

**Sauk Valley Community College
June 19, 2018**

Action Item 4.2

Topic: Administrator Appointment – Director of the Small Business Development Center

Strategic Direction: College Health Metric – Economic Development – The College partners with local agencies to encourage the economic development of the region.

Presented by: Dr. David Hellmich and Dr. Steve Nunez

Presentation:

The administration has been in the process of filling the Director of the Small Business Development Center. The position was advertised on-line on Sauk Valley Community College's website, in Sauk Valley Media (the *Dixon Telegraph* and the *Daily Gazette*), on-line on *Indeed.com*, and in the *Rockford Register Star*. Thirteen applications were received, and three candidates were interviewed. A committee was composed of Anita Carney, Joshua West, Dana Chacon, Bill Westcott (Mayor of Rock Falls), Kris Noble (Sauk Valley Chamber of Commerce), and Sally Scanlan (Community State Bank). Dr. Steve Nunez served as chair, and Dr. David Hellmich met with finalists.

Academic background: Stacy McCaskill graduated from the University of St. Thomas (MN) with a master's degree in organizational development and has a master's degree in international business from the Thunderbird School of Global Management (AZ).

Professional background: Stacy was an Associate Professor of Business at Rock Valley College for ten years and is currently the CEO of her own company.

Recommendation:

The administration recommends the Board approve the appointment of Stacy McCaskill as the Director of the Small Business Development Center beginning June 18, 2018 at an annual salary of \$65,000.

Stacy McCaskill

6425 Spring Brook Road, Rockford, IL 61114

stacy@fishwithme.net 630-301-2010

<https://www.linkedin.com/in/stacymccaskill/>

May 1, 2018

Dear Hiring Committee,

Please accept my application for the position of Director of the Small Business Development Center.

I have over 15 years experience as a tenured business professor, international visiting professor, and college dean. I have more than 20 years business experience managing both for-profit and non-profit businesses, extensive consulting experience, and have held significant executive positions. I have managed direct reports, been responsible for budget preparation and monitoring, and have mastered complex technical information including supervising tech professionals outside areas of my personal expertise.

I also have extensive and very up-to-date experience with startups, webtech, and social media marketing as a web tech founder and ceo. I have been to more than 15 social media conferences, workshops, and startup pitch events in the last 3 years including two events abroad.

While a tenured business professor at Rock Valley College, I was the advisor for our student led Enactus team (enactus.org) which engaged community partners to solve pressing social problems thru the power of enterprise. I founded 3 non-profit enterprises and one social enterprise. I am very familiar with the 501c3 application process and have advised several through their own applications.

I have extensive working and teaching abroad experience and am conversationally fluent in Mandarin Chinese. I have taught organization development, international business, marketing and sales courses, cost and managerial accounting, as well as a variety of foundational business courses. I have consulted many an aspiring entrepreneur and am confident I am an excellent fit for this very important Sauk Valley Community development position.

Thank you for your kind consideration,
Stacy McCaskill

Stacy McCaskill

6425 Spring Brook Rd., Rockford, IL 61114
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EXPERIENCE

Chief Executive Officer **July 2014-Present**

Fishwithme.net Corporation, Rockford, Illinois & Big Pine Key, Florida, www.fishwithme.net
Founder of web-tech startup leveraging peer-to-peer networks and consumption sharing technologies. Responsible for global marketing strategy including traditional marketing, social media, SEO, UX design, brand management, event planning, and public relations. Attended various social media, web-tech startup and funding workshops. Winner of Rockford's annual pitch competition (2014, 2nd place) and Miami pitch event (2015, 1st place). Extensive experience at pitch events (10 events) and trade shows (32 events). Met with potential investors in Latvia, working with UX and social media marketing vendors from Ukraine, and attended international social media marketing workshops in Czech Republic and Ireland.

