



Russell "Rusty" Piersons

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PRESENT
UPRD
BOARD MEMBER

Candidates personal description and pertinent background:

1. Grew up in Valley Forge, Pennsylvania attended Ashland University, received a BS in Business and Economics. 4 year baseball. Senior class VP.
2. Career in multi-media/Magazines/TV/Digital/Marketing and sales.
3. Entrepreneur/Owner of several businesses including Cape Cod Life and Lighthouse Media Solutions. Consulted with the PGA of America.
4. Served on Boards including: United Way of Cape Cod; Willowbend Country Club, Vice President.
5. Three children including spouses/children: Tim and Tara Piersons (Lucy, Cash, Dylan). Jeff and Sarah Piersons (Jacob and Ryan).

Elizabeth and Stephen Buckley (Meghan and Colin).

6. Spouse: Mary Pat Piersons

Qualities and pertinent experiences you will bring to service as an RD supervisor:

1. Owned several growth oriented companies. Focused on strategic planning, sales, marketing, financial aspects.
Developed long and short term strategic plans focused on profit, growth and creative expansion.
2. Meet and exceed budgeted profit, revenue and expenses.
3. Innovative leader of change management and brand development.
4. Executive leader recognizing and developing high performing talent...fostered team driven customer service success.
5. Vice President of Willowbend CC Board. We implemented the acquisition of the club, included 27 holes, 12 tennis courts, fitness center, swimming pool. 300 homes in a gated community. It also included HOA responsibility.
6. Invested my time the last 3 plus years working on the UPRD Board.
7. As promised in my 2022 campaign, I continue to meet and listen to members and residents at their request. Including previous UPCC Board members, club staff, active and non-active members and homeowners. I continue to talk to Board members

and GMs of other clubs. To strengthen my knowledge to further enhance my vision and best practices for UPRD.

An expression of my understanding of the requisite investment of time required. To serve in supervisor role to fulfill full term:

1. Continue my time commitment, dedication, and positive approach, I have delivered the past 3 plus years while serving on the UPRD. Trying to deliver results and Board cooperation, for the good of the residents and the UPRD.
2. As a board member of UPRD I made major time commitments.

These time commitments include 10 to 40 hours a week. However, it also includes constant listening, feedback and knowledge gathering from our residents and members. While supporting club management/staff as requested.

Priorities I envision for RD in near and longer term?

1. Open dialogue to Identify and solidify homeowner expectations.
2. Resolve the legal matter against the UPRD with diplomacy.
3. Ensure my recommendation from 3 years ago become untethered reality. Hire professional Club consultant to facilitate, review and recommend

improvements to all aspects of the business with specific direction aligned to UPRDs strategic plan, financials and proposed capital investments before any more dollars are invested. The final outcomes must fulfill our required needs for the future. All while engaging our membership from start to finish.

4. In 2024, thru my leadership and vision the board unanimously approved the new golf course irrigation system. At the conclusion of #3 (above), I'd like to implement one approved capital investment project, driven by the consultant and membership. Tied to a realistic budget and delivered on time, with the results exceeding member expectations.
5. Drive new sustainable profitable business that align with #3 and #4 (above).
6. Relocate all UPRD Board meetings to the Lakeside room to promote inclusiveness.

Assessing the current and future needs of the RD what steps do you see as necessary?

1. Implement succession and strategic processes for the board, club management and committees to assure alignment with our recurring 5 year strategic plan, our evolving financials, resident expectations and influenced by the professional club consultant 5-10 year recommendations..
2. Review and restructure PBM agreement.

3. Open bids for UPRD legal representation to ensure best practices and demonstrate fiscal responsibility.
4. Open bids for UPRD district management duties to ensure best practices and financial stewardship by the board.
5. Revise club charter to expand Board members from 5 to 7 seats.
6. Grow resident involvement. Develop advisory committees reporting to the board. NOT under sunshine law requirements.
7. Board to set on-going expectations and requests to each committee with fact based results-oriented feedback.