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OHIO CITY

INCORPORATED

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2017 OHIO CITY INCORPORATED BOARD OF TRUSTEES APPLICATION



ELIGIBILITY:

Thank you for your interest in serving on the Ohio City Incorporated Board of Trustees.

To apply for one of the Ohio City Incorporated Board of Trustees seats, you must be a Resident Member of Ohio City Incorporated on or before submitting your application and a member of Ohio City Incorporated for a minimum of 30 days. Visit www.ohiocity.org to print your membership form. Please include the membership form with your application. If you are unsure about your membership status, contact Agnes Akite at Ohio City Incorporated: aakite@ohiocity.org.

In order to be considered a candidate, a signed copy of the *Ohio City Incorporated Board Expectations* document must be submitted with this application.

All Ohio City Incorporated Board of Trustees Candidates are encouraged to attend the 2017 Annual Meeting on Tuesday March 21st 2017 and the Ohio City Incorporated Meet the Candidates Night on April 25th from 6:00pm to 7:00pm.

We look forward to reviewing your complete application on or before **March 10th, 2015 by 5:00pm.**

CHECKLIST

Please ensure the following items below are included with your application. Personal information including address, email, and phone number will not be shared but the rest of your application will be posted on the Ohio City Inc website and at relevant candidate events.

Part 1: Candidate Information

Part 2: Experience & Professional Expertise

Part 3: Personal Statement

³⁵/₁₇ Why do you wish to serve on the Ohio City Incorporated Board of Trustees?

³⁵/₁₇ Please describe your experience in the areas checked in Part 2. Include any special achievements and/or any experiences that you feel would enhance the organization.

³⁵/₁₇ Describe your involvement in Ohio City neighborhood organizations or Ohio City Incorporated sponsored committees, projects, or block clubs.

³⁵/₁₇ Describe your involvement in non-Ohio City neighborhood organizations/activities.

Application Signed & Dated

Ohio City Incorporated Board Expectations Document

Resume or Curriculum Vitae

Applications must be received on or before March 10th, 2016 by 5:00pm

Email to: Alex Frondorf– Governance Chair
frondorf@gmail.com
Carrie Miller–Director of Neighborhood Services
cmiller@ohiocity.org

Applications can also be mailed to:

Attn: OCI Governance Committee Ohio City Incorporated
2525 Market Avenue, Suite A
Cleveland, Ohio 44113

OHIO CITY INCORPORATED BOARD OF TRUSTEES APPLICATION



Part 1: Candidate Information

Please fill out your contact information below. Personal information including address, email, and phone number will not be shared.

Name: Lawrence Ferrara			
Address: 1535 West 28 th Street	City: Cleveland	State: OH	Zip: 44113
Phone:	Email:		
Ohio City Incorporated Membership:	<input checked="" type="checkbox"/> I am currently a Resident Member in-good-standing		
	<input type="checkbox"/> My Resident Membership form is attached to this application		
Length of Ohio City residency?	Two Years		

Part 2: Experience & Professional Expertise

Please check the areas in which you have experience and/or professional expertise. Responses to Part 2 will be made available to Ohio City Incorporated membership prior to the election.

<input checked="" type="checkbox"/> Accounting	<input type="checkbox"/> Developer/Builder	<input type="checkbox"/> Human Resources
<input checked="" type="checkbox"/> Bilingual	<input type="checkbox"/> Education	<input type="checkbox"/> Legal
<input type="checkbox"/> Community Activist	<input type="checkbox"/> Finance/Lending	<input type="checkbox"/> Marketing
<input type="checkbox"/> Community Connections	<input type="checkbox"/> Fundraising	<input type="checkbox"/> Outreach
<input type="checkbox"/> Construction Contractor	<input type="checkbox"/> Grant Writing	<input type="checkbox"/> Real Estate
<input checked="" type="checkbox"/> Design/Architecture	<input checked="" type="checkbox"/> Historic Preservation	<input type="checkbox"/> Strategic Planning

Part 3: Personal Statement

Please answer the following questions & attach with your application. Limit 1 page, single-spaced. Responses to Part 3 will be made available to Ohio City Incorporated membership prior to the election.

- 1) Why do you wish to serve on the Ohio City Incorporated Board of Trustees?
- 2) Please describe your experience in the areas checked in Part 2. Include any special achievements and/or any experiences that you feel would enhance the organization.
- 3) Describe your involvement in Ohio City neighborhood organizations or Ohio City Incorporated sponsored committees, projects, or block clubs.
- 4) Describe your involvement in non-Ohio City neighborhood organizations/activities.

Applicant Signature

This application was completed to the best of my knowledge and in good faith:

Lawrence Ferrara

March 1, 2017

Signature

Print

Date



OHIO CITY INCORPORATED
2017 BOARD OF TRUSTEES STATEMENT OF EXPECTATIONS AND COMMITMENT



The following responsibilities are specific to Ohio City Incorporated (“OCI”) and are articulated for the purpose of complementing or clarifying certain expectations for the traditional governing responsibilities of Board of Trustees.

Please return a signed copy of this form. This acknowledges that you have read the statement and understand the expectations and commitment being asked of you as a member of the Board of Trustees.

