



## **Agenda Item VIII. B.**

**Meeting Date:** March 7, 2017

**Department:** County Administrator

**Issue:** **Board of Zoning Appeals Vacancy**

**Board Action:** The Board is receiving information, only.

**Attachments:** Letters of interest from Peter H. Bryan and Keith P. Mulder

**Summary:** The term of Harry B. Stinnett, District 2 representative on the Amherst County Board of Zoning Appeals expired on February 3, 2017. Mr. Stinnett has indicated he does not wish to seek reappointment.

Staff advertised the vacancy in the News & Advance on January 8, 2017 and in the New Era Progress on January 12, 2017. The closing date for applications was February 7, 2017 and two letters of interest have been received.

Staff will schedule interviews for the March 21, 2017 meeting.

**Recommendation:** None. For information only.

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FEB 06 2017

AMHERST COUNTY  
ADMINISTRATOR'S OFFICE

February 7, 2017

Mr. Dean Rogers  
Amherst County Administrator  
153 Washington St.  
P.O. Box 390  
Amherst, Va 24521

Dear Mr. Rogers –

I am very interested in filling the At Large vacancy on the Amherst County Board of Zoning Appeals. I have been a resident of Amherst County since March of 2016, having moved here from Norfolk, VA after 14 years, and I plan to permanently retire here so this will be my home for many years to come. In this vein, I am intensely interested in the economic wellbeing of the County. I also recognize the critical nature of properly balancing the maintenance of the rural character, natural resources and beauty of the environment that initially attracted us to this area, with the need for economic prosperity and growth crucial to the health of any community.

As my resume (attached) indicates, I have spent my entire professional life participating in and dealing with the leadership of business entities, regulatory agencies and individual employees from every economic strata. While much of my career has been focused in the Employee Benefits arena, the communication skills and leadership principles are universal. As such, I am well versed in the need to weigh all pertinent criteria, understand the key factors driving conflicting agendas and work within the appropriate compliance framework to find the best solution to advance the prosperity of the entire enterprise.

In addition, I am committed to serving my new community in whatever capacity I can to help the County successfully perform the balancing act of lifestyle preservation versus economic advancement, and become a vibrant example of thoughtful and positive governance in Central Virginia. I believe my skill set and temperament is well suited to service on the Board of Zoning Appeals and I would be honored to be considered for such a role.

My contact information is as follows –

Peter H. Bryan  
513 Sunset Dr.  
Amherst, Va 24521  
(757) 672-1330 (cell)  
(434) 381-2646 (home)

I look forward to further correspondence.

Personal regards,

*Peter H Bryan*

Peter H. Bryan

## PETER H. BRYAN, CLU

phone – 757.672.1330 • email – pbryan0723@gmail.com

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### PROFESSIONAL PROFILE

Strategic, results driven leader. Executive management roles in publicly traded life insurance companies and privately owned employee benefits consulting, communications and public relations firms. Successful career focused on organizational development, communications effectiveness, driving revenue growth and operational excellence. Highly developed leadership, team building and process improvement skills. Results driven administrator and project manager. Demonstrated expertise in aligning business and communications strategies across diverse organizations and driving team performance to achieve superior results.

#### **COMMONWEALTH EMPLOYEE BENEFITS, INC. (Amherst, Virginia)**

**1/2016-Present**

##### *Principal*

Provide business strategy, communications and employee benefits consulting services.

#### **focus3 BENEFITS (Enrollment, Communications and Administration – Salem/Norfolk, Virginia) 4/2009 – 12/2015**

##### *Co-Principal*

Operational and financial project management responsibility for all facets of client, carrier and technology partner relationships. Analyzed client needs and formulated implementation strategy to achieve revenue goals.

- Instrumental in growing new client net revenue from \$250K to over \$5 million.
- Conducted Board Room sales presentations; established client expectations; developed communication strategy, prepared and conducted training for enrollment and service teams.
- Handled all issue resolution with client executive management.

