

Date: 05/02/2018 COUNTY OF SANTA BARBARA

RE: Appointment of Alvin Salge to Veteran's Services Advisory Committee for 3rd District

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

Full Name of Appointee: Alvin Salge

City/State/Zip: _____

Home Phone: _____

Work Phone: 916-438-1111

E-mail: [REDACTED]

Position was formerly held by: Steven Weiner

Third District Supervisor: Joan Hartmann

Signed by: Joan Hartman

Gina Fischer
District Representative
gfischer@countyofsb.org

Profile

Alvin

First Name

Salge

Last Name

Email Address

Street Address

Suite or Apt

City

State

Postal Code

Indicate Supervisor Who Will Receive a Copy of your Application *

☒ Third District - Joan Hartmann

Home: (

Primary Phone

Mobile:

Alternate Phone

Which Boards would you like to apply for?

Veteran's Services Advisory Committee: Submitted

Dean Davidge

Reference 1 Name

Reference 1 Address

Reference 1 Telephone

Owner of Davidge Controls

Reference 1 Occupation

Tracy Beard

Reference 2 Name

Reference 2 Address

Reference 2 Telephone

Solvang Chamber of Commerce
Executive Director

Reference 2 Occupation

Jeff McKeone

Reference 3 Name

Reference 3 Address

Reference 3 Telephone

Owner JTM Construction, Inc

Reference 3 Occupation

If you are now, or have ever been employed by the County of Santa Barbara, please list the department in which you worked, your title, and the dates you were employed.

No

Interests & Experiences

Please explain why you are interested in serving, and what experience you bring to the Committee. Attach additional documentation as necessary.

I am interested in serving on the Veterans Services Advisory Committee since I've been involved with the US Military since I graduated from the University of Texas in 1966. I served in the USAF for 20.5 years as a F-4 Fighter Weapon Systems and Electronic Warfare Officer and Staff officer at Higher Headquarters. After USAF retirement, I became A defense company marketing and program manager for 20 years. I also served in the California State Military Reserve from 2005 to 2010 ar Channel Islands Air National Guard Station. Since my retirement, I've become a Veterans advocate as Commander of Solvang VFW Post 7139 and the Solvang Chamber of Commerce Liaison Officer to Vandenberg AFB. I have been involved with SB County Veterans programs and will continue my advocacy of Veterans as it has become my life's work. This experience makes me a viable candidate for the SB County Veterans Services Advisory Committee/

Give any information explaining qualifications, experience, training, education, volunteer activities, community organization memberships, or personal interests that bear on your application for the above Board, Commission or Committee. Attach additional documentation as necessary.

My qualification, experience, training, education, volunteer activities, and community organization memberships are included in my uploaded resume.

[Al Salge s Resume 3-2-18.doc](#)

Upload a Resume

Please attach any additional documents here

Demographics

Ethnicity

☒ Caucasian/Non-Hispanic

Gender

☒ Male

Date of Birth

Education Completed:

MA in Executive Development BGS In Computer Science BA In Psychology

Please Agree with the Following Statement

I agree that upon submission of this application all information provided is a matter of public record, and is subject to disclosure.

☒ I Agree *

Alvin A. Salge

Veterans Support Advocate

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.

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

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
- 81st Tactical Fighter Squadron EWO, July 1970- July 1974
- 5th Tactical Fighter Squadron Weapons Systems Officer, 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