

R. Scott Alvord

Yes, it's a really long resume but...well...it has really been a very full life.

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Summary of Qualifications

- **Business Entrepreneur.** Significant real-world experience in designing, developing, and operating multiple new businesses. Everything from high-tech to brick-and-mortar to business consulting/training. Strong experience with *all aspects of business operation*, not *just* management. Can relate to business owners, executives, managers, and staff. Long-term business networking skills with B2B and B2C experience.
- **Capable liaison and collaborator** between differing parties or personalities.
- **Strongly Networked with Community Leaders.** Built regional connections in communities I've served from large corporate executives down to neighbors and community members. From electeds and government staff to service providers, chambers, and entrepreneurs. I've taught at all levels and listened to provide solutions.
- Experienced in large corporation environments with strong focus on **strategic planning, performance improvement, and outcomes.**
- Experienced in **full-service municipality/government** (city and county) in a variety of aspects of government operation (city council, economic development, utilities, parks & rec, personnel, revitalization, arts & entertainment, neighborhoods, homelessness, etc.)
- Former **Senior Malcolm Baldrige Examiner** (CAPE) with experience leading teams into top CA businesses and analyzing/scoring all aspects of a business using strict criteria.
- **Educated.** MBA-MCA, BS Computer Science, Leadership grad, various certifications.
- **Excellent Presentation Skills.** Numerous training and teaching experiences range from keynote and seminar presentations, business concept training, technical training, end-user training, staff training, business coaching, C-level coaching, university professor, athletic coaching, mentoring, and parenting.
- **Proven/Effective Leadership.** Extensive board and elected leadership (regional, business, city and county-related boards and commissions, non-profit boards, school board, etc.). All organizations/boards improved during leadership terms. Strong reputation of being able to engage with constituents and staff to build trust.
- **Experienced with Technology.** Not only an accomplished software developer but experienced with a variety of hardware, software, development tools, technologies, team/department management styles. Quickly learn and then educate others.
- **Thinks in terms of ROI and ensures that projects fit the strategic plan of the corporation** (financially, politically, and competitively).
- Able to quickly "**learn the business**" quickly to provide the right custom solutions.
- Gifted in the ability to **lead by example and vision**, and to **coach a team to higher quality and productivity.** Able to **build morale** among team members.
- **Able to network and build relationships through trust & integrity.** Community voted as *Favorite Business Owner* (Style Mag), *Favorite Civic Leader* (Style Mag), *Best-of-the-Best Elected Official* (Press Tribune), and *Best-of-the-Best Local Hero* (Press Tribune).
- **Skilled at evaluating** equipment, services, and software for potential purchase. Able to strategically **negotiate contracts and licenses** and explain in simple terms.
- Experienced with **competitive research and intelligence** gathering.

Education

California State University, Sacramento

MBA-MCA (Masters Business Administration)

Elected to Beta Gamma Sigma, the highest national honor for business students.

Pacific Union College, Angwin, California

BS Computer Science w/emphasis in Data Processing and Management

Top CS graduate

Experience

2016 – 2024 (elected & re-elected)

City of Roseville, California

Elected City Council Member

- Originally elected in 2016 (citywide). Re-elected in 2020 (districts). Termed out Dec '24. Led the city in a council-manager form of municipal government. Roseville is the largest city and the economic hub of Placer. City ranks high in national categories.
- Primary focus: **Economic Development, Business Attraction**, community development, public safety, low utility rates, and high-quality public-facing services. Heavy focus on being fiscally responsibly to ensure the city's future finances continue a high quality-of-life. **Led in numerous initiatives, improvements, solutions, and strategies** for our future.
- **Very engaged** with the business community, neighborhoods, and elected officials in various jurisdictions. Held regular Community Coffee events to engage constituents, listen, and provide information. Largest social media following and **most public-facing online response and activity** of all councilmembers in the history of the city.
- **Placer County Economic Development Board** (4y past chair), **Economic Development Advisory Committee** (8y past chair), League of California Cities, Western Placer **Waste** Management Authority (WPWMA, past chair), **Greater Sacramento Economic Council** (GSEC), Placer County Local Agency Formation Commission (**LAFCO**, past vice chair), South Placer **Wastewater** Authority (past chair), Placer County **Water** Agency (PCWA) - Roseville Water Committee, Placer County **Air Pollution** Control District (past chair), Sac Valley Basinwide Air Pollution Control Council (past chair), Highway 65 JPA, Regional **Water** Authority, Placer County **Flood Control** (past chair), **Union Pacific** Roseville Committee, Law & Regulation Committee, Park Naming Committee.

