



Submitted application for ECONOMIC DEVELOPMENT COMMITTEE

Email *

[Redacted email address]

This Form and its contents may be subject to the California Public Records Act, and as such may therefore be subject to public disclosure unless otherwise exempt under the act.

First Name *

Keith

MI

[Redacted middle initial]

Last Name *

Severson

Address 1 *

[Redacted address line 1]

City *

[Redacted city]

State *

CA

Postal Code *

Some boards and commissions require membership to be racially, politically or geographically proportionate to the general public. The following information helps track our recruitment and diversity efforts.

Ethnicity**Gender****What district do you live in? *****Primary Phone *****Alternate Phone ***

Please identify how you prefer to be contacted.

Are you currently serving on a County of Monterey Board, Commission, Committee or other Community Advisory Group? *

If yes, please list

Measure X Oversight Committee Construction Alternate

Interests & Experiences

Please tell us about yourself and why you want serve

I love where I live and I love where I work. This is an opportunity to help maintain and improve the community in which I live and work in a meaningful way.

Please state the reason you would like to be a member of this board committee/commission/district.

As I serve on the Measure X committee I believe this is an excellent next step to continue to maintain and improve our unique and beautiful county.

Have you served on an advisory group before?

Yes

How did you hear about the position?

Monterey Peninsula Chamber

Monterey County Policy - states that Commissioners are required to attend meetings on a regular basis. If appointed, will you be able to attend meetings regularly and devote the time necessary to fulfill your duties as a member *

Yes

Background Information

Upload a resume with the names, addresses, and dates of employers for the last five (5) years.


Employer

Graniterock

Job Title

Director of Marketing and Community Affairs

Occupation

Marketing, communications and community

Employer Address
**Information Regarding Conflict of Interest and Filing of Statements of Economic Interests (Form 700)**

State and local law requires that you abstain from participation in decisions that may affect your financial interest, including sources of income and interest in real property or investments. In addition, if appointed you may be required to fill out a disclosure statement that identifies certain of your financial interest beginning with the immediate 12 months period prior to your appointment.

In accordance with Government Code Sections 87313 and the County of Monterey's Conflict of Interest Code, this Board/commission/Committee/District, you may be required to file statements disclosing certain types of information so that the public can be made aware of potential conflicts of interest. The types of disclosures are:

- Investments
- Interests in Real Property Held by a Business Entity or Trust
- Investments Held by a Business Entity or Trust Income (other than loans and gifts)
- Income – Travel Payments, Advances, Reimbursements
- Income gifts
- Business Positions
- Commission Income Received by Brokers, Agents, and Salespersons
- Income and Loans to a Business Entity or Trust Income from Rental Property

If you have any questions regarding disclosure requirements, please contact the Clerk of the Board's office at 831-755-5066.

Please identify any specialized accommodations needed for equal participation:

no special accommodations

I DECLARE, UNDER PENALTY OF DISQUALIFICATION AND TERMINATION, THAT ALL STATEMENTS IN THIS APPLICATION ARE TRUE AND COMPLETE TO THE BEST OF MY KNOWLEDGE.

Enter Your Initials *

KJS

Keith J. Severson



Objective

To provide a progressive, forward-thinking, company with positive solutions, hard work, and determined effort designed for success and profitability.

Professional Summary

Granite Rock Company

September 1996- Present

Watsonville, CA

Director of marketing and community affairs

Graniterock is a 122 year-old, privately held, high-quality construction materials and supply company. My position includes all phases of marketing, advertising, communications activities including public relations, media, social media, world media, event management and sales support for the company. Creating and managing to an annual budget, advertising, and marketing plan is included in my current duties and responsibilities. My position includes management training, quality support services, and leadership training. My responsibilities also involve fleet management for over 200 vehicles.

Federal Express

1994-1996

Monterey, CA

Courier, sales lead coordinator and management trainee.

Pie R Too, Inc.

1986-1994

Salinas, CA

President and CEO

I was the franchisee for six Domino's Pizza stores, responsible for all phases of the operation. My job duties included operations, site selection, site development, staffing, and equipment procurement, supplies selection, advertising and marketing.

Pizza Express, Inc.

1980-1986

Carmel, CA

I held the position of President and CEO, responsible for all phases of the operations for 20 Domino's Pizza units. My job duties include operations, site selection, site development, staffing, and equipment procurement, supplies selection, advertising and marketing.

Education**BFA/Fine Arts**

University of Texas Austin, TX

1974 - 1979

United States Green Building Council LEED Accredited Professional

2008

Computer Skills

I am computer literate with working knowledge of Microsoft Outlook, Excel, Word, Constant Contact, Emma, Word Press, Survey Monkey and Web applications.

References: Available upon request