, Michigan Coalition Against Homelessness
Former Member, National Low-Income Housing Coalition
Former Member, Enterprise Green Communities
Former Member, National Alliance of Community Economic Development Associations