



*Platinum
Business Development*

**BRIEF OF THE QUALIFICATIONS OF
Jennifer J. M. Salisbury**

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Revised on January 15, 2012

1. Education.

Bachelors of Science in Mathematics. United States Naval Academy. May 1998.

Qualified Nuclear Engineer. Department of Energy and Secretary of the Navy.
June 2003.

Masters Degree in Engineering Management. Old Dominion University. May 2004.

*Masters Degree in Business Administration with Specialization in Knowledge and
Learning Management.* Walden University. May 2007.

In process of earning *Doctorate of Education in Adult Learning and Higher Education.*
Walden University.

- Anticipated Graduation date May 2013.
- Potential Research Questions for Project Study: What motivates retirees to share their experiences with younger generations? What can Powell River, BC do to improve intergenerational communication?

2. Picture.



Jennifer Jean McGarry Salisbury
Date of Birth: October 22, 1976



2009 – Present. *Owner, Quality Business Development.* A Canadian-based version of the US-based Platinum Business Development, service clients of all kinds of needs.

2009 – Present. *Toastmasters International.* Active speaker pursuing career as professional speaker. Pursuing the title of “Accredited Speaker”; only 70 of these titles world-wide have been awarded since 1981.

- Completed initial 10 speeches for Competent Communicator manual in club record time.
- Fulfilling leadership role as District 21 Division G (Vancouver Island) Assistant Division Governor
- Club 1363 Sunshine Speakers Vice President of Education

2008 – Present. *Westcoast Endeavours, Ltd.* Business development including marketing, created website for 5.5 acres subdivision development (www.royalgeorgia.ca) and created financing package for infrastructure. Duties include bookkeeping, payroll and accounts payable, among marketing research for upcoming to phase apartment blocks. For more information see the website I created at www.westcoastend.com.

2008 – Present. *Powell River Writers Conference.* President for 2011-2012 year. Attendee and board member for international writer’s conference – days of workshops to improve writing skills and presentations. Spearheaded the City of Powell River’s proclamation of April as “Writing Month”. Also manage website www.prwriters.org.

2008 – Present. *British Columbia Ski Resort.* Created business manual for multi-million dollar ski resort in Northern BC. Conducted training on a monthly basis, improve systems, communications and business flow overall.

2008 – Present. *Hawaiian Based Lawyer.* Hired to recreate website, and maintain quickly changing web site. Most recently transferred and trained staff on automated billing in Quickbooks with three different invoice templates.

2007 – Present. *Owner, Platinum Business Development.* Platinum Business Development dedicates all efforts to assist small start-up and small and medium existing businesses to success in structured growth in realizing the American Dream. See www.platinumbusinessdevelopment.com for full details.

2004 – Present. *Credit Card Processing Sales Office.* Platinum Business Development, LLC client for business development and IRS audit dispute.



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2005 – Present. *Owner, Ohana Steel Buildings, Inc.* Maui, HI. Business Development and Start-up of Steel Construction Material Distributorship. Duties include marketing, budgets and insurance reviews.

2009 – 2011. *Owner, Perk Aloha Hawaiian Coffee & Gifts, Inc.* Designed shopping cart website and support business infrastructure. (www.perkaloha.com).

2008 – 2009. *Outback Steel Buildings™*. Hired to create distributor packages and qualify prospective distributors in direct support of the Platinum Business Development, LLC creation “Business in a Box”. Created first Outback Steel Buildings distributor manual.

2008 – 2009. *Flight Company*. Hired to create national distributorship system for kit sport airplane with industry-first mentorship program. Expansion with a new military contract in the New England Area.

2007 – 2009. *Professional Business Women/USA, Maui Local Organization*. Spoke about being a woman veteran at 2008 Hawaii State Conference. Invited to speak at the BPW Foundation Luncheon as Featured Speaker, during the National BPW Convention. Created Young Careerist Advisory Council at the National Conference – successful group of younger career women to advise the Board of Directors.

2007 – 2008. *Maui Chamber of Commerce Board of Directors Elected Director*. Nominated and elected by Maui Chamber members as one of the youngest members ever to sit on the board. Voluntarily replaced by mother (and US Congressional Medal of Distinction awardee) Kathy Borelli, owner and president of Ohana Steel Buildings, Inc.

