

# EL DORADO LAFCO

## LOCAL AGENCY FORMATION COMMISSION

550 Main Street Suite E • Placerville, CA 95667  
Phone: (530) 295-2707 • Fax: (530) 295-1208  
lafco@edcgov.us • www.edlafco.us

### Application for Appointment Public Member

*(Attach separate sheet(s), if needed)*

<b>POSITION FOR WHICH YOU ARE APPLYING</b>	El Dorado LAFCO Public Member		
<b>NAME</b>	Robert	P	Dobrich
	<i>First</i>	<i>Middle</i>	<i>Last</i>
<b>ADDRESS</b>	<i>Residence</i> 6130 Brogan Way El Dorado Hills, CA 95762		
	<i>Business</i> second home: 1514 Sitka Circle, South Lake Tahoe (Mevers), CA		
<b>TELEPHONE</b>	916-941-9910	916-941-6099	
	<i>Residence Number</i>	<i>Business Number Fax Number</i>	
<b>E-MAIL ADDRESS</b>	bobedh@me.com		
<b>EDUCATION BACKGROUND</b>	University of Connecticut, BS Marketing, 1984		
<b>EMPLOYMENT</b> <i>(A resume may be attached, if desired)</i>	See attached		
<b>List all other boards, commissions, or committees you are now a member or have been in the past, including dates of service</b>	El Dorado County Charter Review Committee 2009 Community Activist		
<b>Please list community interests/activities</b>	See attached		



APPLICATION FOR APPOINTMENT  
PUBLIC MEMBER AND ALTERNATE MEMBER

Robert Dobrich

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<p><b>Please summarize the qualifications you feel are related to service on the LAFCO Commission</b></p>	<p>See attached</p>
<p><b>What is your understanding of the roles and responsibilities of the Commission?</b></p>	<p>See attached</p>
<p><b>Why do you wish to serve on the Commission?</b></p>	<p>See attached</p>
<p><b>Have you attended any meetings of the LAFCO Commission?</b></p>	<p>yes</p>

*I hereby certify that I am a registered voter in the State of California, County of El Dorado, a citizen of the United States and will be at least 18 years of age by the time of the next election. I am not imprisoned or on parole for the conviction of a felony. I certify under penalty of perjury under the laws of the State of California, that the information on this application is true and correct.*

*I understand that no person appointed as a public member or alternate public member to El Dorado LAFCO may be an officer or employee of the County or any city or district with territory in the County (Government Code Section 56331).*

*I understand that if appointed to El Dorado LAFCO I will be required to comply with FPPC disclosure regulations and file annual statements of financial interests.*

Signature: 

Date: 4/12/10

**Return To**

**LAFCO  
550 Main Street, Suite E  
Placerville, CA 95667**

**Applications will be kept on file for one year.**



Robert Dobrich, Application for LAFCO Public Member

Responses to Application Questions

**Community Interests:**

I am at a point in my life where I have more time to give back to the community and am active in preserving and enhancing the quality of life in El Dorado County. By following smart and reasonable actions, I work towards affecting positive change for all of EDC and work for the improvement of all in the County.

**Qualification Summary:**

I am a decisive critical thinker and have a track record of being able to bring people together to find a common ground and resolve complicated issues unemotionally. I am a good listener, and listen to all sides of a discussion before making a decision. My business experience and strategic development experience has demonstrated that I will be able to work with other governmental agencies and have respect for differing positions. My background includes financial management of budgets.

**Roles and Responsibilities:**

The Commission is responsible for the formation and determination of local agencies. This has a direct impact on services, agriculture and land use. As such, the LAFCO Commission, in conjunction with other governmental agencies, plays a role in defining both the present and future of EDC.

**Why serve:**

El Dorado County is at a critical juncture. We have many issues that will shape the future of our county. LAFCO plays an important role in defining this future and we have an opportunity to do it right. My talents and experience can be utilized to insure complex decisions are fully examined and a proper course of action is taken for a sustainable and responsive El Dorado County.



## Robert P. Dobrich

6130 Brogan Way  
El Dorado Hills, CA 95762  
916-941-6099

bobdobrich@me.com

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## PROFILE

**A dynamic sales management professional with an over 20 year proven track record of success.** Ability to develop and cultivate executive level relationships. Successful development, implementation and execution of sales programs and methodologies that maximize sales and market share. Solid executive able to work in a matrix environment driving results up, down and across the organization.

## QUALIFICATIONS

- Knowledgeable and Informed Sales Leader
- Executive Presence
- Results Oriented
- Customer Focused
- Sales Process Developer and Implementer
- High Energy
- Both Large Company and Start Up Experience
- Business Solutions Development and Execution
- Virtual Team Development and Management
- Exceptional Interpersonal, Communication and Presentation Skills
- Excellent Organizational and Time Management Skills
- Demonstrated Success

## PROFESSIONAL EXPERIENCE

### Quadral Solutions, (2009-Present)

(Quadral Solutions is a digital marketing agency providing services including web development, marketing, SEO and a sales consulting practice.)

