



# DORCAS A. LAIDLER CRUMBLEY, MA., MHRM

P.O. Box 1933 Lakeland FL 33802 - (863) 393-6368 - [deecrumbly@gmail.com](mailto:deecrumbly@gmail.com)

<https://www.linkedin.com/in/dorcascrumbley>

*Visionary, Teacher, Learner, Listener, Problem Solver*

## Education

### **Webster University, Lakeland, Florida, summer 2017**

Masters, Human Resource Management

Masters, Management & Leadership

Project Management Professional Certification

### **Florida Southern College, Lakeland, Florida, May 2004**

Bachelor of Arts in Mass Communications: Broadcast Journalism

## Adjunct Professor

### **Florida Southern College**

#### **Lakeland, FL**

- ❖ Teach Entrepreneurship Foundations currently for the Barnett School of Business & Free Enterprise
- ❖ Report to the Director of the Center for Free Enterprise & Entrepreneurship
- ❖ Provide college-level instruction and academic-related activities designed to encourage, support and enable students to think with an entrepreneurial mind, a mind that leads and can foster growth and success of any company

## Business Owner

### **Essential Catering Solutions, Inc. Umbrella Corporation of 4 entities**

#### **Lakeland, FL**

- ❖ Founded Essential Catering Solutions, Inc. a family of catering, restaurants, corporate food service consulting, event management & venue spaces.
- ❖ Returned a 20% net annual profit since inception, grossing nearly a half million since pandemic.
- ❖ Hired 5 full-time team members, and 22 part-time team members blazing the trail to a new kind of care for employees, with a decentralized organizational structure with starting pay of \$15 to \$20 hourly, providing incentives, maintaining a 4% to 0% turnover rate since inception and losing 0 employees during the pandemic.
- ❖ Launched 1<sup>st</sup> in-house company restaurant location Sept. 2022 with 3k customers in the first 3 months and steadily rising daily. Launched 2<sup>nd</sup> in-house company location December 2022 Increased resident meal plan participation by 30% for private restaurant 2 location.
- ❖ In process of launching 3<sup>rd</sup> in-house restaurant location
- ❖ Designed and launched websites for all entities, launched technology efficient online ordering & delivery system for restaurant locations
- ❖ Parent Company lead generation stats: 8k average google profile visits, 1900 times average show up in search engine results, 800 monthly business profile interactions, 650 average clicks through site, 94 visitors to website daily [www.essentialcateringsolutions.com](http://www.essentialcateringsolutions.com) 8% leads to deal close average

## Administrative Leadership Experience

### **Lakeland Regional Health**

- ❖ Developed and revised comprehensive emergency management plans for the entire hospital system and preparedness programs for 900 bed main hospital and all off-site locations
- ❖ Implemented and trained rapid response team by utilizing over 50 professionals from key departments critical to emergency and disaster planning.
- ❖ Hosted collaborative assembly with new police chief, county sheriff, key stakeholders, city and county health officials, law enforcement, fire department and emergency response personnel to improve the mental health and general ED in-take processes, community trauma prevention awareness campaigns and overall patient emergent care experience.
- ❖ Promoted to active engagement of all levels of medical staff, executive leadership and community partners in disaster prevention, mitigation and response.
- ❖ Created both house-wide and off-site staff training initiatives for advancement of education in patient safety, fire safety, crisis intervention for 30 departments and 90 department heads. Established life safety process supported by health and medical units heads and engineering department and all 14 off-site locations

## Strategic Leadership Experience

### **Polk County Health Department Administration**

- ❖ Conducted quarterly planning sessions and risk communication for 8 county health departments within the Tampa Bay Region

- ❖ Served on Florida Department of Health 67 county statewide steering committee for improving hospital communications, patient tracking solutions and surge capacity planning during epidemics and global pandemics.
- ❖ Created H1N1 snapshot vaccination campaign updates to keep stakeholders informed and developed communication strategies both internally and externally for health clinics in 8 counties for Tampa Bay Region 4 Domestic Security Task Force
- ❖ Facilitated strategic planning for effective communication between 5 local media outlets and 8 county health departments.
- ❖ Identified and resolved risks and vulnerabilities in emergency communications plans for 12 Public Information Officers
- ❖ Coordinated Joint Information Center phone conference planning sessions with agency Public Information Officers during 2010 Haiti earthquake disaster victims' repatriation efforts during the Haiti Earthquake disaster and aftermath 2010

