

## Application Form

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### Profile

Emile \_\_\_\_\_ J \_\_\_\_\_ Messana \_\_\_\_\_  
First Name Middle Initial Last Name

340 NW Stratford LN \_\_\_\_\_  
Home Address

Port St Lucie \_\_\_\_\_ FL \_\_\_\_\_ 34983 \_\_\_\_\_  
City State Postal Code

emile@blmbiz.com \_\_\_\_\_  
Email Address

What district do you live in? <http://www.cityofpsl.com/districts> \*

District 1

Mobile: (954) 410-7136 \_\_\_\_\_ Business: (954) 840-9009 \_\_\_\_\_  
Primary Phone Alternate Phone

### Retired?

Yes  No

CCW PLUS INC \_\_\_\_\_ Owner \_\_\_\_\_ Internet Sales and NRA Pistol  
Employer Job Title Instructor  
Occupation

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

Solid Waste Task Force: For Review

### Were you nominated or recommended to apply by the Mayor or a Councilmember?

Yes  No

### Please Agree with the Following Statement

I have read and guarantee that I meet all the requirements for board service.

I Agree

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### Interests & Experiences

### Why are you interested in serving on a board or committee?

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As a resident I understand the current issues relative to waste disposal our city and residents are experiencing. In addition my wife represents Waste Pro our disposal contractor and is currently officing at Port Saint Lucie City Hall ,Monday thru Friday 8AM to 5:00PM working with citizens experiencing waste disposal issues.

### Why do you think you are qualified to serve on this board or committee?

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I am a retired executive of the Goodyear Tire and Rubber Co. I managed business and was corporate liaison to the president of Goodyear North America. I interfaced with associates, management and CEO's of major fortune 500 corporations.

### Brief description of Education & Experience

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High School, Vietnam Veteran. Kindly review my attached resume for detailed experience.

[Emile Messana Resume 2019.docx](#)

Upload a Resume

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### Demographics

#### Ethnicity

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Caucasian/Non-Hispanic

#### Gender

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Male

05/08/1949

Date of Birth

**Do you now serve on any City Board, Committee or other Governmental Board or Committee? (NOTE: You cannot serve on more than one Board or Committee within the City of Port St. Lucie during the same time period.)**

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Yes  No

#### Are you a registered voter?

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Yes  No

#### How long have you been a City resident?

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1.5 yrs

#### Have you attended the City University classes?

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Yes  No

**Are you a United States Citizen?**

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Yes  No

**Are you presently employed by the City of Port St. Lucie?**

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Yes  No

**Are you a current or former law enforcement officer, other employee\* or the spouse or child of one who is exempt from public records disclosure under FS 119.07?**

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Yes  No

**Have you ever been convicted of a crime, pled guilty or no contest to a criminal charge, or entered into an agreement setting forth the terms leading to the reduction or dismissal of the charges?**

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Yes  No

**Please Agree with the Following Statement**

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**I agree that all of my answers are truthful and accurate to the best of my ability. I understand that if I have falsified any information my application will be withdrawn and I will not be considered for appointment.**

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I Agree

**Emile J. Messana**  
340 NW Stratford LN. Port Saint Lucie, FL 34983  
Office: (954) 840-9009 Cell: (954) 410-7136  
E-mail: emile@blmbiz.com

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**Management/Business Development**

Result oriented, goal driven Manager with twenty plus years exceptional B2B, B2G and B2C selling experience both domestically and internationally including experience at the reseller and end-user levels throughout the United States. Attributes include proven development of small business, support/development of corporate client maintenance programs, team building, sales management, production, excellent communication skills. I enjoy proven success in developing personnel, sales, building loyal relationships with small businesses, community organizations, clients, end users both small, and multibillion-dollar corporations. In addition, I build associates into high performing teams which are "goal and profit oriented achievers".

**Professional Strengths:**

- |  |                     |                        |
|--|---------------------|------------------------|
| • Business Development                 | Sound Integrity     | Excellent Communicator |
| • Team Builder/Origination Building    | Influencing         | MS Office              |
| • Working with Community Organizations | B2B, B2G, B2C Sales | Executive Management   |
| • Process Implementing                 | Account Management  | Confidence             |

**Key Achievements:**

- Achieved product market share gains greater than 18% as Region Manager Commercial Sales
- Grew distribution via the conversion of competitive dealers and the expansion of existing distribution in Pensacola FL, Jacksonville FL, Miami FL, Raleigh NC, Knoxville, TN. and Norton, VA.
- Established with a team the foundation for a \$40M profit turnaround from a loss of Goodyear's Wingfoot, LLC, Ft Smith, Ak.
- Chairperson in the multi-corporate effort of Goodyear, Freightliner Corporation and ArvinMeritor in the design and production of an application specific tire and suspension system for Federal Express, Memphis, TN. The combined effort achieved a vehicle tire performance improvement of 23%

**Professional Experience:**

**CCW Plus Inc.**

**March 2014 to Present**

**Owner**

- Responsible for overseeing CCW PLUS Inc. profit, sales and marketing ensuring CCW PLUS Inc. has an effective marketing strategy for meeting the company's goals and objectives. Bring to the CCW Plus team an uncommon blend of passion, integrity, loyalty, accountability, coaching, positive attitude and superior listening and communication skills which our customers most value.