2006 – 2009. *Rotary Club of Powell River, BC, Canada*. Involved in many community service and give-back projects. Updated website and posted club history, along with many other service oriented and fundraising events.

2006 – 2007. *Hawaiian Based Employment Office*. Platinum Business Development, LLC client for marketing budgets and overall infrastructure review. Conducted communication skills training and new sales presentation. Also assisted in re-design of tri-fold brochures and unveiling of the company’s four websites.

2005 – 2011. *Owner, Learning In Color, Inc.* Maui, HI. Has written a book entitled “**The Cure 4 Common Learning**: The Perfect Anecdote to Structured Color.” Invited to Speak at the Irlen International Learning Conference in Houston, Texas in July 2008 as only one of eight speakers – the only one without a doctorate. Also conducted workshop at National BPW/USA Convention in July 2008.



2004 – 2006. Los Angeles, CA:

- J-Netics – Start-up private health club. \$1.2M budget.
- TMA Insurance Services, Inc. – National Start-up of Insurance Consultant Company with all supporting services. \$18M budget.
- Dulcet Records – Start-up record company, in support of signing new artists. \$5M budget.

2003 – 2004. Norfolk Naval Shipyard. Chesapeake, VA. Hand picked auditor of Nuclear records, training review and budgets. Assistant to the Chief Training Engineer of three aircraft carrier overhauls.

2000 – 2001. Graduated Naval Nuclear Power School with 3.60 out of 4.0 in six months of nuclear classroom training. Graduated Navy Nuclear Prototype 3 of 21 office, with highest watch standing rating in recent memory (the other two ahead were both nuclear trained prior enlisted officers). Graduated three weeks early in a six month program.

2001 – 2003 Service aboard USS Enterprise (CVN 65). Lead 175 personnel (both military and shipyard) for 18 month ship yard maintenance period over eight reactors, during major dry dock and overhaul.

1998 – 2000. Ordnance Officer aboard USS Shiloh (CG 67). San Diego, CA. Learned time prioritization and incredible watch standing efforts. Earned a conventional engineer qualification during free time. First female to serve on board this ship.

1998. Invited to Moscow, Russia as a personal intern at Star City to assist then LCDR Wendy Lawrence (USN) in her mission on MIR space station. Stayed in Moscow for two weeks for training in the same quarters as Apollo-Soyuz astronauts.

**LCDR Lawrence flew Jennifer's USNA ring on Discovery Shuttle flight STS-91 in 1998.*

Other Recent Accomplishments:

- Invited to present an update on Learning In Color, Inc. at the Hawaii International Conference on Education: January 7 to 10, 2010 in Oahu, HI.
- Awarded Class of 2008 Hawaii State Forty Under 40 from Pacific Business News for ownership of Platinum Business Development, LLC.
- Chosen by Business and Professional Women/International to represent BPW/USA in Mexico City, Mexico.



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- Awarded 2008 Hawaii State Young Careerist (Career Women under 35 years old).

4. Skills.

Expert level in all areas including:

Level	Description	Details
15 years	Typing	80 wpm
15 years	Word Processing	Using Microsoft Word and similar programs
10 years	Presentation Creations	Using Microsoft Power Point and similar programs with animation
15 years	Spreadsheets	Multi-level workbooks using Microsoft Excel and similar programs
7 years	Website Development	Using WYSIWYG on Godaddy
7 years	Email Configuration	Using Email products on Godaddy
6 years	Quickbooks	Initial business transfer, custom billing, bookkeeping and custom reports
5 years	Brochure & Sign Design	Microsoft Publisher



