

13-434

Daniel A. Becton
7934 McLaurin Road North
Jacksonville, Fl. 32256
(904) 519-1276; (904) 612-0247

PROFILE

Management Information Systems professional with excellent skills in developing solutions that require strategic analysis and design. Being highly skilled in bridging the gap between information technology and real world business applications. Highly experienced in retailing and manufacturing with emphasis in visual merchandising and operational systems, specifically in space management, financial analysis and reporting. Career accomplishments and strengths include building successfully a business from the ground up, the management and motivation of people, financial administration and being a very detailed oriented person that is highly assertive and self motivated.

EXPERIENCE

Planogramming Solutions, Inc.

Since 1991

PSI is an outsourcing service and consulting organization that is targeted to retailers, distributors, and wholesalers. Services include managing, developing and implementing space management solutions for a target market that is unable to invest and develop within or is seeking a professional turn-key solution for the technology for computerized shelf space management.

President, Founder and Owner, Twenty-Three years I have built, managed and led the day to day operations with hands-on requirements that also consisted of the financial and sales responsibilities of the company. My position includes the design and development of systems, processes and procedures with a constant commitment as an industry leader to the advancement of my profession. Planogramming Solutions has been recognized by countless organizations to having successfully produced results that have been unprecedented within the retail company's sales and operations that we represent.

Logistics Data Systems,

1988 - 1991

Subsidiary A.C. Nielsen Company, Subsidiary Dun & Bradstreet Corporation.

LDS was a Dallas, Texas based supplier of integrated information software systems targeted to the retail and manufacturing industries. Positions included:

Senior Consultant, Responsibilities included analyzing and designing the implementation of integrated space management technology for over 30 fortune 500 companies. Functions included developing hardware/software solutions, implementation of strategic plans and the development of computer programs in support. Achieved 210% of revenue quota. Also contributed as an expert speaker during annual conferences.

Southeast Regional Sales Account Manager, Responsibilities included managing over 45 corporate accounts in the retail and manufacturer consumer products industry. Functions included sales and marketing of space management systems. Also, functioned as a technical consultant in this new market for sales support. Achieved 130% of sales quota.

L.T. Acosta & Company Inc. (aka Acosta Sales)

1986 - 1988

L.T. Acosta (presently known as Acosta Sales) a Jacksonville, FL based food broker. L.T. Acosta was the largest food broker in the Southeast with offices covering Florida, Georgia, Alabama, North and South Carolina at the time.

Corporate Director of Information Systems, Responsibilities included managing data processing and computer related operations of the company. These shops included IBM 36's, Data General MV7800/MV4000. Functions also involved micro-computer and telecommunications management plus were recognized as being the first in the Southeast US to successfully implement space management technology and to have introduced this technology to its major retailers in the market place.

Winn-Dixie Stores, Inc.
Corporate Headquarters

1978 - 1986

Jacksonville based grocery retail chain, 5th largest in the country at the time. Company consisted of 15 Divisional Operation Centers representing over 9 billion in sales with over 1200 stores.

Computer Programmer. Responsibilities included working with divisional data operation centers consulting, analyzing, and problem solving daily activities. Functions included developing and programming new financial and reporting systems on IBM 4300 mainframe series. Major achievement involved working on development of their corporate forward buying system which at the time was touted as an important achievement. Worked with VSE-DOS operating system, ICCF, and programming applications including Cobol, Assembler, and many others.

Winn-Dixie Stores, Inc.
Jacksonville, Florida

Assistant Manager. Responsibilities included supervising store operations and normal management duties. Worked all 4 years in conjunction as a full-time college student having been awarded a company "Winn-Dixie" scholarship. Completed management training steps that accomplished grocery, perishable, and meat department roles throughout retail operations. Other accomplishments included being involved in opening of the first MarketPlace format type retail store.

EDUCATION

Bachelor of Business Administration; Valdosta State University
Degree(s): Management Information Systems and Business Management

HONORS

Winn-Dixie 4 Year College Scholarship, Winn-Dixie Five Year Service Pin, Won several Winn-Dixie awards for outstanding sales and marketing achievements. Member of Kappa Alpha Order Fraternity at Valdosta State College.

CIVIC / INDUSTRY INVOLVEMENT

Board of Directors, Deercreek Country Club Homeowners Association, Treasurer
Vice-Chair, City of Jacksonville Southeast Citizens Planning & Advisory Committee (CPAC), District 3
Chair, City of Jacksonville SE CPAC District 3, Growth Management & Transportation
Twin Lakes Middle Academy, School Advisory Board Member
City of Jacksonville, TRUE Commissioner
Valdosta State University Langdale School of Business Board Member
Atlantic Coast High, School Advisory Board Member

Formerly;

President, Board of Directors, Deercreek Country Club Homeowners Association (2009 – 2010 , 2 terms)
City of Jacksonville, Southeast Vision Plan Representative
Chair, JDA Software, Space Planning Worldwide SIG Organization for Retailers (2 terms)
President & Founding Member, Better Baymeadows, Inc. (FDOT Public / Private Partnership)
Mandarin Oaks Elementary, School Advisory Board Member

Candidate for Jacksonville City Council, District 13; 2010-2011

INTEREST

Enjoy Civic and Community Activism and Leadership,
Golf, Sailing and most outdoor activities; enjoy traveling.

