

Tell us all about yourself!

Summarize your experience and/or interest in our organization. Why do you want to be a part of * the Board of Directors for TNSSA?

I spent 12 years in the United States Army & Army Reserve in Operations, Special Operations, & Administration. I have 10 years of PR & marketing under my belt as well as a degree! I've only been in self storage for five years but I have had the pleasure of managing a property in NC and then working with Clients in several other states, including TN. As the TN Chapter of SSA is growing, I would love to be a part of that. We have several clients who have started their careers in Storage as well as are developing multiple properties. I would love to be a part of the positive change across TN as that industry growth continues.

What skills and knowledge are you able to bring to our board? Please indicate your experience level in the following areas:

	Very Experienced	Some Experience	Little to No Experience
Strategic Planning	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fundraising	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Board Development (Recruitment, Training)	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Program Planning & Evaluation	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Recruiting, Hiring of Personnel	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Financial Management (Budgets)	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Communications, Public Relations	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Participation in Interagency Committees	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Public Speaking	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Organizational Development	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Information Technology	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Writing, Journalism	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Special Event Planning	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please list any other skills, knowledge, or experience that could be beneficial to the Board.

I am on my churches security and emergency planning committee, the mentorship and academic excellence program for Tau Kappa Epsilon Lambda Psi, & have previously served on Relay for Life committees and more.

Please provide details for items you checked as "very experienced" or "some experience" *

Strategic Planning: I have built strategic plans in regards to: Interagency & International involvement, Worldwide. I have been a leader of planning teams for organizational restructure as well as a member of planning teams for a multitude of focuses.

Board Development & Training: As a former member of the Charlotte Chapter of PRSA, I helped design recruit & flourish the New Members section of PRSA Charlotte. As a full board member also redesigned the internal structure of how we mentor new members, senior members, etc. In regards to three pillars: Academic continuity, processional courtesy and politics, & technical changes. In Social Media Charlotte during the 3 years I was a board member from treasurer --> President we expanded the membership from less than 50 to over 400. We also built a mentorship program internally and set up academic/professional educational seminars with local and country wide speakers/educators. On the alumni board of directors for the Lambda Psi Chapter of Tau Kappa Epsilon myself and my co-chair spent 2 years restructuring our Alumni organization (with the assistance of 5 others). As of now we have over 341 active members when we started with less than 50, 4 years ago. We have launched 2 academic scholarships, and are in the beta testing phase of our mentoring program.

Communications & Public Relations: I have a degree in Public Relations and Interpersonal & Organizational Communication from East Carolina University. I spent 10 years in Communications heavily focused on social media, marketing and digital communication with several years in traditional PR as well. As said above I've built full campaign from a design perspective, execution, seen them change and follow fruition etc. I have built specifically targeted PR/Marketing/Social Media campaigns both CONUS & internationally for multiple industries, some tech, some entertainment, & more.

Participate in Interagency Committees: During my time in the military I attended the EO NCO course as well as participated in the United Nations EO Development Summit in Washington D.C. I also led the product launch of multiple product launches with multi-international teams. Even leading calls at 2 A.M. with participants in LA, Paris, Tokyo, Sydney, & Berlin. (all at the same time).

Programming, Planning, & Evaluation: I was an EO NCO in the United States Army, throughout different organizations, whether philanthropic or professionally targeted. I have written, organizational structure programs, event programming structures, mentorship programs, I have built out the professional need for employees & designed the job slot and structure of said job, social media plans, communication plans, crisis communication plans, etc.

Public Speaking: I have spoken on ethics and diversity, international competence & strategic operations militarily and also for my fraternity nationally (Tau Kappa Epsilon). I have been a part of panels or led or co- led educational formats for PRSA (Public Relations Society of America) previously as well as led Social Media Charlotte as a treasurer, Vice President, & President. I have spoken in front of a group of 5 and a group of over 2500.

Special Event Planning: I have planned and worked regional events, local events, and I have been a part of 1 major international event planning it took 9 months to build out and see through execution. It was intense but very well worth it!

Please outline any past experience as a volunteer board or committee member.

I have previously been:

SSA: Member, Exhibitor, Vendor

PRSA National: Ethics Committee Member, New Professionals Chair, & New Professionals BOD Member

PRSA Charlotte: New Member Section Chair; Communications Committee Chair; BOD Member

Social Media Charlotte: Member, Treasurer, Vice President, & President

Alumni BOD Tau Kappa Epsilon Lambda Psi - BOD Member, Communications Chair, Ethics & Academics Chair

Pirate Relay for Life: Co-Chair, Greek Life Chair, Social Media Chair

Who may we contact for information about your performance in these positions?

SGT LuzMaria Arroyo - 815-630-6793

Matt Singley - 818-519-6777

Sharon Harmon - sharonharmon67@yahoo.com


Marshall Warren - 480-773-3617

Professional Bio

Please provide a short professional bio that can be used on the website & for election purposes *

JR is well-versed in communications & marketing, organizational development, logistical planning, process development, and strategic operations. He has managed a self-storage property for three years with over 90% occupancy and less than 10% delinquency. JR served in the United States Army and United States Army Reserve for 12 years. JR holds a double BS in public relations and interpersonal and organizational communication from East Carolina University. JR now serves as USG's Sourcing Manager on the Sales Team, seeking opportunities for acquisitions.

Please upload your professional head shot that can be used on our website & for election purposes

 JR Headshot - JR...

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