

Wm. H. Sonny DuBose
A 9th Generation South Carolinian

Overview

An experienced MARKETING PROFESSIONAL, DuBose's experience has been with some of the World's best, and, having run his own small company, he understands asset and resource management in real world terms. Most recently, he has been employed by the State of South Carolina's Energy Office, where his contacts, leadership, actions and alliance building skills in projects to utilize landfill gas as a renewable energy source, have led to the State being named the EPA LMOP (Landfill Methane Outreach Program) State Ally of the year, TWICE – IN 2000 AND IN 2002!! And, he served for three years as a member of the South Carolina Building Codes Council. He also served as the first President of the SC USGBC Chapter, and is currently Chairman of the Board of the SC Solar Council, an ASES approved State Chapter.

He also has been the lead manager for the GREEN HOMES Program in South Carolina.

His community service includes four years as an elected official, three years as a board member of a Regional Planning Council, terms as President of a local REALTOR Board and Regional Vice President of his state REALTOR Association. He was also honored as Hilton Head Island's REALTOR OF THE YEAR.

Strong in strategic plan development, implementation, training, and management, DuBose has been involved in numerous successful management, marketing, training, and advertising campaigns. He was the primary author of the Hurricane Preparedness Plan for the State of Florida, and one of his advertising campaigns, "THE WORLD'S BEST COOKED SECRET," won a New York ANDY.

DuBose has conceived, written, produced, and narrated numerous radio and television commercials, as well as commercial and educational videos. One of those recent videos which he conceived, scripted, and co-produced, the "CALL ME MISTER RECRUITING VIDEO" for a program developed by Clemson University, has been most successful, and the program has gone National!

DuBose has an impressive record of consensus building, and a history of being a successful trainer and motivator.

Details of his efforts and actions follow.

Wm. H. Sonny DuBose, Resume'

Home Address: 3600 Chateau Drive, #F-111
Columbia, SC 29204

(H) 803-790-5919 (Cell) 803-319-6197 (O) 803-737-9852

Experience Highlights: Hands on experience at all management levels in planning, Strategic Plan development, budgeting, implementation, and management.
1999(2-1-99) to present: SC Energy Office, Project Coordinator. Primary duties: Landfill Gas Conversion projects; Building Codes; and **GREEN Programs**. Developed and implemented Strategic Plan for all. Served 3 years as a member of the SC Building Codes Council. Served as the 1st President of the SC USGBC Chapter, and is currently President of the SC Solar Council, an ASES Chapter.
1993 to 1999: Self employed Marketing Consultant & Trainer.
1992 to 1993: Senior VP, Marketing & Sales, Park Seed Company, a horticulture mail order house.
1971 to 1992: Real Estate Broker, Trainer, Developer, Builder, and Property Manager. Experienced in development: procuring & analyzing market data, concept and plan development, property procurement, governmental approvals, horizontal & vertical construction. As BIC, ran full service R/E Company, residential(including new homes division) sales, commercial sales, securities and property management. Earned CPM(Certified Property Manager) designation from Institute of Real Estate Management.
1964 to 1971: Procter & Gamble Distributing Company, sales, sales management, recruiting, and training.
1958 to 1964: Broadcasting (radio) & Football (1963-1965: NFL/UFL).
1962 to present: Free lance concept, script writing, production, narration, radio, videos, advertising commercials and campaigns. One such winning a New York Andy. Recent special video projects: The "Call Me Mister" recruiting video(the program is now National!), Civil Rights documentary "Freedom & Justice," and release of the book, "The Road To Brown."

Education: Presbyterian College, AB degree, 1962. Attended USMA at West Point, NY, 1957-1958; graduate Berkeley High School, Moncks Corner, SC.

Continuing Education: Completed CPM curriculum from Institute of Real Estate Management; completed R/E appraisal courses from Appraisal Institute; completed Shopping Center Development Courses from ICSC; completed Direct Marketing Courses offered by DMA, including Telemarketing Series.

Leadership/Special Awards: Landfill Gas Conversion efforts led to S.C. being named "National State Ally of The Year For 2000 & 2002!!" by EPA. 2001 Preservationist Award from S.C. Division of National Cherokee-Iroquois Tribe. Past President, Hilton Head Island Board of Realtors; **REALTOR OF THE YEAR, 1985, Hilton Head Island**; Past Regional Vice President, SC Assn. Of Realtors; Past Chairman, Columbia Area Transportation Study Committee (COATS); former Board Member, Central Midlands Regional Planning Council; former Lexington County(SC) Council Member. Governor, Palmetto Boys State.