### Principal, Business Owner

- Launched Company to assist local companies get more by effectively utilizing technology
- Developed business strategy and redefined to match growth and needs of clients
- Created interactive web strategies for clients allowing for increases in visibility, customer acquisition and sales growth
- Consulted with major national non-profit to identify and implement a strategic sales process creating a methodology for implementation and executive management of fundraising objectives



**Edifecs, Inc. (2006-2008)**

(Edifecs is a provider of Quality and Compliance Software and Software as a Service <SaaS> solutions)

**Vice President Sales, Global Markets**

- Hired to re-launch Edifecs solutions in selected market segments
- Conducted market validation and advised CEO on direction to maximize success
- Created Quality and Compliance positioning for current product line including developing new markets for legacy products
- Developed sales and account management strategy to increase retention rate of Fortune 1000 customers from under 50% to over 90%
- Repackaged enterprise solutions to better reflect market demand resulting in a greater than 50% increase in new sales
- Implemented sales processes and best practices
- Hired, trained and mentored sales and account management teams
- Strategic wins included: Cisco Systems, Maersk Logistics, CH Robinson Worldwide, Wal-Mart, The Home Depot, DHL Global Forwarding

**Hubspan Inc. (2004-2006)**

(Hubspan is a provider of real time integration software as a service <SaaS> solutions to facilitate business processes between companies)

**Vice President, North America Sales**

- Recruited and managed enterprise sales team
- Developed sales strategy
- Implemented sales processes to manage lead generation, sales cycle and business development
- Increased year over year revenue by 27%
- Focused sales team on targets to maximize effect on revenue
- Mentored team through involved leadership style
- New strategic wins included: Barnes & Noble, Invitrogen, Starbucks, Home Depot Supply, AMCC, Iomega
- Participated in successfully raising \$13 Million in additional funding

**Inovis Inc./Peregrine Systems/Harbinger Corporation (1990-2003)**

(Peregrine Systems acquired Harbinger Corporation in 2000. Inovis spun out of Peregrine in 2002. These companies provide B2B integration and EDI software, software as a service and managed service solutions)

**Director, Enterprise Software and Managed Service Sales (2000-2003)**

2002-2003

- Key executive member of team responsible for divesting a business unit (EMG) out of Peregrine Systems



- Defined sales strategy for EMG as a stand alone unit (Inovis)
  - Represented business unit and vision to 35+ potential investors and suitors resulting in the sale of EMG in June 2002
  - Major accounts included: Motorola, Hitachi, Rockwell Automation, National Semiconductor
- 2000-2001

- Managed two teams of Account Executives and one team of Solution Architects responsible for the sale of a new initiative: managed service B2B solutions, in addition to enterprise software
- Increased customer base and built managed service business from the ground up by adding multiple contracts collectively valued at over \$25 million (Team achieved 110% of quota)
- Personally involved in complex, multi-million dollar opportunities
- Major new accounts included: Weyerhaeuser, ON Semiconductor, Domtar, Fairchild Semiconductor
- Achieved Presidents Club

### **Director, Western Region Sales (2000)**

- Lead Western regional sale team through the acquisition of Harbinger Corporation by Peregrine Systems and integrated Harbinger methodologies into Peregrine standards
- Structured region to become the number one sales team in division (110% quota of \$12 million)
- Implemented solution selling methodology and process
- Major accounts included: Sunsweet Growers, The GAP, Altera, American Express
- Achieved Presidents Club

### **Managing Account Executive (1999)**

- Provided support to Area Vice President-West on pipeline, account strategy and team performance
- Thought leader for Western region
- Mentored peer Account Executives and Account Managers
- Closed over 160% of personal quota (quota \$2 million)
- Major accounts included: Qualcomm, Hewlett-Packard, Chevron, AltaVista
- Achieved Presidents Club

### **Senior Account Executive/Account Executive (1990-1999)**

- Responsible for selling Harbinger Corporation's enterprise software and services
- Consistently exceeded objectives and quota (\$1.5-2.0 million)
- Developed new markets and territories
- Presented e-business solutions to the supply chains of Fortune 500 customers
- Frequent speaker on e-business topics and trends at national and regional meetings
- Member of and held leadership positions in numerous external e-business organizations
- Major accounts included: Compaq Computer, Southern California Edison, Texas Instruments, Northrop Grumman
- Promoted internally through all sales positions from date of hire
- Achieved Presidents Club annually

### **EDUCATION & TRAINING**

University of Connecticut      B.S. Marketing



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### Application for Appointment Public Member

(Attach separate sheet(s), if needed)

<b>POSITION FOR WHICH YOU ARE APPLYING</b>	Appointment of Regular Public Member		
<b>NAME</b>	Kris	Ann	Robnolte
	<i>First</i>	<i>Middle</i>	<i>Last</i>
<b>ADDRESS</b>	<i>Residence</i> 2973 Dyer Way Placerville		
	<i>Business</i> 2310 Watt Ave Sacramento		
<b>TELEPHONE</b>	530-622-7747/916-215-5747		
	<i>Residence Number</i>		<i>Business Number</i> <i>Fax Number</i>
<b>E-MAIL ADDRESS</b>	krisrobnolte@aol.com		
<b>EDUCATION BACKGROUND</b>	BS Business Administration/Marketing CSU Chico AA Business Administration/Sac City College		
<b>EMPLOYMENT</b> (A resume may be attached, if desired)	General Manager-Country Club Plaza Mall/Sacramento resume attached		
<b>List all other boards, commissions, or committees you are now a member or have been in the past, including dates of service</b>	stated on attached resume		
<b>Please list community interests/activities</b>	Volunteer El Dorado County Dept. Human Services-Area Agency on Aging		



