



Ray O'Connell, Interim Mayor
City of Allentown
435 Hamilton St, 5th Floor
Allentown, PA 18101-1699
Office 610.437.7546
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Ray.OConnell@allentownpa.gov

TO: Michael Hanlon
City Clerk

FROM: Ray O'Connell *ROC*
Interim Mayor

DATE: June 11, 2018

SUBJECT: Authorities, Boards, Commissions Appointments

Mayor O'Connell has approved the following appointment for City Council's consideration.

<u>Name</u>	<u>Authority/Board/Commission</u>	<u>Term to Expire</u>
Louis Holzman	Arts Commission	01/03/2021

Mr. Holzman will be replacing Ms. Ilene Hochberg (Wood). She no longer resides in Allentown and does not have a business in the city. I have attached Mr. Holzman's resume for your consideration.

ROC/kal

Attachments

RECEIVED

JUN 02 2018

MAYOR'S OFFICE

REQUEST FOR APPOINTMENT

DATE May 31, 2018

AUTHORITY, BOARD OR COMMISSION YOU ARE REQUESTING APPOINTMENT
TO: Redevelopment Authority

NAME: Louis Wyker Holzman

HOME

ADDRESS: 1001 S 8th St Apt 2 Allentown PA 18103

BUSINESS

ADDRESS: 417 State Rt Emmaus PA 18049

TELEPHONE NO. (RESIDENCE) 6106742870 **BUSINESS** 6104218601; 122

EMAIL: Louisholzmannutrition@gmail.com

PRESENTLY EMPLOYED

BY: Altitude Marketing

JOB

TITLE: Manager, Business Development

EMPLOYMENT

(Prior): Omne Solutions

EDUCATION:

HIGH SCHOOL GRADUATE:

Yes **YES**

NO

COLLEGE OR UNIVERSITY GRADUATE

Yes **YES**

NO

DEGREE/FIELD OF STUDY

B.S. Athletic Training

CURRENT MEMBERSHIP IN ORGANIZATIONS AND

OFFICES: Allentown Youth Soccer Club, Coach, Board Member and Director of
Marketing and Web Services

Allentown Young Professionals. Board Member and Secretary Officer

Queen City Realty, LLC, Owner

PAST ORGANIZATIONAL MEMBERSHIP AND OFFICES

HELD: Startup Grind LV- Event Specialist

Chamber of Commerce, Ambassadors Council and Young Professional Council Marketing Committee
Greater Lehigh Valley Chamber of Commerce- Ambassadors Council, Young
Professionals Council Marketing Committee
South Parkland Youth Association- Coach

Relay For Life- Participant

DO YOU LIVE IN THE CITY OF ALLENTOWN: Yes **YES** **NO**

HAVE YOU EVER BEEN ARRESTED?

Yes

IF SO, WHY?

Falsely accused of small amount of marijuana in high school. Was not convicted.

DO YOU HAVE A SIGNIFICANT "BUSINESS" OR "PROPERTY" INTEREST IN ALLENTOWN? PLEASE EXPLAIN:

Queen City Realty, LLC was founded in 2017 with the intent to invest in Allentown Property. Currently, one 2 unit building is the portfolio, with a second and third in the works of acquisition by 2019.

ARE YOU A REGISTERED VOTER: Yes **YES** **NO**

WHY ARE YOU INTERESTED IN THIS APPOINTMENT? BE SURE TO INCLUDE WHAT VALUE YOU WILL BRING TO THE BOARD:

I am interested in giving back to the community, in any way I can. Born and raised and currently living in Allentown with no plans on leaving. I'd like to build a real estate portfolio, have started that process, am in the beginning stages of becoming a licensed realtor and would like to get more involved in the redevelopment of Allentown for my own knowledge, connections, and to be able to broadcast and highlight Allentown's offerings to outside investors and individuals to help grow our city.

DO YOU ANTICIPATE A CONFLICT OF INTEREST BY SERVING AS A MEMBER OF AN AUTHORITY, BOARD OR COMMISSION: **YES** no **NO**

**IF YES,
EXPLAIN:**

IF YOU ARE BEING CONSIDERED FOR REAPPOINTMENT, PLEASE INDICATE
HOW MANY TERMS YOU HAVE SERVED _____ AND THE YEAR YOU
WERE FIRST APPOINTED _____.

NOTE: This information will be used for making appointments to authorities, boards and
commission and in the event you are appointed/reappointed, it may be used as a
news release to identify you to the community.

Louis Holzman

Signature

May 31, 2018

Date

Please forward this request for appointment, along with a resume to:

**Mayor'S Office
City Hall
435 Hamilton Street
Allentown, PA 18101**

Louis Holzman

1001 South 8th Street Apt 2 • Allentown, PA • 18103
CELL (610) 674-2870 • E-MAIL louisholzmannutrition@gmail.com

EDUCATION

Bachelor of Science

West Chester University, West Chester, PA
Graduated 2015

TECHNOLOGY

Proficient in HubSpot CRM, Microsoft Office Suite, Google Suite and Salesforce.

EXPERIENCE

Altitude Marketing, Emmaus, PA

October 2016- Present

Manager, Business Development

Responsible for the entire process from acquiring new clients, navigating the sales triage of inbound requests, promotion and marketing of brand and business development locally and nationally.

Omne Solutions, Media, PA

September 2015- October 2016

Business Development and Marketing Director

Responsible for Allentown, PA branch office including management of team, all marketing efforts such as design maintenance and distribution of promotional materials, creating and implementing comprehensive marketing plans and strategic branding campaigns, market research, handling various social media accounts as well as business development for the region.

Clinical Experience, Various Locations

2013- 2015

Student Athletic Trainer

COMMUNITY

Allentown Youth Soccer Club (AYSC) – Board Member, Director of Marketing and Web Services, Head Coach

2010 - Present

INVOLVEMENT

Allentown Young Professionals - Board of Directors, Secretary

2016 - Present

South Parkland Youth Association (SPYA) – Head Coach

2015 - 2016

Greater Lehigh Valley Chamber of Commerce: Member, YPC marketing committee (2015 – 2017) and Chamber Ambassador (December 2016 – 2017)

621 North 30th Street • Allentown, PA • 18104 • CELL (610) 674-2870 • E-MAIL louisholzmannutrition@gmail.com