Marital Status: Divorced. Three children, a daughter, twin sons; five grandchildren: two grandsons, and three granddaughters.

Health: Excellent. Bicycler & weightlifter.

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Real Estate Industry
Background & Experience

PERSONAL CONTACTS/WORK EXPERIENCE

SALES/SALES TRAINING:

1. Dave Stone, America's R/E sales guru and founder of the Stone Institute. Now deceased.
2. Tom Hopkins. A Stone disciple. Still going strong.

STRATEGIC PLANNING/MARKET RESEARCH/MARKETING, TRAINING:

The great Andrew Greenman. Andy was, along with Lou Goodkin (who sold to Peat Marwick) America's best.

HOMEBUILDING: Arthur Rutenberg, founder of U.S. Homes and Arthur Rutenberg Corporation. America's Homebuilder of the Year in 1986, now with numerous, successful franchises throughout Florida and the Gulf Coast.

Those personal contacts and learning experiences came about as DuBose was involved in various projects and undertakings for 20+ years in the real estate industry. Additionally, that hands on experience included:

| <u>Project</u> | <u>Description</u> |
|---|--|
| The <i>OCEAN CLUB</i> N. Myrtle Beach, SC | Concepted, scripted, and developed all marketing elements for this 185 unit oceanfront condominium property. Elements included: Name; Logo Design; Sales Materials; Sales Strategy; Sales Center; and Advertising. |
| Land Associates Int'l., Glassy Mtn. Sales Ofc. SC | Did design, strategic plan development for Sales Center & Welcome Center(not owned by Landrum, developers of Glassy Mountain) at foot of Glassy Mountain. Served as Welcome Center & general Brokerage Office . |
| Spring Valley Court, Columbia, SC & Players Ridge, Charlotte, NC | Upscale, small lot(60ft) communities. Strategic Plan development & Implementation, including all vertical product & sales Center. |
| Oemler Pointe, Savannah, GA (36 units) | 1 st time, last time buyer community in Savannah, GA. Assisted in the development of Strategic Plan, including all vertical product. Developed and implemented Sales Plan, including model center, logo, and all marketing elements. Sold out 1 st year. |
| Pleasant Point Plantation, Beaufort, SC | Developed & implemented successful turnaround plan for this golf course community. |
| Longcreek Plantation Columbia, SC | Developed & implemented successful turnaround plan for this 2000+ acre golf course community. |

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continued

OTHER:

1. Managed a \$30million (annual brokerage volume), 40 associate, full Service real estate company on Hilton Head Island.
2. Managed the development & leasing of strip shopping centers, nearly 4 million square feet, in both Carolinas and Virginia. From site selection to leasing, to property management.
3. Managed multifamily properties, including regime management.
4. Developed a strategic plan, systems, & all marketing elements for a property management company at Myrtle Beach, SC.
5. Developed New Home Sales Manual for a Columbia based development company.
6. Developed an *Operations Manual* for a Columbia Homebuilding Company.
7. Conducted numerous sales training seminars, "*The Road To Personal Empowerment.*"
8. Personally involved in the construction of 200+/- single family homes, and 300+/- multifamily dwellings.
9. Conducted site due diligence, selection, and permitting for a Richmond fast food company, 20+ successful sites.

**Wm. H. Sonny DuBose: Advertising,
Marketing Campaigns:**

THEME

CLIENT

'TIS THE SEASON
(Hurricane Preparedness Plan
for the State of Florida)