PERSONAL

Married (Linda) 20 Years, 2 Daughter's (Lauren), Age 12 and (Ashlyn), Age 18

APPLICATION FOR CITY COUNCIL BOARD AND COMMISSION APPOINTMENTS
This form must be completed in full, signed, notarized and accompany a current resume.

1. Board(s) of Interest: JIA Area Redevelopment Agency

2. How did you hear / learn about this appointment opportunity? Councilman B. Gulliford

Personal Information

3. Name: **Mr.** Daniel Alton Becton
Dr./Mr./Mrs./Ms. First Middle/Maiden Last Suffix(Jr./Sr./III/etc.)

4. Residence: 7934 McLaurin Rd N Jax Duval 32256
Street City County Zip Code

Post Office Box City County Zip Code
904-519-1276 904-612-0247

Telephone: (area code) number Mobile: (area code) number

5. Business: Planogramming Solutions, Inc.
Business Name

9080 Golfside Drive Jax Duval 32256
Street City County Zip Code

Post Office Box City County Zip Code
904-448-0834 x110 904-448-0836

Telephone: (area code) number FAX: (area code) number

6. Email Address: danny@thebectons.us

7. To which address do you prefer correspondence regarding this application be sent? Residence Business

8. Is your address exempt from Chapter 119, *Florida Statutes*, regarding Public Records? Yes No

If yes, please explain: _____

9. Your Gender: Male Female

10. Describe yourself within one or more of the categories below. This information is requested pursuant to Section 760.80, *Florida Statutes*. [Access the Statute online.](#)

- Caucasian Asian American physically disabled
 African American Native American
 Hispanic American American woman

11. As of what date have you been a continuous resident of:

A. Duval County? 1986 +
Month/Day/Year

B. Florida? 1986 +
Month/Day/Year

12. Are you're a U.S. Citizen? Yes No

13. Are you registered to vote in Florida? Yes No If yes, County of Registration: _____

Education

14. High School: Valdosta High School Valdosta Ga
Name City State

15. Postsecondary Institutions:
Name and Location Dates Attended Certificate/Degree Earned
Valdosta State University 1980 - 1984 BBA: Bus Mgt / Mgt Info Systems

Employment

16. Provide the requested information for all employers within the last five years, beginning with the most current. **Please elaborate in your attached resume.**

A. Planogramming Solutions, Inc. 9080 Golfside Drive
Employer Address
Consultant / Services Business Owner / President 1991 +
Type of Business Occupation/Job Title Dates of Employment

B. _____
Employer Address

Type of Business Occupation/Job Title Dates of Employment

C. _____
Employer Address

Type of Business Occupation/Job Title Dates of Employment

Special Qualifications

17. List any special qualifications you think are relevant to your being appointed to a board, commission, council, or committee, including any type of licensure or certification you hold, as well as any civic, professional, or political organization to which you belong. **Please elaborate in your attached resume.**

Type or Name of License or Certificate Number Granting Agency Date Granted

Name of Civic, Professional or Political Organization Office(s) Held Membership Dates

Deercreek Owners Association Board Member (2008 - 2010), (2012-2013) / President 2009, 2010, Treasurer (2012, 2013)

Southeast District 3 CPAC Vice-Chair & Representative (2007 - 2013), Chair - Growth Mgt / Transportation Committee (2011 - 2013)

Twin Lakes Middle School Academy SAC; Valdosta State University Langdale School of Business Board Member

18. Give any additional information you believe is relevant to your appointment to a board, commission, council, or committee. **Please elaborate in your attached resume.**

Ethical Disclosure

19. If required by law or administrative rule, will you file financial disclosure statements? Yes No

20. Have you been a registered lobbyist or have you lobbied at any level of government at any time during the past four years? Yes No

If yes, did you receive compensation other than reimbursement for expenses? Yes No

<u>Agency Lobbied</u>	<u>Principal(s) Represented</u>	<u>Dates</u>
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21. Has probable cause ever been found that you were in violation of:

A. Part III, Chapter 12, *Florida Statutes*, the Code of Ethics for Public Officers and Employees? Yes No
B. Chapter 602, *Jacksonville Municipal Code*, the Jacksonville Ethics Code? Yes No

If yes to either above, please provide:

<u>Date</u>	<u>Nature of Violation</u>	<u>Disposition</u>
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22. Have you ever been suspended from any public office or appointment? Yes No If yes, please provide:

<u>Title of Office</u>	<u>Date of Suspension</u>	<u>Reason for Suspension</u>	<u>Result (Reinstated/Removed)</u>
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23. Have you ever been arrested, charged, or indicted for violation of any federal, state, county, or municipal law or ordinance? (Exclude traffic violations for which a fine of \$150 or less was paid.) Yes No

If yes, please provide:

<u>Date</u>	<u>Place</u>	<u>Nature of Violation</u>	<u>Disposition</u>
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