



526 B Street ♦ Davis, CA 95616 ♦ (530) 757-5300 ♦ FAX: (530) 757-5323 ♦ [www.djUSD.net](http://www.djUSD.net)

**BOARD OF EDUCATION TRUSTEE  
Candidate Interest Form**

The Davis Joint Unified School District Board of Education is seeking candidates to fill an upcoming vacancy for an at-large Trustee position. The successful candidate would be appointed by the Board of Education this summer and serve through November 2022.

The Board of Education adopted the following motion on June 4, 2020:

*In light of the vacancy created by the resignation of Trustee Pickett, effective June 30, 2020 and pursuant to California Education Code Section 5091, the Board shall fill that opening by making a provisional appointment pursuant to an application process to be defined at the next meeting of the Board.*

In advance of forthcoming details as to an application, timeline and selection process, interested candidates may submit this Candidate Interest Form to the Superintendent's Office of the Davis Joint Unified School District, 526 B Street or via email to [superintendent@djUSD.net](mailto:superintendent@djUSD.net). Application forms will be provided to all interested candidates once they are available.

Per Education Code 35107, applicants must be at least 18 years of age, reside within the boundaries of the Davis Joint Unified School District and be a registered voter.

Flamik      George      G.      6/10/2020  
Last Name      First Name      Initial      Date

[REDACTED]  
Address (Street, City, State, Zip)

[REDACTED]      [REDACTED]  
Email Address      Phone Number

Learn about the District and the role of a DJUSD Board of Education Trustee by visiting:

<https://www.djUSD.net/about/governance/boe>

Please contact Superintendent John Bowes at [superintendent@djUSD.net](mailto:superintendent@djUSD.net) or at 530-757-5300, ext. 142 if you have any questions about this opportunity to serve the students, staff and families of DJUSD.

1. In what school or community committee or activities have you been active? Describe your contributions and with which communities these activities and contributions have allowed you to intersect.

For the past 20 plus years I have managed the yearly budget of youth activities for the San Francisco Elks Lodge. This budget is a \$3 million dollars a year that is utilized in a variety of formats to help the youth of San Francisco. We have utilized this budget to support tutoring, award scholarships, direct support of educators, support the arts and a large variety of efforts. During the last financial crisis these efforts became more important due to a sudden decrease of federal, state and local government support. I anticipate that we are now going to face even greater demands in the years ahead. I believe my experience and analysis for past experience can help in the years ahead.

2. Why do you want to be a Board member? What about this District motivates you to apply for the position?

I want to focus on closing the achievement gap, focus on teacher and employee morale, and focus on fiscal responsibility. As a father and taxpayer of Davis I have an interest in the education of the youth in this community. I have a concern for Davis's future and growth. I believe one of the most important things that will keep Davis amazing is the education of our children. A strong school district also helps draw families to our area that will help grow our economy.

3. There are three goals expressed in our LCAP focused on Conditions of Learning, Pupil Outcomes, and Engagement (see below\*). In light of the rapidly evolving state budget situation and COVID-19 pandemic, describe how as a Trustee you would maintain a focus and support each of our LCAP goals.

Moving into the future there is high possibility that classes will have to be taught virtually in order to be able to control the spread of COVID-19. I also think that teachers will need further training in how to quickly turn their classroom lessons into virtual lessons as the world becomes more global and new technologies emerge to bring the world together. Administration will need training in how to support teachers and parents in virtual learning. In turn, there will be growing pains along the way with these potential changes. It will be more important than ever that our teachers, staff and parents are aware of and support these changes – which means the district will have to be even more collaborative and be more transparent about these processes. We no longer live in a world where it is hard to travel from one country to another and with the advent of the world wide web, it is bringing people closer together – so we have to have plans in place for events such as this. As our society is ever changing and our labor force is expanding with new jobs being developed that didn't even exist 20 years ago, our curriculum needs to teach students to be thinkers and be able to developed those critical skills that help them for the changing job markets. I believe our district does a good job addressing these issues and continue with the importance of science technology engineering and math. We however cannot forget the classics as well, such as literature, civics, history, and philosophy.

4. DJUSD, along with all K-12 public education agencies in California, faces tremendous fiscal challenges. How do you believe the Board needs to approach this crisis and what skills and tools do you possess that will assist in this work.

I believe my years of managing budgets through very tough financial times in the past will help guide through these very difficult times. There may be a need to reach out to private entities to help make up this shortfall. We might have to look at a variety of ways to make up this shortfall, including partnering with private and corporate entities. My years of leading private and corporate entities through tough financial times should be able to help navigate the difficult road ahead.

