



LANDINGS ASSOCIATION  
BOARD OF DIRECTORS ELECTION  
2011-2013

# CANDIDATE PROFILES

**DAN DEGOOD**

**GARY HERRMAN**

**DON LIEB**

**MILLICENT (MILLY) PITTS-DICICCO**

**MELANIE SCHAENGOLD**

**MARTY VERNICK**

# VOTING INSTRUCTIONS

The purpose of this election is to elect new members to The Landings Association's Board of Directors for the 2011-2013 term. It is being conducted in accordance with Article V of the Bylaws of The Landings Association, Inc.

The Landings Association Nominating Committee has proposed six candidates for three vacancies on the board. Each Landings lot, including those with two or more owners-of-record, is permitted up to three votes - one vote for each of three candidates. Lot owners may name and vote for write-in candidates. The names of write-in candidates should be printed clearly on the ballot. **Vote for up to three candidates**, including any write-in candidates.

Owners of multiple lots may cast votes equal to the number of lots owned. For example, owners of two lots are entitled to a total of six votes. However, the number of votes cast for any single candidate cannot exceed the number of lots owned. (The number of lots owned is listed on the outside of the return envelope.) Please refer to page 8 of this brochure for instructions on completing your ballot.

*Each candidate was asked to provide a brief bio and responses to the questions below:*

- 1. What issues at The Landings are important to you, and what issues should The Landings Association be addressing?**
- 2. What skills and talents developed in your past experiences would positively contribute to the Board's deliberations?**
- 3. How have you contributed to the community since moving to The Landings, both inside and outside the gates, and what other major community contributions have you made during your life?**



## DAN DeGOOD

After researching a number of Southeast communities, Dan and Lin DeGood, purchased a Marshwood home in early 2006. Their decision was based on the established nature of The Landings, the continuity of properties, and the value that exists.

After graduating from Wittenberg University, Dan started a 26-year career with Metropolitan Life that included Group and Pension Marketing, Subsidiary Management, Corporate Strategic Research Group, and Department Head for Corporate Worksite Marketing. Following MetLife, Dan spent seven years with Prudential and retired as Senior Vice President of Business Development. He is a seasoned executive with broad leadership experience and particular expertise for business startups, financial turnarounds, and strategic planning.

### QUESTION 1:

Maintaining property values and developing the 2012-2014 assessment proposal are the two most important issues to me. More Landings home sales are critical to maintaining property values. Getting more prospective homeowners to visit The Landings is essential to creating more home sales. We have to address the most effective structure to market The Landings, and we have to do this well before the real estate markets recover in the Midwest and Northeast. The current structure served us well during the build-out phase, but may be inherently flawed in design, funding model, and accountability for the challenges we face today. Maintaining property values also re-

quires an attractive environment of continuity for people to experience on their initial visit. It follows, the revised covenants need to be effectively communicated to all property owners and enforced with a discipline that is both fair and consistent.

The second important issue to me is the development of a 2012-2014 assessment proposal that will be presented for a property owner vote in 2011. In 2008, property owners overwhelmingly supported an increased assessment that averaged 5.5% annually for three years. Not coincidentally, the preceding satisfaction survey produced very high satisfaction levels. 93.9% of the survey respondents agreed "The services provided by The Landings Association are a good value for the money." I believe the Management Team, led by Shari Haldeman, does an excellent job matching project funding with areas that property owners feel are important. I also believe it is important to continuously communicate and reinforce the accomplishments achieved. They are significant. More progress is needed toward developing operating synergies between the Club and Association to produce financial savings for each.

### QUESTION 2:

My corporate contributions were in the areas of strategic planning, business development, and consensus building. My contribution to TLA's Board likely would mirror the corporate world. I am not at all limited in historical perspective or established paradigms. Rather, each planning opportunity starts with a clean sheet of paper and an open mind. In the corporate world, I was the officer in charge of five completely new and different assignments, that heretofore did not exist. To succeed in each of these required astute organizational awareness and inter-dependencies, creative thinking, prioritization, and constant focus on the business plan. These are skills I would bring to the Association's Board.