Associate Business Professor **August 2007-July 2017**

Rock Valley College, Rockford, Illinois, www.rockvalleycollege.edu
Positioned was temporarily eliminated with the potential for a tenured call back anytime prior to August 2019. Tenured business professor facilitating courses in business, international business, sales, marketing, entrepreneurship, managerial accounting, accounting capstone, business capstone, and organization development. Advised student entrepreneurial club (www.enactus.org). Helped launch or grow enterprises in Tanzania, Ghana, Uganda, and India. Educational and entrepreneurial experience in China, Taiwan, Hong Kong, Singapore, Thailand, India, Ghana, Tanzania, Germany, Ireland, Czech Republic, Latvia, and the Ukraine. Other international travel to UAE, Turkey, Italy, Mexico, and Canada. Served on competency-based education committee and developed curriculum mapping and competencies for business courses. Served on diversity committee and was the lead advisor developing the campus wide safe zone program and training.

Organization Development Consultant **August 2000-August 2008**

Diversity Performance Associates, Twin Cities, Minnesota & Rockford, Illinois
Self-employed consulting on employee development, cross-cultural management strategies, and launching OD initiatives. Designed intercultural training programs including cross-cultural communication based on Hofstede dimensions, Mexico-USA cross-cultural management, cross-cultural negotiations and conflict resolution, and skills for the multicultural classroom.

Global Procurement Manager **December 2003-August 2005**

Asian Foods, Hampshire, Illinois
Recruit and develop Mandarin Chinese speaking sales and customer service staff. Develop recruiting strategies including job fairs, strategic advertising, organization networking, and educational institution recruiting. Manage the interview and selection process. Revise customer service, sales training, and professional development documentation and processes. Supervised customer service staff of 10. Job was relocated due to merger and acquisition.

Interim Dean of Educational Services**September 2002- July 2003*****Anoka-Ramsey Community College, Coon Rapids, Minnesota***

Dean of business, foreign language, computer science, and mathematics overseeing staff of 12. Accomplishments included faculty appraisals, scheduling, and assignments, adjunct hiring, divisional meetings and assessment processes, facilitated the Business Online Metro-ARCC relationship, ensured fix for preferred enrollment, implemented recruiting processes dramatically diversifying faculty, and increased oversight of substitute scheduling.

Diversity Trainer & Procurement Analyst**December 1999-October 2002*****Emerson Process Management, Chanhassen, Minnesota***

Diversity Trainer: Developed communication and work strategies for a successful global workforce, customer base, and supply chain. E-suite cultural communication coach. Developed and delivered training programs in Singapore, China, Germany, Mexico and USA. Implemented training organizational development programs to integrate newly arrived Somali refugee workforce. Procurement Analyst: Strategic reporting and analysis of \$160 million dollar direct material buy. Worked with more than 30 commodity managers in four countries to ensure alignment on worldwide cost containment analysis.

Finance Director**October 1998-September 1999*****Concordia Language Villages - Concordia College, Moorhead, Minnesota***

Management, budgeting, measurement, reporting, and implementation of a six million dollar operating budget. Worked with 35 program managers in setting budgetary goals and in monitoring expenditures and revenue. Supervised staff of 6.

Management Consultant**August 1997-December 1998*****Management and Financial Consulting Services, Beijing, China***

Wrote business plan for the reorganization of Holland House Corporation. Conducted market research and interviews and prepared financial analysis and budgets. Successfully presented business plan to Hackney Corporation, which subsequently purchased and reorganized. Entered contract with Jasilk, Inc. meeting with Chinese manufacturers, developing financial projections, business forecasts and budgets. Represented Shenyang Corp. to recover funds from a U.S. Corporation in bankruptcy. Developed cross-cultural training for Beijing Software-Company and Shenyang Corp.

Assistant Director for Finance**February 1996-September 1997*****Holland House Furniture Company LLC, Indianapolis, Indiana***

Managed domestic procurement of raw materials to supply Chinese manufacturing facility. Managed the international procurement of finished goods and directed the import of manufactured product. Responsible for banking, financing, import/export, and shipping. Special Project: Construction Project Manager for \$20 million dollar assembly and warehousing facility.

