

# Boards & Commissions Application



I am interested in serving on the following boards/commissions. (Please indicate the order of preference).

- 1. Community Services Board
- 2. \_\_\_\_\_

**As an applicant/member of a Council-appointed Board or Commission, your name, address, and phone number will be available to the press and public. Information will be kept on file for three years. Public discussion of information contained herein may occur in the meeting at which appointments are considered by the City Council.**

Mr.  Mrs.  Ms.  Miss.  Dr. (Please type or print clearly)

Name: Minnis John M Date: May 2, 2016  
(Last) (First) (M.I)

Home Address: 1163 Nelson Drive Harrisonburg VA Zip Code: 22801

Phone Number: 540-578-0158 Alternate Phone: \_\_\_\_\_

Occupation: Marketing professional Employer/Organization: nTelos Wireless

E-mail: mike.minnis89@gmail.com Harrisonburg resident for 25 years.

Were you referred by anyone:  Yes  No Name of Referring Party: Holly Albrite

How did you hear about volunteering on a board or commission?  Cable  Website  Council Meeting  
 Other: Word of Mouth

### Why do you wish to serve on a board or commission?

I recently had a family member work through the system with a mental health issue and believe I can provide a perspective on how the process works and how it is perceived. Hopefully I can add value to help the Community Services Board serve our community at the highest level.

### What relevant experience or education do you have to this board or commission?

I have a marketing and management degree from James Madison University. I have my Masters degree from St Thomas University in Miami Florida. For the past 17 years I have managed the public relations, advertising, creative and budget for nTelos Wireless.

**What other interests or concerns do you have regarding the community?**

I am concerned about the city school system.

**Please list any past or present community involvement e.g. City Council, Board and Commissions, Citizen Academy, etc. in Harrisonburg or elsewhere:**

**-Please return completed application to the City Manager's Office-**

*Applicants are encouraged to attach a resume or other supporting information that may be helpful to Council in considering their application.*

409 S. Main Street, Harrisonburg, VA 22801

Tel:(540)432-7701 Fax:(540)432-7778 E-mail:Erica.Kann@harrisonburgva.gov

# John Michael Minnis

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## **Professional History**

Highly experienced marketing professional with a focus on brand building, public relations and events with a track record of driving results

January 1999 - Present      **NTELOS Inc.**  
"Regional wireless telecommunications company operating in six states and revenues of \$500 million"

### **Director of Marketing Communications**

- Manage a \$17 million annual Marketing/Advertising budget.
- Coordinate and communicate the media plan for all markets.
- Drive sales traffic to four major channels of distribution.
- Work closely with sales team to develop sales scripting and messaging.
- Responsible for brand management.
- Company spokesperson.

November 1997 – January 1999      **Computer Cabling & Technology Services**  
"Local Technology Company focused on system infrastructure"

### **Director of Marketing and Sales**

- Created all company marketing materials including brochures, newspaper advertisements, radio commercials and giveaway items.
- Planned and implemented an advertising schedule.
- Developed a marketing strategy for new products.
- Enhanced relationships with existing clients and educated them on all of the services CCTS provides.
- Cultivated new clients through direct sales calls and follow-up on leads received from manufacturers.
- Interacted with vendor representatives on new product releases and customer support.
- Coordinated company web-site development.

November 1990 – November 1997      **James Madison University**  
"Middle tier college athletic program with 30 men's and women's programs, high academic standards with expectations to compete for conference championships on a regular basis"

### **Assistant Athletic Director for Development and Marketing**

- Administered, coordinated and planned all athletic fundraising efforts involving JMU Athletics.
- Implemented the Step Ahead for the Dukes Walk-a-thon campaign to raise money for individual sports.
- Created the first-ever JMU Athletic Auction.
- Coordinated the Day for the Dukes annual fundraising campaign.
- Initiated the JMU Athletic Telefund campaign.
- Prepared and oversaw the implementation of the marketing plan for the athletic program.
- Solicited major corporate sponsors.

- Administered the radio and television coaches' shows.
- Oversaw multiple budgets for Marketing, Duke Club and Foundation Promotions.
- Developed a Marketing and Advancement staff and secured funding for these positions.
- Supervised the Marketing and Advancement staff.
- Liaison for development activities between Athletics and the University Advancement staff.

## **EDUCATION**

St. Thomas University, Miami, Florida  
**Master of Science: Sports Administration**

James Madison University, Harrisonburg, Virginia  
**BBA: Marketing and Management**

## **AWARDS/COMMUNITY SERVICE**

- 1995 President, Harrisonburg-Massanutten Rotary Club.
- Volunteer American Heart Association Walk-a-thon.
- Volunteer Harrisonburg-Rockingham County Free Clinic.
- Received a Paul Harris Fellow Award from the Harrisonburg-Massanutten Rotary Club.
- 1995 Volunteer Coordinator, Harrisonburg-Rockingham County Day of Caring Canned Food Drive.
- 1996 Volunteer Chairman, Harrisonburg-Rockingham County Day of Caring Campaign.
- 1998 – 2000 Member of the Harrisonburg-Rockingham County United Way Board of Directors.
- 1999 – 2002 Member of the Harrisonburg High School Athletic Booster Club Board of Directors.
- 2001 Company Co-Chairman for United Way Pace-Setter Campaign.
- 2003 Received Spirit of NTELOS Award.