

# Larry Timm

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3326 N. North Street ▲ Peoria, IL 61604 ▲ M: 309.258.0828 ▲ LTimm@JuniorAchievement.biz

## Biographical Information

As the President of Junior Achievement of Central Illinois since 2004, Larry has brought a fresh vision to the organization with a “win-win” approach to recruiting sponsors and volunteers. He has actively fostered the concept that contributions of both time and money to JA are an investment in the future that will benefit everyone.

Larry brings to his position a diverse background of leadership in organizational management, marketing, sales, business development, and public relations. In three-and-a-half years he has expanded the Junior Achievement program in Central Illinois by more than 165%, earning the Heartland Partnership’s Community Wealth Award for the organization and twice receiving a personal nomination as a national finalist for the JA Worldwide Karl Flemke award for significant achievements. He won the Flemke award in 2007, making him the top Junior President in America with less than five years of experience.

He is a three-time JA Worldwide Summit Award winner for increasing JA student growth and funding. In addition, he was selected as one of Peoria’s 40 business leaders under 40 by the magazine *Inter-Business Issues* and as one of Bloomington’s 20 leaders under 40 by the *Pantagraph*. He is also a columnist for *Inter-Business Issues*.

In previous positions, Larry has worked as the Director of Public Relations and the Business Department Head for a private school, where he pioneered promotional activities which generated record breaking revenues. As a Multimedia Account Manager for a marketing group, he produced a video that was commissioned by the Economic Development Council and underwritten by local companies, and he played a key role in driving the company through a period of exponential growth. He has a bachelor’s degree in communication from Greenville College, was selected to complete studies on Developing Managerial Background from Pennsylvania State University, and participated in the Peoria Area Chamber of Commerce Community Leadership School in 2007.

Larry contributes his time and talents to a variety of civic initiatives. He is an instructor of a course to promote financial literacy for adults, a member of the Chamber of Commerce Workforce and Education Committee, an 8-gallon (and counting) Red Cross blood donor, on the Community Broadcasting Advisory Council of the local public television station, a member of the Chamber of Commerce CEO Roundtable group, a Rotarian (currently serving on the Student Guest Committee), and the founder of a Neighborhood Watch Association.

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**Management ▲ Public/Media Relations ▲ Sales ▲ Marketing ▲ Business Development**  
*Team Leadership ▲ Event Planning ▲ Strategic Account Management ▲ Relationship Building*

High energy professional offering an effective combination of strengths in business/organizational development, public relations, process improvement, project management, consulting/coaching, and training. History of forging positive and profitable alliances among diverse professionals and organizations. Self-assured, outgoing, and approachable, with excellent oral, written, and presentation skills; talent for drawing people out and putting them at ease. Well connected within the central Illinois business community. Highly computer literate; proficient in MS Office products.

## Professional History

### President

2004 to Present

JUNIOR ACHIEVEMENT OF CENTRAL ILLINOIS, INC. - Peoria Heights, IL

Recruited to turnaround a declining organization that was \$50,000 in debt. Initiated a proactive policy of forging partnerships with businesses and schools and effectively expanded the programs to five counties, successfully eliminating the debt and generating a surplus. Serves as liaison to a board of directors and an Executive Committee and oversees all operations, with responsibility for budgeting, strategic planning, the strategic growth of JA classrooms, the organization's image and positioning, and human resource management.

