

Print

Charter Review Committee Interest Form - Submission #20360

Date Submitted: 1/18/2023

Last Name\*

Goldman

First Name\*

Rick

District # You Live In.\*

1

Home Address\*

1055 Harrison St

City\*

Hollywood

State\*

FL

Zip Code\*

33019

Home Phone

none

Cell Phone

954-806-0712

Email Address\*

rick@ad-excellence.com

Owner or Renter \*

Own

Number of years as city resident\*

37

Are you registered to vote in Broward County?  
\*

Yes

Education (highest degree / level)

Bachelor of Science

Occupation\*

Owner of advertising agency

Work Phone

954-522-8772

Business Name\*

Advertising Excellence

Business Address

1055 Harrison St

City

Hollywood

State

FL

Zip Code

33019

How many elections have you voted in and when was the last time you voted?\*

All of them.

**How many City Commission or board meetings have you attended in the last 2 years? Please list:\***

None

**Why do you wish to serve as a member of the Charter Review Committee?\***

I like living in Hollywood and I'd like to see it continue to become better

**If appointed, what specific contribution(s) will you bring to the Charter Review Committee?\***

I have extensive business experience, common sense and marketing experience.

**Have you had any previous experience with a Charter review process?\***

No

**Please describe your qualifications as an applicant including your professional and/or volunteer experience or background.\***

Working in advertising since 1995 I've seen a lot of businesses that work and plenty that don't. I find ways to make things work. For 10 years I was a volunteer committee member for the City of Fort Lauderdale Events Dept. We produced major events.

**Do you currently serve on any City or County boards or committees? Please list.\***

No

**Have you ever served on any City or County advisory boards? Please list.\***

City of Fort Lauderdale Events Department. Produced Blues Festival, Cajun Festival, Dragon Boat Festival

**List community / civic service involvement.\***

For 8 years I was a board member of a non-profit organization, then became president of the org. I produced a very large Hanukkah Festival 2 years in a row as president. Reader's Digest rated it one of the top 10 holiday festivals in the country.

**Attach Resume (only .doc and .pdf files)\***

rick-resume.docx

Since I've been self employed since 1995, I don't have a resume. For that reason, I am providing a brief summary of my work and accomplishments.

In High School I worked in restaurants. I began as a busboy, became a pizza maker, and worked cooking in Howard Johnsons. I also worked at a fine dining Italian restaurant in Memphis Tennessee.

From 1979 I got my real estate license and 6 months later I was manager of the Keyes Company Hallandale office. Later I took a job working as manager for someone with no real estate experience that bought a Century 21 franchise and they were building an office at Sunrise Blvd and Pine Island Road. I recruited salespeople from a construction trailer while the building was being built the trailer also was the Century 21 office. At monthly Broward sales meetings our office always ranked in the top 3. At the same time, we did extensive fund-raising work for Easter Seals of Broward. One of our events was a carnival we produced with rides and a dunk tank. The dunk tank was called "Soak a Salesman" and people could throw the ball and if they hit the target, they would dunk the gold jacket wearing Century 21 agent. We raised \$8,500 for Easter Seals that weekend. I was invited to the ground breaking ceremony for their building which was on Sunrise Blvd. because my office was the largest corporate contributor for Easter Seals of Broward. I was also in an Easter Seals documentary that was on TV.

In 1990 I went to work in my parent's commercial laundry. Doctors and dentists, were canceling service and switching to paper products. I converted laundry equipment into garment dyeing equipment simply by adding water meters to each machine. To me garment dyeing was like cooking. I developed garment dye recipes which other employees could follow. With water meters on each machine, we could control exactly how much water was in a machine and could add the proper amount of dye based on the weight of the garments.

