

Ted Butz

Candidate for Board of Directors Rancho Santa Fe Association

Background

My wife, Suzanne and I moved to the Covenant four years ago to be near our two children and grandchild. We both met in high school and have lived throughout the country and the world. We chose Rancho Santa Fe for its charm, perfect weather and friendly people.

I recently retired having served as President and CEO of a privately held renewable materials and ingredients company. Prior to this I spent many years in the food, pharmaceutical and specialty chemical industries with FMC, Clorox, Dole Foods and American National Can.

I have been active in the community since moving here. I recently served as President and Board member of the RSF Garden Club, and currently serve as a Board member with the RSF Foundation and as a committee member on the Association's Finance Committee. I am a member of the Golf Club and an active gardener and trail walker with my dog Olive.



Experience

Through my experience in the profit and non-profit worlds, I have gained a strong skill set of rational, long term thinking that has helped organizations focus on the critical issues and opportunities that lead to continued success. A recent example of this is the successful turn around of the Garden Club. After years of declining membership and participation, we have been able to increase membership by 30%, significantly increase member participation at club activities and more than double the philanthropic grants to local area schools and conservation organizations. This was accomplished by fully engaging the Club Board, setting priorities and measuring results.

I also have significant experience in Board Governance and strongly believe that the Board's role is to set direction, assure the right people are in place and focus on the larger issues. Boards are least effective when they micro manage staffs and/or committees, divide their attention across too many priorities or spend too much time on the minutiae.

Why I am Running

The Covenant has been a great place to live during our four years here. The community has a rich history and beautiful landscapes that make for a very peaceful environment. We need to assure these attributes remain. However, we live in uncertain times that requires that we balance the need for conservative leadership with the need to advance initiatives that will help the community remain an attractive place to live. My priorities are as follows:

- Our village has a charming business district, but one that needs to be more vibrant. The solution is likely complex and will take time, but I believe the Association has a key role to play in supporting initiatives.
- Support community wide initiatives to increase wildfire preparedness
- Enforcing the rules that are already in place. Whether it relates to excessive speeding, ensuring properties are properly maintained or Art Jury rules are followed. These all have intrinsic benefits to keeping our community attractive and safe
- Get more things done! There is often too much talk about issues and not enough focus on resolving them. We need to set priorities, be willing to take things off the table, and focus on a few key issues each year.
- Increase the communication and transparency of decision making.

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For the Association Board

Partial List of Supporters

Becky and Bob Ayers

Margo and Skip Atkins

Glenn Baity

Bill Beckman

Susan and Ken Bein

Mark & Anita Bitterlin

Ed Blodget

Cynthia Bond and Rob Whittemore

Jovanna Bost and Bill Doman

Peggy Brooks

Myles & Cynthia Comerford

Jim and Marybeth Crowley

Eric and Laura Drummond

Bill and Currie Fite

John and Kathy Grotting

Roger and Penny Hitchcock

Mark Holmlund

Todd and Carole Huckins

Chet Koblinsky

Phil Larsen

Rod Lilyquest

Doug McEachern

Ron and Maureen McMahon

Amy and Kevin Meier

Bob Mettler

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