

## Application Form

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### Profile

Felicia

First Name

Rogers

Last Name

fnrogers19@icloud.com

Email Address

P.O. Box 546

Valdez Mailing Address (PO BOX # or HCI BOX #)

5220 Wilderness Lane

Home Address

Suite or Apt

Valdez

City

AK

State

99686

Postal Code

Mobile: (305) 505-6190

Primary Phone

Business: (907) 202-0992

Alternate Phone

R.M. Giesbers Holdings Inc.

Employer

Consultant

Occupation

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### Which Boards would you like to apply for?

Economic Diversification Commission: On Agenda

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### How did you learn about this vacancy? \*

- City Website
- Social Media

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### Interests & Experience

## Why are you interested in serving on a City of Valdez board or commission?

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I am transplant to Valdez and have fallen in love with it's beauty and charm. I often describe out small town as having "everything you need, but maybe not everything you want" and I think that others would agree with my sentiments. I am a entrepreneur, have both won and lost at that game, and was very involved in the UT Chamber and other local networking groups. I'd like to think that I could bring some insight into the commission with regards to helping small businesses work together to see their own economy thrive. I have an extensive background in event planning and production and believe that will prove useful to the cultivation of more community connections.

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**Please outline your education, work, and volunteer experience which will assist you in serving on a City of Valdez board/commission.**

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Felicia Rogers is a native of Homestead, Florida, an agricultural community lying between the City of Miami and the Florida Keys, where she lived, attended school and was highly involved in community and church activities. She attended Miami-Dade College concurrently while in high school and earned her Associates of Science in Mass Communications upon high school graduation at age 17. Felicia went on to attend Liberty University, in Lynchburg, Virginia, where she played softball and studied Interdisciplinary Studies, focusing on business and communications. It was during this time that she began her career with Sodexo Campus Services as a student worker washing dishes in the dining hall. Felicia's drive and dependability helped her to ascend the ranks of her on campus job all the way up to catering and retail supervisory positions. All while enrolled as a full-time student and fulfilling to her athletic commitments, as well as striving to obtain the quintessential "college experience." Upon finishing her undergrad studies at Liberty, Felicia was promoted to Catering Manager, where she was responsible for Operations and Logistics, while she pursued her MBA. After several years based at Liberty but working resource for Sodexo, Felicia was offered her own account and the position of Director of Catering with Sodexo at Westminster College, and relocated to Salt Lake City, Utah, where she served for 3 years. During this time she completed her MBA by way of Liberty's online program, and helped to organize and coordinate upwards of 3000 campus functions. Eventually it was decided by the college to contract another vendor for dining services. To allow her to continue to pursue her passions in the local community and build upon a network of friends and professional relationships, Felicia chose to stay in Salt Lake City, as opposed to relocating with Sodexo to another position. Having spent quite a number of years working for a large corporation Felicia decided to pursue interests in working for locally owned and operated businesses; including Food Sales Director for a family owned neighborhood grocer operation in 16 locations across the state, Catering & Events Director for a USDA certified Mexican foods production and distribution company, Assistant Director for the Salt Lake County Meals on Wheels program, operated her own independent events and consulting firm, and eventually partnered in a growing restaurant chain, which was eventually purchased by a franchise investment group giving her the opportunity to move to Alaska and pursue hopes of living "the simple life." Felicia has held several positions in Valdez, including GM of Roma Italian Kitchen, Travel Show & Events Coordinator at the VCVB, and even the Sales & Marketing Manager for H2O Guides. She continues to consult with small business and assists with community events such as 4th of July, Gold Rush Days, and Valdez Fly-In. Given her professional resumé it is evident that Felicia is committed and hardworking, but behind that she harbors immense passions for the community, volunteerism, and for education. While others make time for leisure and idleness, Felicia has spent countless hours stepping up in a time of need; be it early mornings, late nights or weekends. As a regular occurrence Felicia can always be found lending a hand wherever needed. She continually gives of herself and with a smile (and possibly a streak of dirt) on her face. Her selflessness, generosity and kind-hearted nature are absolutely unparalleled. There many things that Felicia is known to be; articulate, motivated and trustworthy to name a few. She has high expectations of herself and of those close to her, while at the same time being willing to accept people with unconditional positive regard. Felicia is the hardest of workers and an exceptional critical thinker. She has good decision making processes and is able to draw from the experiences and expertise of those around her when confronted with issues that she knows little about. Felicia is a dedicated, capable, an intelligent young woman, who's infectious personality has both charmed and lifted the hearts of many. She is found to be quick on her feet and can sensibly react in all circumstances. With her maturity and thoughtfulness, and can confidently handle any situation with ease and will not disappoint if afforded the opportunity to impress.

Question applies to Economic Diversification Commission.

**Please mark the industry sector seat for which you are applying (choose one). \***

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Food & Beverage

Question applies to Economic Diversification Commission.

**Please describe your qualifications to represent your selected industry sector.**

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I have over 15 years experience in business management, and have worked in sectors ranging from food and beverage to manufacturing, and in varying sized companies from 100's of employees to six, spanning revenue amounts of 20 million to 14 thousand annually. I have invested and advised in a number of small business

Question applies to Economic Diversification Commission.

**Please describe your vision for the economic future of Valdez.**

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I believe that Valdez has the potential for tremendous growth, but with growth comes greater density, and with that must come affordable and accessible opportunities to ensure the viability of downtown for everyone in our community. I have a desire to improve overall livability of Valdez for all members of our community, and despite the need for increased and more affordable housing, I do greatly value the character and history of Valdez's single family neighborhoods. I'd love to see accessibility to any new models of affordable public transit put in place, I believe these are essential to a growing economy and healthy population. Moving residents and the City's seasonal visitors between neighborhoods, business nodes, and our downtown are necessary for a thriving city.

