

## **Application for Gainey Ranch Community Association Board of Directors**

First & Last Name: **Thomas Cochill**

Gainey Ranch property owner who lives in **The Estates**

Lived / owned on Gainey Ranch for **12 Years – Full time resident who travels in the summer**

Candidate has read and is familiar with the GRCA governing documents and thoroughly understands the working relationship between the Board and the Administration.

### **Background / Biography**

#### EXPERIENCE SPECIFIC TO ASSOCIATION MANAGEMENT

Executive Vice President, Chief Operating Officer of a large Midwest developer/builder. During my tenure we developed and built multiple condominium communities of several hundred units and single family communities of over two hundred homes. Every development had a community association and I was responsible for:

Formation of condominium and single family community associations and management of the associations for each from the first home owner “move in” through transfer of the association to the first home owner elected Board of Directors.

Recruited the initial directors for each association board and served as builder representative and President of each association until each development was completed. Managed the turnover of management responsibility to the first elected board of directors and chaired the first annual meeting of each newly elected board.

Formation of a management company for the condominium communities and the recruitment of an on side manager; was responsible for oversight of the Association Management Company. The condominium communities were guard gated communities with multiple entrances, multiple pools, and member event/meeting rooms. The communities had 24/7 guard service. The Association also offered package drop off/pick up services.

As an individual owner of homes in four communities with community association, I have served as a director and officer in each for terms ranging from one to six years and have held the following offices: President, Vice President, Treasurer and Secretary. I am a full time resident and purchased my property in Gainey in 1993.

#### PROFESSIONAL MANAGEMENT EXPERIENCE

Currently: Co Founding Partner and Managing Partner of Oak Valley Advisors, LLC, a corporate advisory service engaged by creditors, equity holders, management and other parties-in-interest to provide effective leadership to companies facing critical circumstances. Also, currently serve as Chairman of the Board of Transaction Printer Group, Inc.

Previously: served as Chairman and CEO, Global Motor Sports Group, Inc., Chairman and CEO, Maxxim Medical, Inc., Chairman and Acting CEO Goss Graphics, Inc., CEO of American Eco, Inc., CEO of American Rice, Inc., Chairman and CEO of Quantegy, Inc. and, Chairman, CEO and President of Webcraft Technologies, Inc.

Experience in consumer products marketing: Vice President Marketing and Advertising, The Frankel Group, a residential developer/builder; Co Managing Partner of Prose and Concepts, Inc., a promotion consulting company, and corporate brand management: Bounty paper towels (Procter and Gamble), Ball Park Franks (Hygrade Food Products) and Scrubbing Bubbles (S.C. Johnson).

Forty-four years of senior and executive management across a wide range of companies. Served as a Director in fifteen public/private corporations and in one or more of these companies, have chaired the Governance, Compensation, Executive or Audit Committees. .

Graduate of the United States Naval Academy, Annapolis, Maryland

## PLATFORM

My platform is based upon an assumption:

“A significant majority of the owners of property in Gainey Ranch desire that the Master Board of Directors takes actions in support of the preservation and enhancement of their property values in the community.”

The implications of this assumption are that the Board of Directors of Gainey Ranch consistently, and with forethought, acts in a manner that increases the desirability, livability and reputation of the Gainey Ranch communities.

The three major initiatives that I would recommend to the Board of Directors are:

1. The development of a Long Term Plan for the community. This plan should be all inclusive: Appearance (buildings, landscaping and infrastructure), Systems, Operations, Human Resources, and Capital Formation. The plan should have a scope of at least three years and, more appropriately, five years.
2. The creation of a Branding Program for Gainey Ranch. Gainey Ranch “competes” with other area communities for buyers. To be effective in this competition, Gainey Ranch needs to be “branded”; that is, to have a well conceived image to project to prospective buyers and other parties of interest; such as realtors. The “brand promise” selected must be deliverable, supportable and meaningful to prospective buyers and all other constituencies involved; realtors, the press and other influencers. Once developed, all initiatives undertaken by the community should be in support of the brand promise. If done well, the words “Gainey Ranch” will come to mean something special and valuable to our community.
3. The development of an on going Outreach Program. With a brand promise in hand, an effective, low cost outreach program should be developed to inform and influence critical market constituencies; for example, realtors, the editorial press, members of the hospitality industry, etc.

### Other Initiatives

I believe that in the past two years substantial progress has been made in the governance process in Gainey Ranch and I welcome the professional approach and the demonstrated management capabilities of Jim Funk, our Executive Director. However, I will continue to recommend that the Board of Directors adopt the following policies:

1. Record the votes of the individual Directors. If it is appropriate for our state and federal elected officials, it should be appropriate for our Directors. How else do we know how each Director stands on important issues?
2. Hold a Community “Meet the Candidates Meeting” prior to the annual election. Home owners should have the opportunity to meet the candidates in an open forum and ask questions about the candidate’s position on important issues before a home owner is required to vote. It is the best way to have an informed electorate.