



# SNOWSHOE RESORT COMMUNITY DISTRICT -CANDIDATE QUESTIONNAIRE



BY: The SRCD Steering Committee

## **SRCD Board Candidate Questionnaire**

Snowshoe Resort Community District (SRCD) is a Resort Area District as defined within Chapter 7 Article 25 of the West Virginia State Code. The Snowshoe Community Resort District (SRCD) is not affiliated with any specific or potential candidate, candidate's committee or political party.

*The purpose of this questionnaire is to share candidate interest and qualifications with the electorate within the Snowshoe Resort Community District.*

Please complete the form below to document your qualifications for the SRCD elected Board Member position and confirm your interests and qualifications as outlined in this questionnaire.

1. Name:

- Todd Smullen

2. Contact information:

- 14 River Court Lane  
Richmond, Virginia 23238  
[ttsmullen@yahoo.com](mailto:ttsmullen@yahoo.com)  
804-677-0955

Snowshoe Address  
107 North Westridge Road  
Snowshoe, West Virginia 26290

3. What property (properties) do you own at Snowshoe?

- My property is located 10 yards off of Cupp Run on the uphill side of North Westridge Road. I have owned this property since 2001 and have enhanced the property in both size and quality over the years with the most recent addition completion in 2009. My family and I spend every weekend during the winter season in our home and can commonly be found hosting winter events and get together for various Snowshoe groups from Snowtracks Ski & Ride Club, to the Snowshoe Ski Team and others. We also love the summers at Snowshoe!

4. Reason for your interest in serving on the SRCD board?

- My family, friends and I love being in/at Snowshoe as you can tell anytime of the year and we have a tremendous passion for this mountain. I am fully invested as a long term owner in seeing Snowshoe continue to establish itself as the premiere Ski Resort in the Southeast but equally important, I would really expect to see Snowshoe fulfill the amazing potential we know it has and finally capitalize on the incredible natural resources, beauty and location that is second to none on the East Coast. I want Snowshoe to be bigger and better to maximize the experience and value for the homeowners and visitors to our amazing community and firmly believe this can be accomplished by the new ownership of Snowshoe and the Snowshoe Resort Area District.

5. How Long Have You owned at Snowshoe? Or in Pocahontas County?:

- I first visited Snowshoe during New Year's in 1999. During that very first stay at the Inn at Snowshoe. I immediately fell in love with Snowshoe and purchased our house in 2001. We immediately started a remodel to our house and then another more significant addition and remodel in 2006 which ultimately finished in 2009.

6. Education/Occupation:

- I was born in 1967 and raised in the suburbs of Minneapolis until I graduated from High School from The Blake School in 1986. I attended the University of Southern California (USC) where I graduated in 1990 with a Bachelors of Science in Business Administration with a triple emphasis in Investment Finance, Real Estate Finance and International Finance. I started working with Smith Barney in Los Angeles and New York just 2 weeks after my graduation ceremony. I worked for Smith Barney and later Paine Weber before deciding to leave the investment business and work in the Medical Device Industry. In 1997, I started my first Company, Praxa Medical Inc and moved to Virginia to become the Independent Manufacturers Representative for Medtronic Inc. I own the franchise for Medtronic's Spine and Biologics business in Virginia and have since 1997.

Occupational Synopsis:

President and CEO  
Praxa Medical Inc  
4551 Cox Road, Suite 230  
Glen Allen, Virginia 23060  
804-762-9590  
[tsmullen@praxamedical.com](mailto:tsmullen@praxamedical.com)  
1997 - Present

President and CEO  
Paragon Medical Inc  
4551 Cox Road, Suite 230  
Glen Allen, Virginia 23060  
2012 - Present

Founder and Managing Partner  
Dominion Medical LLC  
4551 Cox Road, Suite 230  
Glen Allen, Virginia 23060  
2004 - 2017

7. What talents, benefits will I bring to the SRCD board through applicable HOA, Board, and community involvement?

- I have started 3 very successful businesses through my own personal investment and commitment. I have grown each of these business from next to zero in revenue to now significant revenue in each, especially my primary business Praxa Medical Inc. I am an

Entrepreneur, a forward thinker, a strategist and a relationship builder and I continue to thrive and grow in very competitive markets. I am not afraid of making the tough decisions after gathering all the input I can and accepting responsibility for those decisions regardless of the outcome. I like to participate and be influential from behind the scenes...I don't look for or need the credit or accolades for anything that I do. I have earned President's Club for Medtronic 2 of the past 3 years and have consistently outperformed my competitors on an annual basis. I have participated in my community HOA's for several decades and the experience from those years is measurable. My involvement in community and charitable organizations is considered to be significant. For example, I sponsor 2 medical mission trips to emerging countries annually providing the surgical implants and sales representation for those children in need that without this investment would have a reduced quality of life. This is accomplished in collaboration with Medtronic and the World Pediatric Project. In addition, I am personally involved in fundraising and volunteering with the March of Dimes as well as with the Comfort Zone Camp, which has a core mission of providing much needed bereavement counseling and support services to children who have lost a parent.