5. Summary of Qualifications.

- ✚ Business savvy in many different industries as many different roles; all high stress, quick deadlines with precise results and tight budgets.
- ✚ Details analysis, life or death situations on a daily basis, including operations, plan reviews, audits and intricate details for electrical, mechanical, financial, operations and dynamics for conventional and nuclear operations; have a keen eye for detailed mistakes and big picture requests also.
- ✚ Great communication - learned in the US Navy - gained crucial methods of conveying all forms of communication; confirmed by years of business development to many clients using analytical and creative thinking styles.
- ✚ Never a question of what I am doing or what I am working on.
- ✚ Listen and adjust plans according to the organization through all methods of communication; sometimes what is requested is not what they truly need.
- ✚ Display all options and make recommendations, even the ones not wanting to be heard.
- ✚ Make no mystery of my current effort or direction. Directions of effort submitted with each time sheet (usually bi-weekly) along with the next list of items ready for completion.
- ✚ Ask the hard questions; even those the organization may not want to acknowledge.
- ✚ Set the example. Remain true to myself and always speak the hard truth, with a twist of tact. My integrity is unquestionable, even when mistakes are inevitably made.
- ✚ Acknowledgement of my mistakes and the keen desire to learn from them. It is my goal to learn as much as possible with the least amount of money and time lost.
- ✚ Habit of doing more than paid for, with unquestionable reliability.
- ✚ My word is my being.



6. Character References.

Character and professional letters of reference are ready for **immediate** delivery from the following people:

Former Employers:

- LT Steve Mathus, Nuclear Engineer, Naval Reactors, Former colleague aboard USS Enterprise (CVN 65)
- Carole Kooy, Former Client of Platinum Business Development, LLC

Teachers as Mentors:

- Mr. Michael Nord. High School Math Teacher and long-time family friend.
- Mrs. Rhonda Fonseca. Middle School Teacher, first teacher to teach in color.

Prominent People Whose Judgment May be Relied Upon:

- Pamela Tumpap. President of Maui Chamber of Commerce.
- The late William P. Lawrence, VADM (Ret), USN. Sponsor father at USNA, Prisoner of War for 6 ½ years in Vietnam and mentor for 10 years. DDG-110 was commissioned on June 4, 2011 as the USS William P. Lawrence.

7. Current Client References.

(Feel free to contact any of these clients to obtain a reference check – additional references are available for exact experiences, if necessary.)

- Paula Hegele, Owner & General Manager, Tedeschi Vineyards, Ltd. 808-878-1266. Operations manuals revised, updated safety program, implemented several shifts in operations and launched new shopping cart.
- Jim Salisbury, Owner & General Manager, Powder King Mountain Resort, Inc. 866-769-5464 – Overall business development including business manual creation, systems creation, strategic planning, bookkeeping, hiring and marketing.
- Milton E. Holmes, III: Owner & Operator, Retriever Hawaii, Inc., 808-667-5889 – Overall business development (initial set up was in 2004 for commercial office), expansion of additional businesses and product lines, website development and manual creation.



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- Valentina Stewart Watson: Owner, The Law Office of Valentina Stewart Watson, 808-667-5889 – Creation of website, email management and marketing strategies. Recent work included shifting billing to Quickbooks.
- Kathy Borelli: Owner, Ohana Steel Buildings, Inc. 808-573-8522 – Business development (initial set up in 2005) including operations manual, business manual, systems maintenance and marketing budgets.

8. Business Details.

I have clients in both US and Canada. The following are details of my businesses.

Platinum Business Development, LLC in the US:

Incorporated in the State of Hawaii on March 17, 2007.

Federal Tax ID: 20-8654248

HI GET: W 60251207-1

Limited Liability Company member as a US Citizen

Westcoast Endeavours, Ltd. in Canada:

Canadian Permanent Resident on August 6, 2009



9. Letter to the Reader

January 15, 2012

Jennifer JM Salisbury
Platinum Business Development

To whom it may concern:

It is my pleasure and an honor to deliver my resume packet to you.

Through my experiences I have met many incredible people in both the US and Canada. I have lived, as they say "out loud". It is clear to me that I must live without regrets. I seize each day, am thankful for all blessings, and seek hope in times of suffering.

I know to be true to my heart, and that my word is the most precious gift I can give you; for when it is given, it is kept to the death.

For whatever reason my packet came into your hands, I am grateful. Whether we met or work together now or in the future, I am pleased to enlighten you of my work ethic, intensity level, and welcomed chaos.

I was asked once if I was a mover or a shaker; I replied "both". I move the movers. In sharing my resume packet, I do hope you have been moved.

I look forward to working with you in whatever respect that means.

Kindest Regards,

Jennifer JM Salisbury