

**John Essman**  
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## **Summary**

Technical background, education, and hands-on experience in Internet Marketing, data management, E-Commerce Systems, financial analysis, accounting systems, cash management, budgeting, project management, investment markets and office automation. Broad experience with long-range financial and strategic planning, facilities expansion, and contingency planning.

Proven management and supervisory abilities. Problem-solving skills, with demonstrated ability to deliver innovative solutions contributing to operating efficiencies and sound fiscal management. Six years experience as a senior corporate executive (CEO, Exec. VP, and CFO). Has managed multiple sole proprietorships successfully for 25 years.

Demonstrated ability to take direction and interact positively and constructively with Boards of Directors as a CEO, Vendor, and fellow Board member. As Board Treasurer for the Mark West Area Chamber of Commerce and Visitors Center for the past three years, has provided hands-on leadership with membership promotion and expansion and Trade Show management.

Represented organizations with government agencies and supervised financial audits. Has been building relationships within the Sonoma County community for nineteen years and has worked successfully with various community groups, local businesses, and city representatives. Represented Healdsburg on the Sonoma County Climate Change Committee.

## **Education**

### **B.S. Business Administration:**

**University of Colorado 1972**

**Major emphasis: Accounting and Finance**

Additional undergraduate studies:

Economics, Sociology, Psychology, and Engineering

Additional career related studies:

Search Engine Optimization and Analysis, Internet Marketing Strategies, E-Commerce Systems, and Database Implementation

Conflict Negotiation & Resolution, Community Mediation, Organizational Behavior and Development, Yoga Teacher Certification

## **Experience**

### **1999-Present**

### **Co-Owner/Consultant**

### **Sonoma CONNECTION**

### **Healdsburg, CA**

Designed and developed over 140 websites for small businesses. Consulted on Search Engine Optimization, Internet Marketing practices, database development, computer systems, graphics design, and digital photography. Prepared, published, and distributed monthly newsletters, annual membership directories, and press releases for five non-profit organizations. Developed marketing plans, flyers, rack cards, business cards, and print advertising for clients.

### **1991 to 2000**

### **Co-Owner/Consultant**

### **Personal Dimensions**

### **Healdsburg, CA**

Wellness Coach and Nutritional Consulting to enhance clients' personal health and well being. Instructed and introduced people to alternative health practices and practitioners. Served as Primary Care Giver to elderly woman for 10 months and assisted numerous cancer survivors.

### **1989 to 1994**

### **Co-Owner/Consultant**

### **Organizational Dimensions**

### **Healdsburg, CA**

Consulted with non-profit organizations to resolve problems in various aspects of their operations. Installed accounting and cash flow management systems. Developed business plans, marketing strategies, and fundraising campaigns. Assisted with project planning and management activities. Mediated conflicts in the workplace. Intervened during operational and financial crisis periods. Trained staff and volunteers. Consulted and advised Boards of Directors.

**1988 to 1989      Executive Vice-President      Stanford Federal Credit Union      Palo Alto, CA**

One year agreement to manage finance, IT, and administrative operations at \$100 million Credit Union. Supervised staff of 40 employees. Introduced work-process mapping techniques to reorganize back-office operations and improve accounting and computer processes. Profitably managed \$30 million investment portfolio.

**1984 to 1988      Owner/Consultant      Credit Union Consulting Services      San Bruno, CA**

Consulted on special projects with credit union executives, boards of directors and regulatory agencies. Temporarily served as Interim CEO and/or CFO during periods of management transition. Coordinated audits, supervised vital records reconstruction projects, and managed cash flows and investments. Cleared up audit exceptions and upgraded accounting and EDP procedures. Planned and implemented special incentive programs to increase membership and/or improve employee morale. Selected and installed IT systems. Evaluated work flows and created improved operations procedures. Suggested and implemented strategies for effective competitive positioning.

**1982 to 1984      Executive Vice-President,  
Assistant Treasurer,  
Security Officer      Patelco Credit Union      San Francisco, CA**

Responsible for finance and accounting processes, data processing, strategic planning, branch operations, and administrative services at \$120 million Credit Union. Staff of 44 employees. Negotiated and relocated headquarters facilities, installed new computer center and two branch offices. Supervised Strategic Planning and Budgeting processes and facilitated annual corporate planning meetings. Selected and installed new computer system software and hardware and supervised 24-hour data center operations. Established security procedures and installed appropriate devices. Supervised Controller's office during management transition. Implemented two mergers.

**1980 to 1982      General Manager (CEO)      Bay Federal Credit Union      Santa Cruz, CA  
1979 to 1980      Controller/CFO**

Managed all aspects of the operations of \$60 million Credit Union. Staff of 20. Assets grew 70% during tenure. Researched and introduced new savings and lending programs and devices (Money Market Certificates, Checking Accounts, Retirement Accounts, Visa Program, ATMs). Revitalized employee benefits, incentive programs, and salary structures. Introduced product-pricing concepts and monitoring formats. Formulated and installed plans for operational support during natural disasters. Promoted pleasant, efficient, and healthy work environments. Supervised all phases of corporate planning and budgeting processes. Improved organizational structure with a flexible, growth-oriented, framework. As CFO, managed all finance and accounting, information technology, internal auditing, and investment activities. Improved cash flow management and investment procedures.

**1977 to 1978      Counselor-Job Developer      Human Development & Research      Evergreen, CO  
Center of Colorado, Inc**

Counseled clients to define career goals and strategies for attainment. Conducted workshops to instruct in job seeking techniques and strategies. Negotiated with prospective employers and arranged job training contracts. Assisted with budget administration, grant writing and fund accounting. Established a satellite office.

**Early Experience (all in Denver, CO)**

1976-1977	Full-Charge Bookkeeper Villa Music Company
1974-1975	Budget & Cost Accountant Western Farm Bureau Life Insurance
1973-1974	Real Estate Salesperson Moxon-Williams Company
1969-1972	Securities Trader Assistant Director of Research First Trust Corporation
1964-1978	Performing Musician and Percussion Instruments Teacher

**Volunteer Activities**

2010	Volunteer of the Year
2006	Director of the Year
Mark West Area Chamber of Commerce and Visitors Center	
2002 Volunteer Ambassador of the Year	
Healdsburg Chamber of Commerce and Visitors Bureau	
1986 to Present - Served on the Board of Directors of a variety of Bay Area non-profit organizations	
1989 -1991 - Volunteered as a Community Mediator for the Community Boards of San Francisco	
Community volunteer around Sonoma County	