PMSC

WORLD'S BEST COOKED SECRET

**Richmond, Va.
Fast food company**

***NEW FASHIONED HOMES,
OLD FASHIONED QUALITY***

SC Homebuilder

PUT SOME MAJIC IN YOUR LIFE

**Wisconsin Horticulture
Company**

BEWARE OF THE STING

Irmo High School

***THERE'S MORE THAN GRITS &
GRAVY AVAILABLE IN THE SOUTH***

**Lexington Coffee
Distributor**

**THE ROAD TO
PERSONAL EMPOWERMENT**

**Training Series,
Various Clients**

AIM, Advertising Impact Manual

**Strategic Plan,
Various Clients**

SALES PLUS

**New Homes Training
Manual for Southern
Family Homes**

MANAGING IN 3D

**Strategic Plan,
Various Clients**

RECENT VIDEO ASSIGNMENTS

(X = Portion done by DuBose)

| <u>TITLE/DESCRIPTION</u> | <u>CONCEPT</u> | <u>SCRIPT</u> | <u>NARRATOR</u> |
|---|-----------------------|----------------------|----------------------------|
| "Call Me Mister" Teacher recruiting video for Clemson University & 4 Private SC Colleges. Now, National! | X | X | Blair Underwood |
| Quorum Health Resources Training/Compliance video. | X | X | X |
| McCord Center Substance Abuse | X | X | X |
| Partners For Healthy Children SC DHEC | X | X | X |
| SCDOT PR Videos(2) Processes, & Right of Ways | X | X | X |
| Curriculum Frameworks Education selection process | X | X | |
| YAAMAT (Young African American Males Action Team) | X | X | X |
| ASFSA (American School Food Service Association) | X | X | X |
| RAPID READING | | | X |
| FREEDOM & JUSTICE Civil Rights Documentary | | | X |
| PARK SEED ANNIVERSARY | X | X | Bill Benton |

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REFERENCES

| <u>Name</u> | <u>Company/Agency</u> | <u>Telephone #</u> |
|--|--|------------------------------------|
| Mr. Gayle Averyt | Colonial Life | 803-798-7000 Ext. 8400 |
| Mr. Mike Bakas | Ameresco | 508-661-2223 |
| The Hon. Gresham Barrett, Member U.S. Congress | | 202-225-5301 |
| Mr. David Butler, Esq. | SC PSC | 803-896-5117 |
| Ms. Shelley Cohen | Ameresco | 202-756-2496 |
| Rev. Joe Darby | Morris Brown AME Church | 843-723-1961 |
| Mr. Joe Davenport | Davenport Consultants | 864-224-3540 |
| Mr. Rod Engard | Engard Real Estate | 843-757-8884 |
| Mr. Dan Joyner | Prudential C. Dan Joyner REALTORS | 864-242-6650 |
| Ms. Liz Kress | Santee Cooper | 843-761-8000 Ext. 5014 |
| Mr. Marion Leaphart | SC DOT | 803-737-1296 |
| Mr. John Lenti Director | SC SBDC (USC Small Business Dev. Cntr.) | 803-777-3130 |
| The Hon. Leon Lott | Sheriff, Richland County. | 803-576-3021 |
| The Hon. Jimmy Metts | Sheriff, Lexington Cnty. | 803-309-0139(M) |
| Mr. Mark Nix | SC HBA | 803-771-7408 |
| Ms. Eleanor Okey | Hilton Head Is. REALTORS Assn. | 843-842-2421(2) |
| Mr. Graham Osteen | <i>The Messenger</i> | 843-332-6545 |
| Mr. Leon Outlaw | Santee Cooper | 843-761-8000 Ext. 5171 |
| Mr. Joe Pinner | MR. SOUTH CAROLINA | (H)803-786-6137 (C)803-603-3532 |
| Mr. Bob Probst | SC DOT | 803-737-1240 |
| Mr. John Rainey | Easian Capital | (B)800-587-9844 |
| Mr. Joseph Rich | Sunshine Recycling | (M)803-664-0325 |
| The Hon. Joe Riley | Mayor Charleston | 843-577-4727 |
| Dr. Jasper Salmond | Wilbur Smith & Assoc. | 803-765-2795(H) |
| Dr. Cleveland Sellers | USC African American Studies | 803-777-6344 |
| Mr. Bob Selman | LLR | 803-896-4440 |
| Mr. Gay Suber | Suber & Associates | 803-782-3388 |
| The Hon. Ronnie Townsend, Member SC House | | 864-296-2797 |
| Mr. Gary Weinreich | International Paper | 843-545-2291 |
| Mr. Cecil J. Williams | CJW Productions | 803-531-1662 |
| The Hon. Joe Wilson | Member, US Congress | 803- 939-0041 |
| Mr. Jim Zieche | Allied Waste | 803-600-0034(M) |