

ROBERT C. WEEL



PERSONAL

Born in Denver, Colorado. Anchorage homeowner and resident since 1958. Member of Anchorage Hillside Rotary Club (Past President). Hobbies: golf, travel.

EDUCATION

West Anchorage High School, Anchorage, Alaska, **Graduated**
Anchorage Community College, Anchorage, Alaska, **Business Administration**
Dale Carnegie & Associates, Anchorage, AK, **Management, Effective Speaking, Human Relations**

NON-PROFIT ASSOCIATIONS

Anchorage Hillside Rotary Club, Anchorage, Alaska, **President, President Elect, Treasurer, Fund Raising Chairman "Moose Marble Madness" (raised \$320,000 in 16 years), 1984 - Present**
Aurora Community Broadcasting, KSKA-FM, Anchorage, Alaska, **Board Member, 1991 – 1993**
American Diabetes Association, Alaska Affiliate, **Chairman of Board, President, Vice President, Board Member, 1980 -1993**

EXPERIENCE

December 1992 - July 2002. **President, Webco Alaska, Inc., Anchorage, Alaska.**

Successfully managed a food brokerage/distribution company with customers statewide, generating \$8 million in gross annual sales. Firm represented up to 50 manufacturing principals.

Responsible for 27 employees: 4 managers, sales, accounting, administrative, warehouse.

In partnership with Operations Manager, ensured that inventory was always maintained at proper levels.

Wrote and implemented annual budget. Forecasted annual sales.

Negotiated and signed contracts with new manufacturing companies for distribution of product.

Assisted in creating and designing advertising campaigns for principals.

Extensive networking with visiting principal representatives, account executives and customers.

Attended variety of meetings at manufacturers' locations and trade shows nationwide.

Represented firm in community at Anchorage Chamber of Commerce programs plus other group events.

Recipient of numerous "Broker and Distributor of the Year" awards.

1975 – 1992. **Partner/Account Executive, Johnson-Lieber, Inc., Anchorage, Alaska.**

Employed by food brokerage firm, marketing 50 lines of products to major grocery chains statewide.

I personally generated between \$3 and \$4 million in annual sales out of firm's \$15 million.

Networked with principal representatives and grocery chain managers.

Involved with creation/design of advertising campaigns.

Hosted visiting principal reps, coordinated tours to grocery chain locations.

Previously, performed duties of **Retail Supervisor**. Responsible for eight merchandising clerks.

Scheduled retail store audits, merchandising and display programs.

Previously, held various positions of responsibility: **Military Manager, Retail Sales Representative.**

ROBERT C. WEEL



REFERENCES

George Wuerch
Geneva Woods



Rick Mystrom
Loussac Drive



Roy Thomas, CEO
Webco General Partnership