1. Commit to the mission and goals of OCI, as stated in the Bylaws, strategic plan or other initiatives agreed upon by the Board.
2. Attend meetings of the Board of Trustees: Up to twelve (12) meetings are scheduled each year. Board members are expected to attend all meetings of the Board during their term. Board members who must miss an occasional meeting are expected to inform the Board President. Chronic absence may lead to removal from the Board.
3. Serve on at least one committee and attend committee meetings. Meeting dates and times are established by the chairman of each committee.
4. Observe the parliamentary procedures and display courteous conduct in all Board and committee meetings.
5. Prepare for meetings by reviewing agenda materials in advance of meetings.
6. Contribute your expertise through participation in Board meetings and strategic development of the Board and OCI. As a Board of Trustee it is your duty to be informed about matters pertaining to OCI and to vote on resolutions affecting the organization. Participation requires active engagement, which includes articulating and responding to alternative viewpoints through effective, respectful communication, and voting on record when resolutions are brought up for Board vote.
7. Attend and/or volunteer for OCI-sponsored events. Board of Trustees are encouraged to attend as many events as possible, but must attend as a guest or volunteer for at least two major events coordinated by OCI each year. Your attendance as a guest at events requires the purchase of a ticket, the cost of which is either fully or partially tax deductible.
8. Make a personal financial contribution to OCI each year, which is then either donated to the Ohio City Improvement Fund or to a separately funded Board-sponsored neighborhood project. A gift of at least \$100.00 is suggested. Gifts In-kind will not substitute for the minimum contribution. This amount is not inclusive of any membership dues that the Board may elect to require. The Board contribution and any dues are 100% tax deductible.

9. Commit to uphold and comply with fiduciary duties of care, loyalty, compliance, and to maintain accounts as provided under Ohio law.
10. Disclose any potential conflict of interest with OCI and possess the ability to make independent decisions, unencumbered by material conflict of interest.
11. Refrain from discussing or sharing confidential Board business with non-board members in accordance with our confidentiality policies.
12. Be willing to participate in periodic Board of Trustee self-evaluations and annual board evaluations, and be open to constructive feedback on performance as a board member.
13. Support in a positive manner all actions taken by the Board of Trustees even when in a minority position on such actions. Recognize that decisions of the Board can be made only by a majority vote at a Board meeting and respect the majority decisions of the Board, while retaining the right to seek changes through ethical and constructive channels.
14. Exercise authority as a Board of Trustee only when acting in a meeting with the full board or as delegated by the Board.
15. Refrain from intruding on administrative and personnel issues that are the responsibility of the Executive Director, except to monitor the results of the organization.
16. Represent OCI in a positive and supportive manner at all times.
17. Abide by this Statement of Expectations, the Confidentiality Agreement, the Conflict of Interest Agreement, and all other Board operating policies and procedures.

I understand that as a member of the Board of Trustees for Ohio City Incorporated, I will be held accountable to the expectations above on an annual basis.

I agree to the above statements and will comply with the requirements

I cannot meet these expectations

Signature:

Date:

Print Name: Lawrence Ferrara

PART 3: PERSONAL STATEMENT

I wish to serve on the Ohio City Board of Trustees in order to do what I can to help contribute to the growth and care of our community, and as a fairly new resident to Ohio from New York, learn all that I can along the way. During this period of such dynamic change and growth, it is vital as a trustee, to listen, observe, and be a voice when and wherever possible, to serve the community's needs.

My professional background in the financial sector of global publishing and my studies in languages, as well as personal interests in design and architecture all meld together to give me a broad perspective on the world around me. When honed in to my day to day life as a community member, I feel that a sense of fiscal and multi-cultural perspective is necessary and useful to the board. Languages are an inclusive tool in diverse and growing areas. I have lived in many such neighborhoods and communities from N.Y.C. to Plainfield N.J.. Adaptation and understanding are key to a healthy community. My involvement in historical preservation and love for design and architecture are well suited for an eclectic and aesthetically mixed area like Ohio City. My background thrives in an area like ours and I would hope that it would bring something to the table.

Thus far I have been a steady and enthusiastic part of the Franklin-Clinton Block Club. I also volunteered on the living wall project on 29th street in Hingetown. I regularly bake for and keep a heavy and steady magazine donation cycle active at Malachi House.

I am currently a volunteer for the CIFF 43. This is a truly amazing festival that I fully support.

Lawrence Ferrara

1535 W. 28th Street, Cleveland, Ohio 44113

Executive Summary

Accomplished, diplomatic and multi-lingual Finance lead with 25 years experience in the Publishing Industry, ranging from start-up, flagship to established well-known brands. Detail oriented with excellent analytical and problem solving skills, as well as extremely passionate about the culture of media and it's content.

Key Skills

- Strong financial lead with proven ability to motivate, mentor and develop cross brand resources.
- Ability to effectively perform, adapt and flex within a fast paced and changing environment.
- Proven ability to meet deadlines with very time sensitive deliverables.
- Financial publishing expert in initiating, implementing and maintaining full financial methodology for all processes including budget tracking, operating, capital and content costs.
- Exceptional eye to detail, as well as ability to deliver quarterly and yearly reports.
- Vendor Relationship Management.
- Contributor Contract Management.

