

Application of Carlos E. Rodriguez

Your name: Carlos E. Rodriguez

Section 3. Questions for you to complete. (If you need more space, you may attach additional pages.)

A. Please review the following requirements from the Home Rule Charter for serving on the Commission on Parks and Recreation. How do you meet those qualifications?

"Qualifications. The members shall have demonstrated experience or skills relevant to the powers and duties of the Commission including, but not limited to: sports, recreation and athletic programming; natural lands management, watershed management, and environmental protection; tourism, marketing and public relations; business and finance; neighborhood revitalization; community leadership; historical and architectural preservation; landscaping and horticulture; and fundraising. The Commission shall also be reflective of the geographic, racial, ethnic, and gender diversity within the City."

I meet the above qualifications in that I've always been involved in sports. As in little league baseball, high school baseball as well as semi-professional baseball in Coamo, Puerto Rico, Cambridge, Massachusetts, Philadelphia, Pa., as well as Camden, N.J.. I continue to play baseball as an adult for the Men's Senior Baseball League in Philadelphia, Pennsylvania. I also preside over a Spanish organization, Puerto Rico Stars, which has to raise money each year through fundraising initiatives in order to keep having our free baseball clinics to the children in the North Philadelphia area each Spring, one of many programs that we offer during the year. I also preside over an adult baseball organization in North Philadelphia called Latinos Unidos of Philadelphia, which travels and plays against major cities in the Eastern United States and Puerto Rico. I am also an Assistant Vice President, Branch Manager, for one of the oldest banks headquartered here in Philadelphia, Beneficial Bank. I bring a lot of experience and knowledge in both endeavors.

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B. In these difficult economic times, what do you think the Commission on Parks and Recreation should do to support, promote, and invest in the City's park and recreation system? As a member of the Commission, what would you do to assist the Commission in achieving these goals?

I believe that we should consider being a little more pro-active and available in the different initiatives that the Commission promotes. I would suggest taking a more hands on approach in the assessment of the different centers that make up the Parks and Recreations Department. There may be a need to evaluate the staff and programs or lack there of, in order to ensure that the right people are effectively placed in these centers. This needs to be done in order to better streamline the communication process between the center's staff and the community that they serve.

C. Please review the role and responsibilities of the Commission, which are set forth in Part I of this application. Then, please attach a statement of no more than 500 words explaining why you want to serve on the Commission Parks and Recreation and why you believe you should be nominated to do so.

I believe that I should be re-nominated to be a member of the new Commission because as a resident of Philadelphia, I see what goes on everyday and every year when it comes to the young people that need a place to create and release positive energy. As a youngster growing up in Massachusetts, I had the opportunity to enjoy the different avenues of sports and recreation that the City of Cambridge had to offer. Although funding was an issue back then also, my friends and I were more interested in taking part in any activity that our counselor had for us to do. I saw first hand how my friends enjoyed the same type of environment and ultimately excelled individually in it and in life from it. These opportunities of better venues for children to excel in should be available to all Cities in the U.S., and it shouldn't matter what neighborhood they live in. I know first hand that it made me a well-rounded individual. I have been in many of Philadelphia's Recreation Centers and it concerns me that there's a lack of understanding when it comes to helping, or teaching a young child or a young adult the right way to play a sport or how to get involved in some kind of productive activity. I believe that these centers could be better served by ensuring that the center's personnel are adequately trained to handle the challenges that most of these kids present, and the concerns of the community that they serve. We should be able to empower the employees of these facilities to decide what programs work best in their particular neighborhoods. These leaders need to get involved in the particular community that they are

located, they should be able to have the initiative to involve the parents of these communities to instill in them the need to help out and show their own kids the meaning of responsibility. In conclusion, as a member of the new commission, I would be willing to go to these different centers and discuss with the leaders of these centers the efficiencies and concerns of these centers and set a plan of action to include a time frame in which these centers should be able to run efficiently and productively. To help them whether it's an economic issue, community issue, lack of fundraising, or having the right personnel in the right community.

Section 4. Resume: Please attach to this application an up-to-date resume. Include your name, but do not include any personal contact information (street address, phone number, e-mail address) that you do not wish to be publicly available. On the resume, please provide the following information:

- Your employment history – employers, job titles and responsibilities, and dates of employment. If you have been self-employed, include that information.
- Your education or training – schools attended, degrees attained, and dates.
- Your community and professional organizations, affiliations, and activities.
- Optional: Any additional information that you consider relevant to this application.