## **Management Learning Modules & Program Planning/Implementation**

### **Early Learning Coalition**

- ❖ Collaborated with Healthy Start Coalition for Early Learning Coalition to produce training program for childcare center staff as well as parents to combat the rise in infant death syndrome, and developed local baby on back campaign for preventing infant crib deaths
- ❖ Designed supportive environments for childcare center directors, teachers and parents to learn developmental activities and teaching techniques in diverse learning environments.

### **Recruiter, Staffer, Trainer**

- ❖ Recruited, engaged, developed and empowered volunteer committees to aide in achieving the mission goals or outreach responsibilities county wide for non-profit.
- ❖ Sought out and secured new funding sources as Summer Camp Director, bringing program out of previous year deficit.
- ❖ Planned summer camp activities for over 50 children ages 5-10 and recruited, interviewed and hired all camp counselors and support staff.
- ❖ Wrote new policies to improve youth program resulting in 70% increase in attendance from youth outreach in the community.

### **City of Lakeland Police Athletic/Activities League**

- ❖ Planned annual fundraising campaign generated towards health awareness and educational program growth.
- ❖ Designed 12 programs to safeguard the interests and general welfare of the youth.
- ❖ Implemented strategic plans for little league sports programs and youth development series, to instill health awareness, good sportsmanship, and promote servitude and social responsibility that are designed to rehabilitate youthful first-time offenders and prevent their return to the criminal justice system.
- ❖ Organized summer travel tours and multi-state educational trips to 4 states (Alabama, Florida, Louisiana, and Washington)
- ❖ Secured question and answer session for local at-risk youth with United States Republican representative Dave Reichert Washington's 8<sup>th</sup> Congressional District representative

### **Teaching & Technical Training Experience**

- ❖ Vulnerable Needs Population Training to CERT Members
- ❖ Neighborhood and Community Emergency Response for residential mobile home parks all over Polk, Hardee and Highlands Counties
- ❖ Crisis Intervention for Lakeland Regional Health mental health unit and security department employees
- ❖ Model classroom Success By Six & Bridge the Gap to School Readiness classes for ages 3-5 years.
- ❖ Court ordered parent education classes through United Way Family improvement initiative.
- ❖ Childcare environment and redirection techniques for early childhood childcare teachers
- ❖ United Way of Central Florida parenting classes & stress management training
- ❖ In-home parent visits and behavior needs assessments for resource referrals under Success by Six initiative.
- ❖ Family Assistance Coordinator and Trainer for all in-services quality assurance staff on stress and time management
- ❖ Guest speaker and secured guest speaker human services experts from around the county for staff trainings.
- ❖ New business consultant for 40 plus childcare facility start-ups for East Polk County
- ❖ STD prevention education and career success training to at risk youth in community summer program

### **Presentations & Projects**

- ❖ Hospital safety department newsletter featuring patient safety best practices and public service announcements specific to employee accident prevention and situational awareness
- ❖ 2010 Pasco County Mike Fasano Hurricane Drill outlining public health special needs and vulnerable populations project start up
- ❖ 2009 HINI Mass Vaccination Campaign-Produced over 10 historical photo documentation projects visually emphasizing the various aspects of public health services and community efforts by Polk County Health Department administration.
- ❖ Authored and facilitated official proclamation endorsed by the Polk County Board of County Commissioners, addressed to the Polk County Health Department, Polk County School Board and partnering agencies for orchestration and execution of the HINI Mass Vaccination Campaign
- ❖ Lakeland Police Athletic League-comprehensive organization manual to aid in operations and execution of daily activities
- ❖ Started grassroots program designed to be maintained by young adults and governed by a board of directors that reached hundreds of youth in the central Florida area.