#### **COMMONWEALTH EMPLOYEE BENEFITS, INC. (Norfolk, Virginia)**

**6/2002 – 4/2009**

##### *Founder - Principal*

Established employee benefits consulting practice and voluntary employee benefits enrollment firm. Engagements and outcomes include

- Established national enrollment capability and market presence for union focused insurance carrier.
- Created and implemented marketing initiative for national benefits company. Enrollments generated over \$5 million in new net annual revenue over 2-year period.
- Developed business plan, infrastructure budget and market penetration strategy for new employee benefits division of multi-billion dollar, publically traded life insurance company.

#### **STRATIZON CORPORATION (Cincinnati, Atlanta)**

**2000 – 2002**

##### *Co-Founder and Chief Marketing Officer*

Developed and implemented marketing and communication strategy for web-based process improvement and technology start-up company focused on processing claims and delivery of veterans' benefits.

#### **LOYAL AMERICAN LIFE INSURANCE COMPANY (Cincinnati, Ohio)**

**1999 – 2000**

##### *Vice President, Marketing*

#### **AMERICAN HERITAGE LIFE INSURANCE COMPANY (Jacksonville, Florida)**

**1996 – 1998**

##### *Vice President, Strategic Alliances and Special Markets*

##### *Director, National Sales*

**EDWARD HOWARD & COMPANY** (Cleveland, Ohio)

**1995 – 1996**

*Vice President, Investor Relations*

Investor and public relations, communications and marketing consulting services.

**CAPITOL AMERICAN FINANCIAL CORPORATION** (Cleveland, Ohio)

**1989 – 1995**

*Vice President, Director of Investor Relations, Corporate Secretary*

*Senior Vice President, Director of Marketing* (Life Insurance Company Subsidiary)

*Division Vice President; Product Manager* (Life Insurance Company Subsidiary)

**FERRIS, BAKER WATTS, J.C. BRADFORD, MERRILL LYNCH**

**1982 – 1989**

(Washington, DC; Charleston, South Carolina; Norfolk, Virginia)

*Retail Stockbroker, Stock Loan Broker, Commercial Paper Trader, Portfolio Manager*

**UNITED STATES NAVY** (Yokosuka, Japan; Newport, Rhode Island; Norfolk, Virginia)

**1977 – 1982**

*Line Officer, Surface Warfare*

### **ACADEMIC CREDENTIALS**

Chartered Life Underwriter (CLU) Professional Designation, the American College (Bryn Mawr, Pennsylvania)

The Executive Program (Certificate) Courses, Colgate Darden School of Business, University of Virginia

Bachelor of Arts, University of Virginia (Charlottesville, Virginia)

### **SERVICE PROFILE**

Past:

Chairman, Board of Directors, Norfolk, Va Community Services Board

Rotary Club of Norfolk, Va, Paul Harris Fellow

Board of Trustees, Alcoholism Council of the Greater Cincinnati Area, NCADD Cincinnati Affiliate

Rotary Club of Ponte Vedra, Florida

Board of Trustees, Finance Committee Chairman, Recovery Resources, Cleveland, Ohio

Present:

Rotary Club of Amherst, Va

Economic Development Authority, Entrepreneurial Certification Committee, Amherst, Va





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AMHERST COUNTY  
ADMINISTRATOR'S OFFICE

**Keith P. Mulder**

2329 Lexington Turnpike  
Amherst, VA 24521  
Phone: 946-7253

► **Mr. Dean C. Rodgers**  
**Amherst County Administrator**


153 Washington Street  
Amherst, VA 24521  
Phone: 946-9400

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**Dear Sir,**

This letter is to offer myself for appointment as a member of the Amherst County Board of Zoning Appeals. Following a twenty nine year career as an active duty Navy Officer I have been a resident of Amherst County for the past fourteen years. My Navy service included assignment as Commanding Officer of a Naval Air Facility as well as tours in various locales both in and out of the continental U.S. Thank you for your consideration.

Very Respectfully,

  
Keith P. Mulder  
Keith P. Mulder  
2/9/2017

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