8. What is your position in regards to District Rangers?

- The current structure of the Snowshoe Safety Patrol provides a necessary service during times of need and I thank them all for their service. However, as we continue to become a four season destination resort we need to consider the appropriate balance of the services that need to be provided and how best to accomplish that with the appropriate level of authorized under law policing such as the POCO Sheriff's office which are recognized Law Enforcement Officers whereas the Snowshoe Safety Patrol are in essence, private citizens hired to perform a security service as employees of Snowshoe. In the future, we need to consider after gathering information and baseline metrics what the right fit is for both public and private security and licensed law enforcement professionals. This will take time and consideration but I have no doubt we will find the right comfort level and balance while reducing the liability of the community.

9. What are your thoughts on how to organize the required three homeowner voting precincts to ensure equal representation to all homeowners?

- This is going to be a situation that is too complicated to place into this brief document and I will do my best to explain. The Board members will need to weigh the size of the membership of owners in each area contained within the boundaries of the District. What I mean by this is, that SilverCreek collectively has more individual votes than say Blackbear Crossing or really any other of the District's properties. Therefore, a level of districting will be needed that accounts for fairness of representation of all owners regardless of property type that is contained within the District. This will be tough but I believe that after this initial vote we will have the capacity as a newly elected Board to ensure we look at the appropriate case studies and engage with Subject Matter Experts.

10. What do you think should be the immediate priorities of the Snowshoe Resort Community District Board?

- First we need to ensure that the interests of the SCRCD and Snowshoe remain viable in creating the opportunity to improve our interests both from a financial standpoint and visually. This will be a challenge to ensure the separation of the Board and Snowshoe is absolute to avoid a conflict of interest and by law an ethics inquiry from the State. In addition, to achieve this during the start up period we need to engage with the proper Subject Matter Experts and government experts that can help the Board draft essential documents and ensure that all essential documentation is in order. This is a priority to achieve the ability to move into a Business as Usual (BAU) governance process to benefit the reasons the SCRCD was established, for us, the Snowshoe Homeowners.
- Secondly, the voice of the membership of the property owners needs to be heard. We need to gather the input from our stakeholders and determine what the ‘voice of the customer’ is seeing as needs. After this information is gathered, we need to prioritize the needs and establish timelines and evaluate costs.
- Assuring alignment in how we can work together with Snowshoe to not create redundancies in efforts and what can be leveraged from their use of the Mountain Top Assessments to focus on the benefits that are their responsibility as compared to the needs of the property owners. We have to find the right balance in this process because all parties want/need to succeed.

11. Top 3 quick wins to increase the appeal of Snowshoe? (please discuss cost and effort required to achieve)

- The first win I would like to see is the SCRCD Board to be able to get the vast majority of Snowshoe property owners to join in together for the common goal of making Snowshoe better for the value, safety and security of our combined interests. This is critical because the voice of the majority is significantly stronger than the voice of only a few.
- Second, we need to invest, invest and invest more in the infrastructure and services that we provide to the homeowners and visitors to our community. We want to make the entire Snowshoe experience more memorable and reproducible so this satisfaction and excitement spreads through word of mouth and social media about the value of the overall product in Snowshoe. The cost of this is difficult to define but we need to renew and reinforce the existing infrastructure, expand the services available to homeowners and visitors and keep everyone talking and promoting their time in Snowshoe.
- Third, what can we do to continue to draw the crowds to Snowshoe? We should always be asking ourselves this critical question. This could be expanding summer activities, continuing to upgrade the restaurant and commercial services available on the mountain and finding a way to balance the number of pillows available at the resort with the amount of accessible skiing terrain and additional snow activities on the mountain. This would likely be the most expensive proposition and difficult to quantify at this point and certainly where we would benefit from the voice of the customer which would be the Snowshoe homeowner and visitor. The more guests

that visit the mountain, the more revenue the SCRCD collects, which ultimately benefits us the property owners.

12. What is your long-term vision for Snowshoe and the SRCDD?

- Success and growth for long term sustainability and improvements. It's just that simple.

13. What additional information would you like voters to know about you or the SRCDD?

- The SCRCD enables the owners of property at Snowshoe who are not residents of WV or the County to have a much needed voice that is currently lacking due to residential restrictions. This will allow any of us that are not primary residents of this area to have a voice in the community in a collective manner that will benefit everyone.

I provide my Verification and Certification that the statements contained in this questionnaire to be complete and truthful:

Signature: \_\_\_\_\_ *Todd Smullen* \_\_\_\_\_ Date: \_\_\_\_\_ 29Dec18 \_\_\_\_\_