5. Describe your understanding of equity and inclusion and how it should shape Board Governance.

We live in a complex, interconnected world where diversity, shaped by globalization and technological advance, forms the fabric of modern society. Having built and scaled large enterprises over nearly three decades, I've learned that diversity is an asset in its capacity to foster innovation, creativity and empathy in ways that homogeneous environments seldom do. Yet it takes careful nurturing and conscious orchestration to unleash the true potential of this invaluable asset. In this era of globalization, diversity is about more than gender, race and ethnicity. It now includes individuals of diverse religious and political beliefs, education, socioeconomic backgrounds, sexual orientation, cultures and even disabilities. By supporting and promoting a diverse and inclusive environment, we all gain benefits that go beyond the optics. Diversity and inclusion cannot be a one-time campaign or a one-off initiative. Promoting them in any environment is a constant work-in-progress, and should be maintained and nurtured to guarantee effectiveness. Empathetic leadership is key to this transformation. For real change to happen, every individual leader needs to buy into the value of belonging both intellectually and emotionally.

6. What other attributes do you feel are important for a Board member? Describe your own skills and interests in relation to these attributes.

I believe a school board member should have a broad background of experience and knowledge or be ready, willing, and able to learn quickly. The complexity of every area of school operation whether finance, student- employee-community relationships, or curriculum will require demand intelligence, awareness, and sensitivity. We should be able to look beyond yesterday's solutions and yesterday's education, and be willing to provide today's education for today's children. I believe that a DJUSD school board member should understand that education today is extremely complex, and that simplistic approaches will not meet today's challenges.

As a board member I would try to be visionary hopefully able to understand the forces of change and to foresee, at least to some extent, the shape of the future in order to plan wisely. I will be tolerant and avoid prejudice. The diversity in the ethnic, racial, and socio- economic composition of the DJUSD student population; as well as the changing mores of our society, I believe make it imperative that as a board member I try to be understanding of all children and patrons. As a board member I should be able to defend the board's philosophy and goals and withstand criticisms from people with opposing views. I hope to serve out of sincere desire to serve this

community and its children, rather than for personal glory or to carry out personal objectives or a hidden agenda.

## SUMMARY

- Dynamic, results-driven sales strategist with a 25+ year record of achievement and demonstrated success driving multimillion dollar revenue growth while providing visionary sales leadership in a highly competitive market. Exceptional background in business development and client relationship cultivation, with a focus on client requirements, market/competitive conditions and client-centric solutions. Leader in providing packaging, display and visual merchandising solutions to Fortune 500 companies.

## EXPERIENCE

### **INFINITY IMAGES** North American Market **Vice President Sales & Marketing.** 09/2019 – present

- Developed a sales plan, quota structure and measurement process to align with the annual business plan to grow profitability
- Hired, restructured and developed the regional management sales teams to optimize sales coverage and growth
- Transitioned order entry system to updated platform and implemented Microsoft Dynamics CRM tool to increase sale productivity
- Created annual marketing plan supporting vendor objectives and developed and implemented a managed print services offering
- Prepared periodic sales reports showing sales volume, potential sales and recommended opportunities to develop new tools and strategic business developments.
- Instilled a customer service and success-oriented mentality through performance management, individual and team measurements, and internal reward structures.

### **GEORGIA-PACIFIC** North American market **National Sales Manager.** 09/2017 – 09/2019

- Direct sales and business development functions, including key account management, monitor KPI's to insure pipeline is moving, customer relationship development, contract negotiations, and order fulfillment.
- Oversee management and direction of client visual merchandising, packaging and display programs.
- Performing detailed sales analysis, including forecasting demand, tracking sales, and defining opportunities.
- Manage P&L and budget responsibilities, Conduct cross-functional team training training, coaching and mentoring.

### **SMURFIT KAPPA** North American Market **National Sales Manager.** 06/2016 – 09/2017

- Instrumental in building new infrastructure to support new business programs utilizing existing resources.
- Developed strong, sustainable relationships with key decision makers of Fortune 500 companies for visual merchandising programs, packaging and displays.
- Develop and execute effective account development strategies to positively impact the executive level decision maker's core business.

### **WESTROCK** US Market **National Account Manager.** 06/2013 – 06/2016

- Manage client projects including visual merchandising, display and packaging programs.
- Partner with clients to assess marketing and promotional needs.
- Work with internal resources including Design, Estimating, Project Management, Production and Fulfillment to initiate and complete projects and orders.
- Investigate and resolve customer problems.
- Perform regular "store checks" to assess the quality of finished product in the marketplace and analyze promotional effectiveness.

### **BEL AIRE DISPLAYS** US Market **National Sales Manager.** 01/1993 – 06/2013

- Researched, identified and negotiated with key partners to expand capacity.

- Well versed in helping clients find the right solutions in creating Visual Merchandising campaigns, Temporary and Permanent POP Displays.
- Consistently increased sales at an average growth rate of 10% yearly.
- Consistently top revenue earner year after year, leading to promotion of management of sales team.
- Increased sales to reach maximum in-house capacity then worked within those accounts to develop maximum profit margins.

## EDUCATION

**WEST VIRGINIA UNIVERSITY** Bachelor of Science, (B.S.),  
Graphic Arts, Printing Management, Packaging