



APPLICATION FOR BOARD OR COMMISSION MEMBERSHIP

**ATTACHMENTS TO APPLICATION MUST BE LIMITED TO TWO PAGES
INCOMPLETE APPLICATIONS WILL NOT BE CONSIDERED FOR APPOINTMENT**

**If you have questions or need more information, contact:
City Clerk's Office (300 LaPorte Avenue) at 970.416.2525**

Eligibility Requirements - 1 year residency within the Fort Collins Growth Management Area

Board or Commission: Landmark Preservation Commission

Name: _____

Mailing Address: _____ **Zip:** _____

Residence: _____ **Zip:** _____

Home Phone: _____ **Work Phone:** _____ **Cell Phone:** _____

E-Mail Address: _____

Have you resided in the Fort Collins Growth Management Area for at least one year? ☒ Yes ☐ No

Which Council District do you live in? District 6

Current Occupation: Recently Retired **Employer:** Ford Motor Company (31 Years)

Recent and/or relevant work experience (please include dates) Worked in World Headquarters and multiple Field Offices (1986-2016). Most relevant experience: General Manager Great Lakes (2015-2016): Responsible for all facility and franchising actions in a 16 state market, requiring extensive and balanced work with planning boards, developers and investors. National Relationships Manager (2012-2014): Served as the liaison between Ford

Recent and/or relevant volunteer experience (please include dates) Senior Care: Retired early to move to Fort Collins and care for parents who are in their late eighties (20-25 hours per week). PAC Volunteer: Served on Ford's non-partisan PAC, helping allocate resources to various causes and candidates. Presbyterian Church: Board of Elders Various: Habitat for Humanity, Gleaners Food Bank, Road Race Volunteer (Fortitude and Other Races). Contributor:

Are you currently serving on a City board or commission? ☐ Yes ☒ No

If so, which one? _____

Why do you want to become a member of this particular board or commission? This is a special community, blending historic integrity with well-managed growth. As a member of the Commission, I would like to: 1) Ensure our past is preserved as we plan for the future. 2) Balance the needs of property owners. 3) Give back.

Have you attended a meeting of the board or commission you are applying to or talked to anyone currently on the board?
☐ Yes ☒ No

If yes, please share your experience:

List any abilities, skills, certificates, specialized training, or interests you have which are applicable to this board or commission:

No specialized qualifications, but a generalized career with one of the largest and most historic companies in the world has prepared me well for a position on this Commission. In addition to the applicable experience noted earlier, I have worked in finance, marketing, human resources and product development. I have a very balanced and objective approach, which

Briefly explain what you believe are the three most important issues facing this board or commission, and how do you believe this board or commission should address each issue?

- 1) Growth: Fort Collins is a rapidly growing city, attracting new residents from many areas. As a result, there are varying degrees of understanding and appreciation for the history of the community, from both an architectural and a cultural perspective. When making decisions that impact property owners who are new to the area, it's important the Commission: 1) Offers clear and consistent guidelines and planning resources 2) Approaches each scenario with a 'win-win' mindset 3) Recognizes the need for 'livability' within a historic context 4) Promotes sustainability and efficiency

- 2) Private Investment: It is important the Commission encourages private investment and property enhancements, while protecting the unique attributes that make Fort Collins such a wonderful community. For our city to thrive in the future, we need to maintain its charm while encouraging well-managed improvements. The Commission plays a vital role in helping new buyers, current residents and contractors understand the long-term vision, including designs, materials, footprints, even landscaping. This process must be viewed as transparent and accessible to stake-holders.

- 3) Diversity: Diversity is the foundation of any successful community or organization. Fort Collins is blessed to be a diverse community with widely varying perspectives on just about everything, including what constitutes 'appropriate' development. Ultimately, our citizens have the same objective in mind, but very diverse opinions on achieving it. The Commission faces daily challenges as it navigates this range of opinions. Listening, questioning and including people is the best approach to any issue. If everyone feels they had a voice, they can usually accept a decision.

Please specify any activities which might create a serious conflict of interest if you should be appointed to this board or commission:

None.

