

CHAD ASAY

CELL: (707) 484-2448 | 116 E 4TH STREET, CLOVERDALE CA | ASAYCHAD@GMAIL.COM

Career Objectives

Energetic and community oriented professional seeking to join the Planning Commission for The City of Cloverdale. My experience with local government, and managing large projects, community development oversight, and budgets will make me a great asset to the City's Planning Commission.

Career Summary

I have extensive management experience in both public sector and private sector, including program implementation and management. This includes being an integral part of new resort startup including: public engagement and participation, e-commerce, and writing/ implementing company policies and procedures. I have managed large federal and state grant projects, including: writing proposals and applications, tracking and maximizing project costs and efforts to assure those grants renew annually, as well as seek additional grant funding. In addition, I have years of experience in developing and managing both private and public sector multi-million dollar budgets, international business law experience, contract management, investment management for nonprofit organizations, and the privilege of working directly with some of the world's foremost authorities for financial investment and Fortune 500's most successful business owners. I have been an active community participant by teaching Spanish recycling programs and service standards classes for the community.

- Over 12 Years of Management Experience
- Startup Sustainability & Recycle Programs
- Public Outreach & Community Engagement Experience
- Bilingual (English/Spanish)
- P / L Building
- Multi-Million Dollar Budget Building
- Federal & State Grant Funding Experience
- ARDA award winning Green Projects
- Managing 50 + Staff
- Private & Public Sector Experience

Employment

Sonoma Clean Power Authority,
Lead Locally Programs Manager

Santa Rosa, California
2018-current

I am currently the Programs Manager for the community's first Lead Locally project. This State funded project contains a budget of \$13.1 million. The project will research multiple local homes for energy efficient technologies and those results will be deployed from an Energy Marketplace. Additionally, the Marketplace will allow onsite contractor certification courses, youth education classes, and a technology demonstration area where customers can test and feel modern day technologies.

Sonoma County Community Development Commission,
Administrative Services Officer

Santa Rosa, California
2015-2018

One of my main responsibilities is to manage and update the Commission's budget. The Commission's budget of \$80 million contains more than 33 complex federal and state funds with strict requirements of transparency and other regulations. This budget management process is continual, requiring tracking of current grant programs to assure they maximize their potential as well as conducting research for future funding opportunities.

The Commission is a key agency in the recovery efforts for the County. All future funding projects require interaction with public entities, committees, boards and contractors. Their contracts must have a foresight of modern energy efficiency as well as meet California code and provide an effective solution for current community needs. Most recently completing a Development Block Grant (CDBG) of over \$200 million to assist in the County's recovery efforts from the firestorm disaster.

Among my other responsibilities are Payroll liaison of the ADP system, Ergo Coordinator, Safety Liaison, Fleet Coordinator & Emergency Response Team leader, I am also the manager of the Commission's Human Resources (HR), assuring its policies and procedures are consistent with the County's Policy, the bargaining unit's MOU & the Commission's Personnel Policy. As the Commission is outside of the County Civil Service program each HR case

must be evaluated separately to assure it meets both the Commission's and County's HR policies and procedures. I align HR better practices with the County's, which at times can be a challenge as the Commission has separate regulations than the County's Civil Service such as Leave of Absence regulations.

I am currently rewriting and updating the Commission Personnel Policy to assure it is modern and accurate, to reduce liability.

I contract and coordinate all hired consultants for our Commission such as; organization study, class study, mediation efforts and more.

Sonoma County Community Development Commission,
California
Special Programs Coordinator

Santa Rosa,

2013- 2015

I was the Special Program Coordinator for the Commission's Continuum of Care program. This program was federally funded by HUD, and aimed to teach the chronically homeless three foundational areas of self sufficiency; financial acumen, education and certifications, and improved work habits. These three areas were addressed through regular interviews, short and long term goal setting, and attending required community engagement meetings. This program has resulted in locating and retaining housing for over 200 families. The increased success and results of the grant program doubled future federal grant funding and has increased match funding from non-profits, which allows more families to become eligible for this program and end their homelessness.

Wyndham Vacation Ownership,
Assistant General Manager

Windsor, California

2011- 2013

I managed a staff of 100+ employees and oversee all departments, including Guest Services, Housekeeping, and Maintenance for a 228 room resort in Sonoma County, CA that is 100% occupied, 80% of the year.