### **Financial Stewardship**

- ❖ Non-profit 501c-3 Executive Director-administrator of programs, strategic plans and project manager for the organization which includes marketing campaigns, community outreach, growth and expansion and maintain giving for annual budget of 900k, always with proper documentation and multiple progress and accountability reports
- ❖ Rental complex and property management companies-Manager of tenant relations for over 40 properties
- ❖ LRMC-Project Manager for \$90,000 sub-grant acquired through Florida Department of Health Office of Assistant Secretary for Preparedness & Response (ASPR) program
- ❖ Allocated funds from ASPR grant towards assisting ED, Trauma unit and Security department in acquisition of medical devices and safety and security monitoring equipment
- ❖ Dick Pope/Polk County Chapter Treasurer: Board member-Implemented efficient way of summarizing budget to show profit margins and streamlined membership dues processes

## **Volunteer Experience**

- ❖ Leadership Lakeland Class
- ❖ Board Chair – Florida Dance Theater, Lakeland FL.
- ❖ A Woman's Choice-serve on Fundraising Committee to assist in planning and execution of major fundraising events such as annual banquet and Walk for Life 2013-present.
- ❖ Lincoln Avenue Academy PTO Member-Committee Chairperson-Implemented a new system to improve book fair presentation and execution which resulted in 60% more parent involvement, and exceeded projected budget by a 7% margin 2013-present
- ❖ First Responder and rapid response team member for Polk County Medical Reserve 2009-present
- ❖ Polk County Medical Reserve Corps - First Aide response team supervisor for Lakeland Christmas Parade 2013 & 2014
- ❖ Media Production Director - Christ Community Christian Center Church - February 1998 – March 2010
- ❖ Chaplain's Office Assistant (1 year), Gift Shop Cashier (1 year) and Mother Baby/Labor & Delivery Unit Support (5 years) - Lakeland Regional Medical Center - October 2000 – February 2007

## **Professional Memberships**

- ❖ Plant City Chamber of Commerce-2023-Present
- ❖ Greater Bartow Chamber of Commerce-2022-Present
- ❖ Greater Mulberry Chamber of Commerce-2021-Present
- ❖ Lakeland Chamber of Commerce 2020-Present
- ❖ ABWA – American Business Women's Association
- ❖ Florida Public Relations Association: Treasurer - Dick Pope/Polk County Chapter (2010/2011)
- ❖ Regional Domestic Security Task Force-Greater Tampa Bay Region (Spring 2010-Fall 2011)
- ❖ Florida Emergency Preparedness Association (Fall 2009-Spring 2012)
- ❖ FEPA Florida Emergency Preparedness Association (Fall 2009-Spring 2012)
- ❖ Polk County (EPAC) Emergency Preparedness Advisory Committee (Spring 2009-Fall 2011)

## **Courses/Certifications:**

- IS-100HCB: Introduction to Incident Command for Healthcare/Hospitals
- Public Health Preparedness
- Basic Epidemiology
- IS 242-Effective Communication
- IS-200.a ICS for Single Resource and Initial Action Incidents
- IS-00100FW Introduction to the Incident Command System
- ICS-300 Incident Command System
- ICS-Public Information Officer
- Advanced Public Information Officer
- IS 700-National Incident Management System (NIMS)
- IS-00800 National Response Plan Framework
- Certified Executive Director, Police Athletics/Activities League
- Certified All Hazards Safety Officer, State of Florida

## **Awards & Accolades**

- IS-100HCB: Introduction to Incident Command for Healthcare/Hospitals
- Public Health Preparedness
- Basic Epidemiology
- IS 242-Effective Communication
- IS-200.a ICS for Single Resource and Initial Action Incidents
- IS-00100FW Introduction to the Incident Command System
- ICS-300 Incident Command System
- ICS-Public Information Officer
- Advanced Public Information Officer
- IS 700-National Incident Management System (NIMS)
- IS-00800 National Response Plan Framework
- Certified Executive Director, Police Athletics/Activities League
- Certified All Hazards Safety Officer, State of Florida