Chief Operating Officer**August 1992-February 1996*****American Home Furniture Corporation, Indianapolis, Indiana***

Global procurement, finance, and accounting. Responsibility included domestic and international vendor relationships and U.S. Customs processing. Directed all legal work. Sourced \$3 million in capital via factoring, vendor financing, and bank loans.

International Management Program Director / Professor **September 1990-August 1992**
Nankai University (*Tianjin Institute of Foreign Trade*), Tianjin, China

Director of an English and culturally immersive mini-mba program. Taught International Finance, Cost Accounting and Cross-Cultural Negotiations. Designed and delivered cross-cultural communication and negotiation program for Three Rivers Gorge engineers.

Math and Business Teacher **September 1989-August 1990**
Lanakila High School, Ewa, Hawaii

Taught high-school courses in algebra I & II, entrepreneurship, financial accounting, life skills, and summer school remedial courses in reading and math. Helped accounting students organize a small business and used the student led company income to take a class trip to the big island.

EDUCATION

Publications: Appreciative Inquiry: A New Paradigm for Diversity, Fall/Winter 2003, Volume 1, Issue 3, Workforce Diversity Journal, Learning Institute for Workforce Diversity.

MA - Organization Development

University of St. Thomas, St. Paul, MN www.stthomas.edu 2001-2003, GPA 4.0

MBA - International Management

Thunderbird School of Global Management Glendale, AZ www.t-bird.edu 1989-1989, GPA 3.6

BA - Business Administration and Finance

Cedarville University, Cedarville, OH www.cedarville.edu 1984-1988

Mandarin Chinese Language Study - conversationally proficient

Beijing Language & Culture University, Beijing, China, 1997-1998 (www.blcu.edu.cn)

Thunderbird School of International Management, Glendale, Arizona 1988-1989 (www.t-bird.edu)

Cedarville University, Cedarville, Ohio 1987

East China Normal University, Shanghai, China, Summer 1986 (www.ecnu.edu.cn)

ADJUNCT FACULTY & VISITING PROFESSOR ASSIGNMENTS

Karazin Business School, Kharkov, Ukraine <http://kbs.karazin.ua/> (2017)

University College of Management Studies, Accra, Ghana www.ucoms.edu.gh (2013)

KJ Somaiya Institute of Mgmt Studies & Research, Mumbai, India <https://simsr.somaiya.edu> (2012)

East-West University, Chicago, Illinois www.eastwest.edu (2005-2007)

Fox College, Oak Lawn, Illinois www.foxcollege.edu (2005-2007)

University of Phoenix Online, Phoenix, Arizona www.uophx.edu (2004-2006)

National Taiwan University, Taipei, Taiwan <http://www.management.ntu.edu.tw/en/IB> (2004)

University of St. Thomas, Minneapolis, Minnesota www.stthomas.edu (2002-2004)

Cardinal-Stritch University, Minneapolis, Minnesota www.stritch.edu (2001-2003)

North Hennepin Community College, Minneapolis, Minnesota www.nhcc.mnscu.edu (2001)

Nankai University, Tianjin, China <http://study.nankai.edu.cn/> (1990-1992)

FACILITATED COURSEWORK INCLUDE:

Marketing

- Social Media Marketing Sociographics
- Consumer Behavior
- Marketing Research
- Strategic Marketing
- Salesmanship

Management

- Organization Development
- Leadership
- Strategic Management
- Change Management

Cross-Cultural Communications

- Cross-Cultural Issues & Concerns
- Intercultural Communications
- Intercultural Ethics

International Business

- Global Procurement
- Global Management
- International Business
- Global Small Business Incubator

Accounting & Finance

- Business Finance
- Financial Accounting
- Cost Accounting
- Advanced Managerial Accounting
- Advanced Managerial Finance

*syllabi available upon request