### QUESTION 3:

Since relocating to The Landings, I have taken to retirement exceptionally well. I have improved my golf game, picked up Rusty Racquets tennis, and recently joined the Marina. Enjoying what The Landings has to offer has been my priority. While I presently serve on the Insurance Committees for the Club and the Association, I recently have concluded it is time to start giving more back to the community my wife and I truly love. My sincere goal is to join the effort to make The Landings even better than it is, and achieve the Vision of being the most desirable private, residential community in the coastal Southeast.



## GARY HERRMAN

Gary and Mary Lee Herrman met as freshmen at the University of Oklahoma, from which they both graduated. Once Gary completed his military service as a Navy Salvage Diving Officer, they moved to the Washington, DC area, which became their home for 28 years. Two sons and four grandchildren ultimately completed their family.

Gary earned his MBA in Finance at the University of Maryland, successfully passed the CPA exam, and began work at Ernst & Ernst, Public Accountants.

Gary's career in Association Management began with four years service as Controller of the National Forest Products Association followed by 20 years as Vice President, Finance/Administration and Treasurer of the Chemical Manufacturers Association (CMA).

The Landings has been their home since 2005.

### QUESTION 1:

The welcoming community, the beauty of the surroundings, and the wealth of activities found here are the primary items that brought Mary Lee and me to The Landings. I consider preserving and possibly enhancing this Landings experience as the most important issue for me. The Landings Association (TLA) should focus on the following.

In 2011, property owners will be asked to approve the next three-year assessment plan to fund TLA. This is the opportunity for the programs managed by the Association to be reviewed in detail and to ensure that priorities are correct and assessment funds will be managed wisely.

The economy and real estate market may remain in their current condition for some time. We should carefully consider what changes, if any, to The Landings' national marketing pro-

gram would significantly improve our situation and what metrics are appropriate to measure program success.

Efforts to promote a close working relationship between TLA and the Club should continue. TLA's responsibilities are to the entire community, but where there are common interests with the Club, combining effort makes practical and economic sense.

TLA's Board clearly recognizes the importance of communicating with and involving property owners in its deliberations. We should explore expanding this effort to include as many residents as possible in the committees and working groups of the Association. The continuing goal should be that the Association effectively communicates with and attempts to engage all property owners so we may work collectively to maintain a top-notch residential community.

The effort to identify potential updates and changes to the Association's Covenants should continue. This project should take as much time as is needed to ensure that there is a full understanding by property owners of the impact of any changes considered.

### QUESTION 2:

As an auditor and controller, I gained skills in budgeting, financial analysis, and cost control. As a member of CMA's management committee, I acquired skills in planning, strategizing, achieving consensus, and managing within available resources.

As Treasurer of CMA for 20 years, I was at the table for all meetings of CMA's Executive Committee and Board as positions and programs were debated and consensus achieved on many difficult and contentious issues.

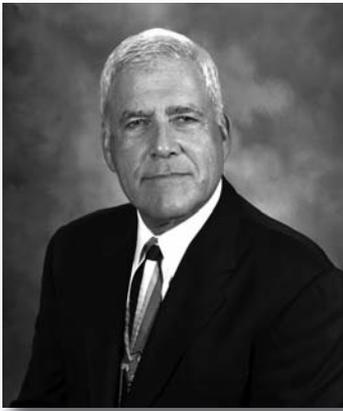
As a member of the American Society of Association Executives, I served as Chairman of their Accounting Standards and Budget Committee and further enhanced my skills by teaching numerous seminars on accounting, budgeting, and finance to Association Executives.

Serving four years on TLA's Communication Committee, I have gained useful insights about communicating effectively with The Landings community.

I would like to use the knowledge and skills gained working on Association committees and during a career in Association and Financial Management to contribute to the Board's deliberations.

### QUESTION 3:

Current Chairman TLA's Communication Committee; Member of Covenants Communication Committee; Member of Website Design Subcommittee; Current TLA Liaison for Club Membership, Marketing & Communication Committee.



## DON LIEB

Don and his wife, Nancy, first purchased a home in The Landings in the Marshwood area in 2001, soon after Nancy's retirement as a teacher. Although they were part-time residents of The Landings, they soon realized that The Landings is a great retirement community populated by truly friendly and caring people. They built a home in Oakridge, and became fulltime residents upon Don's retirement in 2006.

