

Donald C. Alexander

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Summary

Economic developer and business person with more than 40 years of experience. Successfully owned and operated the largest radio broadcast group in New York State for several years employing nearly 200 people. Committed community and economic developer for more than 25 years having completed several development projects throughout Jefferson and Herkimer County New York both professionally and as a community activist. Extensive marketing experience including several years as Vice President of a New York based advertising agency. Strong strategic thinker and team builder.

Areas of Expertise

- People Management
 - Business Management
 - Sales Management
 - Strategic Planning
 - Critical Path Assessment
 - Market Analysis
 - Media Relations
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Experience

JEFFERSON COUNTY IDA @ JCLDC @JCCFDC

2003-Present

CEO

Working to deploy a strong economic development approach for our organizations to include regular on-site visits for existing business and outreach to potential businesses.

Responsible for carrying out strategies and directives provided by our Boards of Directors and to see that our organizations are meeting their legal and fiduciary responsibilities as provided for in our NYS enabling legislation and organizational by-laws.

- Develop stronger regional economic development relationships
- Manage our Uniform Tax Exemption Policy.
- Respond to dramatically changing market conditions.
- Provide assistance where possible to existing business and industry
- Develop a new 'corporate park' to be located at the County airport
- Oversee the development of operational budgets for our agencies
- Keep our local political jurisdictions informed of important activities
- Cultivate improved relationships with the Army and Fort Drum
- Enhance our workforce
- Develop an energy policy focused on alternative energy deployment
- Create a sound and inviting climate for potential business
- Oversee an improved County marketing effort
- In concert with other individuals, develop the County's Comprehensive Economic Development Strategy (CEDS)
- Work closely with other development agencies in the County

BROWNVILLE SPECIALTY PAPER PRODUCTS, INC

1991-2008

Co-owner

Along with two other local individuals, operated a papermill for 17 years employing 75 people. Dramatically raising prices for energy, raw materials and transportation and a global recession forced the company to sell its proprietary product lines to other local manufacturers and cease operations.

During its operation, the Mill successfully competed against much larger domestic and foreign competition.

- During its operation several new products were developed
- Sales were expanded to include 25 counties off-shore
- A highly success line of products called ‘Cap Closure’ was enhanced and enlarged
- Earlier in its existence, the mill received the coveted Small Business of the Year Award
- The closure was designed to ensure as many of the current employees as possible would be obtain other jobs with the companies who purchased our product lines.

WPBS TELEVISION

2002 to 2015

Host of WPBS Live

Coordinate and host an hour-long, prime-time television program featuring well-known guests discussing important topics of interest to our local and Canadian viewers.

The award winning program is one of the few remaining local interview programs conducted in our region. It is designed to allow viewers to participate in the program via a call-in network.

The program uses an informal approach but can and does deal with important community issues of all types.

Experience

Continued

790 COMMUNICATIONS CORPORATION
1340 COMMUNICATIONS CORPORATION
950 COMMUNICATIONS CORPORATION

1980-1996

President and CEO

Took four underperforming broadcast stations and one start-up company located in very competitive markets to a highly successful broadcast group in a few short years that sold in 1996 for well-above traditional multiples.

Responsible for all facets of the operation of these companies with three General Managers reported directly to me on a daily basis.

- Deployed the newest technology including AM Stereo and oversaw the transition from Analogy to digital formatting.
- Insured compliance with the complex cities of Federal Communications Commission Policies and procedures.
- Implemented cost containment measures when necessary.
- Negotiated three labor agreements representing more than one hundred employees.
- Became the Number One rated AM broadcast station in the US for markets of similar size.
- Regularly made national sales calls on advertising agencies throughout the Northeast..

RBG PRODUCTIONS, INC.

1964-1980

Vice President & General Manager

Complete responsibility for two highly successful broadcast businesses including all facets of the business such as capital requirements, personnel, sales, programming and content and day to day operations.

Responsible for maintaining the station's competitive edge and profitability.

- Developed marketing plans for a variety of local businesses.
- Began the transition from analogue to digital broadcasting.
- Created line-wide repricing plan to maximize target customer penetration.
- Developed strategy to integrate payment, information, and securities products.
- Served as host for several daily programs on the various stations.
- Represented the company in the national search for additional broadcast properties.
- Became actively involved in negotiating the sale of one of the companies.

Education

ILION CENTRAL HIGH SCHOOL

1958

College entrance program with emphasis on Regent compliance.

UTICA COLLEGE OF SYRACUSE UNIVERSITY

1959-1963

Major in Public Relations studied under the Dean of PR doctrine, Raymond Simon.

**Community
economic
development
projects**

Lead in developing the following for our community:

- Brown Park Senior Apartments in Brownville, New York. The second Farmers Home Project in New York State.
 - Henry Keep Apartments of the Square in Watertown, New York. These are 40 apartments using Section 8 HUD financing.
 - Olympic Apartments on Franklin Street. These are 41 senior apartments that are income specific and were funded by using a Federal Income Tax Credit program.
 - Ives Hill Retirement Community, a senior project consisting of both congregate apartments and duplex and cottage type homes.
 - Watertown Center for Business and Industry, formally a site owned by the New York Air Brake and now serving as a business incubator.
 - Revitalization of the former Cooper School now home for the Community Action Planning Council.
 - Jefferson Leadership Institute to assist in developing inter-generational cooperation and community participation.
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**Past/Present
Community
Activities**

Present

Board of Directors—New York State Economic Development Council
Member--Watertown Rotary Club and Past President
Board of Directors of the Watertown Local Development Corporation
Board of Directors—Workforce Investment Advisory Board
Member---FDRLO
Member ---AUSA
President—Community AL Corporation
Board of Directors---Greater Watertown Area Chamber of Commerce
Board of Directors ---Carthage Area Development Corporation

Past

Board of Directors---Fort Drum Steering Council
Board of Directors---Northern New York Community Foundation
Board of Directors---Northern New York Health Care Alliance
Board of Directors—City Center Development, Inc.
Board of Directors—Jefferson County Economic Development Corporation
Board of Directors—Mercy Hospital
Board of Directors—Fort Drum Steering Council
Board of Directors—Watertown Salvation Army
Board of Directors—Jefferson County Fair
Member of Advisory Board of the Jefferson Community College Adult Education
Part owner—Jefferson County Community Baseball
Member of the Sackets Harbor Historical Foundation
Board of Directors—Herkimer County Chamber of Commerce
Board of Directors—Herkimer County Economic Development Committee
Campaign Chair of the Jefferson County United Way
Campaign Chair of the Herkimer County United Way
President—Herkimer County Chamber of Commerce
President—Brown Park Housing Corporation
President—Black River Housing Council
Member—General Brown Board of Education
Board of Directors—March of Dimes
President—Watertown Industrial Center, LDC
Board of Directors—FDRLO

**Recognitions and
Awards**

Listed in "Who's Who Worldwide"-1992
'Israel A. Shapiro' Watertown First Citizen Award
St. Joachim Award—area of health care
General Jacob Brown Award—area of education
Twice listed in 'Outstanding Young Men in America'
Attendee at National Security Seminar—US Army War College
Paul Harris Fellow