For almost a year, in the absence of three key management positions, I acted as an interim director of operations above my own assistant manager responsibilities, and continued to achieve high scores during several very strict internal company audits.

In 2011 our property underwent a major remodel, which included upgrading many structural deficiencies of this 10 year old property. I was the point person selected to manage the general contractor and communicate to our corporate resort renovation and design office. I oversaw all quality assurance and quality control for the duration of the project. During the year of construction, my resort continued to receive high guest satisfaction ratings. I also helped implement innovative American Resort Development Association (ARDA) award winning ideas such as grey water, solar paneling, eco-friendly paint and bio degradable chemicals added to the existing property.

I developed a departmental training program for guest services, housekeeping and maintenance that is currently being used by all Wyndham Worldmark resorts. Other programs I helped implement were bio degradable cleaning chemical program, the Global Soap Project; which recycled and donated used soap to communities in need in Africa, the Million Tree Project; which both raised funds to plant one million trees and supported the Arbor Day Foundation. The implementation and success of these programs, along with other improvements on the resort allowed Wyndham to receive the highest Platinum Greening Award and a national 4 Key Award on the Green Key Certification.

I was selected by the Regional Vice President to oversee an additional property in Clearlake until they can obtain a General Manager (GM) and Assistant GM, and improved their overall quality assurance audit by 15%.

The Colony,
General Manager

Park City, Utah

2008 - 2011

Worked directly with the General Manager of the Canyons Ski Resort; we brought in new food and beverage restaurants and upscale facilities to The Colony ski resort area. Successfully added four new ski lifts and 20 new ski runs.

Increased the management and community area by 700 acres, adding 10 miles of road, new facilities, which ultimately doubled the size of the community.

Site Architectural Review Committee (SARC) representative for the Colony. Lead member of a committee that reviewed and approved all contracts and development plans to assure they met strict modern architectural guidelines for this upscale community.

Obtained a government grant to match monies spent by The Colony for one of the nation's best forestry and fire mitigation operation with \$200K budgeted annually to reduce fire risk for the community and help maintain the various ski trails.

Created the community's first menu of services including both billable and dues-inclusive services to the homeowners. Service standards such as employee appearance, communication, and quality of service were implemented by writing the first community HOA Employee Handbook. This also included youth educational programs for ecology, environmental and sustainable programs.

Being one of the world's most elite gated ski-in/ski-out communities' security was increased by establishing new training courses, background checks, equipment and policies/ procedures.

Rebuilt broken relations between the community members, the ski resort, the developer and other parties by starting weekly meetings, communication procedures, and pre/post ski season meetings.

Premier Resorts,
Director of Operations at Silver Star

Park City, Utah
2007 - 2008

Worked directly with the developer and ski resort to start up an elite 100 + condos/ townhomes complex and over 30 private cottages.

Helped construction and startup of an on-site food and beverage café for both guests in room delivery, onsite dining, as well as daily public resort use.

Coordinated and ensured all community engagement and public input were developed into the project by managing regular town hall and other public engagement meetings.

Translated the company's Service Standards Program into Spanish and improved the teaching techniques for Spanish programs as well.

Chosen by the CEO and CFO to travel internationally to their luxury property in Punta Mita, Mexico to help on-site management preserve the property due to multiple large hurricanes causing severe damage in the area. Worked directly with the developer and engineers to change architecture plans, in order to prevent future catastrophes'.

All Seasons Resorts,
General Manager

Park City, Utah
2004 - 2007

Added 5 new properties, three new check-in locations, consisting of over 400 condos with all staffs, facilities and HOAs' under my management.

Instrumental in implementing new service standards, employee procedures and policy regulations and a on-boarding program consistent with federal regulations.

Company's first million-dollar net profit area and helped set a standard for success for the company.

Education

University of Phoenix
Bachelors of Science, International Business, May 2001

Arizona State University
ASGS, August 1996

Skills

Proficient in Quickbooks
MCSE Certification
Proficient in Microsoft Programs
HRMS Systems
HR Essentials Certification
International Law and Development recipient

DECA Business and Sales Certification
C+ Certification
ADP Payroll Systems Cert
California Labor Law M-100
Liberty Cassidy Whitmore- Leaves of Absence
Liberty Cassidy Whitmore - Workplace Harassment