Professional Experience

Condé Nast, New York, New York

Consultant - Business Manager, 1 World Trade Center

1/2014 to 3/2015

- Corporate liaison between Office Services, Senior Management, Human Resources and over 20 Condé Nast brands and the project management team for the construction and subsequent move of over 3,000 people to 1 WTC.
- Budgeting and monthly analysis of construction and build out of the 1 WTC project.
- Managed all seating plans for 24 floors covering over 1M SF. Supported senior management and worked closely with the architectural and design teams on an ongoing basis with Ad hoc projects, as needed.

Editorial Business Manager, GQ

2/2008 to 4/2013

- Peoplesoft Financial Committee - Brand Representative - Develop, implement and maintain the enterprise wide editorial content estimating system for Peoplesoft.
- Full management of \$40M budget.
- Fluency in French and Spanish, and proficiency in Italian allowed for effective collaboration with GQ European offices to streamline and manage the existing budgeting process for Men's Collections in Europe.
- Contract Management - Draft and negotiate all photographer, writer, illustrator and editorial freelance contracts.
- Conducted feasibility study to determine cost effectiveness of a new in house Digital Studio.
- Vendor AP tracking system committee - Brand Advisor.
- Streamlined, improved and maintained financial methodologies including budget tracking, operating, capital and content costs.
- Management, analysis and budgeting of editorial operating expenses and content cost.
- Preparation and presentation of annual/quarterly financials with projections to Senior Management.
- Approval of all operating and staff related expenses such as T&E and Freelance.
- Approval of all magazine content costs, including photos, manuscripts and illustrations.

Editorial Business Manager, Vogue | Men's Vogue

6/2004 to 2/2008

- Full management of \$80M budget cumulatively for both titles.
- Initiated, implemented and maintained full financial methodology for the launch of Men's Vogue which included all processes including budget tracking, operating, capital and content costs.
- Streamlined promotion budget tracking system.
- Management, analysis and budgeting of editorial operating expenses and content cost.
- Preparation and presentation of annual/quarterly financials with projections to Senior Management.
- Approval of all operating and staff related expenses such as T&E and Freelance.
- Approval of all magazine content costs, including photos, manuscripts and illustrations.

Editorial Business Manager, Cargo Magazine

1/2003 to 6/2004

- Initiated, implemented and maintained full financial methodology for start up magazine for all processes including budget tracking, operating, capital and content costs.
- Full management of \$15M budget.
- Standardized Cost Per Page (CPP) guidelines.

Lawrence Ferrara

1535 W. 28th Street, Cleveland, Ohio 44113

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- Develop detailed spreadsheets to identify trends and forecasts.
 - Developed and implemented an issue cost template for forecasting, tracking, and managing issue content costs. Financial template became best practice distributed across other group publications.
 - Established a departmental operating cost tracking system.
 - Manage new and existing vendor relationships to meet business expectations.
 - Preparation and presentation of annual/quarterly financials with projections to Senior Management.
 - Approval of all operating and staff related expenses such as T&E and Freelance.
 - Approval of all magazine content costs, including photos, manuscripts and illustrations.

Senior Financial Analyst

10/1992 - 1/2003

- Budgeted both editorial and advertising departments of various Condé Nast properties, including Vogue, GQ, Architectural Digest, and Glamour magazines, as well as several multi million dollar domestic and international corporate departments on a monthly and quarterly basis.
- Developed and reviewed annual budgets with editors, publishers and senior management on a quarterly basis.
- Quarterly analysis of circulation levels, magazine promotion and market research spending.
- Financial analysis of various operating line spending, advertising revenue, cost per advertising and editorial pages.
- Analysis of critical special projects including the forecasting of Corporate Sales and Corporate Promotion incentive programs.
- Planned, tracked and reported on operating costs, and acted as a liaison between top management and project managers throughout the construction of the Condé Nast corporate headquarters at 4 Times Square as part of Project 2000.

Elsevier Science Publications Corp., Inc., New York, NY

Cost Accountant

9/1988-10/1992

- Managed budgeting and cost analysis of all Scientific Journal titles.
- Forecasted production costs and compiled paper inventory analysis.
- Produced a monthly closing of all production costs by title.

Drexel Burnham Lambert Inc., New York, NY

Staff Accountant

6/1984 to 9/1988

- Mutual Fund accounting for various investment properties.
- Performed foreign and domestic portfolio valuations.
- Prepared semi-annual and annual reports for investors, working with senior financial and compliance management.

Education

B.A., Accounting, Queens College - The City University of New York

New York University Continuing Education Program - Copy Editing & Proofreading; Writing for Magazines; Short Story Writing

The New School Continuing Education Program - Architectural Drafting; Interior Design

OSHA Certified

Computer Proficiencies

Peoplesoft, Admarc, Microsoft Office Suite (Word, Excel, PowerPoint)

Languages

French and Spanish - Fully fluent in written and spoken.

Italian - Conversational proficiency

Civic

Board of Trustees, Plainfield Historic Preservation Committee