I developed unique processes for garment dyeing. For instance, I developed a method of dyeing t-shirts using black and blue dyes. The black had poor resistance to acid and the blue dye had strong resistance to acid. We would stone wash the resulting black t-shirts using potassium permanganate and the acid would burn out some of the black dye leaving the blue dye visible. The result was that I made t-shirts look like stone washed denim jeans. Walt Disney World became one of our biggest clients for this process. The business was A Dental & Medical Towel Supply at 2032 Grant Street Hollywood. My dad and brother owned it and they were washing doctors' laundry which was only worth about \$0.42 per pound. As we got more garment dye customers at \$2.00 per pound, we told our doctor and dentist clients that we could no longer serve them. At that point we changed the company name to Phoenix Dye. Industry publications contacted me about writing garment dyeing articles for their publications. For several years I was the leading authority on garment dyeing techniques and had articles in five internationally published industry publications.

In 1995 I heard about a new thing called "The World Wide Web" and I knew it would be like advertising your business in every phone book on earth. I realized that every business owner would want a website. At the time there was no school to learn web design. I discovered that I could right click on a website and then select "View Source" so I could see the programming code. By doing that I learned how to make websites was a part time web designer. Some of my first notable clients were PADI, Baer's Furniture, The Wyndham Nassau Resort and Casino and Gulfstream Air which operated as Continental Connection. My company was RBIWeb and I still have a website at rbiweb.com.

Many clients asked me if I could design t-shirt artwork, posters, newspaper ads, brochures and so on. Consequently, in 2003 I changed the name of the business to Ad Excellence and became a full-service advertising agency which you can see at [advertising-excellence.com](http://advertising-excellence.com).

In the year 2000 Phoenix Dye was sold. I worked at a t-shirt screen-printing company which was a Phoenix Dye customer. I was told to go after pizza shops because they give t-shirts to the employees. I was being paid well and knew that pizza shops ordering 2 dozen t-shirts would not support my income. I saw that the City of Fort Lauderdale was having a Cajun Zydeco festival so I contacted the events department. I showed the person in charge samples of children's t-shirts with happy looking crawfish that we were creating and selling in New Orleans. I was told that the city had a contract with a t-shirt company and could not buy our shirts. However, I could sell the shirts, keep all the money and in exchange I would have to produce and donate collared shirts for the 50-person volunteer committee. I would also have to donate the official artwork which would be used on posters, brochures, and newspaper ads. We made that arrangement; I decided to volunteer and join the Festivals and Events Committee. Our company sold over \$20,000 worth of t-shirts at the festival. Over the years I helped the City of Fort Lauderdale produce several Cajun Zydeco Festivals along with Blues Festivals and we also did a Dragon Boat Race Festival.

On September 11 2001 the United States was attacked, people were frightened and our Blues Festival was the first weekend in November. I asked for permission to produce a t-shirt which would be sold to raise money for the Todd Beamer Foundation. Todd Beamer was the one that lead a group to crash a beverage cart into the cockpit and was able to down that aircraft into the ground instead of a building.

Todd's famous last words were "Let's Roll". I also wanted to sell raffle tickets to win a weekend at the Wyndham Nassau Resort & Crystal Palace Casino including airfare on Gulfstream Airlines. The resort and airline were two of my web design clients. However, I was told that the City had a strict policy of not allowing fundraising activities at city events. They didn't want someone harassing people and asking for donations. I believe the mood was right at the time, people felt helpless and wanted to do something but did not know what to do. The city agreed to allow this one-time fundraiser and we sent a check to the Todd Beamer Foundation. After that, the city always allowed us to do fundraising at the festivals and we used the proceeds to start a non-profit run by my 14 year old daughter known as Blues in the Schools. We would hire real blues musicians from around the country and they would spend two weeks with elementary school children teaching them the 3 chords of blues. Some played harmonica, some learned guitar and some would sing. Then we'd put them on state at the Blues Festival. For many of the children this provided an outlet which was lifechanging.

Several years ago, I emailed the City of Hollywood about my extensive event experience and volunteered to help produce events to the city. I got a reply thanking me and was told someone would get in touch. Someone did get in touch and asked me about the cost of some promotional products that they might want for a Veteran's BBQ. Nobody from the city contacted me again. Once again, I'm offering to help as a volunteer, producing events, on a committee or wherever my talents could be used. As a result of life experiences which have taught me to find creative solutions to problems, I am sure I can help the City of Hollywood as a committee member.

Sincerely,

Rick Goldman

