

Bobby G. Lacer, Jr.

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Online Resume: www.BobbyLacer.com

EDUCATION

- Master of Science in Marketing and Communications / Franklin University (May 2003)
- Bachelor of Arts in Journalism - General Editorial / University of Kentucky (May 1997)
- Associate in Arts / Henderson Community College (December 1995)
- Graduate of the TGCI Grantsmanship Training Program (2006)

LICENSES/CERTIFICATIONS

- NASD Series 6 & 63 Investment Representative Licenses (2005-Present)
- Kentucky Life, Variable Life, and Annuities Insurance License (2005-Present)
- Kentucky Health Insurance License (2003-Present)
- Kentucky State-At-Large Notary Public (1997-2001 / 2004-Present)
- FCC Board Operator's License (1993-Present)

ACCOMPLISHMENTS

- Closed more than \$25 million in governmental leases and served as point-person for organizing and closing advance revenue bonds in excess of \$70 million with KACo (2005-Present)
- Graduate of the Leadership Kentucky Class of 2007
- Helped SECU see a growth of 70% in assets during first 18-months of service (August 2000 - February 2002)
- "The President's Call To Service Award" for Lifetime Achievement from the White House (2006)
- Henderson Lions Club "Cub of the Year" (2005)
- Graduate of the Leadership Henderson Class of 2004
- Awarded the Ohio Credit Union System's "Marketing Brilliance Award" (2002 & 2003)
- Completed CUES Certified Marketing Institute (2001)
- National Youth Involvement Board's "Outstanding Volunteer of the Year" (2000)
- CUNA's Marketing Management School - System I & II (1999 & 2000)
- Completed CUNA Mutual Group's Business Development Sales Training - Systems I & II (1999 & 2000)
- College Adjunct Faculty member for multiple Kentucky colleges and programs (2005-Present)

SOFTWARE & PROGRAM EXPERIENCE

- Microsoft & Corel Office Suites
- Microsoft Access & PowerPoint
- Numerous insurance, investment, and banking programs
- Adobe PhotoShop/PageMaker & Quark Express
- HTML, FrontPage, Dreamweaver
- Marketing Customer Information Files (MCIF)
- IBM and Macintosh computer systems

EMPLOYMENT

Kentucky Association of Counties / Frankfort, Kentucky

Marketing/Financial Analyst

September 2005 – Present

- Oversee all marketing and business development for the financial services division.
- Identify and develop existing and new relationships with counties and special districts throughout Kentucky.
- Analyze, approve/deny, and close governmental lease and advanced revenue bond requests for Kentucky county fiscal courts and special districts.
- Facilitate governmental bond issuance for long and short-term leasing and grant writing and proposals.

Kentucky Community & Technical College System / Indiana Wesleyan University /

Sullivan University / Mid-Continent University

Adjunct Faculty

August 2004 – Present

- Available to teach several courses, in Business and Communications, including; Basic Public Speaking, Principles of Marketing, Interpersonal Communications, Introduction to Management, Personal Finance, etc.

Prudential Financial / Henderson & Louisville, Kentucky

Financial Services Associate

May 2005 – August 2005

- Identify and develop existing and new relationships with clients throughout the region
- Provide customer service and manage both investment and insurance accounts.
- Provide financial and estate planning services for all clients.

Community Care Healthcare Network / Henderson, Kentucky

Marketing Director

June 2003 – December 2004

- Identify and develop existing and new healthcare relationships with companies throughout Kentucky and Indiana.
- Oversee functions of the Occupational Medicine Center and Health Fairs sponsored by Methodist Hospital.
- Oversee as network spokesperson with current and future clients and at community events.
- Develop and manage a Microsoft Access database of companies, brokers, and TPAs throughout the U.S.

State Employees Credit Union, Inc. / Columbus, Ohio

Chief Marketing Officer

August 2000 - January 2003

- Manage in all aspects of Marketing - promotions, advertising and graphic design, public relations, copy writing and editing, direct mailings, presentations, develop and manage marketing budget, plan and manage credit union events, organize and handle accounts with outside vendors and contacts, e-Commerce, staff training, etc.
- Business Development - Develop and organize on-sight visits and presentations throughout all of the state, university, and community offices. Supervise the productivity of SECU's Business Development Coordinator.

Western Credit Union, Inc. / Columbus, Ohio

Vice President of Marketing

August 1999 - August 2000

- Manage all aspects of Marketing - promotions, advertising and graphic design, public relations, copy writing and editing, direct mailings, presentations, member and staff training, develop and manage marketing budget, plan and manage credit union events, organize and handle accounts with outside vendors and contacts, etc.
- E-Commerce - Manage and develop all credit union related e-commerce initiatives.

University of Kentucky Federal Credit Union / Lexington, Kentucky

Marketing/IT Assistant

July 1997 - July 1999

- Assist with all aspects of Marketing - promotions, advertising and graphic design, public relations, copy writing and editing, direct mailings, presentations, member and staff training, develop and manage marketing budget, plan and manage credit union events, organize and handle accounts with outside vendors and contacts, etc.
- E-Commerce - Manage and develop all credit union related e-commerce initiatives.
- Assist the Director of IS with network, mainframe, and PC maintenance and service of local branches.

VOLUNTEER & CHARITABLE ACTIVITIES

- Kentucky Housing Corporation, Housing Advisory Committee (2007-2011)
- The Restoration Project (2006-2007) – Governmental Affairs & Public Safety Advisor
- Lexington Young Professionals Association (2005-Present)
- Henderson Civil Service Commission (2004-2005) – Commissioner
- Baskett Volunteer Fire Department (2004-2005) – Firefighter / Public Information Officer
- Henderson Community College, Joint Program Advisory Committee (2004-2005)
- Lions Club (2004-Present) – Executive Committee 2004-05
- Friends of Audubon Foundation (2003-2005) – Board of Directors
- Simple Dreams Anti-Drug Foundation (2002-2004) – Media Liaison
- Ohio Community Outreach Committee (2001-2003)
- National Youth Involvement Board (1998-2002) – Executive Committee / North Central Regional Coordinator
- Campus Credit Union Council (1998-2001) – Executive Committee / Vice Chairman
- Phi Kappa Tau Fraternity (1995-Present) – Former Chapter President and Current Alumni Board of Governors and Housing Corporation