



Russell “Rusty” Piersons

508-737-9938

rapon11@yahoo.com

Raised in Pennsylvania attended Ashland University, received BS in Business and Economics. 4 year letterman and Senior class Vice President.

1. Career in multi-media/marketing and sales.
Including Bill Communications, Playboy, Penton Publishing and Cahners/Reed Elsevier.
2. Entrepreneur and Owner of several businesses.
3. Consulted with the PGA of America.
4. Member of various boards including United Way.
Also Vice President of Willowbend Country Club of Cape Cod.
5. Three children, spouses/children:
Tim and Tara (Lucy, Cash, Dylan).
Jeff and Sarah (Jacob, Ryan).
Elizabeth and Stephen Buckley (Meghan, Colin).
6. Spouse: Mary Pat Piersons

Owned/operated companies. Developed Long term business strategic development for growth and expansion, including oversight of capital expenditures. Also involved in the operational aspect.

1. Meet and exceed approved revenue and expense budget expectations.
2. Executive leader of change management and brand development.
3. Innovative leader recognizing and developing high performing management that foster team driven customer service.
4. Vice President of Willowbend CC Board. Went through the acquisition of the club, 27 holes, 12 tennis courts, fitness center, swimming pool. With over 300 houses in the gated community. It also included HOA responsibility.
5. I met with over 200 folks pertaining to UPCC, since January 2022. UPCC Board members, previous board members, club staff, active and non-active members and homeowners. Also Board members and GMs of clubs here in the Sarasota area. To strengthen my knowledge and awareness to further enhance my vision of a continually successful UPCC.

1. Similar to my involvement with Willowbend CC requirements. The board invests 20 to 40 hours a week depending on situations and season. However,

serving on the board is 24 hours a day. Including constant feedback and knowledge gathering from our home owners and members.

1. Complete all existing projects and exceed member expectation.
 2. Address phase 2 of club development. Define at least 2 or 3 options with conceptual scope and cost estimates.
 3. Defer bond financing until a well-vetted development approach is adopted with widespread community support.
 4. Rebuild and repair board credibility with Community, pertaining to execution on projects and total transparency.
 5. Review all RD overhead costs.
 6. Define and expedite charter revisions to streamline board business and execution.
 7. Refocus board's work on long term strategic activities and away from daily club management.
 8. Enhance and escalate communications and marketing to homeowners, members.
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1. Affirm that the RD is a business while operating under an annual business plan and budget guided by a long term strategic plan.
 2. Develop and communicate an evergreen (5 year) strategic plan (as the charter requires). Which addresses property and membership development, marketing and financial stability.

3. National benchmarking is a broader, higher view and is good to be cognizent of. But we need to cast a wider net in the Florida market, which includes benchmarking and consultancy resources to strengthen our strategic thinking. To enhance our business plan and projected models based on local and existing conditions.
4. Strengthen UPCC RD relationship with UPCA.