Upon application for and acceptance of appointment, board and commission members demonstrate their intention and ability to attend meetings. If appointed, frequent nonattendance may result in termination of the appointment.

By typing your name in the space provided, I submit my electronic signature and application to the City of Fort Collins and swear or affirm under penalty of perjury pursuant to the laws of the State of Colorado:

- that I meet the eligibility requirements of the position sought and
- that the information provided in this application is true and correct to the best of my knowledge.

Signature: _____ **Date:** _____

Optional: How did you learn of a vacancy on this board or commission:

☐ Newspaper ☐ Cable 14 ☐ City News (Utility Bill Insert) ☐ Website

Other (please specify) _____

ERIC GUENTHER

1308 West Mountain Avenue, Fort

Collins, CO 80521 | eric.e.guenther@gmail.com | 248.767.5023 OBJECTIVE Apply

my skills and experience to help the Landmark Preservation Commission ensure Fort

Collins remains the most amazing community in the United States. PROFILE Senior-level

executive with extensive experience leading Teams and delivering results in marketing,

public/industry relations, sales and customer/employee satisfaction. Outstanding

business acumen, analytical capacity and problem solving skills refined during thirty-four

years of challenging professional experience in positions of escalating responsibility.

Exemplary leadership, communications and relationship skills. Intense commitment

to developing an inclusive, compassionate and dynamic environment that leverages

diversity and enables Team members to thrive. GENERAL MANAGER, Great Lakes Market

Area, Ford Motor Company January 2015 to September 2016 Promoted to top leadership

position in Ford Motor Company's highest volume global market. Responsible for

all marketing, public relations, sales, service and franchising activities for 1,000

Ford and Lincoln Dealerships in five regions and 15 states. Developed and executed

a comprehensive annual business plan that delivered \$18.0 billion revenue, equating

to 13% of Ford Motor Company's global corporate revenue. Led a Team of 165 creative,

innovative and empowered field-based employees. Helped all Team members realize

their potential and achieve objectives by emphasizing a culture of progressive,

supportive and accountable leadership. Maintained a "Drive Culture" platform

that drove the highest employee satisfaction ratings in the Nation, 12.0 points

above company average. Developed advertising and incentive platforms for eleven

independent Ford Dealer advertising groups with over \$300.0M in budgets. Increased

2016 year-over-year sales by 15% and exceeded Market Share objectives, earning a

Number One ranking among five national Market Areas. Identified, qualified and

appointed 51 new Dealer candidates, representing 12% of market area volume. NATIONAL

DEALER RELATIONS MANAGER, Ford Motor Company August 2012 to December 2014 Responsible

for communications platform and action plans that maximized strategic alignment

between 3,200 Ford and Lincoln dealers and the company's senior leadership team,

including the President and CEO. Developed and delivered format for National Dealer

Council and 25 other committees that identified opportunities, addressed challenges

and established a framework for mutual growth and profitability. Achieved record-high

Dealer Relations and Dealer Attitude scores on bi-annual survey conducted by the

National Automobile Dealers Association. Demonstrated consistent year-over-year improvement in key categories, including 'Consideration of Input' and 'Value of the Franchise'. Led high-impact Team of Ford employees and supplier partners that managed all recognition programs and national Dealer meetings. Highlights included Salute to Dealers (recognizing outstanding philanthropic efforts) and ONE Ford Elite (recognizing top performances in sales and customer satisfaction). GENERAL MARKETING MANAGER, North American Fleet & Commercial Vehicles, Ford Motor Company January 2009 to July 2012 Developed and delivered a high-impact marketing platform for Fleet and Commercial products that drove consistent sales growth and achieved record market share approaching 50.0% of total industry volume. Leveraged \$100.0M marketing budget to maximize exposure to Ford Commercial Products. Strategy included 100+ annual industry events, advertising in targeted commercial media outlets, launch of Social Media/App Strategy and re-launch of Dealer Business Preferred Network. Led a highly skilled Team of marketing, engineering and finance staff to bring new, industry-leading replacement products to market, including the top-selling Transit Van, Transit Connect and Police Interceptors. Supported emerging Alternative Fuels strategy and tools, working with customers and partners to evaluate options, assess