Don received his undergraduate and law degrees from the University of Wisconsin. He spent his entire career in Milwaukee as a civil defense attorney in private practice, starting as an associate, then a shareholder, and then President of Otjen, Van Ert, Lieb, and Weir, S.C. He concentrated his practice in the defense of Products Liability, Premises Liability, Construction Defect, and Malpractice Defense, and had a substantial practice in representing municipalities (towns, cities, villages, counties, etc.) throughout Wisconsin. He tried more than 85 jury cases, and represented clients throughout the United States.

Don developed an expertise in law office practices and management, and was asked by the Wisconsin Bar Association to create, develop, and teach a course in managing a law practice at Marquette University School of Law. He taught that course from 1993-1998, and taught an abbreviated version of the course at the University of Wisconsin Law School.

### QUESTION 1:

It is extremely important that The Landings Association maintain the quality of

life on the island to attract and retain residents, and ensure that the community is not only competitive with other communities, but is in fact a leading residential community. The Association also should address a specific safety issue involving cart traffic that must cross the intersection of Diamond Causeway and Westcross Road (the traffic lights outside of The Village), initiating discussion with the relevant landowners.

### QUESTION 2:

As a successful trial lawyer, I have developed several skills that would be applicable to a position with The Landings Association. They include the ability to analyze issues, reduce complex matters to simpler concepts, understand and apply legal principles, and to communicate clearly and directly. In representing municipalities, I learned how they operate and govern, and how they represent the people that they serve. As a lawyer in private practice for more than 30 years, I learned how to manage a small business, and taught management at Marquette Law School. I have expertise in insurance, marketing, communication, and human resources, and taught all those skills to law students and practicing lawyers.

### QUESTION 3:

Before retirement, I held leadership positions in numerous civic, community, and nonprofit organizations. I was on the board and an officer of the Wisconsin State Golf Association for 10 years. I was on the board of the Wisconsin Golf Foundation for six years and was President for two years. In addition to being the charitable arm of the WSGA, the Foundation was the largest First Tee facility in the country, operating five learning centers across the state. After serving on the Board of Directors for several years, I was the second longest sitting President in the 90-year history of Tripoli Country Club, Milwaukee, Wisconsin, having been elected to four consecutive terms. I was President of the North Shore Swim Club in Whitefish Bay, Wisconsin, a private competitive swim team.

Since retirement and moving to The Landings on a fulltime basis, I have served on committees of The Landings Club each year. I was on the Fitness Committee for three years and the Standards Subcommittee of the Greens Committee for two years. I also have assisted The Landings Club as a Block Captain and as a Vote Counter.



## **MILLICENT (MILLY) PITTS-DiCICCO**

Milly and her husband, Joe DiCicco, discovered The Landings on a 1996 vacation and only a few months later, in 1997, they became property owners. The route to Savannah has taken them through Houston, Philadelphia, Cleveland, and Valencia, Spain. Milly spent 30+ years in the chemical industry at Arco Chemical, Rohm & Haas, Ferro, and Engelhard (BASF) in executive positions in finance, strategic planning, and operating general management. She has an MBA from The Wharton School. Milly and Joe have four children and nine grandchildren. They are members of the Cathedral of St. John the Baptist. Both are avid bicyclists, cooks, baseball fans, and adventurers.

### **QUESTION 1:**

Like most residents, we were attracted to The Landings for a safe place to live in the midst of incredible natural beauty and with interesting amenities. Continuing good financial health of our community is a priority for me. Good real estate values are not a given anymore; we will have to make some tough decisions to stay ahead of the game.

To this end:

- Our strategic and operating plans should identify, fund, and externally communicate selected areas where The Landings is “best in class” for similarly large gated communities/small towns. We should exploit “best in class” to continue to attract newcomers to The Landings.

- Regarding governance, TLA’s Covenants are due for review and change. Your Association needs to have reasonable actions at its disposal to maintain our community’s high standards.
- Every time I pass over the Diamond Causeway, the view takes my breath away. I also am very interested in initiatives that will maintain our pristine environment for future generations. While there are many gated communities along golf courses, our setting and associated water amenities set us apart.

### **QUESTION 2:**

I managed complex operations with multiple locations, thousands of employees scattered around the globe, and with several hundred millions of spending budgets. On the opposite end of the spectrum, we owned a small family business, and I have been the head of a small technology startup. Underpinning my experiences are skills in finance and marketing. I am ready and able to roll up my sleeves and be an active participant and partner with other board members and with our TLA General Manager/COO.