**BLM Businesses**

**April 2012 to August 2014**

**Business Development Manager**

- Consulting for Sears Holdings Automotive - Managed 19 associates
- Accountable for identifying and management of best practices facilitating company growth
- Responsible for developing and maintaining relationships, both internally (associates) and externally (customers)
- Design and sale of Home Theater Systems/ Rooms
- Direct selling to B2C through product demonstrations or presentations

**Tire Centers Inc. LLC (A Wholly Owned Subsidiary of Michelin US)**

**May 2011 to January 2012**

**Consulting General Manager**

- General Manager Commercial/Consultant of non-performing Tire and Service facility located in New Orleans, Louisiana
- P&L responsibility
- Responsible evaluations of personal, business practices, inventory shortages recommendations for returning this location to profitability and staffing
- Accountable for all phases of inventory management and shrinkage
- Direct sales team and participate in the locations sales and marketing efforts of Passenger, Light Truck, Medium Commercial, Retreads, Agricultural and Off the Road Tires to US government agencies and the commercial market
- Evaluate, hire, and manage the productivity a team of 17 sales, administrative, service personal including service manager and tire technicians

- Provide training and participate in safety programs relative to the mounting and the repair of Passenger, Light Truck, Medium Commercial, Agricultural and Off the Road Tire

### **The Messina Group Inc.**

#### **President**

**2005 - 2011**

- Responsible for all phases of business operations, sales, marketing and profitability
- Commercial Sales Management/Marketing/Consulting revenues of seven hundred fifty thousand
- Managed Business agreements/relationships consulting corporate customers and vendors
- Expanded into the sale of concession equipment and supplies achieving one hundred sixty-five thousand dollars of sales volume though the first twelve months of business

### **The Goodyear Tire and Rubber Company**

**1977-2004**

#### **Region Manager Southeastern United States (2002-2004)**

- Accountable for B2B and B2G sales, tactical and strategic activities used in the growth and development of Goodyear's Southeastern Region \$360M dollar commercial fleet tire sales, competitive retread dealer conversion, commercial distribution in the Southeastern United States. "Florida, Georgia, North Carolina, South Carolina, Tennessee, Alabama, Mississippi and South Louisiana"
- Managed and trained a team of 49 Goodyear associates assigned to my Southeastern Region
- Achieved excellence as the #1 region in North America; 2002-2004
- Obtained market share gains greater than 18% of both new tires and tread rubber used in the manufacture of retreads
- Grew distribution via the conversion of competitive retread dealers and the expansion of current new and retread distribution in Pensacola FL, Jacksonville FL, Miami FL, Raleigh NC, Knoxville, TN. and Norton, VA.
- Managed a team of 49 South Eastern Region associates
- Developed training programs for commercial tire team
- Original Equipment Manufacturers (OEM) and Government Sales Management

#### **Corporate Lesion (2001-2002)**

- Assigned and Responsible to the President of Goodyear's North American Tire business unit
- Directed cross-functional team of Wingfoot management in design of operations and management of sales programs for Goodyear's LLC. "Wingfoot" Tire located in Ft Smith Arkansas
- Improved collaboration between Goodyear corporate and the management team of Goodyear's LLC, Wingfoot Tire
- Evaluated executive management of Goodyear's Wingfoot, LLC and other Goodyear owned businesses and Goodyear on behalf of Goodyear's President of North American Tire with recommendations for change
- Provided consulting services for the Wingfoot project execution and startup.
- Activities included establishing foundation for a \$40M turnaround of Wingfoot, LLC in a period of eighteen months

#### **Global Fleet Account Executive (1995-2001)**

- Negotiated and secured two successive global three-year B2B contracts worth \$60M annual sales with key Customer-Federal Express
- Led the development in the European theater of Goodyear's Pan European sales in Germany, France and the United Kingdom and their service origination dedicated to Federal Express and other strategic global accounts
- Structured distribution in the Caribbean, Latin America, and Asia to provide goods and services to strategic accounts
- Chairperson in the multi-corporate B2B effort of Goodyear, Freightliner Corporation and ArvinMeritor in the design and production of an application specific tire and suspension system for Federal Express. The combined effort achieved a vehicle tire performance improvement of 23%

#### **Various Other Goodyear Positions (1977-1995)**

#### **Professional Development:**

- **Organizational Development:** Total Quality Culture Management, Advanced Financial Management, Managing Business Process Controls, Scientific Analysis of Ideas, Advanced High Involvement Teams Management
- **Sales-Management-Marketing Development:** Field Sales Operations, Territory Management, Time Management, Retail/Wholesale Sales Seminar, Commercial Engineering/Technical Workshop, Advanced Engineering Seminar
- **Computer Skills:** Microsoft Office Word, PowerPoint, Excel, Main Frame Applications, SEO

- **Military Service:** U.S. Navy – Honorable Discharge - Vietnam Combat Veteran
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