- ▲ Expanded the program to reach 10,000 students, up from 3,600, and increased classrooms from 178 to nearly 500. Built the organization into the fourth fastest growing office in America out of 140 JA offices coast-to-coast. For two years running.
- ▲ Provided leadership which earned the organization the Heartland Partnership's Community Wealth Award for 2006.
- ▲ Nominated as one of five national finalists for the 2006 JA Worldwide Karl Flemke award in recognition of significant achievements. Nominated again in 2007, and won the award, making him the top JA President in America with less than five years experience.
- ▲ Three-time JA Worldwide Summit Award winner for increasing student growth and funding.
- ▲ Invited to develop a quarterly column for *Inter-Business Issues*, a Peoria area magazine.
- ▲ Selected as one of Peoria's 40 business leaders under 40 by the magazine *InterBusiness Issues* and as one of Bloomington's 20 leaders under 40 by the *Pantagraph*.
- ▲ Completely re-structured the special events schedule, replacing traditional fundraising activities with direct contact with the business community. Result: effectively transitioned the image of Junior Achievement from that of a charity to an investment in the future, substantially boosting revenues.
- ▲ Coordinated the implementation of a hands-on training program for all classroom instructors, with an emphasis on curriculum and age-appropriate teaching skills.
- ▲ Revamped all office operations, including accounting and information technology to eliminate waste, and renegotiated contracts across the board for significant cost savings.
- ▲ Brought the organization into compliance with the IRS and JA Worldwide.

### Director of Public Relations / Business Department Head

2000 to 2003

PEORIA CHRISTIAN SCHOOL - Peoria, IL

Hired to create a new position in the Development Department, with broad responsibility for both external and internal communications. Developed promotional strategies, coordinated fundraising events, and designed curricula. Served as liaison to teachers, administrators, parents, students, and business professionals at all levels.

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- ▲ Pioneered Peoria's most successful Krispy Kreme fundraising program. Contacted business owners to arrange sales events for six+ high-traffic locations, generating large volumes of sales. Brought in a net profit of \$33,000 in just two years.
- ▲ Developed promotional activities for an annual auction and open house which resulted in an 80% increase in traffic from the previous year and generated record-breaking revenues.
- ▲ Orchestrated a ribbon cutting event for a middle school with guest speaker Congressman Ray LaHood. The event drew all three networks plus the Peoria Journal Star and other media and was followed by tours for guests and dignitaries.
- ▲ Updated and designed-from-scratch curricula for multiple business courses and brought in community speakers in various fields to enhance the learning environment.
- ▲ Worked with an ad agency to develop the first logo and tag line for the school in 50 years.

## Multimedia Account Manager

1994 to 1999

THE IONA GROUP - Morton, IL

Hired into a new position with no training and no job description. Began calling on businesses, identifying the needs of potential customers, giving presentations, and generating new accounts. Eventually expanded the job from outside sales to consulting. Multimedia projects included identity, branding, copyrighting, Web design, and multimedia training.

- ▲ Acquired a number of new accounts while successfully increasing revenues from established accounts, including Caterpillar, Clifton Gunderson, and Roche's Meating Haus.
- ▲ Provided leadership in streamlining payment processes to improve cash flow and redesigned contracts. Result: significantly lowered receivables.
- ▲ Produced *Picture Yourself in Peoria*, commissioned by the Economic Development Council and underwritten by ten local companies as a promotional and recruitment tool.
- ▲ Produced a profitable children's video for Iona (*Farmtastic Action*) and subsequently worked with a packaging company to design promotional toys relating to the video.
- ▲ Part of a management team to drive the company through a period of exponential growth, increasing the number of employees from 13 to 40.

## Education & Training

<b>BA in Communication</b> , Greenville College - Greenville, IL <i>Magna Cum Laude</i>	1993
<b>Community Leadership School</b> , Peoria Area Chamber of Commerce	2007
<b>Developing Managerial Effectiveness</b> , Pennsylvania State University	2006

## Community

- ▲ Good Sense Financial Course instructor to promote financial literacy for adults
- ▲ Volunteer at the Dream Center Peoria's Adopt-a-Block program, which involves developing relationships and helping to remove trash in impoverished neighborhoods
- ▲ Launched a Neighborhood Watch Association and collaborated with the City of Peoria in marketing the initiative
- ▲ Peoria Chamber Workforce and Education Committee
- ▲ Rotarian, currently serving on the Student Guest Committee
- ▲ Red Cross blood donations in excess of eight gallons (and counting)!
- ▲ Member, Chamber of Commerce CEO Roundtable group