### **QUESTION 3:**

I have a passion for the Leukemia and Lymphoma Society, in every place I’ve lived. I joined the GA/Savannah team for the December 2009 Kiawah Island Marathon and was part of Sept 2010 Run for Jane 5K. I actively participated in bone marrow registry drives, including the 2010 Memorial Hospital event and an online Skid-away Today registry drive that I designed. My vision includes a program in 2010-2011 for outreach to historically African American churches in Savannah to encourage bone marrow donor registry because African Americans are vastly underrepresented as donors, compared to the proportion of the population.

Prior community service includes 1) Trustee of Diabetes Association of Greater Cleveland; 2) multiple Leukemia & Lymphoma Society marathons; 3) multiple MS Society 150 mile bike rides; 4) rotating executive of Ferro Foundation in Cleveland, OH; 5) planned, led, and underwrote fundraiser for inner city Catholic school in Cleveland, OH; and 6) member of Barrington Golf Club (Aurora, OH) Strategic Planning Committee.



## MELANIE SCHAENGOLD

Melanie and Phil Schaengold moved to Savannah in 2009 when Phil accepted the President and CEO position at Memorial Health University Medical Center. They were familiar with The Landings community from a previous search of southeast coastal communities. Melanie and Phil bought a home in Moon River Landing.

Melanie and Phil have lived in seven different states over their 37 years together. Their three children live in the Washington DC area and Nashville, TN. Fortunately, their son trains twice a year at Gulfstream, to fulfill his commitment as a Navy Reserve Aviator. Their two daughters and son-in-law frequently visit The Landings as well.

Melanie earned a BS in Pharmacy from the University of Cincinnati and an MBA from Rockhurst University in Kansas City. She worked in many different capacities in the pharmaceutical industry. The last half of her career has been spent in entrepreneurial endeavors. She partnered in a firm that created a device that utilized telecommunication capabilities to alert patients about their medical regimens. Most recently, she owned six franchise fitness facilities in Arlington, VA. Schaengold helped found the company US Franchisee Association that represented more than 6,000 franchisee owners. She served as the President of the Association's Board for its initial two years. She sold her businesses and retired in March 2010.

### QUESTION 1:

The Landings Association needs to continue to be financially sound and accomplish the goals of the recently adopted Strategic Plan.

- Effective and Financially Sound Governance - It is imperative for the Board to solicit resi-

dent input and work closely with the General Manager and staff to attain the community vision through sound economic decisions based on a combination of current needs and sufficient reserves for future contingencies.

- Sustaining the beauty of both our Natural and Developed Environment - A high priority is the updating of our current Covenants so they reflect the principles and tenets that the residents want to live by.

- Fostering a caring, nurturing community - As The Landings community matures, our needs have grown more diverse. We need to track demographic changes in order to tailor future services such as providing services to aging residents who wish to stay in their home but need community support.

- Developing an effective marketing program to maintain and enhance property values - In this challenging real estate market, we need to launch a cost-effective, creative national marketing campaign. We also need to seek innovative partnerships within the Savannah community.

### QUESTION 2:

My past involvement in governance of professional and community organizations has prepared me for a position on TLA's Board. I served as President of an Association Board, representing a diverse group of business owners from across the country. My leadership style is to be open-minded, an engaged listener, and a consensus builder.

I am very supportive of the recent Strategic Plan recently adopted by the Board. A comprehensive strategic plan is critical to achieving our vision to continue to be the most desirable private, residential community in the coastal Southeast. I look forward to assisting the Board in implementing the plans to meet the outlined goals.

### QUESTION 3:

I currently am serving on the Foundation Board of Hospice Savannah. I previously served on the Capital Area Hospice Organization in the Washington, DC Area and co-chaired a major donor capital campaign, raising more than \$350,000 for the annual gala. I am on the Marketing Committee of the Savannah Music Festival. Phil and I are involved with charity events associated with Memorial Health and participate in a wide range of initiatives designed to enhance the greater Savannah community.