<p><b>Please summarize the qualifications you feel are related to service on the LAFCO Commission</b></p>	<p>I have an extensive retail and shopping center management background in which my experience could offer alternative scenarios on various challenges; shed new light, if you will.</p>
<p><b>What is your understanding of the roles and responsibilities of the Commission?</b></p>	<p>To work in tandem with fellow citizens of El Dorado County to ensure the charm of living here remains as such</p>
<p><b>Why do you wish to serve on the Commission?</b></p>	<p>As a relatively newcomer to Placerville, I would like to become more involved. I have lived here for nearly 5 years and am interested in having a voice within our community.</p>
<p><b>Have you attended any meetings of the LAFCO Commission?</b></p>	<p>not yet</p>

*I hereby certify that I am a registered voter in the State of California, County of El Dorado, a citizen of the United States and will be at least 18 years of age by the time of the next election. I am not imprisoned or on parole for the conviction of a felony. I certify under penalty of perjury under the laws of the State of California, that the information on this application is true and correct.*

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Signature: *Kris Robnolte*

Date: *3/18/10*

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**KRIS A. ROBNOLTE**

2973 Dyer Way Placerville, CA 95667 (530) 622-7747 (916) 215-5747 KrisRobnolte@aol.com **Page 9 of 9**

**Objective**

Seeking a career position where my extensive experience in management, leasing, marketing, promotion, media buying, organization, sales, and staff recruitment directly contribute to the success of the most demanding projects.

**Education**

Bachelor of Science, Marketing  
Associate of Arts, Business Administration

California State University, Chico  
Sacramento City College

**Qualifications**

Over 25 years experience encompassing such skills as management, marketing, leasing, operations, leadership, problem solving, communication, and analytical thinking which resulted in demonstrated proficiency in time management and bottom line results

Marketing:

Developing marketing strategies, identifying goals and objectives, writing marketing plans, budget preparation, reviewing demographics, analyzing research, coordinating promotions, buying media, writing ad copy, building consumer loyalty, making presentations, negotiating fees, tenant relations.

Leasing:

Canvassing, budget preparation, forecasting, lease negotiations and renewals, market research, converting temporary tenants into permanent status, maintaining strong tenant relations, creating new business which results in increased sales tax generation, seeking out non traditional income opportunities. Leasing experience in Sacramento, Solano, and San Francisco counties.

Operations:

Organize and delegate daily tasks; full commercial property management which includes rent and insurance collection, maintaining and analyzing accounting procedures to assure budget adherence, budget preparation, capital improvements, i.e. roof maintenance and repair, HVAC, plumbing, electrical, parking lot, signage, coordination of bid process with third-party vendors, contractor relations, cam reconciliations, oversee security, landscaping, and janitorial, ongoing performance monitoring, managing utilities, complete customer service, forecasting, planning and implementing policies and procedures. Strong ability to work independently, experience in hiring, firing, and training of all new employees, payroll, shipping/receiving, overages, and shortages, incremental sales reporting, stock level maintenance and appearance.

Leadership:

Supervision of up to 30 employees, created effective motivational programs, developed performance awards with strong emphasis on increasing sales through teamwork, maintaining and improving departmental relationships, coordinating weekly meetings, staff scheduling.

Problem Solving:

Consistently able to identify and resolve problems in a timely manner in all areas of professional experience, thinking outside of the box, results oriented

Communications:

Excellent verbal and written skills, supervised a bank of 30 telemarketers, facilitated regular staff meetings, published weekly newsletters, designed flyers and pamphlets, and have been interviewed by the local media. Experience in meeting with a wide variety of groups, organizations, existing and potential businesses, various City's officials regarding projects, business locations, and coordination of projects or programs, served on various professional affiliations and organizations, maintained solid relationships with local media personalities

**Professional Experience**

Country Club Plaza-Colliers Int'l	Property Manager/Marketing/Leasing	08/07-present
Downtown Plaza-Westfield	Specialty Leasing Manager	08/99- 08/07
Country Club Plaza-GGP	Marketing Dir/Specialty Leasing	08/96- 08/99
The Museum Company	Store Mgr/Downtown Plaza	08/93- 08/96
Macy*s	Selling Specialist/DT Plaza	10/89- 08/93
Beverly Garland Hotel	Supervisor	08/89- 01/93
NACO/Thousand Trails	Staff Manager	08/86- 08/89

**Professional Affiliations**

- Member-Downtown Retail Task Force, 2001-2002
- Member-Watt Ave. Revitalization Committee, 1999
- Member-Thursday Night Market Committee, 1996
- Vice President-Downtown Plaza Merchants Association, 1996
- Member-Downtown Plaza Merchants Association, 1994-1996