1986 – Present

Advanced Development Concepts, LLC

Roseville, California

CEO, Business Consultant

- This business has **no employees** but can partner with other businesses on larger projects so it's easy to ramp up or down.
 - Wide variety of **business consulting services**, including Strategic Planning, Target Avatar Marketing, Business Startups, Stagnation Breakthroughs, Business Analysis, Anti-embezzlement & Hacker-proof Business Strategies.
 - Provide **design/development/support services** to small and mid-size businesses.
 - **Coach and mentor** business owners and executives to higher levels of performance.
 - **Public speaking**, keynote, emcee, panel, and presentation.
 - Subsidiaries include Advanced Business Roundtable, Advanced Publishing Concepts.

2017 – 2022

Jessup University

Rocklin, California

Adjunct Business Professor

- Taught mostly upper division Marketing (BUS320) to business students.
- Brought in real projects with real budgets (all \$5,000+) to cover raw marketing costs. Students received letter of recommendation from CEO. Due to our marketing, we smashed sales records for Sacramento Ballet's Nutcracker, helped Little Bear Tree Farm sell out of trees 2 weeks before Christmas, exceeded sales for Strawberry Festival event, and gave excellent results for Reviver electronic license plates, Roseville Chamber of Commerce, etc.
- Taught in hybrid settings during pandemic and continually improved the quality of the course from year to year. Many unique and valuable experiences for students.

2004 – 2016 (sold)

A Dash of Panache

Roseville, California

Business Startup/Owner

- A Dash of Panache was a unique, multi-faceted restaurant business that included a French-deco **Tea Parlor** (multi-course, afternoon teas and women's events), **Café** and ice cream parlor, **Gift Shop**, and **Party Room** hosting girls' themed birthday parties.

- Opened the business with 11 regional competitors (tea parlors) and within 4 years became the **#1 Tea Parlor** (A-List) in Northern CA.
- Researched, developed and managed **all aspects of the business** including construction, marketing, budgets, payroll, accounting, hardware/software systems, POS, timecard, TIPS management, meal logs, cost/profit modeling, SOPs, coupon tracking/analytics, taxes, security, mailing list, handbook, policies & procedures, templates, standard recipes, social media, website (ranked in top 3 of all relevant SEO categories).
- Multi-year, **repeat award winner**: KCRA A-List, Best-of-the-Best, Style Magazine's Reader's Choice Awards (numerous categories including best restaurant), others.
- **Successful exit plan** through full-price sale of business to new owners in 2016.

2008 – 2016

Fellowship Networking, Inc.

Roseville, California

CEO, Business Networking Corporation

- Cofounded the Fellowship Networking, Inc. (S-Corp) which operated Fellowship Chamber and multiple Fellowship Networking Groups throughout the Sacramento region. Christian business networking chamber and regional networking meetings to help grow small businesses in the region.
- Upon being elected to city council, I sold all shares of my 50% ownership to my business partner, who later dissolved the corporation and now runs the business as a nonprofit.

1987 – 2005

Adventist Health

Roseville, California

Project Manager (2003-2005)

- **Corporate office** for 20 hospitals, home care agencies, and physician clinics – regional IDSs, 30,000+ employees, centralized IT department.
- Ancillary Systems Project Manager for **very large enterprise-wide charge code master conversion project**. Responsible for ensuring all ancillary systems (radiology, lab, pharmacy, clinical, etc.) were converted in unison with the billing system. Managed multiple **matrix and virtual teams** made up of department directors, technical resources, vendors, clinicians, etc. (some teams contained over 40 members).
- Direct tasks include **analyzing each ancillary system's processes and data structures**, technically designing the **conversion algorithms**, **contracting with vendors and programmers**, **creating and managing project work plans**, developing **test scripts**, providing **training** (on-site, WebEx, and conference calls), developing graphical timelines, providing **executive reports**, etc. Converted 37 ancillary systems at 8 separate hospitals – all on time and under budget.

IT Product Manager (1990- 2003) ; **Sr Programmer/Analyst** (1987-1990)

- **Managed the Clinical Systems Team** (12 years) and **Corporate Integration Team**
- Led in **workflow analysis, ROI studies, project design, development process, testing cycle, technical consultation, technical support structure, competitive intelligence gathering, Job Skills Matrix, and development standards**. Managed assignments and orchestrated teamwork to keep within budgets and deadlines.
- Recruited, interviewed, hired, and **managed largest software development team**.
- Led in the **vision, design and development** of \$1M+ **Phoenix Clinical Documentation System**[®], a high-quality, standardized Windows-based, object-oriented classes as a foundation for a very robust clinical information system.
- Led in the **vision, design & development of multi-million dollar Compubar**[®], a large clinical charting system with clinical notes, assessments, medications, education, care plans, acuity classification, consent forms, physician orders, HCFA-485s, allergies, referrals, patient charges, etc. Over **450 relational tables, and 500,000+ lines of code**.
- Wrote **articles, gave presentations, & provided technical training** systemwide.
- **Liaison** between clinical staff and developers.
- **Corporate-wide reputation** of effectively leading a fun, high-comradery team. Accomplished through appreciation, team events, MBWA, and clear communication.
- Designed/Developed a detailed **Development Standards Manual & SOPs**.