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[FeliciaN.RogersRESUME.docx.pdf](#)

Upload a Resume or Letter of Interest

**Felicia N. Rogers**  
P.O. Box 546, Valdez AK 99686  
(305) 505-6190  
fnrogers19@icloud.com

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**Project Manager, Event Planner, Marketing Specialist, Customer Service Aficionado**

Dynamic, Results-Oriented, and Team-Spirited, Self-Starter and Motivator

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**Overview**

Exemplifies leadership qualities, confidence, teach-ability and professionalism.

- Helpful background in customer-oriented service operations and business development, including sales, marketing, promotions, and cost control.
  - Excellent communication skills; maintain positive relations with staff and customers in high-volume, fast-paced operations.
  - Proven ability to handle currency, prepare and manage budgets and financial transactions accurately; resolve discrepancies promptly.
  - Familiar and comfortable on both PC's & Macs, with all aspects of Microsoft Office, iWork, Adobe Suites as well as scheduling & money management software.
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**Areas of Expertise**

- Management & Supervision
  - Training and development
  - Successful catering and event coordination experience (events for 50,000+ people)
  - Maximizing productivity and staff performance
  - Customer Service & Public Relations
  - Marketing & Advertising
  - Publication and Graphic Design
  - Cost Accounting, Developing Budgets & Financial Planning and Strategy,
  - Strategic Planning Decision Making & Process Improvement
  - Safety & Sanitation (ServSafe, Sips/Tips, & Food Protection Manager Certified)
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**Professional Experience**

***Underboss Events & Consulting***  
**Owner & President**

*2014-Current*

- Organize and execute assigned business projects on behalf of clients (recruiting, payroll, promotional campaigns etc.) according to client's requirements
  - Meet with assigned clients when needed and perform an initial assessment of a problematic situation
  - Collect information about the client's business through a variety of methods (shadowing, interviews, surveys, reading reports etc.)
  - Analyze and interpret data to unearth weaknesses and problems, and comprehend the causes, and formulate recommendations and solutions with attention to a client's wishes, capabilities and limitations forming concise reports
  - Present findings and suggestions to clients with ample justification and practical advice, provide guidance for any occurring problems and issues
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***Valdez Convention & Visitor's Bureau***  
***501c6 Non-Profit DMO***

2016- 2017

**Travel Show & Events Coordinator**

- Attract visitor's by developing and implementing marketing, advertising, public and community relations programs; evaluating program results; identifying and tracking changing demands.
- Conduct market research to identify event opportunities, work in tandem with community organizers to ensure the Valdez brand and vision is upheld, lead or assist in event planning and management functions. Recruit when necessary, staff and volunteers. Plan, design and produce annual fundraising events.
- Promote Valdez as a destination, it's tourism products, and business member services at consumer and retailer shows, create sale opportunities for convention and business traffic to Valdez, engage in media releases and cement journalist relationships.
- Serve as community relations liaison, actively engaging in city and local functions as well as project boards, creating a high level of visibility for the bureau among residents and visitors as well as business members.

***Pig & A Jelly Jar LLC & Pig & A Jelly Jar II Inc.***

2015-2016

**General Manager & Area Supervisor**

- Meet restaurant financial objectives by; preparing strategic and annual forecasts and budgets; analyzing variances; initiating corrective actions; establishing and monitoring financial controls;
- Prepare policies and standard operating procedures; implementing production, productivity, quality, and patron-service standards; determining and implementing system improvements.
- Sustain patron satisfaction by monitoring, evaluating, and auditing food, beverage, and service offerings; initiating improvements; building relationships with preferred patrons.
- Maintain professional and technical knowledge by tracking emerging trends in the restaurant industry; reviewing professional publications; establishing personal networks; benchmarking state-of-the-art practices; participating in professional societies.

***Valley Services Inc. at Salt Lake County Government Center***

2014- 2015

**Assistant Food Service Director**

- Overseeing the procurement, production and delivery of 20,000 meals weekly as part of the national Meals on Wheels program
  - Preparing weekly financial data such as inventories, processing invoices, meal recaps and shortages, inventory and petty cash reports
  - Meeting targeted profit objective for account as indicated in annual budget
  - Recruitment, training, and development of unit personnel
  - Creating, pricing, monthly menus with strict dietary requirements
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***The Fierro Group dba Rico Brand/Frida Bistro***

2013-2014

**Director of Catering & Events**

- Training & Development of Staff
- Venue Maintenance/Management
- Event Flow Management
- Handling Phones, Walk-In Client Questions
- Marketing, including ad creation and social media management
- Soliciting, book, and oversee all catering & private dining events
- Market to cement existing business and establish new business.
- Develop new marketing tools and plans for congruency between brands.
- Refresh, update, and create new menus to expand catering's market.

***Sodexo Campus Services***

2009-2013

**Director of Catering (Westminster College, UT)**

- Training & Development of Staff
- Event Management
- Customer Service & Client Retention
- Handling Phones, Walk-In Client Questions
- Event Follow-up
- Contract Distribution
- Creating Proposals
- Marketing, including ad creation and media management

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**Education &  
Certifications**

**Colonial Christian School** **Homestead, FL**  
**High School Diploma (Honors)**  
**Concurrent Enrollment – Graduated in 3 Years**

**Miami Dade College** **Miami, FL**  
**A.S. Mass Communication**  
**completed while concurrently enrolled in high school**

**Liberty University** **Lynchburg, VA**  
**B.S. Multi-Disciplinary Studies**

- **Business Management**
- **Communications**
- **Human Resource Management**

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