## MARTY VERNICK

Marty and Mary Vernick have lived in many cities during their years with the Air Force and IBM, but it was their enjoyment of their stay in Raleigh, North Carolina that led them to search the Southeast for communities for their post-career lives. After visiting numerous alternatives from the Carolinas to Florida, they came to The Landings and purchased a lot on their first visit. They found that the beauty, stability, and amenities of The Landings and Savannah suited their desires then, and still do. They built their home and moved here fulltime in 1997.

Marty had been a manager in IBM software development as well as a Project Manager for large contracts involving networked computers. This responsibility required him to lead teams of technical, financial, and administrative specialists to ensure that the contract specifications and deliverables were met. This cross discipline experience proved to be invaluable. Marty received his BA in Mathematics from Queens College, CUNY, and has attended several business oriented post-graduate programs.

### QUESTION 1:

I have been a member of The Landings Association's Marinas Committee for five years, serving as the Chair for the past two years. As both a resident and a sailor, the maintenance and operations of our two marinas are vitally important to me. TLA faces an enormous dilemma in trying to

balance the substantial capital requirements of the marinas with the tangible and intangible value that they represent. I believe that compromises must be made and that there are options that would continue to provide a satisfactory experience for boaters at an acceptable cost to the community. I would like to be part of the team that assesses these tradeoffs.

The Landings Association must continue to strive to provide a high standard of services for the community, but it must do it with greater efficiency and effectiveness, particularly during this prolonged economic downturn. TLA needs to ensure that when the economy recovers, the beauty, stability, and amenities that led us to move here are still apparent to existing and prospective homeowners.

### QUESTION 2:

I attribute much of my success in business and here at The Landings to my ability to set up regular and efficient lines of communications between the various constituencies. This dialog has enabled people to explore all the options and modify each other's suggestions to arrive at the best solution for all concerned. As Marinas Committee Chairman, I have hosted "Captain's Coffees" on a quarterly basis to enable boaters, Public Works, and Marinas staff and the Marinas Committee to exchange ideas, and these have been well received. I also co-ordinate the Landings Rhodes 19 Sailing Club, and my bi-weekly email updates have kept the members informed and entertained for more than seven years. These skills are important to a Board member.

### QUESTION 3:

I have participated in many capacities in the community, both within The Landings and in the city. I served on the Public Safety Committee for several years and then on the Marinas Committee. I have led the Sailing Club since shortly after its formation in 2003, and it has been a successful endeavor both for its membership who enjoy the sailing and the camaraderie and for TLA, which receives a significant net profit from the dues. Mary and I also participated in the Ambassador program. Currently I serve on the Board of Directors for the Savannah Council on World Affairs, where I write the newsletter and maintain the website. I also serve on the Board of the Robert H. Demere Sailing Scholarship. I have run a Computer Lab at the Union Mission and have tutored high school students in science.

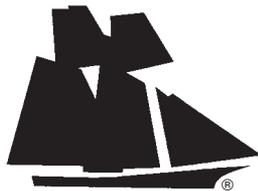
## COMPLETING YOUR BALLOT

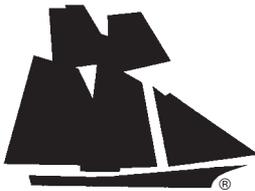
1. Mark the ballot, place it in the envelope labeled **BALLOT**, and seal the envelope. (Note: Six different ballot versions have been produced, with a rotating order for the candidates.)
2. Put the ballot envelope in the envelope addressed to **TLA Corporate Secretary**, seal it, and sign it in the space provided on the front. (Note: If the property is jointly owned, only one owner-of-record must sign.)
3. Deposit the envelope in the Association drop box (located at the circular driveway at the Association, 600 Landings Way South); or hand deliver the envelope to the Association reception desk during normal office hours; or place a stamp on the outer envelope and mail to the Association.

**Ballots must be received no later than:**

**OCTOBER 25, 2010, at 5 P.M.**

*Note: If you did not receive a ballot with this voter packet, please call 912-598-2520, weekdays from 8 a.m. to 5 p.m.*





**THE LANDINGS ASSOCIATION, INC.**  
**600 LANDINGS WAY SOUTH • SAVANNAH, GEORGIA 31411**  
**912.598.2520 • FACSIMILE 912.598.2516**  
**WWW.LANDINGS.ORG**