- Created an **automated team project tracking system**. This was the team's most important tool. Significantly improved the quality of the applications and release process.
- Developed **team Source Code Librarian** that handled secure code check-in & checkout, broadcasting of programs for testing, and automated release preparation. Includes many team-oriented features to control the development process and eliminate costly mistakes.
- Led in design/development of **advanced data replication schemes**, customizable security, report database engine, advanced locking/encryption schemes, automated network installation, advanced error handling, IE and Word automation.
- Member of **IS Management Team, HIPAA-EDI Committee, Customer Support Council, Software Standards Committee, IS Communication Quality Circle, Common User Interface Taskforce, Help Desk Evaluation Team, Y2K Taskforce, HIPAA preparation, others**. Served as the **Corporate Security Coordinator**.
- Designed/Developed a **large Clinical Systems Team Intranet web site**.
- Created ad-hoc **conversion programs for various departments** including a very complex report-scraping system that saved many thousands of dollars.

Professional Memberships

(past/present) **Greater Sacramento Certified Champion; Roseville Area Chamber of Commerce; Rotary Passport; California League of Cities; Lincoln Chamber of Commerce, Certified Senior CAPE Examiner (Malcolm Baldrige Quality Awards); Beta Gamma Sigma Honor Society; Microsoft Certified Professional Technical Contributor; NFHS Coaches Association.**

Board Leadership

- President, **Roseville Police Activities League (RPAL)** (2017-Present)
- President, **Downtown Roseville Merchants, Inc.** (2005-2017) Annually elected.
- President, **Roseville Coalition of Neighborhood Associations (RCONA)** (2013-Present) Annually elected. Largest 501c3 in the county. Leadership for >100 board members over 18 Roseville neighborhoods.
- President, **Advanced Business Roundtable**, mastermind group (2008-present)
- Board Member, **Golden Sierra Workforce Board** (2023-present)
- Board Member, **Roseville Public Safety Foundation** (2024-present)
- Chair, City of Roseville **Parks & Recreation Commission** (2013-2016) Appointed.
- President, **Westpark Neighborhood Association (RCONA)** (2015-2017) Elected.
- **Placer Rescue Mission** (2015-2023) original founder of 501c3 charity organization that analyzed & designed (w/multi-discipline stakeholders) a solution to county homelessness.
- City of Roseville **Personnel Board** (2010-2015) Appointed.
- President, **Fellowship Networking Group**, Roseville Chapter (2008-2016). Elected.
- **Downtown Specific Plan** Steering Committee (2009-2015) Appointed.
- Placer County **Homeless Advisory Committee** (2014-2015) Business appointee.
- President, **Pleasant Grove Neighborhood Assoc (RCONA)** (2012-2015) Elected.
- Roseville **Arts & Entertainment Commission** (2013-2014) Appointed.
- City of Roseville **Revitalization Commission** (2007-2010) Appointed.
- **Leadership Roseville** – Class of 2007
- Vice President, **LeTip International**, Roseville Chapter (2006-2008) Elected.
- Past Chair, Private K-8 Elementary **School Board** (11 years, 9 as Chair) Elected.
- Roseville Area **Chamber of Commerce** Downtown Revitalization Committee, CORE Committee, and Roseville 20xx Organization Committee.

Awards

- **US Congressional Recognition on House floor** for 8 years of city council service. Received **CA State House and Senate** recognition, **Placer County** recognition, and **Roseville Resolution of Commendation** including a "Key to the City" award. (2024)
- Favorite **Local Hero** in Style Magazine Reader's Choice Awards (2021, 2020, 2016)

- **Favorite Businessperson** in Style Magazine Reader's Choice Awards (2016, 2015)
- Gallina LLP's **Business Person of the Year**, Runner Up (2016, 2015)
- **Favorite Civic Leader** in Style Magazine Reader's Choice Awards (2016, 2015, 2011)
- **Best-of-the-Best Elected Official**, Press Tribune (2015, 2014, 2013)
- **KCRA A-List Award Winner 1st place!** (2015, 2014, 2012, 2011)
- **Best-of-the-Best in Computer & Software**, Press Tribune (2015, 2014, 2013, 2012)
- **US Congressional Recognition** of Business Person of the Year (2015)
- **CA State Assembly Recognition** of multiple business-related awards (various)

My favorite quote/mantra is from Woodrow Wilson: *"You are not here merely to make a living. You are here in order to enable the world to live more amply, with greater vision, with a finer spirit of hope and achievement. You are here to enrich the world, and you impoverish yourself if you forget the errand."*