

ANTHONY B. BORGE

WORK EXPERIENCE

RMA SALES, (Aiea, HI)

GENERAL MANAGER (November 2006 – present). Responsible for the overall business operation of a window and door manufacturing/distribution company. Responsible for creating and overseeing the company's annual budget, establishing sales goals, seeking and developing new business opportunities, developing business strategies, coaching and motivating employees, implementing policies, hiring personnel, and long term financial planning.

PARADISE BEVERAGES, INC., (Waipio, HI)

7-Up BRAND MANAGER (2003 – 2004). Responsible for the statewide start-up, procurement, sales and marketing of the Cadbury product portfolio. This portfolio included Snapple, 7-Up, A&W Root Beer, Sunkist, and RC Cola brands. Collaborated with division managers to implement incentives to help achieve sales goals. Provided product knowledge and sales training. Oversaw product presentations to secure product placement and promotional ad activity from accounts who varied from mom and pop operators to national chains.

ANHEUSER-BUSCH SALES OF HAWAII, INC. (Aiea, HI)

NATIONAL ACCOUNTS MANAGER (November 2001 – 2003). Responsible for chain activities for the following accounts: Longs, Foodland, Times, Tesoro and Food Pantry. Chain activities included setting up ad and promotional schedules, and securing authorizations for new items.

DIRECTOR OF OFF-PREMISE SALES (January 2001 – October 2001). Responsible for all off-premise sales including chains, independent stores, mom and pops, package stores, etc., that comprised 60% of the Branch sales total. Managed a sales staff of twenty-two that included two key account representatives, one sales analyst, one shelf set coordinator, three territory managers, fifteen sales representatives and two relief sales representatives. Also responsible for pricing, securing ad activity with major chain stores, and daily sales execution.

DIRECTOR OF NATIONAL ACCOUNTS (April 1999 – December 2000). Responsible for all off-premise chain sales (Foodland, Safeway, Longs, K-Mart, 7-Eleven, ABC stores) representing 40% of total sales. Managed a sales force of twelve which included two key account representatives, a sales analyst, a territory manager, four sales representatives and four merchandisers.

COCA-COLA BOTTLING COMPANY OF HAWAII (Honolulu, HI)

TRADE DEVELOPMENT MANAGER (1993 – February 1999). Responsible for managing a staff of four key account managers for the Hawaii area. Primary responsibilities included managing a promotional budget in excess of \$2 million dollars, formulating and implementing pricing/promotional strategy, and trade marketing programs for the home market channels. Assumed the responsibility of Honolulu Branch Manager for approximately eight months while the Regional Manager was relocated back to the mainland. Duties included budgeting, day-to-day operations of the sales department, in-market sales execution, sales/product forecasting, and managing operating expenses.

KEY ACCOUNT REPRESENTATIVE (January 1990 – 1993). Responsible for the following chain accounts: Longs Drugs, Safeway, Star Supermarket, Big Way, Food Giants, 7-Eleven, Gas Express and Aloha Petroleum. Duties included forecasting, creating and implementing chain-specific consumer promotions, volume incentive programs, securing B.F.D. ad features, and presenting new items.

L.J. ELKIN, INC., (Honolulu, HI)

DISTRICT SALES MANAGER – HAWAII (May 1988 – January 1990). Primary responsibilities were to represent and secure the sale of merchandise for the following manufacturers to the military commissaries and exchanges in Hawaii: Del Monte U.S.A., Golden Grain Company, Schilling McCormick Company, National Industries for the Blind, and others. Responsibilities included calling on the Air Force, Army, Marine, and the Navy Commissary officers and exchange buyers presenting new items and coordinating manufacturer's distributors, scheduling of displays, and sales forecasting. Additional responsibilities included managing a sales office and staff, and a network of independent contractors for stocking services.

COCA-COLA BOTTLING COMPANY OF HAWAII (Honolulu, HI)

KEY ACCOUNT MANAGER (December 1986 – 1988). Primary responsibilities were sales activity for the chain stores. Duties included, but not limited to, calling on chain grocery buyers, presenting new items, securing and scheduling ad features, scheduling and coordinating sales promotions, etc.

MILITARY SALES MANAGER (May 1986 – May 1988). Primary responsibilities were all sales activity involving military commissaries, exchanges and clubs. Responsibilities included calling on contracting officers, commissary officers, exchange

buyers and store managers, sales forecasting, etc. Managed and executed sales programs with a military sales staff of three.

SPECIAL PROJECTS COORDINATOR (February 1985 -- April 1986). Called on contracting officers, commissary officers, and store managers to plan and execute innovative consumer promotions for the military and civilian markets.

DIAMOND HEAD BRAND MANAGER (May 1984 -- February 1985). Primary responsibilities included scheduling ads and creating Diamond Head Brand promotions with buyers from food, retail and discount chains. Managed the Diamond Head brand sales staff.

SPECIAL SALES REPRESENTATIVES (May 1980 -- May 1984). Primary responsibilities included calling on the military commissaries, exchanges and package stores. Conducted presentations on new packages and products. Scheduled and executed promotions, procured displays and ordered merchandise as needed.

LEGISLATIVE LIAISON (August 1980 -- May 1988). Represented the soft drink industry's concerns at the state legislature on issues affecting the industry. Duties included presenting oral/written testimony on legislative bills at committee hearings, tracking and reporting on the status of bills for the Hawaii Soft Drink and Fruit Juice Association.

UNITED STATES BREWERS ASSOCIATION, INC. (Honolulu, HI)

REGIONAL REPRESENTATIVE (February 1977 -- December 1979). Represented the beer industry in the state of Hawaii involving matters affecting the industry, public relations, giving presentations to civic groups, schools and county officials on matters concerning the brewing industry and the general public. Participated in local and mainland conventions. Worked independently and maintained own office and expense account.

EDUCATION

MARKETING SCIENCE, B.S. Chaminade College of Honolulu. December 1976. Emphasis in advertising, marketing research, sales promotion, and human resource management. Completed a 4-year curriculum in 3.5 years.

PERSONAL

OTHER

Building Industry Association, Board of Directors. 2013

Building Industry Association, Member. 2006 – present.

BIA Build PAC, Trustee. Present.

BIA Government Relations Committee, Member. 2012

BOMA, Member. 2009 – present

American Institute of Architects, Member. 2010 – present.

Hawaii Food Industry Association Board of Directors, Member. 1997 – 2003.

Member of the American Marketing Association. 1990 – 1992.

Treasurer of the Hawaii Soft Drink and Fruit Juice Association. 1986 – 1987.

Member of the Governor's Advisory Committee on Litter Control. 1977 – 1987.

Member of the Honolulu Board of Realtors. 1979 – 1994.

Member of the Honolulu Chamber of Commerce. 1979.

Clean Hawaii Board of Governors. 1977 – 1979.

Member of the Government Affairs Committee of the Hawaii Chamber of Commerce. 1979.

Importique Corporation of Chaminade College, President. 1975 – 1976.

Business Club of Chaminade College, Vice President. 1975.

American Marketing Association (Chaminade Chapter), Member. 1976.

Delta Mu Delta, honorary society for business majors at Chaminade College. 1975 – 1976.

Senior Class President of Baldwin High School, Kahului, Maui, HI 1973.

REFERENCES

Available upon request.