Carlos E. Rodriguez

Qualifications

26 years of experience in the Financial Services field. Life, Accident & Health Insurance currently licensed. Also have Consumer Lending experience. Bilingual/Spanish.

Experience

2003 – Present **Beneficial Bank** Philadelphia, PA

Asst. Vice President/Branch Mgr.

- Responsible for the overall operation of the branch including business development, attaining and maintaining customer relations, and promoting the bank through community activities and events involvement. Develop, implement and communicate business plan strategy to employees to ensure understanding and complete commitment of staff in order to achieve monthly, quarterly and yearly goals. Assist employees in job training, cross training, and personal development skills. Measure and appraise subordinates on their individual performance. Set and manage operating budgeting guidelines for the branch.

1999 – 2003 **United Bank of Philadelphia** Philadelphia, PA

Director of Retail Banking/BSA Officer

- Responsible for overseeing overall operations of 7 branches within the Bancorp. Developed sales strategies, goals and compliance within the branch system. Created branch system budget to ensure profitability within the Bancorp. Ensured proper CTR/SAR reporting and filing to the Federal Government. Maintained BSA records up to date and in compliance with federal regulations. Periodically trained branch personnel in the area of BSA and Deposit Regulations. Maintained proper personnel coverage through out the branch system in order to create quality customer service. Point person in all programs implemented pertaining to the Retail Banking Department. Directly supervised 7 branches within the Philadelphia area, which consisted of 37 employees.

1998 –1999 **United Bank of Philadelphia** Philadelphia, PA

Manager/Operations Department

- Responsible for overall supervision of the bank's Operations Department. Maintained up to date bank reports to coincide with everyday back office procedures. Ensured settlement of bank's daily work from the branches. Supported branch personnel with customer issues. Complied with Federal Regulatory issues at all times. One of two point persons in the bank's conversion and acquisitions team. Directly supervised 11 employees within the department.

1996 –1998 **Main Line Bank** Conshohocken, PA

Business Center Manager

- Responsible for overall sales & operations of the branch. Developed retail & commercial business through expansion, retention & development strategies. Responsible for setting all sales goals for the branch and its personnel. Created and managed the income and expense budget of the branch. Directly managed five employees within the branch.

1986 –1996 **Fidelity Bank/First Fidelity/First Union** Phila., PA
Service Manager

- Responsible for sales development, overall branch operation & customer satisfaction in a defined market area through management of branch facility & motivation of staff. Developed retail & commercial business through relationship building strategies and area sales activities participation. Maintained proper profit/financial reporting & monitored controllable income & expense items. Directly supervised seven employees in the branch.

Education

2004 -- 2009 **Neumann University** Aston, PA

- B.S. - Liberal Studies, 2009
- Associate of Arts - Liberal Studies, 2008

1984 – 1986 **Community College of Philadelphia** Philadelphia, PA

- Computer Programming

1979 – 1983 **Cambridge Rindge & Latin High** Cambridge, MA

- Diploma – General Academics

Affiliations

February 2009 – Present **City of Philadelphia**
Parks & Recreation Commission – Board

May 2007 – Present **President – Puerto Rico Stars Org.**
Philadelphia, PA

April 2009 – Present **Treasurer – Oxford Circle Christian Community**
Development Association, Philadelphia, PA

April 2009 – Present **Treasurer – Rivera Recreation Center Advisory**
Board, Philadelphia PA

May 2008 – Present **President – Latinos Unidos de Philadelphia**
Philadelphia, PA

References furnished upon request.

Your name: Carlos E. Rodriguez

Section 5. Optional supporting materials. You are invited to submit up to three letters of recommendation. You may submit them along with your application or separately. If you have not submitted them by the time that Council holds its public hearing for applicants, please bring the letters with you and submit them when your name is called.

Section 6. Signature. Please sign on the line immediately below. If you are submitting your application by e-mail directly from your computer, type your name instead.



Section 7. Date. Indicate the date that you are submitting this application:

April 17, 2012

If you are selected to serve on the Commission on Parks and Recreation, you will be required to file the City's annual financial disclosure form. You will also be subject to ethics laws applicable to City boards and commissions (and to the jurisdiction of the Philadelphia Board of Ethics). In addition, the Mayor's Executive Order No. 3-10 requires that appointees to City boards and commissions be in compliance with tax laws and all City fines and fees; in that connection, you will be required to complete a "Tax Clearance Application," which will authorize the City's Department of Revenue to confirm that you are in compliance (or have entered into a voluntary payment agreement).

If you have questions about the application process, please contact
Theresa Brunson at 215-686-3424 or
Hal Fichandler at 215-686-7667.

This is the last page of the application.