

SANDY E. DAY
10269 Nantucket Court, Manassas, Virginia 20110

Ms. Suzanne Seaberg, Chairwoman
Manassas City School Board
Manassas, VA 20110

October 8, 2021

Dear Chairwoman Seaberg,

I am writing to express my interest in being a member of the Manassas School Board. Enclosed you will find my curriculum vitae for your review and consideration.

As a senior leader, trained public relations professional and experience board member, I have years of experience working on and representing boards. I have the know-how to express important board initiatives to the community at large. I work daily with senior leadership and senior staff to address policy issues and strategy efforts to support the agency's mission.

My background as an award-winning and trained senior public relations professional, former law enforcement officer, combat military officer, legal analyst, as well as published author, has given me the hands-on experience in all facets of community engagement that would greatly contribute to the goals and objectives of the Board's mission.

You will see after reviewing my enclosed vitae, I have made numerous contributions to my present and past employers as well as my community. My accomplishments are derived from my exceptional interpersonal and communications skills, strong attention to detail, strong adaptability, and unparalleled work ethics. Several key talents I will bring to the Board include: a practical and transparent approach to public engagement with constant considerations for the constituents, community members, and the superintendent's leadership of the schools; an in-depth, detail-oriented, communications ability to always provide accurate and transparent information to the inquiring audience; structured and compassionate leadership to the school board; and a passion for financial and budget development.

My experience as a credit union board director, a member of the National Small Business Association Leadership Council sitting on the economic development committee, and a member of the Manassas Board of Equalization as well as, a successful business owner and leader has given me in-depth knowledge of management operations, zero-based budgets, as well as, the superb abilities to seek out developmental finance opportunities.

Curriculum Vitae

Personal Information

Full Name: S. E. Day, MSL PA

Residence: 10269 Nantucket Court, Manassas, VA 20110

Education

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| University of Maryland Francis Carey School of Law
Baltimore, Maryland
Master of Science in Law | May 2018 |
| Department of Defense Information School
Ft. Meade, Maryland
Public Affairs Qualification Course
Associate Degree (Equivalent) | October 2015 |
| Southern New Hampshire University
Manchester, New Hampshire
Master of Science (Community Economic Development)
(3 credits to complete) | May 2004 |
| Southern New Hampshire University
World Council of Credit Unions
Credit Union Board Management & Operations
Diploma | July 2002 |
| Georgia Public Safety Training Center
Forsyth, Georgia
Diploma (P.O.S.T. Certification) | April 1994 |
| Mississippi State University
Starkville, Mississippi
Bachelor of Arts (Political Science) | May 1992 |
| United States Army Military Police School (Advanced)
Fort McClellan, Alabama
Diploma | April 1993 |
| United States Army Military Police School (Basic)
Fort McClellan, Alabama
Diploma | September 1990 |

Business/Employment History

CEO

For Small Business Only, LLC (Business Credit Education) 2012 to present
Manassas, Virginia

CEO

SEDA Media Corporation (Television Media Production) 2010 to present
Washington, D.C. / Tampa, Florida

Owner/General Manager

Kalen Automotive Group, LLC (Independent Automotive Dealer) 2002 - 2010
Lithia Springs, Georgia

President/CEO

Automotive Liaison Services, LLC. (Automotive Buying Services) 1998 - 2002
Lithia Springs, Georgia

Law Enforcement Officer

State of Georgia 1995 - 1998
Atlanta, Georgia

Military Police Officer

U.S. Army / Army National Guard 1990 - 1999
Ft. McClellan, Alabama

Professional Experience

1. Member - Nat'l Small Business Assoc. Leadership Council/Economic Development Com.
2. Member/City of Manassas, VA - Board of Equalizations
3. Spokesperson for Federal Credit Union
4. Campaign Manager for Mayoral Candidate 2006
5. Professional Speaker/Presenter

Veteran Status

U.S. Veteran (Service-Connected Disability) Persian Gulf War 1991

Published Books/Works

1. Business Credit in a Cyber UN-Secured World (book) 2021
2. Small Business Credit Procedures (college curriculum) 2017
3. Mastering the Business Credit Maze (book) 2015
4. The Negotiating Experience (book) 2012
5. How to Legally Steal Your Next Vehicle & Save Thousands (book) 2009

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My experience as an entrepreneur has given me the tenacity to operate in a dynamic, fast-paced environment and win. It has also given me the temperament and ability to view complex and comprehensive public outreach and marketing challenges as opportunities to create successful game plans to address outreach issues and anticipate future communications needs.

I am enthusiastic about this opportunity and look forward to meeting you. I am available for either a telephone or an in-person interview to further discuss my abilities and how they apply to the School Board Member position.

Thank you for your time and your consideration.

Respectfully,

Sandy Day, MSL PA