

JOAN HARTMANN  
Third District Supervisor

County Administration Building  
105 East Anapamu, Fourth Floor  
Santa Barbara, CA 93101  
Telephone: (805) 568-2192

COUNTY OF SANTA BARBARA

Date: 08/04/2020

Clerk of the Board of Supervisors  
County of Santa Barbara  
105 East Anapamu Street  
Santa Barbara, CA 93101

RE: Reappointment of **Alvin Salge** to **Veteran's Services Advisory Commission**

For placement on the Board of Supervisors agenda for the meeting of: **08/18/2020**

I would like to recommend the  appointment/  reappointment of the following person to the Veteran's Services Advisory Commission:

Salutation:  Mr  Mrs  Ms.  
Full Name of Appointee: Alvin Salge  
Address:  
City/State/Zip:  
Home Phone:  
Work Phone:  
E-mail:

Appointee will represent the **Third District** on this commission.  
Position was formerly held by: Alvin Salge (this is a reappointment)  
 Check box only if this appointment is filling an unexpired vacancy.

Third District Supervisor: Joan Hartmann

Signed by: Joan Hartmann

|                              |                               |
|------------------------------|-------------------------------|
| COB Information Verification |                               |
| <input type="checkbox"/>     | Letter of Resignation on file |
| <input type="checkbox"/>     | Vacancy Notice on file        |
| Term:                        |                               |
| <input type="checkbox"/>     | _____ years                   |
| <input type="checkbox"/>     | Beginning date<br>_____       |
| <input type="checkbox"/>     | Ending date                   |



## **Alvin A. Salge**

### **Veterans Support Advocate**

#### **Santa Barbara County Veteran Services Advisory Committee 2018 – Present**

- Elected Chair in August 2019
- Assisting establishment of Santa Barbara County Veterans Collaborative – On Board of Directors as VSAC Representative
- Implemented new policies to assist Santa Barbara County Veterans
- Joining Solvang Support the Troops Board of Directors as Vice Chair

#### **Solvang VFW Post 7139 Cpmmander 2011 - Present**

- Revitalized Post and increase membership
- Established and enhanced Solvang Memorial Day Program, Veterans Appreciation BBQ, Military Cannon Ball, and Veterans Day Program
- Coordinated with Rhonda Murphy, SB County VA representative, to help Veterans with VA assistance.
- Established San Luis Obispo VA Center Counseling once a month in Solvang Veterans Hall
- Supported SB County Stand Down since its inception
- Directly helped Veterans in need
- Participated in SB Foundation Study to assist county Veterans

#### **Solvang Chamber of Commerce Military Liaison Officer 2016-Present**

- Direct liaison to Vandenberg AFB for recognizing outstanding Airmen and Civilians with award certificates and baskets at quarterly awards luncheon and annual Banquet
- Attends formal Vandenberg AFB events such as change of command and social events

### **Senior Business Development Manager**

- Accomplished Defense Contractor Senior Business Development Manager with over 15 years of successes orchestrating defense company new domestic and international Electronic Warfare (EW) business, increasing profits, and contributing to company growth.
- Known for developing and implementing effective strategic plans, opening new market opportunities, and optimizing new business investments.
- Combination of advanced business development expertise with extensive military experience applied with Bull Dog determination.

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**Strategic Planning - Capture Planning and Implementation**  
**New Business Investment Management – Customer Marketing**  
**Advisor to Senior Managers – Negotiates Teaming/Cooperative Agreements**

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**PROFESSIONAL EXPERIENCE**

**Raytheon Space and Airborne Systems, Tactical Airborne Systems Electronic Warfare, Goleta, CA**

**Senior Business Development Manager Consultant/Contract Employee, 2006 – June 2008**  
**Senior Business Development Manager, 1998 – 2004**

**Major Contributions**

- Developed and implemented effective 5 year Strategic Plans that ensured the continuation of Core Electronic Warfare Product Programs and opening of new products' markets.
- Orchestrated successful capture plans and pursuits of new programs.
- Conducted effective customer marketing resulting in the winning of \$10M - \$50M Programs
- Effectively managed New Business Investment Budgets for highest return on investment.
- Key contributor to Raytheon Electronic Warfare growth to \$300M awards per year.
- Advised Senior Management on selection of best program pursuits.
- Negotiated teaming/cooperative agreements with other companies to win programs.
- Guided proposals for program wins.
- Marketed and Implemented EW Product Programs' wins and "kept them sold" for Raytheon EW Products.
- Developed capture plan, marketing campaigns, and internal gate briefings to successfully pursue and win programs for the products above
- Interfaced with key US DoD and International customers
- Assisted with winning proposals
- Worked Foreign Military Sales Programs
- Negotiated and implemented teaming agreements/partnering with other Domestic and International Defense Contractors
- Submitted Technical Data License requests to the US Governments for international sales of Raytheon EW Products

**Hughes Aircraft Company, Electronic Warfare Division, El Segundo, CA**  
**Business Development Manager, 1990 – 1998**

- Marketed and Implemented EW Product Programs' wins and "kept them sold" for Hughes Aircraft EW Products including:
  - US Navy/International ALR-67(V)3 Radar Warning Receiver for F/A18-E/F
  - USAF Precision Location and Identification (PLAID)
  - DARPA and USAF Advanced Tactical Targeting Technology (AT3)
  - USAF and USN Electronic Warfare Research Programs

- Classified Programs
- Accomplished all the Business Development tasks listed above for Raytheon

**Science Applications International Company (SAIC), Project Manager Santa Clara, CA, June 1987 – May 1990**

- Managed an Air Force Research Laboratory Program to determine the follow-on EW Countermeasures suite for the B-1B Bomber
- Worked DARPA Research Programs

**USAF Electronic Warfare Officer, November 1967 – May 1987**

- Joint Chiefs of Staff EW Staff Officer, May 1985 – May 1987
- HQ USAF EW Staff Officer, August 1982- May 1985
- HQ PACAF EW Staff Officer, August 1978- August 1982
- EW Advisor to the Imperial Iranian Air Force, August 1976- August 1978
- F-4 RTU Instructor and Wild Weasel Instructor, July 1974 – August 1976
- 81<sup>st</sup> Tactical Fighter Squadron F-4 EWO, Germany, July 1970- July 1974
- 4<sup>th</sup> Tactical Fighter Squadron F-4 Weapons Systems Officer, Danang Air Base, Vietnam, August 1969- July 1970

**Education:**

- Bachelor of General Studies in Computer Science, Roosevelt University, 1980
- Master of Arts in Public Relations, Ball State University, 1973
- Bachelor of Arts in Psychology, University of Texas, 1966

