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Examples of Van Rysselberge's Variety of Significant Experiences

- * Know Chattanooga Program in the mid-seventies focused on bringing the community together through a *community communications* effort of the Chamber, that connected with racial groups, unions, geographic areas, citizens and businesses that eventually was highlighted by a community information program called "Chattanooga's Listening...Chattanooga's Working," to better promote existing *social services* to its citizens.

- * After 25 years of little cooperation between Monroe and West Monroe, LA in the late seventies, the formation of a *parish (county)-wide industrial development program* occurred, funded by the Council of Governments (Monroe, West Monroe, and Ouachita Parish) and managed by the two Chambers of the two cities through a liaison agreement.

- * Using a barrage of phone calls and mailings from Dalton, to every member of the Georgia General Assembly, to *lobby against and to defeat* a legislative delegation's *local bill* (HB 626) in the early eighties, when the Whitfield County Legislative Delegation was at war with and tried to wound the Whitfield County Commission with a 3% growth cap on their annual operating budget. The Chamber-led effort killed the bill...almost unheard of for a local bill to be defeated!

- * Management of a *10 Parish (county) economic development program* known as the NLDC (Northwest Louisiana Development Center) out of the Shreveport Chamber of Commerce office.

- * Funded (\$2.5 million) and managed, in the mid-eighties, *The Shreveport Initiatives* which included...a *Competitive Alliance* of the City, Parish, and Chamber to solve business issues caused by taxes, regulations, and municipal services...*Advanced Manufacturing Services* provided area manufacturers access to the technical information and educational opportunities needed to remain on the cutting edge...*Government Procurement* helped businesses win government contracts...*Investment Opportunity Clearinghouse* established a venture capital network to match prospective investors with potential investment opportunities...*Entrepreneurial Development Corporation* assisted minorities and female small and start up businesses with counseling...*Biomedical Research Foundation* to foster education and learning in pure and applied medical sciences at LSU Medical Center-Shreveport...*Warehousing and Distribution Program* to market the area's reach of 27 million people in a 24 hour period...and finally the *Economic Development Task Force* which monitored the other seven initiatives and served as a discussion forum for the area on strategy.

* Personally supported, in a secondary role, the incredible region-wide collaboration campaign that was called for, in order to win the bid in 1990 for the *1996 Summer Olympic Games* for Atlanta.

* The Chamber raised the money and managed the Vote Yes Campaigns for the City of Oklahoma City on *sales tax initiatives for a downtown renaissance plan* called MAPS (for Metro Area Projects) for five years in 1993, and then a second campaign to briefly (six months) extend the tax in 1998, and for a short duration a sales tax to fund common, state of the art *communications equipment* for the OKC fire and police departments.

* In 1995, funded (\$10 million) and managed the *Forward Oklahoma City...the New Agenda Program* with seven initiatives focused upon national advertising, technology transfer, international trade, existing business expansion, private sector development in targeted areas, military base expansion, and passage of Right to Work for the state, for the next five years. This was followed by *Forward OKC II* in 2000, with a successful \$12.8 million campaign.

* In the Charleston Region, \$900,000 was committed by a collaboration of area businesses and local governments (Cities of Charleston, North Charleston, Mt. Pleasant, and the Counties of Berkeley, Charleston, and Dorchester) to prepare the region for BRAC 2005 (*Base Realignment and Closure*), in support of *military base retention and expansion*, led by the Chamber.

* The Education Foundation's successful reach of 66% of the high school students in the three county region of Charleston, through six high schools with the *smaller learning community* model, by forming a Ninth Grade Academy and *helping students identify career pathways* to be sustained through graduation, that are supported by local businesses with summer internships, mentoring, job shadowing, and career counseling.

* The successful formation and on-going support for a *Trident CEO Council* for the Charleston region, provides an *independent and safe place for the region's leadership to meet and discuss issues* impacting the three counties in the heart of the Lowcountry.

* The Chamber raised the money and successfully managed the *Vote Yes Campaigns* in Charleston County in 2004, for a half-cent sales tax to generate \$1.3 billion over 25 years for *transportation and greenspace* objectives...and in 2010, for a six year, one cent sales tax for *school buildings*.

