

Get to Know Richard Chay

Career Summary:

- More than 30 years of marketing experience with companies including Procter & Gamble, Johnson Wax, NutraSweet and ACNielsen.
- Realized a goal of early retirement to pursue interest in civic, church, and family activities

Elected to:

- Trustee of the Marketing Science Institute
- VP and Board of Trustees of American Marketing Association

Other accomplishments:

- Selected as "leader in the field" by *Advertising Age* panel
- Published:
 - > *Harvard Business Review*, "The Case of the Test Market Toss-up"
 - > *AMOMA Magazine*, "Harnessing the Power of Brand Equity"
 - > *Research and Technology Management Magazine*
- Quoted in *The Wall Street Journal*, *Advertising Age*, *American Demographics Magazine*, and *Chief Information Officer Magazine*
- Keynote speaker at AMA's 25th Anniversary Conference and at the Conference Board's Marketing Conference
- BA from Loyola University and a Masters in Business degree in Marketing

Personal:

"Cathleen and I have been married for 37 years. We are enthusiastic hikers, travelers, readers and gardeners. I play the drums and perform regularly with musicians in the area."

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Your Full-Time Trustee

Richard Chay has been your eyes for more than a year—videotaping official meetings in Deer Park and making those videos available to the public.

Now he will be your voice! Richard has had the honor of personally meeting hundreds of village residents and listening to their questions and concerns. As trustee, he will represent every village resident and respond to their needs.



He has done it before and will do it again. Richard has a proven record in trustee positions.

"Richard Chay served the American Marketing Association Board of Trustees with his keen marketing insight during his tenure on the board. He continues to serve the AMA as a professional trainer in our Applied Marketing Research Methods Program."

-Dennis Dunlap, CEO, American Marketing Association

"Richard served for at least two decades as the sole leader of an esteemed professional organization called Committee On Research Development, of which I am a member. In this capacity, Richard demonstrated continuing leadership, clear organizational guidance, and the fiduciary responsibility accorded to his role."

-Bill Moulton, Past President, Marketing Science Institute

No other candidate offers you **full access and a full-time commitment to village business!** "When I take my seat on the village board, the residents will have a seat at the table, too!"

Vote for Richard Chay April 17, 2007

My Key Goals for 2007-2011

- #1** Improve Deer Park's financial picture through sound conservative fiscal management....*I have professional expertise managing multi-million dollar budgets.*
- Trustee Rotter stated, "Deer Park residents don't pay taxes to the village but that could change." (*Daily Herald 4/18/06*)
 - Trustee Ekstrom said Deer Park "is not financially fit anymore...the village is plain out of money." (*Daily Herald 12/19/06*)
- #2** Implement a marketing plan to achieve a return on the enormous investment in the barn at Vehe Farm....*I have a 30-year career in marketing and new product development.*
- #3** Enhance the brand name "Deer Park" and make it the most desirable village in which to live, shop, and entertain...*I enabled companies like NutraSweet, Johnson Wax, and Walt Disney World to strengthen their images in the marketplace.*
- #4** Take Deer Park to the next level of economic development on Rand Road. We are no longer a sleepy village, but sit in the center of a tremendous economic engine. We must actively seek upscale businesses to locate here....*I have a huge network of business contacts that could be tapped to Deer Park's advantage.*
- #5** Be a full-time representative of the residents....*I am retired and can devote full time to village business. I will establish regular office hours to meet with residents and institute Town Hall meetings to address residents' concerns in an engaged public forum.*
- #6** Establish the following litmus test for village business: *If it doesn't benefit residents or make sound economic sense, we should not do it.*

Questions I Am Frequently Asked

Q. Why do you want to be a trustee?

About a year and a half ago I began attending all board meetings. I became increasingly more engaged in board activities often addressing trustees on important issues. I was compelled to run for this office when I realized I could contribute more, better serve my fellow residents and have a greater impact on the future of Deer Park by becoming a trustee.

Q. What sets you apart from the other candidates?

Above all, my ability to devote full time to the office of trustee. That's what it takes to be a steward of progress and plan for the future. My education and experience bring a higher level of business acumen to the job.

Q. How have you prepared for the role of trustee?

Taping public meetings focused my attention on the details of current issues. I've studied the public record and researched what nearby villages do. I've already talked with hundreds of Deer Park residents, actively soliciting their opinions. I even took a "ride along" with Kildeer police to get first-hand knowledge of traffic and security issues.

Q. What in your background will make a difference to Deer Park?

As a marketer I have relied on consumer feedback to introduce products and services. In a similar approach, I will rely on the needs of the residents to shape my thinking on village business.

Also, I have worked in large companies where my direct P&L responsibility was for as much as \$30 million. I can bring discipline and best practices to managing Deer Park's \$3-4 million budget.

Q. What are the opportunities for Deer Park?

Deer Park has a unique opportunity to attract high-end, prestigious retail and commercial development to the triangle. We have an excellent planning document and a dedicated plan commission. The correct execution of the plan is an important responsibility.

Another opportunity deserving special attention is the portion of the triangle along Rand Road. Judicious redevelopment of this area will enhance our mix of retail, commercial and service businesses.

Finally, our financial picture offers an opportunity for improvement. Over the next four years, it would be important to adjust spending, but a more effective approach to a balanced budget might include better marketing of village assets. Two examples are a "Shop Deer Park First" campaign to village residents, and another is the marketing of the barn at Vehe Farm to generate revenue.

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